A perspective on ET from

Livingstone Consulting

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emerging

[ ih-mur-jing ]

adjective (before noun)

1. starting to exist, grow, or become known
2. just beginning to exist or be noticed
3. coming into view or notice
4. *Evolution*. displaying emergence
Creativity is thinking up new things.

Innovation is doing new things.

[Theodore Levitt]
Creativity (thinking)

Innovation (doing)

- Disrupters
- Scientists
- Inventors
- Big Business
- Accelerators
- Incubators
- Software
- Start-ups
- + more…
Polygon Scorecard
Example of Retailer Octogen
SOME POTENTIAL TALKING POINTS:

• **Payback thresholds;** level of ambition with lessening low-hanging-fruit.
• **Accelerating ‘Emerging’ to ‘in-use’;** Quick pilots & rapid analysis vs Rigor.
• **The real-world factor;** Impact, Implementation & Whole-Building.
• **EE vs GHG reduction;** should carbon be the primary driver?

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