

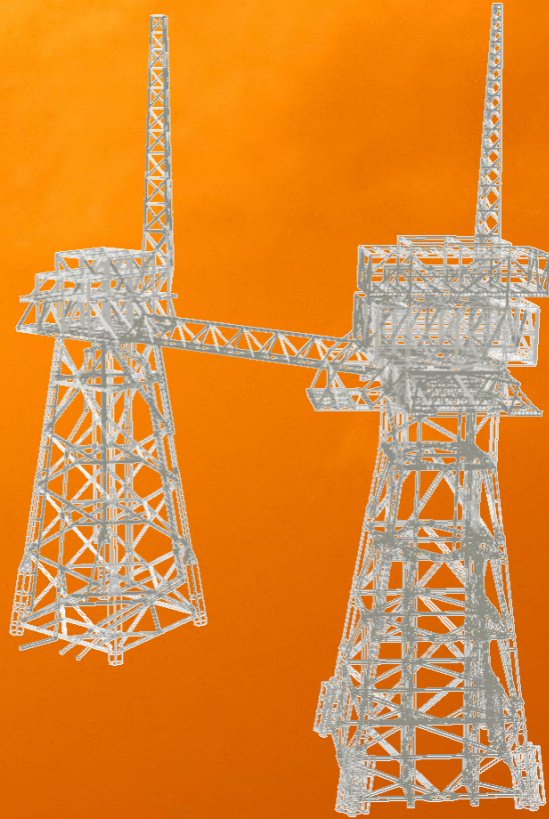
# MOT TIL ENDRING

## INNOVASJON I GLOBALE VIRKSOMHETER

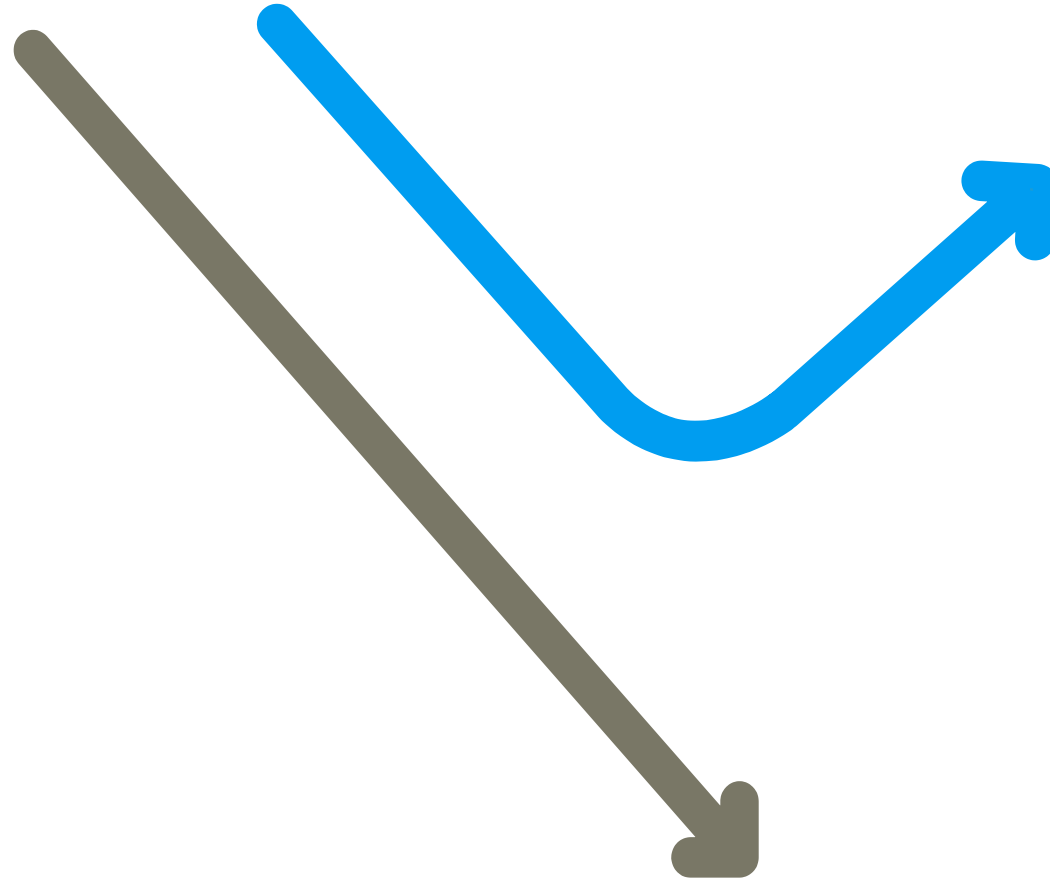
Hilde Tonne  
Executive Director and Chief Innovation Officer  
Ramboll Group

RAMBOLL





# INNOVATION CREATES OPPORTUNITIES





# **DIGITAL IS GLOBAL**

**Global Work  
Processes**



# THE CLIENT IS THE BOSS

Co-create with clients from day 1

RAMBOLL

OF: [businessmodelgeneration.com](https://businessmodelgeneration.com)

## Value Proposition

What value do we deliver to the customer? Which one of our customer's problems do we solve? What bundles of products and services do we offer each Customer Segment? Which customer needs are we addressing?

SOLVE THEIR ONGOING PROBLEMS WITH AGING INFRA

"BEST-CITY" FORBURNER, "MODELLSTADT"

• I offer you the chance to design your own city (again.)

• Making Vision Pragmatic, Buildable, Verifiable

• Livability Visualized

## Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?

## Channels

Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

## Customer Segments

For whom are we creating value? Who are our most important customers?

PUBLIC MUNICIPALITIES S/M + L

GREEN/ OPEN SPACE DEPT.

PLANNING DEPARTMENT

WATER-SANITARY/ STORMWATER/ WASTE DEPT.

PRIVATE DEVELOPERS

DISTRICT-S

The Value



Products &

Set of the products and services that you offer. Which products and services are you offering? Which ones are products and which ones are services? Buyer: Who are the customers that buy your products and services? Co-creator: Who are the partners and suppliers that help you create your products and services? Transferor: Who are the partners and suppliers that help you transfer your products and services to the customer? Products and services that you offer. Which products and services are you offering? Which ones are products and which ones are services? Buyer: Who are the customers that buy your products and services? Co-creator: Who are the partners and suppliers that help you create your products and services? Transferor: Who are the partners and suppliers that help you transfer your products and services to the customer?

RAMBOLL

INNOVATION ACCELERATOR 2019





# LEAP FROGGING

Jump to new  
Business Models





**WHAT  
WE OFFER**

**HOW  
WE INNOVATE**

**HOW  
WE WORK**

**RAMBOLL**



**Site**

Latitude: 50.00°

Longitude: 0.00°

**Target Areas**

Residential: 100,000.00 m²

Retail: 0.00 m²

**Planning Limits**

Maximum Height: 40.00 m

Maximum Footprint: 60.00 %

**Generation**

Corey Height: 3.00 m

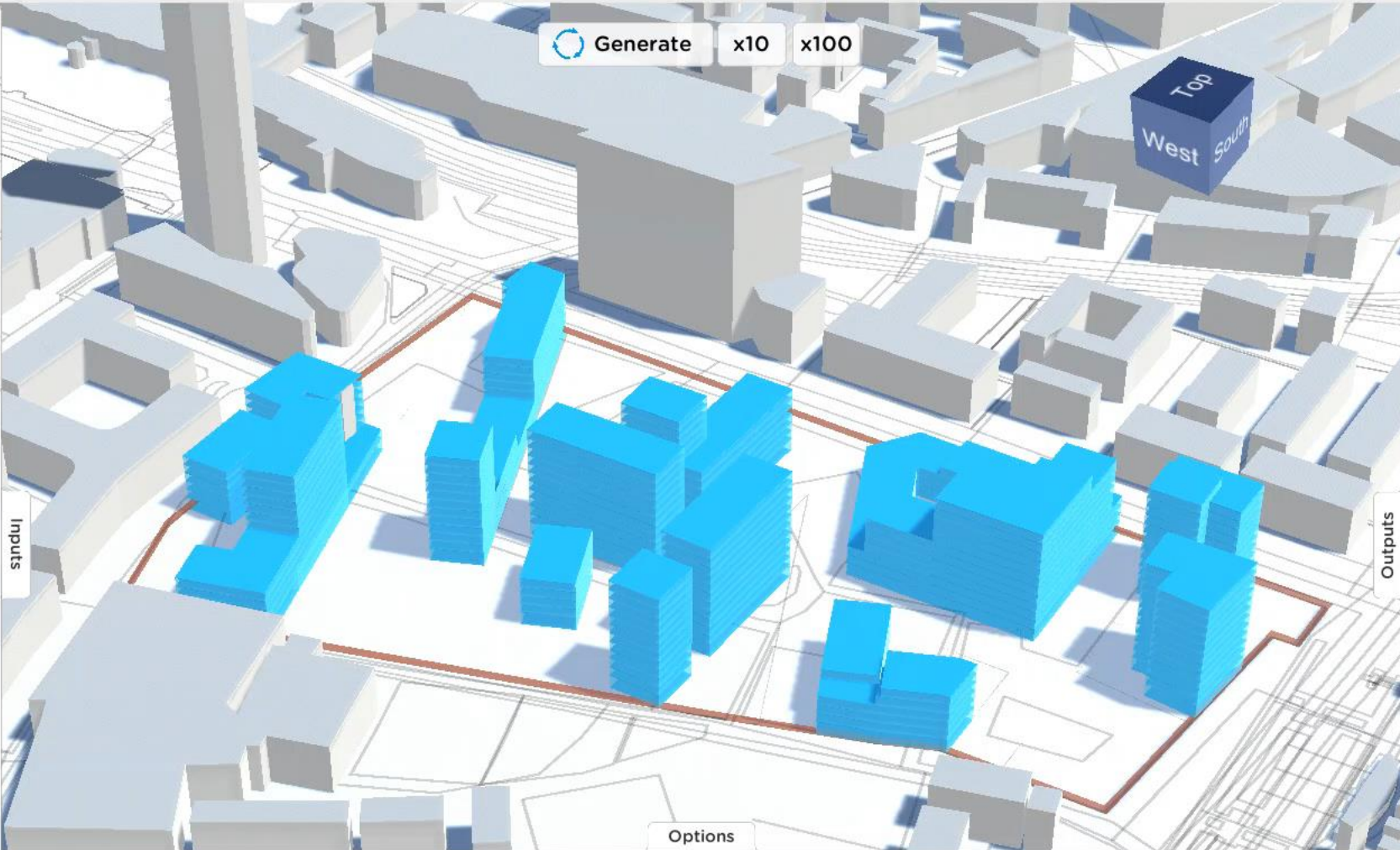
First Storey Height: 4.50 m

Block Depth: 16.00 m

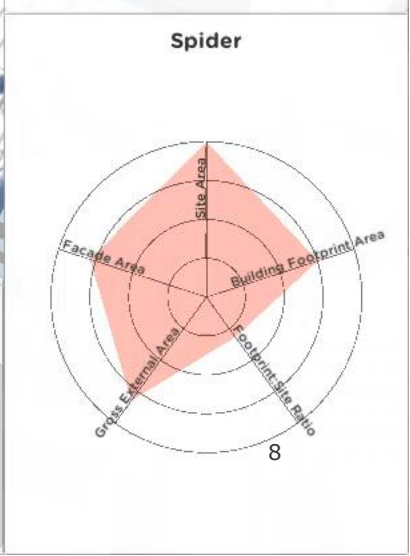
Road Width: 16.00 m

Maximum Plot Count: 20.00

Maximum Block Count: 100.00



Key Areas	
Site Area:	42,796.34 m²
Building Footprint	13,574.52 m²
Footprint:Site Ratio:	31.72%
Gross External Area:	100,826.50 m²
Facade Area:	53,459.16 m²





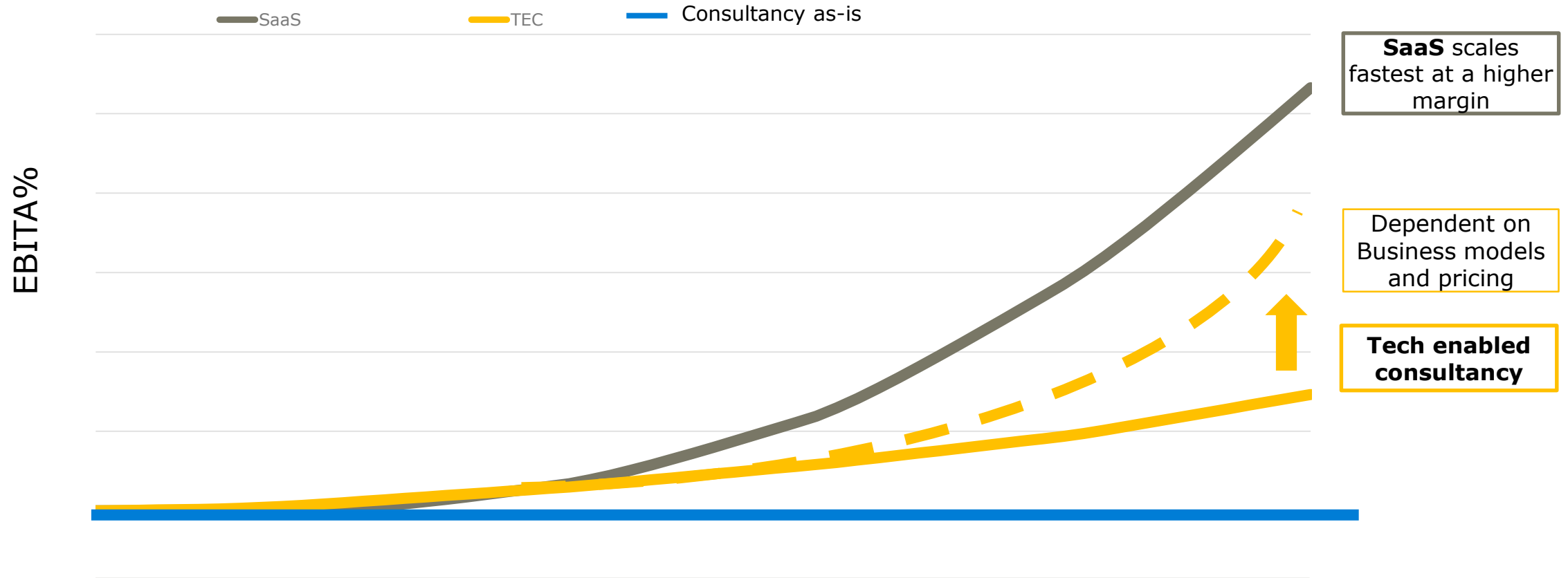




# COMBINING BUSINESS MODELS

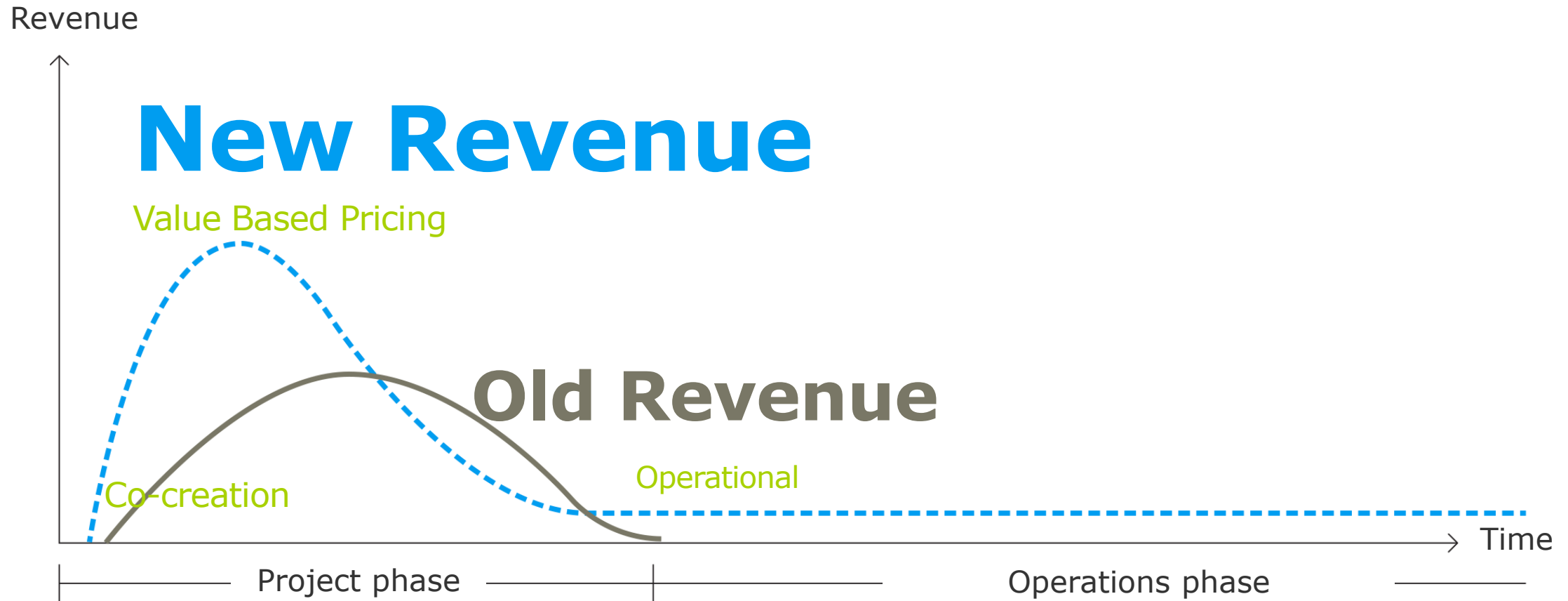
## - TECH ENABLED CONSULTANCY AND SAAS

CUMULATIVE PROFIT BY SALES TYPE





# NEW REVENUE REPLACES OLD REVENUE





# HOW WE WORK

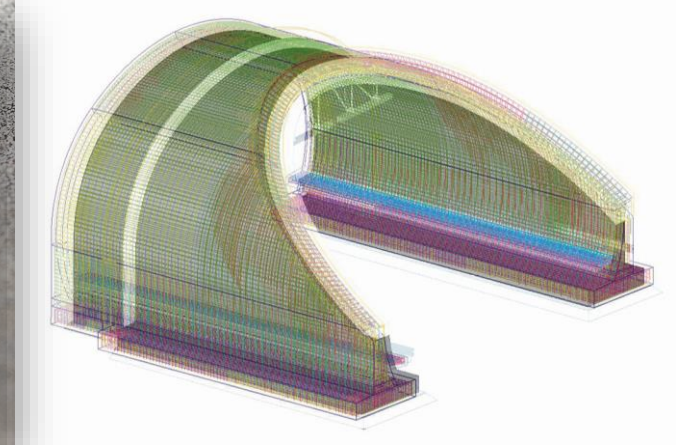


**INPUT PARAMETERS**

Number Slider	0
Profile at start (meter)	0.000
Tverrfall %	3
Yv	1570.000
X	450.000
Yh	1213.000
Cross-Sectional thickness	550.000
Distance of centerline to top of footing	716
Rv1	4790
Rh	5212.000
Width of road	7000

**TUNNEL PROFILE**

Road Line Curve	INNER POINTS
Profile distance(mm) from start of Road line Curve	OUTER POINTS
Road Slope	Foundation Points_Left
Yv	Foundation Points_Right
X	OUTER CURVE
Yh	INNER CURVE
Cross Sectional Thickness	Foundation Lines_Left
Distance of centerline to top of footing	Foundation Lines_Right
Rv1	PROFILE
Rh	CURVE_PROFILE
X1	FOUNDATION_L
X2	FOUNDATION_R
	Shoulder_Points_R
	Shoulder_Curve_R
	Shoulder_Points_L
	Shoulder_Curve_L



Buildings  
- High rise  
-

City planning  
- urban planning  
- flooding  
-

Transportation  
- metro  
-

Aviation  
- Airports  
-

National emergency  
response center

Transportation  
- Cruise  
-



A low-angle, upward-looking photograph of a modern, curved glass skyscraper. The building's facade is composed of a grid of copper-colored structural elements and glass panels. A blue sign with the word "RAMBOLL" in white capital letters is visible on one of the upper floors. The sky is a clear, pale blue.

# LEADERSHIP

”Innovation does not emerge from the 7<sup>th</sup> floor of head office

dare to  
**LISTEN**



dare to  
**EXPERIMENT**

dare to

**BE DECISIVE**



dare to

**TEAR DOWN  
THE SILOS!**

dare to  
**CANNIBALISE**



A group of people, including men and women in business attire, are standing in a modern office space with large windows and glass partitions. Some are holding documents or folders. In the foreground, a woman is partially visible, looking towards the camera. To the left, a sign on a stand reads "INNOVATION ACCELERATOR". The text "dare to SHARE" is overlaid in the center of the image, with "dare to" in a smaller font and "SHARE" in a large, bold font.

dare to  
**SHARE**

INNOVATION  
ACCELERATOR



**“YOU MUST BE  
THE CHANGE  
YOU WISH TO SEE  
IN THE WORLD”**

Mahatma Gandhi

