

Leadership in innovation



Innovation and smart metering in the water sector

**Ted Brown, Chairman, Energy
Saving Trust**





Not teaching Granny
to such eggs but....



Don't shoot the
messenger but....

Henry Ford and the faster horse



“I see no advantage
in these new clocks.
They run no faster
than the ones made
100 years ago.”

— Henry Ford

How is innovation achieved?

“Innovation is an evolutionary process, so it's not necessary to be radical all the time.”

— Marc Jacobs

Awareness, education and trust in innovation

“Innovation is not about saying yes to everything. It's about saying NO to all but the most crucial features.”

— Steve Jobs

Supply led/ demand led



Facilities management for the domestic market?





Security Camera

- cost 2010
- cost 2014.

Niche or Volume?



Clothing transponders
used throughout
textiles industry.

Niche or Volume?



Mouse alerts.

Web based detection
systems used by
Food Manufactures
world wide.

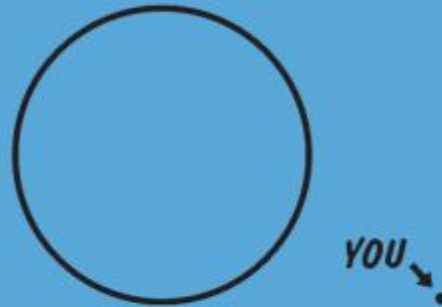
Niche or Volume?
....Niche.

Ongoing relationship



Is your brand trusted?

CIRCLE OF TRUST





Digital switchover.

Clear benefit.

Legislation led change



Working Time
Directive.

May be legislation
driven but little benefit
for input?



Coffee was 50p a
cup.



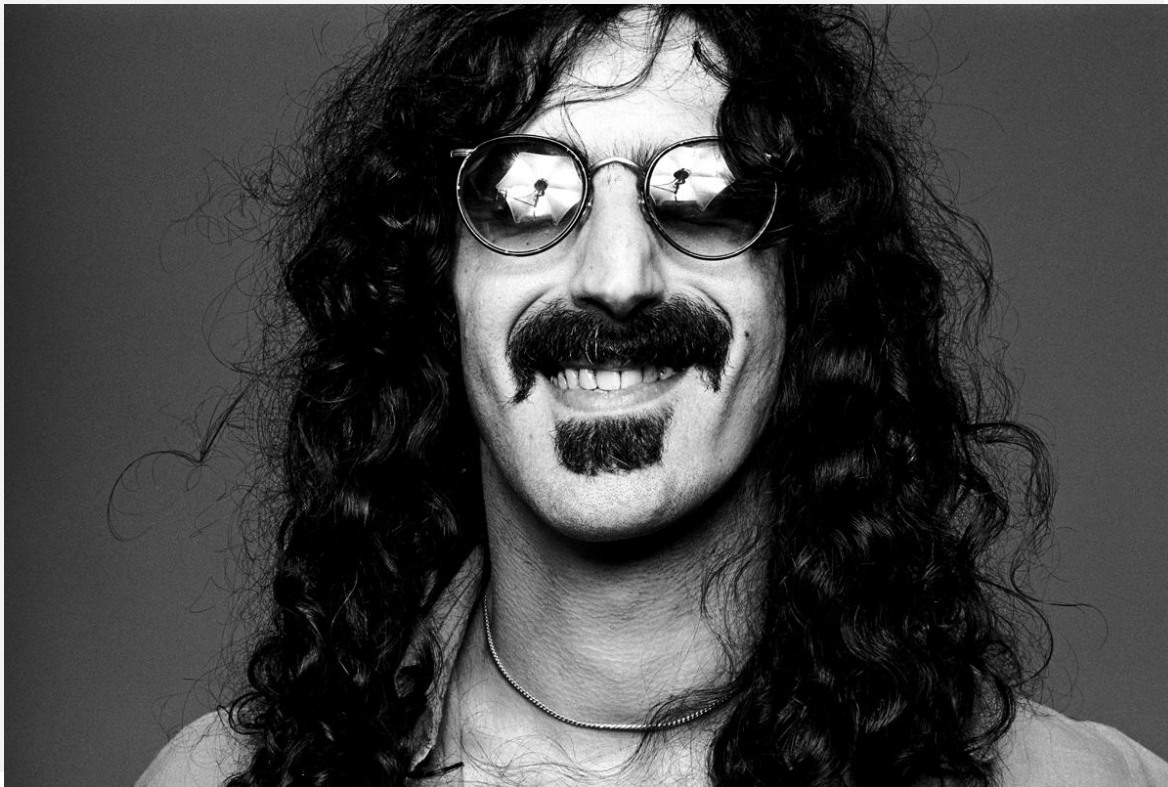
Part of café society.



Coffee is.....

“In a world of change, the learners shall inherit the earth, while the learned shall find themselves perfectly suited for a world that no longer exists.”

— Eric Hoffer



“All the good music
has already been
written by people with
wigs and stuff.”

— Frank Zappa

**Thank you for
listening**