**A Systems-based Model for the Successful Scaling Up of Sustainable Innovation at the Bottom of the Pyramid**

**Roald Suursa, Fernando J. Díaz Lópeza\*, Jenny de Boera, Matilde Miedemaa, Linda de Kampc and R. A. Mashelkard**

a Netherlands Organisation for Applied Scientific Research TNO, Innovation for Development Program, the Netherlands

c Technical University Delft, the Netherlands

d Global Research Alliance and CSIR-National Chemical Laboratory, India

\*Contact e-mail: fernando.diazlopez@tno.nl

**Abstract**

*Inclusive innovation literature provides manifold examples and some answers as to how projects can achieve the full potential of the BoP market and what factors can be considered important in determining the likelihood of an innovation’s success. But the existing literature and methods for analysis are mostly oriented towards firms’ strategies or project practices, focusing on the micro-level, including such things as products, project organisation, capacity building and the involvement of local stakeholders. Little or no attention has been paid to the surrounding context in which innovation occurs, or to the environmental sustainability of BoP products and technologies. This paper aims to contribute to the debate surrounding new models for innovation within the development sector and to explore the wider implications for innovation in the context of development policies. The central objective guiding this paper is therefore the elaboration of an analytical framework which can be subsequently implemented in analyses of system-wide factors for the successful scaling up of inclusive, sustainable innovations. The authors of this paper present a model for the analysis of the innovation (eco-) system of inclusive innovation. The model includes the following five dimensions: landscape, resources, knowledge, market, and support mechanisms. Ongoing work of the authors currently focuses on the application of this framework to a number of BoP projects conducted within TNO’s Innovation for Development programme and a number of examples from the literature, particularly from India. The outcome of this ongoing work will provide policy conclusions, salient limitations and avenues for future research.*

**Keywords:** *inclusive innovation, bottom of the pyramid, innovation systems, sustainable innovation, resource-based view, international development.*