

Types of scaling:

SCALING IN



What does it mean?

The pilot will become a structural part of the own organization.



Goal

Anchoring within an organization.

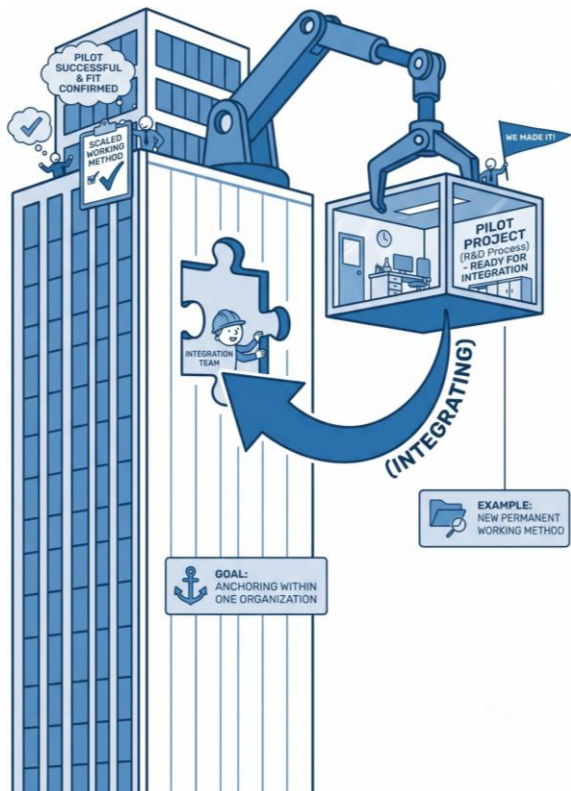


Example

Open mic sessions become a standard part of the co-creation process to involve stakeholders.

This is often the logical starting point. An innovation must first be embedded within the organization before further scaling is likely to succeed. Scaling In and Scaling Deep must go hand in hand: structural integration is hard to succeed without cultural acceptance.

SCALING IN



Types of scaling:

SCALING OUT



What does it mean?

The innovation is adopted by other organizations or regions.



Goal

More users and wider distribution.

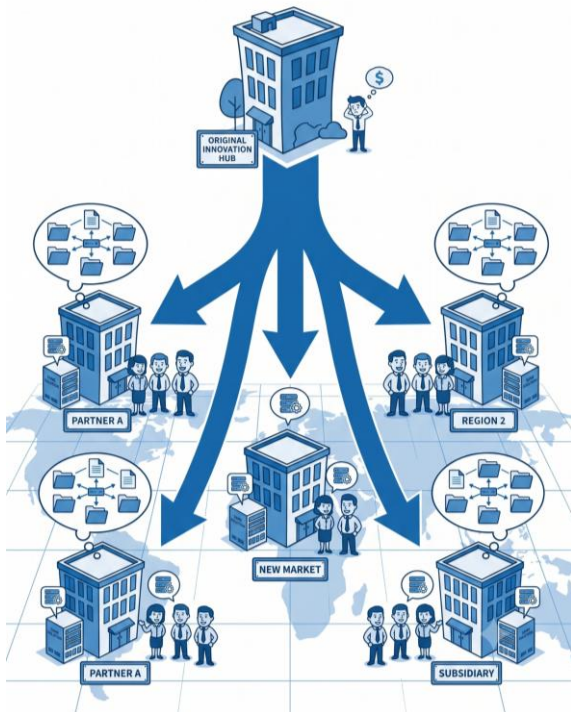


Example

The Maritime Talent Day is replicated by other ports in Germany.

Relevant when the innovation has proven itself (within the own organization) and demand from other organizations begins to grow.

SCALING OUT



Types of scaling:

SCALING UP



What does it mean?

The innovation is anchored in policy/regulations so that it can be widely applied.



Goal

System change.

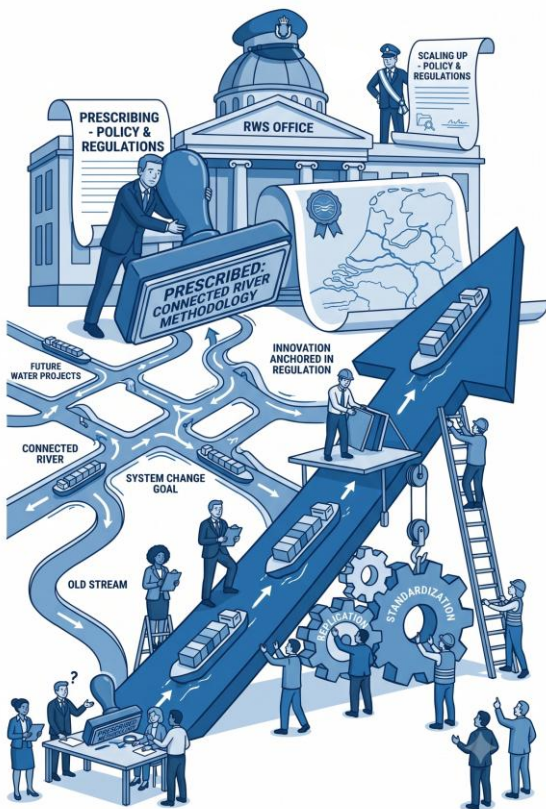


Example

Rijkswaterstaat prescribes the Connected River methodology in future water management project.

Relevant when policy, regulations, or standards play a role in enabling and/or encouraging broader application.

SCALING UP



Types of scaling:

SCALING DEEP



What does it mean?

The innovation changes behavior, culture, norms, and beliefs.



Goal

Sustainable societal or organizational change.

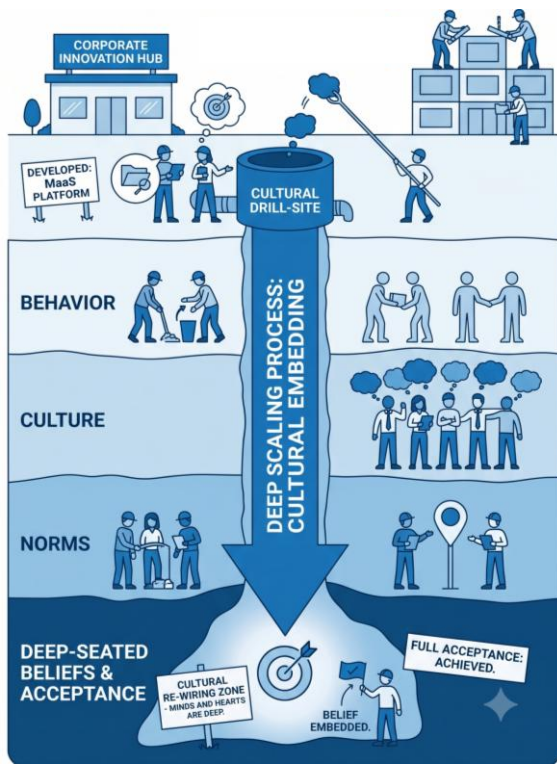


Example

The Social Sauna changes how citizens perceive the harbour: from industrial area to a vibrant space.

Relevant when impact depends on acceptance, behavioral change, and a change in the (organizational) culture. Scaling In and Scaling Deep must go hand in hand: structural integration is hard to succeed without cultural acceptance.

SCALING DEEP



Types of scaling:

SCALING BEYOND



What does it mean?

The innovation is being deployed for different use cases, e.g., a different problem or in a different sector.



Goal

Creating new applications.

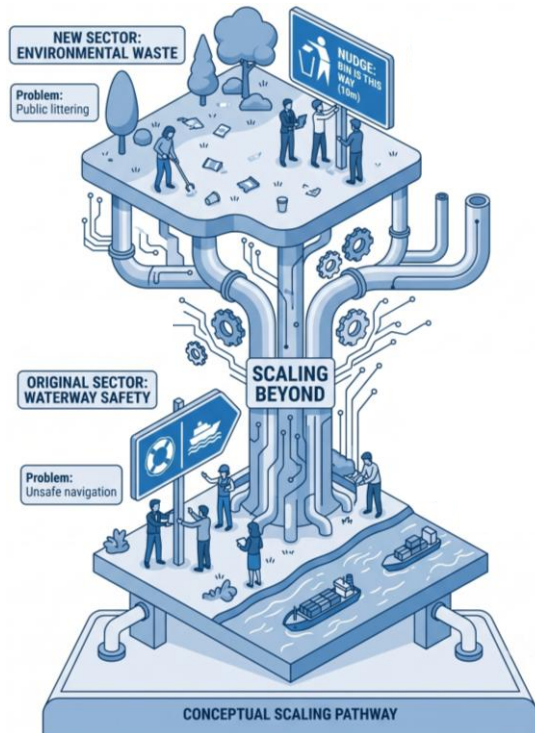


Example

The nudging signs, originally developed for safe waterway use, are also used to encourage litter reduction.

Relevant (often later) when a successful innovation also offers opportunities in other applications, sectors, or domains.

SCALING BEYOND



Types of scaling:

SCALING TOGETHER



What does it mean?

Organizations jointly develop one solution from the start.



Goal

Collaborative scalable design.

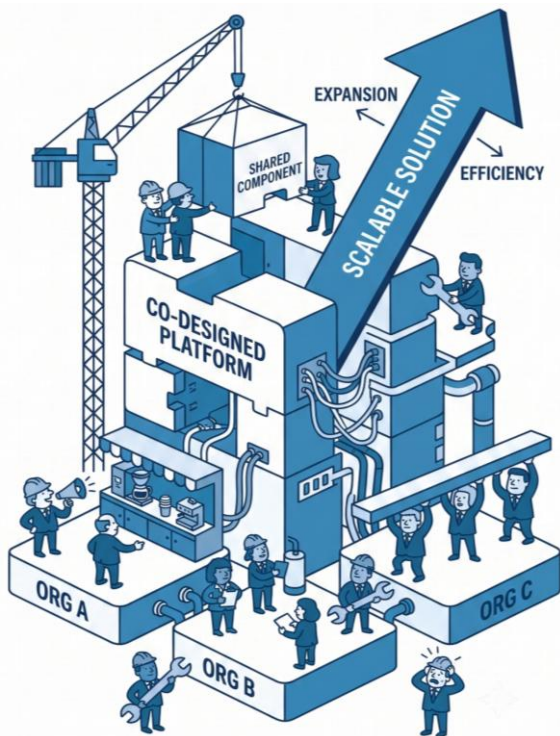


Example

Multiple organizations combine their data to create a shared overview of waterway logistics.

Especially valuable when multiple organizations have similar needs and want to or can jointly develop a solution.

SCALING TOGETHER



Types of scaling:

SCALING DOWN



What does it mean?

A generic solution is adapted to local needs.



Goal

Local applicability.



Example

The Amsterdam nudging approach is adapted to fit the local context and users of Lille or Kleine Nete.

This type of scaling is from the perspective of the adopting organization. An innovation can rarely be adopted one-to-one and often requires adaptation to the local context.

SCALING DOWN

