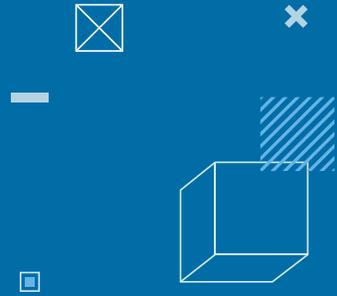
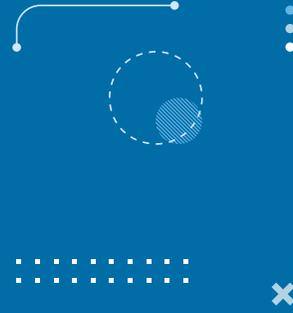


# Resilienz für Unternehmen – ein Angebot des EEN



Enterprise Europe Network | Ente x +  
https://een.ec.europa.eu



### Sustainability

We guide companies in their transition to more sustainable business models



### EU Single market

We help businesses navigate EU legislations, policies and benefit from the opportunities offered by the Single Market



### Digitalisation

We help companies tailor digital solutions to their business needs



### Innovation

We enhance businesses' potential to innovate, grow and develop disruptive products



### Business, Technology and R&D Partnering

We match companies with the right business partners and to promote new technologies globally

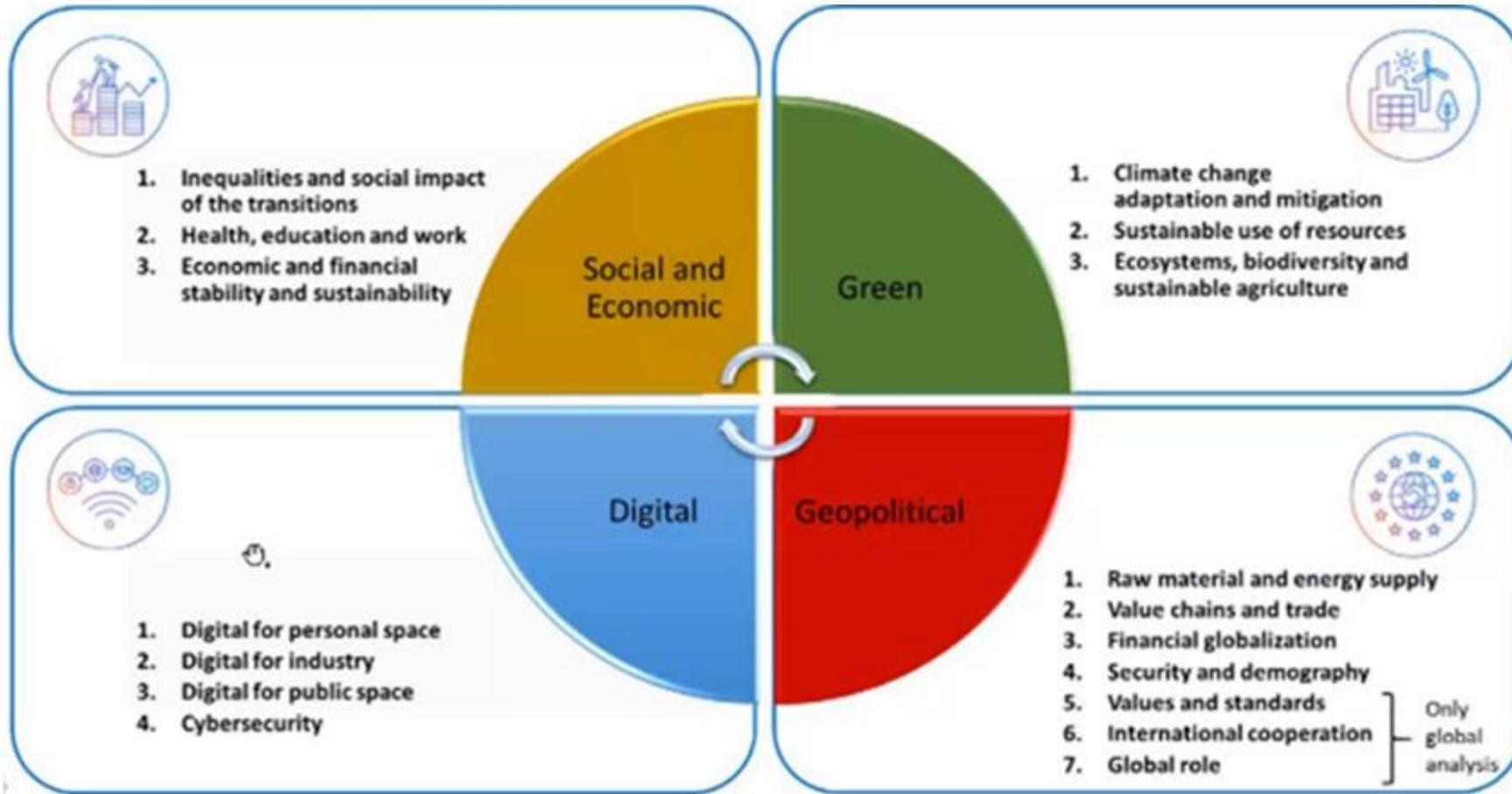


### Resilience

We empower businesses by building up their business agility and resilience to future challenges

# 2022

## Resilienz als ein Bestandteil der Serviceangebote des EEN



**Resilience is the ability of an SME to survive, adapt and thrive despite challenges.**  
(Definition of European Commission – DG GROW)

# Example

## Risk identification

The CEO could have a heart attack.

## Risk analysis

The CEO does not share any information (finances, strategy, ...).  
The CEO is healthy, but certain risks could exist.

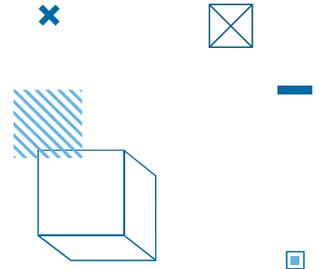
## Risk evaluation

The CEO is a Single-point of failure (SPOF).  
SPOFs are existential risks for any enterprise.

**The risk needs to be treated.**

## Risk treatment

- The CEO shares more information and trusts more his employees.
- The CEO employs a representative, e.g. a COO.



## WAS ist IHR Plan für



KNOWLEDGE FOR POLICY

## Competence Centre on Foresight

We foster a strategic, future-oriented and anticipatory culture in the EU policymaking process.

European Commission > Knowledge for policy > Foresight > The Megatrends Hub

TOPIC / TOOL | LAST UPDATED: 28 NOV 2022

## The Megatrends Hub

Megatrends are long-term driving forces that are observable now and will most likely have significant influence on the future.

# 14 Megatrends



Diversifying Inequalities



Increasing significance of migration



Aggravating resource scarcity



Increasing influence of new governing systems



Continuing urbanisation



Increasing demographic imbalances



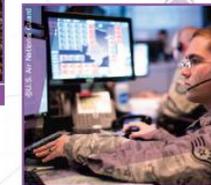
Climate change and environmental degradation



Changing nature of work



Growing consumerism



Changing security paradigm



Accelerating technological change and hyperconnectivity



Diversification of education and learning



Expanding influence of east and south



Shifting health challenges

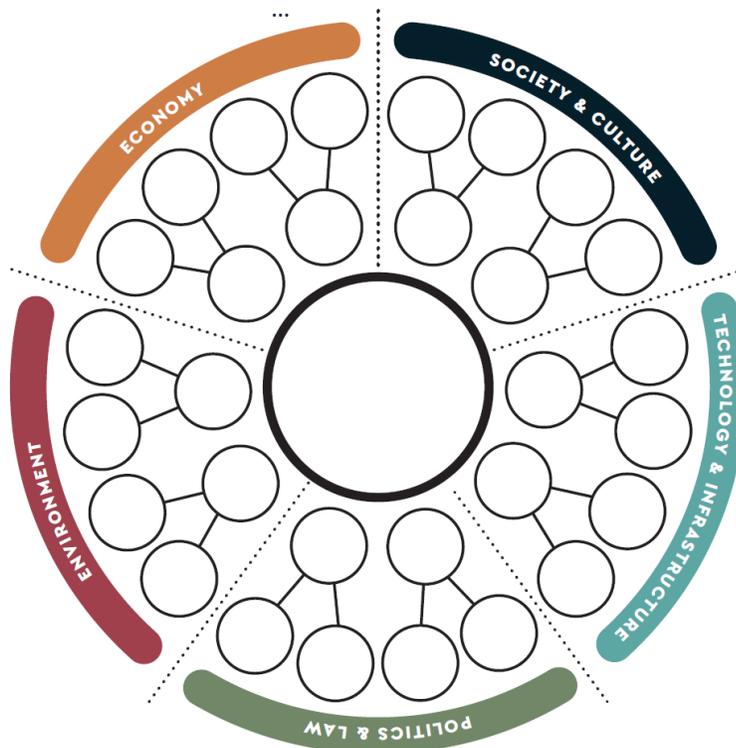
# Beispiel für ein Tool zur Risikobeurteilung Business FutureProofing

**MEGATREND**

Zunehmende Ressourcenknappheit  
 Wachsender Einfluss von Ost und Süd  
 Zunehmende Bedeutung der Migration  
 + 11

**WHAT IF**

Die nächste Zoonose kommt  
 Ein Shitstorm kommt auf  
 Der Hauptkunde springt ab  
 Führungspersonal fällt aus



### Vorgehensweise

1. **Ausgewählte** Herausforderungen auf ihre **Auswirkungen** überprüfen (FutureWheel)
2. **Ausgewählte** Herausforderungen für das **Geschäftsmodell** in einer **Matrix** überprüfen
3. Auf die größten Summen reagieren

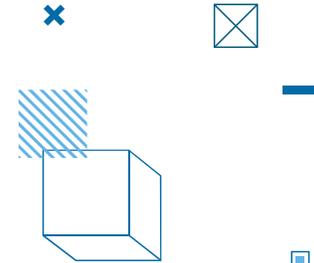
	Mega-trend 01	Mega-trend 02	What if 01	What if 02	...	Summe
<b>Geschäftsmodell</b>	Wert-Versprechen	-2	0	2	2	2
	Kunden-segmente	2	0	2	2	6
	Kanäle	1	-2	0	-2	-3
	Kunden-beziehungen	2	-2	-2	-2	-4
	...					
	<b>Summe</b>	3	-4	2	0	

# FUTURE PROOFING WINDTUNNEL

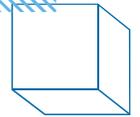
Evaluate the impact of each trend on the organization:

-2 (highly negative impact), -1 (negative impact), 0 (no or negligible impact), +1 (positive impact), +2 (highly positive impact)

	MEGATREND 01	MEGATREND 02	MEGATREND 03	MEGATREND 04	MEGATREND 05	WHAT IF 01	WHAT IF 02	WHAT IF 03	WHAT IF 04	WHAT IF 05	WHAT IF 05	SUM
<b>VALUE PROPOSITION</b> The unique solution (product or service) for a problem faced by a customer segment, or that creates value for the customer segment.												
<b>CUSTOMER SEGMENTS</b> The groups of people or companies that you are trying to target and sell your product or service to.												
<b>CHANNELS</b> How your company communicates with and reaches out to your customers.												
<b>CUSTOMER RELATIONSHIPS</b> The type of relationship you have with each of your customer segments or how you interact with them throughout their journey with your company.												
<b>REVENUE STREAMS</b> The sources from which a company generates money by selling their product or service to the customers.												
<b>KEY ACTIVITIES</b> The activities/ tasks that need to be completed to fulfill your business purpose.												
<b>KEY RESOURCES</b> The key resources or the main inputs you need to carry out your key activities in order to create your value proposition.												
<b>KEY PARTNERS</b> The external companies or suppliers that will help you carry out your key activities.												
<b>COST STRUCTURE</b> The costs associated with operating your business model.												
<b>SUM</b>												



# Fragen



#EENCanHelp

# Danke für Ihre Aufmerksamkeit

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Deutschland



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