

Innovation in the Transport Sector: What will it take?

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Moscow, 23 November 2011



Transportation leadership you can trust.

- Session 1 - Innovation in road planning and design**
- **Innovation in Road Infrastructure with R5G – The 5th Generation Road**
 - **Innovative Methods for the Development and Modernisation of Regional Road Networks**

Session 2 – Innovation in infrastructure construction and maintenance

- **Innovation in Road Construction Technology**
- **Innovation in Quality Assurance of Bitumen Manufacture**

Session 3 – Innovative financing mechanisms for roads

- **Innovation Contributing to Sustainable Funding for roads**
- **“Pay as You Use” – A Principle as Chance for Sustainable and Fair Pricing of Russian Road Infrastructure**

**THE ROAD SECTOR HAS
BEEN BUSY INNOVATING**

**BUT, WHERE HAS THIS
INNOVATION LED US?**

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GRIDLOCK

POLLUTED AIR



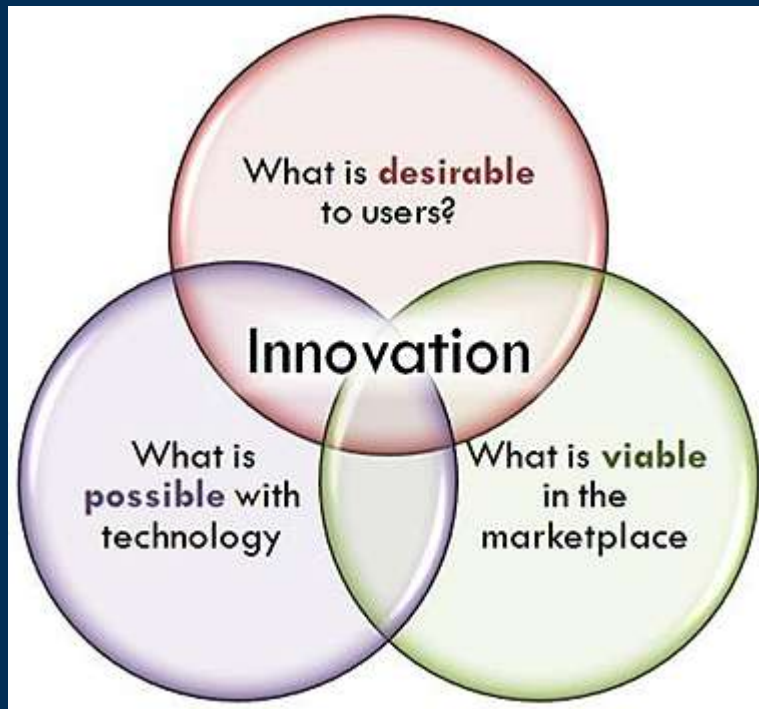
GLOBAL WARMING





WARS

We are talking about innovation, but what is it?



The innovation of the inventor exists in the **concept**.

It is a matter of convincing people that it is new and innovative.

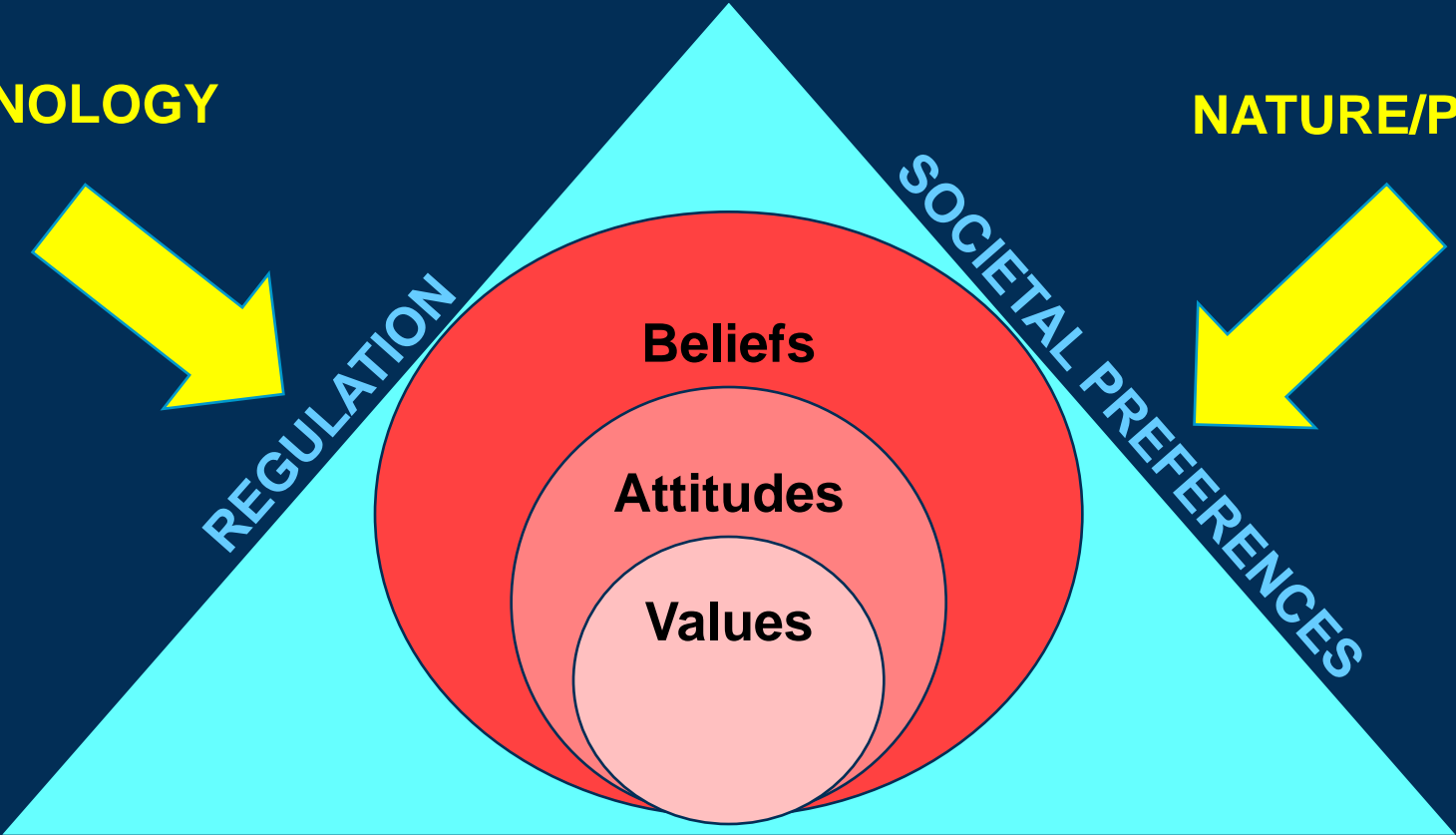
The limits of knowledge leaves space for “the new”.

Innovation requires going outside the limits of ones knowledge to approach the subjects inside.

GOVERNMENT

TECHNOLOGY

NATURE/POLITICS



REGULATION

SOCIETAL PREFERENCES

Beliefs

Attitudes

Values

INDUSTRY

MARKETS

CONSUMERS

GLOBALISATION/COMPETITION

THE INNOVATION SCORECARD

TECHNOLOGY/REGULATION



MARKETS/COMPETITION



NATURE/POLITICS



HOW ARE WE PERFORMING?

Nyet

WHERE ARE WE FALLING SHORT?

WE HAVE THE PRODUCTS

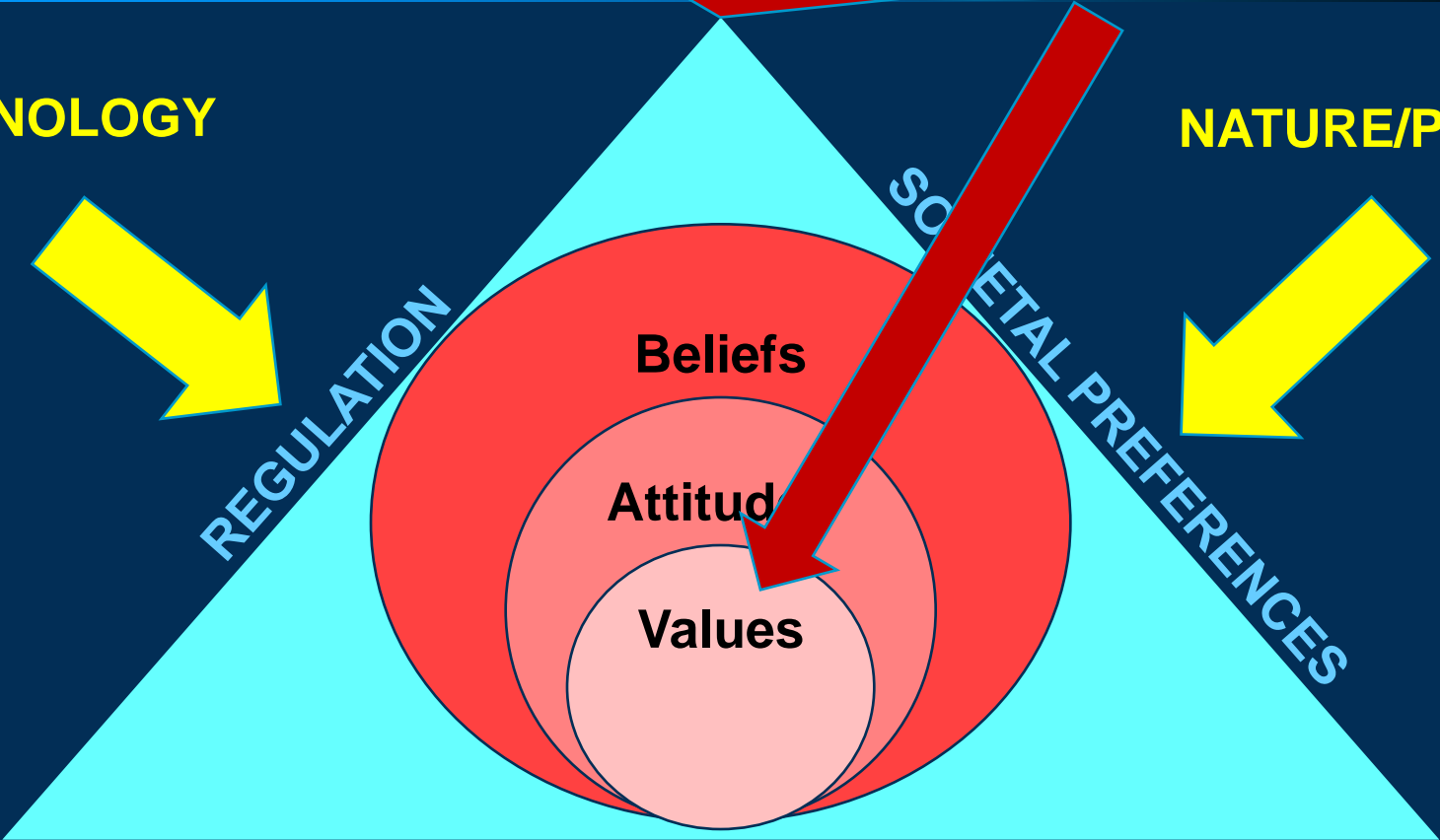


BUT ARE NOT CONNECTING THE DOTS

WHAT ARE WE DOING TO REACH

TECHNOLOGY

NATURE/POLITICS



INDUSTRY

MARKETS

CONSUMERS

GLOBALISATION/COMPETITION

**INNOVATION IS MORE THAN TECHNOLOGY
AND MARKETS, IT IS**

**ABOUT CREATING NEW KNOWLEDGE TO
CHANGE OUR VIEW OF THE OLD**

THE NEED TO INNOVATE IS URGENT

WE ARE INVENTING, NOT INNOVATING

**HOW ARE WE GOING TO REACH THE
VALUES OF OUR CUSTOMERS AND
CHANGE SOCIETAL PREFERENCES?**

INNOVATION PAYS

DON'T WAIT FOR THE GOVERNMENT

CREATE A VISION

DO IT

Аво́сь да небо́сь до добра́ не доведу́т.

Translation: Maybe and somehow won't make any good.

Moral: Don't rely on chance.

Спасибо