

Participative Innovation for Collaborative Society

"Open Service Innovation;

Bror Salmelin
Advisor to the Director
bror.salmelin@ec.europa.eu

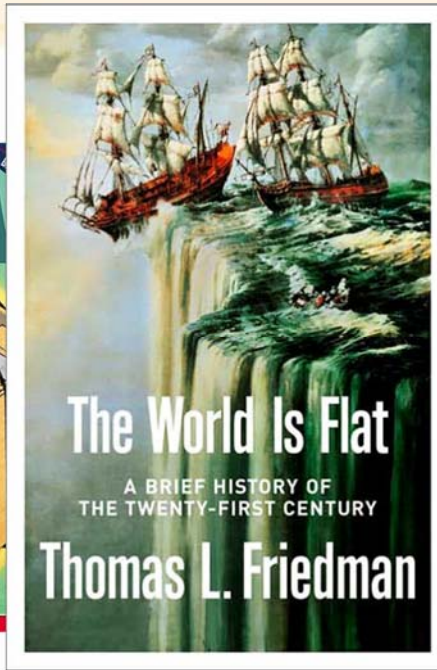
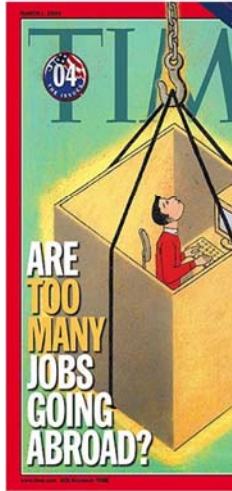


Innovation?

- **Make things happen!**
- **User-centric innovation**
- **Open innovation**
- **Systemic innovation**
- **Require**
 - **Environments with courage**
 - **Funding with courage**
 - **Processes with courage (curiosity, exploration)**
- **Is Europe a good place to merge these? Values, ways of doing business, links cross-border? Technology infrastructure? Leadership?**



The World is Flat - a level Playing Field ?



The World is...spiky (by Richard Florida)

THE WORLD IN NUMBERS

The World Is Spiky

Globalization has changed the economic playing field, but hasn't leveled it

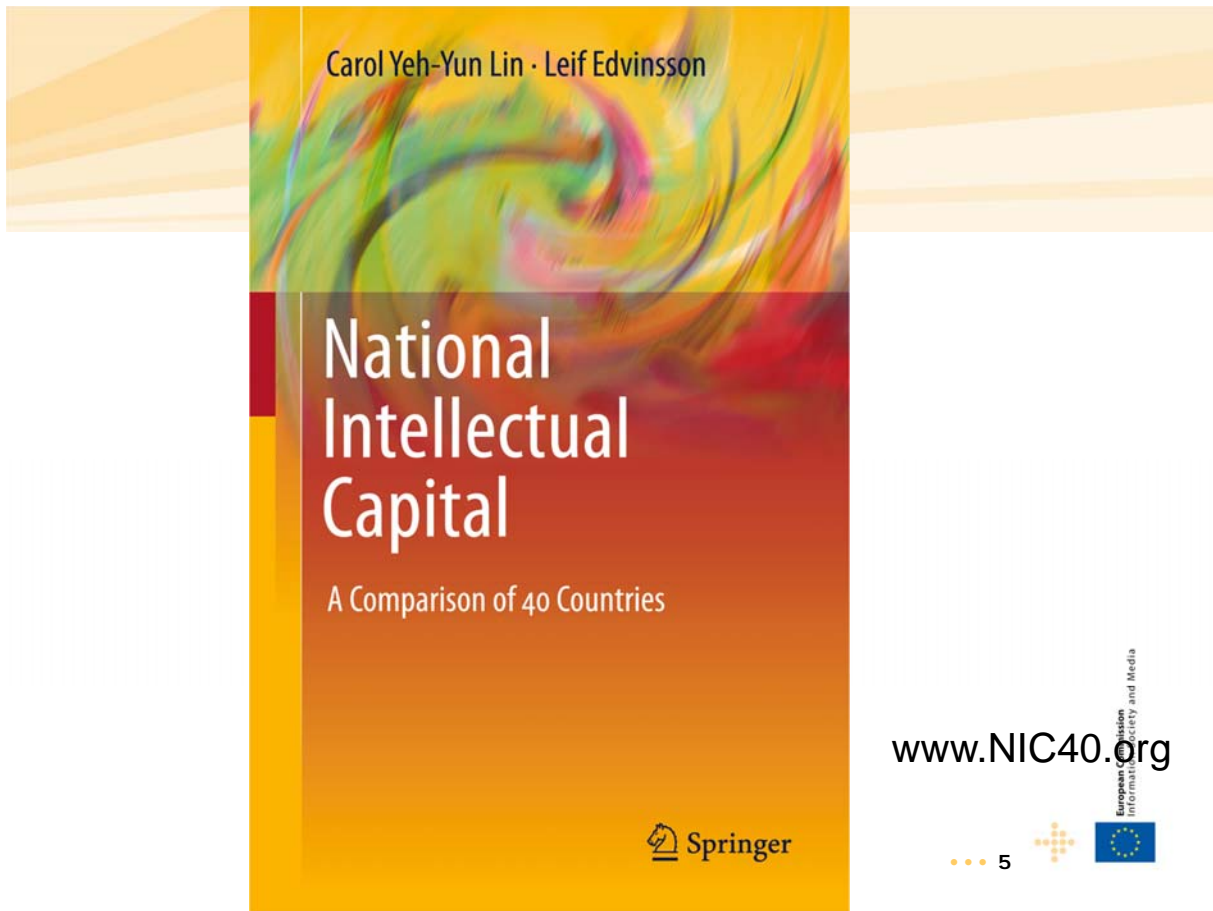
A POPULATION

Urban areas house half of all the world's people, and continue to grow in both rich and poor countries.

The world, according to the title

PEAKS, HILLS, AND VALLEYS





Open World – Closed World

➤ New Dichotomy – Open and Closed Philosophy/Concept/Attitudes/Values

- | Closed | | Open |
|--|--|--|
| <ul style="list-style-type: none"> • Authoritarian • Top Down • Central Planning • Command & Control • Bureaucratic • Rigid • Monoplist | | <ul style="list-style-type: none"> • Individual Freedom • Bottom up • Participation • Collaboration, Self Organization • Common Sense • Flexible/Adaptable • Competition + Innovation |
- “Democratizing”**
 ■ *Democratizing Innovation (Von Hippel)*
 ■ *Wisdom of Crowds (Surowiecki)*
 ■ *Democratizing Channels of Communication (A.W. Page Report)*

Towards and open world

- Pervasive Network
 - **More than 2 Billion People online**
- Convergence progressing
 - **Networks, Media, Content**
 - **Broadband & Multimedia**
 - **Service convergence**
- Interactive Capabilities increasing exponentially
 - **Web 2.0 Web 3.0....**
 - **Social Networking**
 - **Virtual Worlds/mixed reality**

Source: IPTS; Jean Claude Burgelman, 2007

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The Rise of the User

User as “Research-Object”

- Observation and Surveying
- Prototype Development
- Testing (Usability, Feasibility, Market Testing)
- Piloting

Industry R&D Led

Consumers



User as Innovator

- Interactive User Feed-back
- Incremental User Innovation Ideas
- User Idea Generation
- User Community innovation
- Services by Definition “Co-creation”

User/User Community Led

Contributors

Innovators



Source: IPTS; Jean Claude Burgelman, 2007

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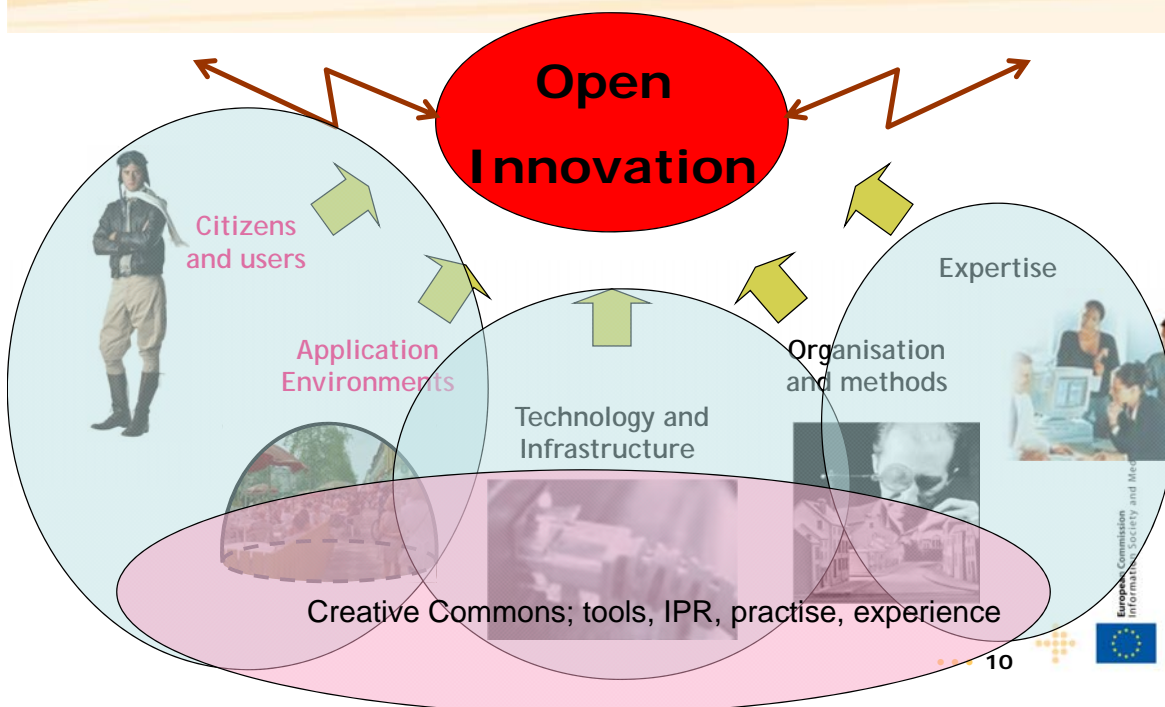
Stimulate Innovation from ICT Use

- See Users as innovation source as well
- Involve the *user* early (in all her/his roles)
 - A European tradition: user participation early in the process
 - Advanced user communities;
 - Strong user industries in Europe
 - automotive, aerospace, medical, pharmaceuticals, financial services, etc.
- Bring technology closer to people and organisational needs
 - Make ICT simpler to use, available and affordable
 - Make ICT more trusted and reliable
- Support innovative digital content and services that adapt to users' context
 - Respond to evolving societal demand: e.g. higher ICT literacy, ageing,...
 - Societal innovation

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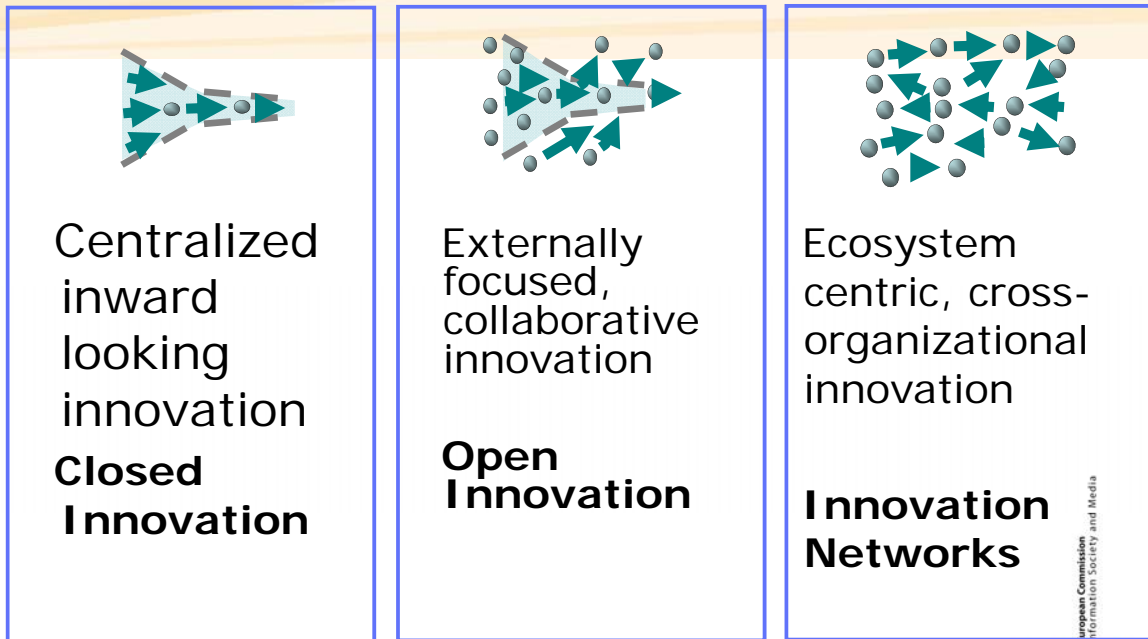
Innovating together!



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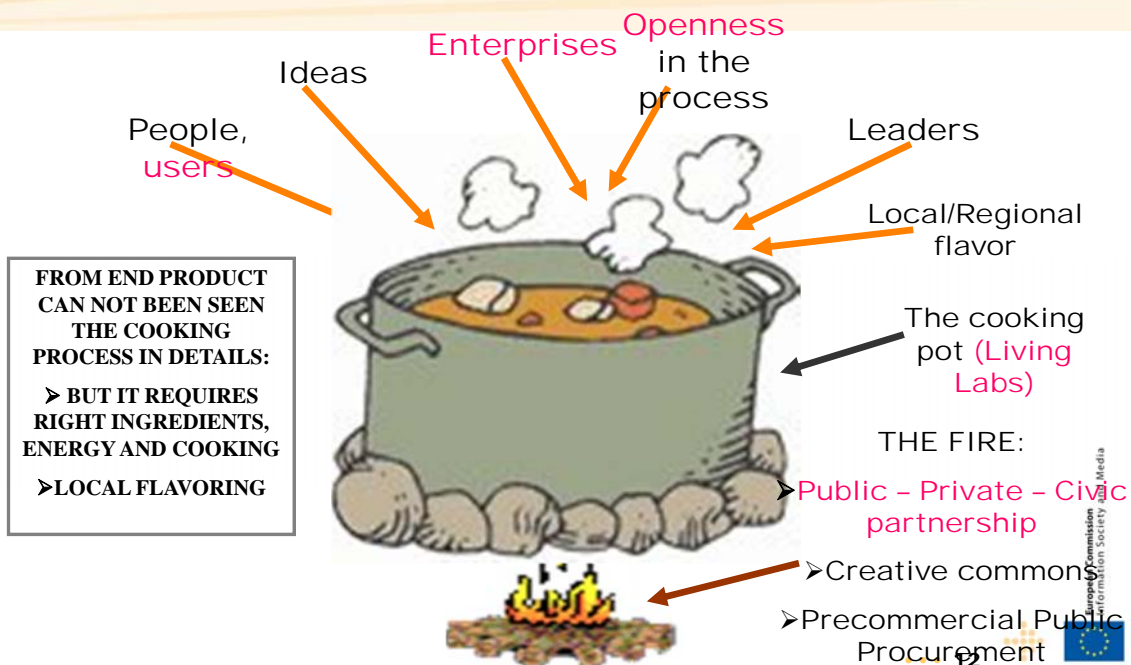


Innovation moving out of the Lab



Sources: Chesbrough 2003, Forrester 2004, von Hippel 2005

European Innovation System?



EU 2020

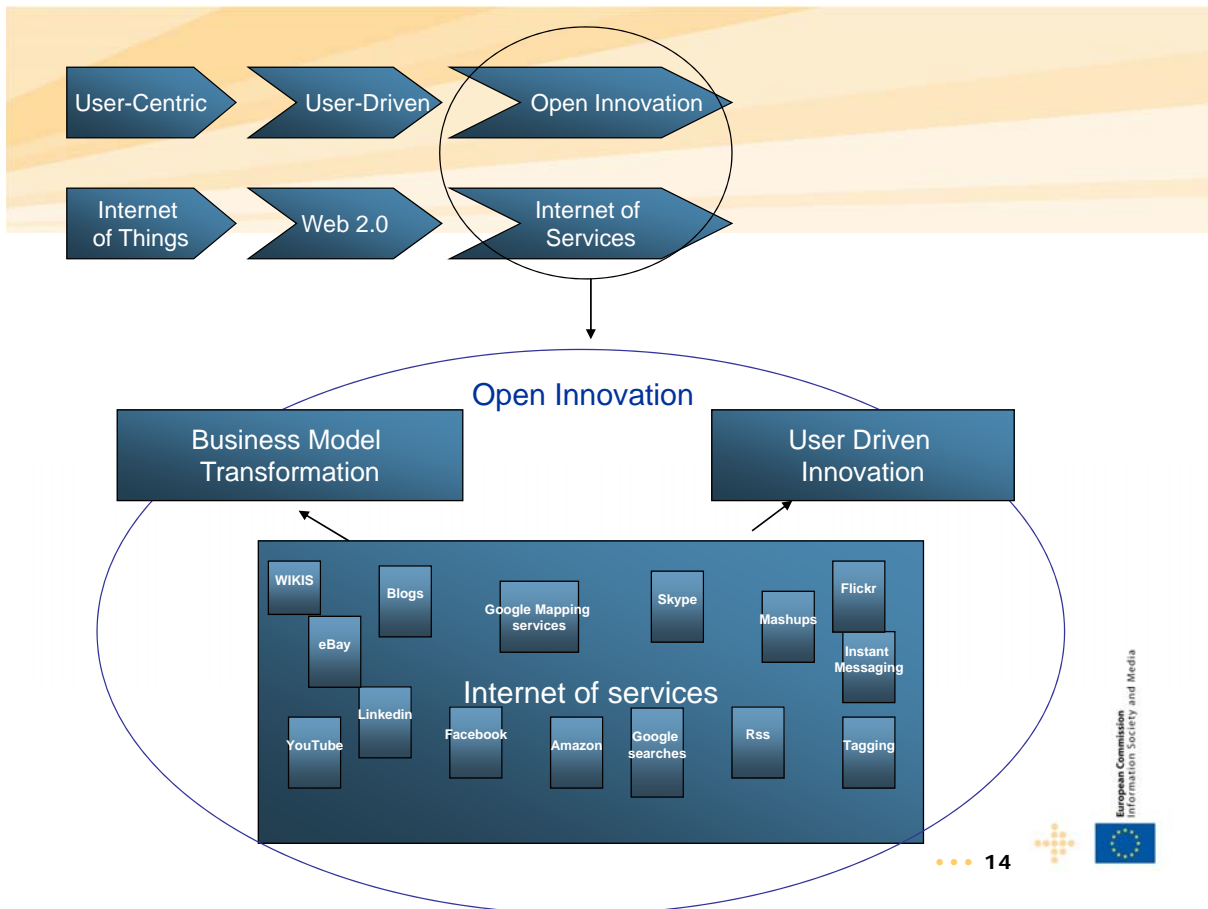
Europe 2020 puts forward three mutually reinforcing priorities:

- **Smart growth:** developing an economy based on knowledge and innovation.
- **Sustainable growth:** promoting a more resource efficient, greener and more competitive economy.
- **Inclusive growth:** fostering a high-employment economy delivering social and territorial cohesion.

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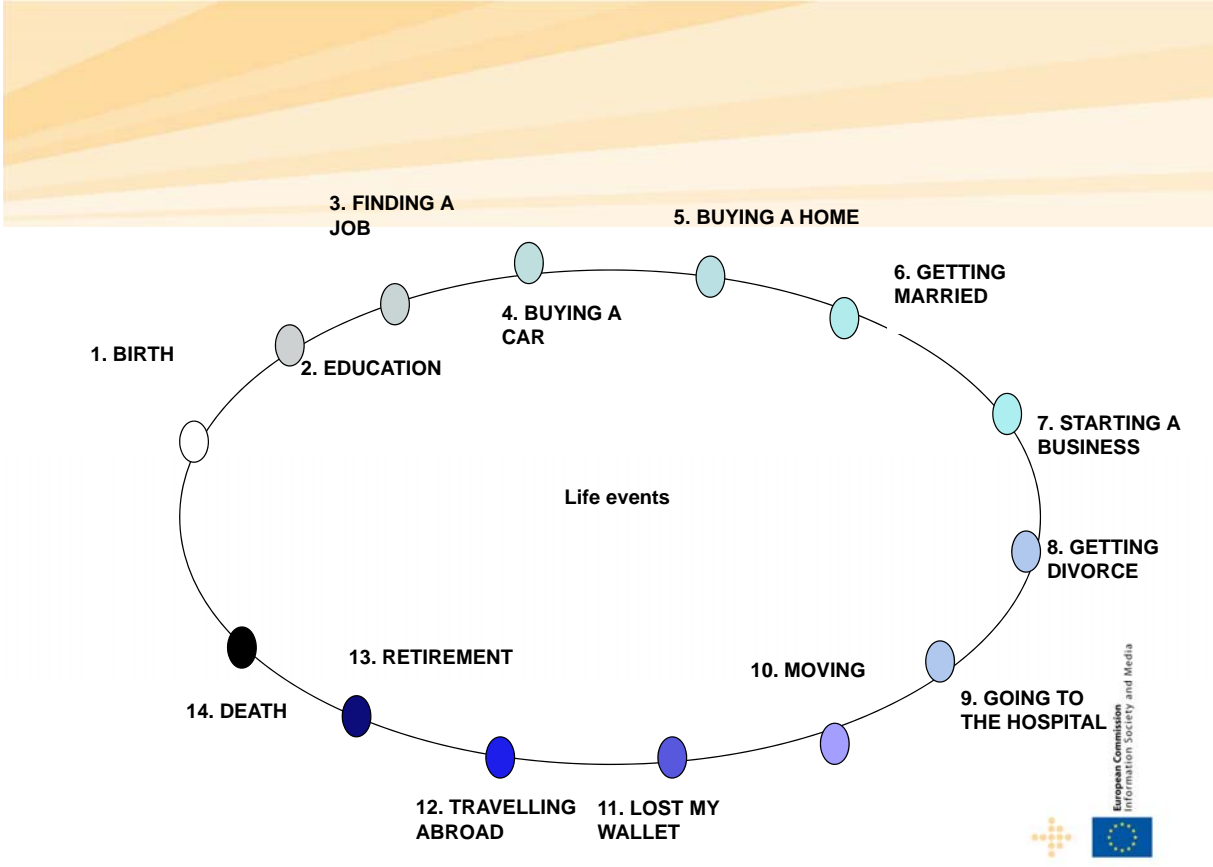
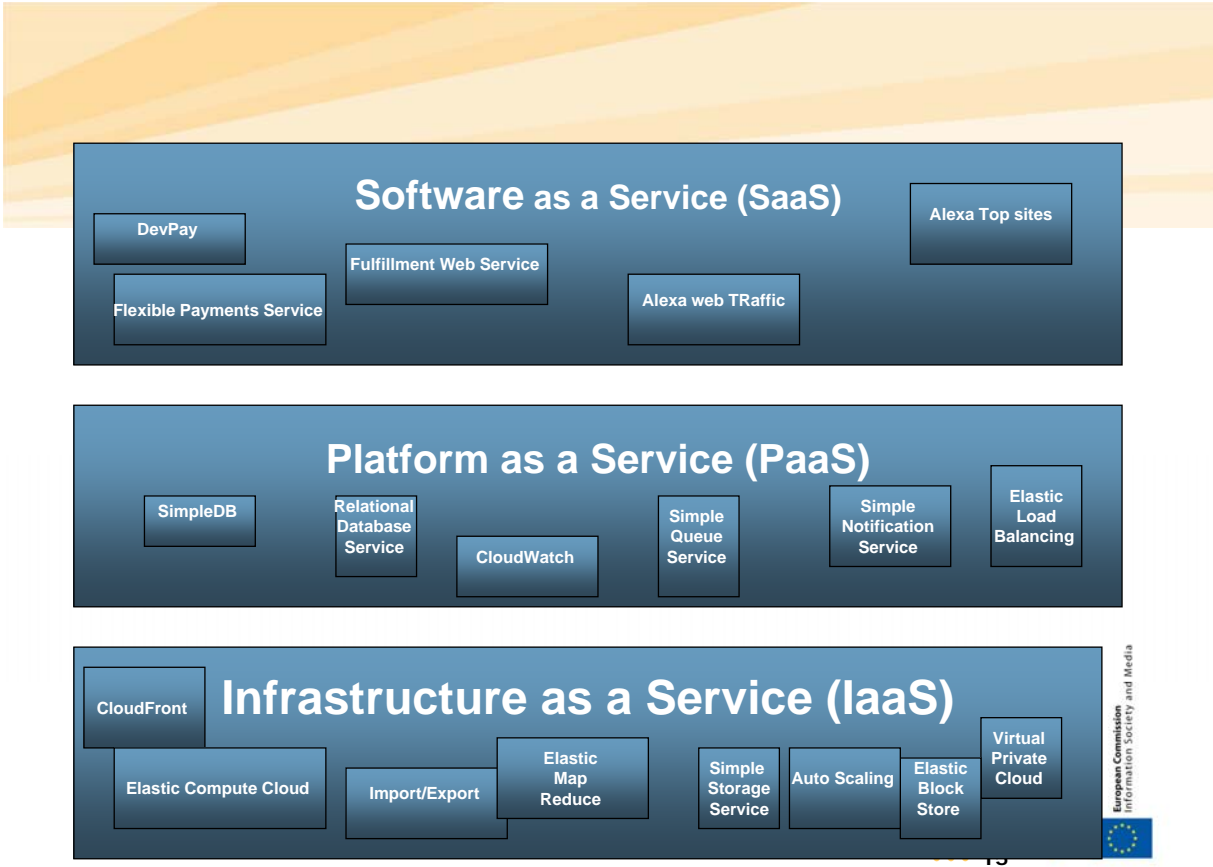
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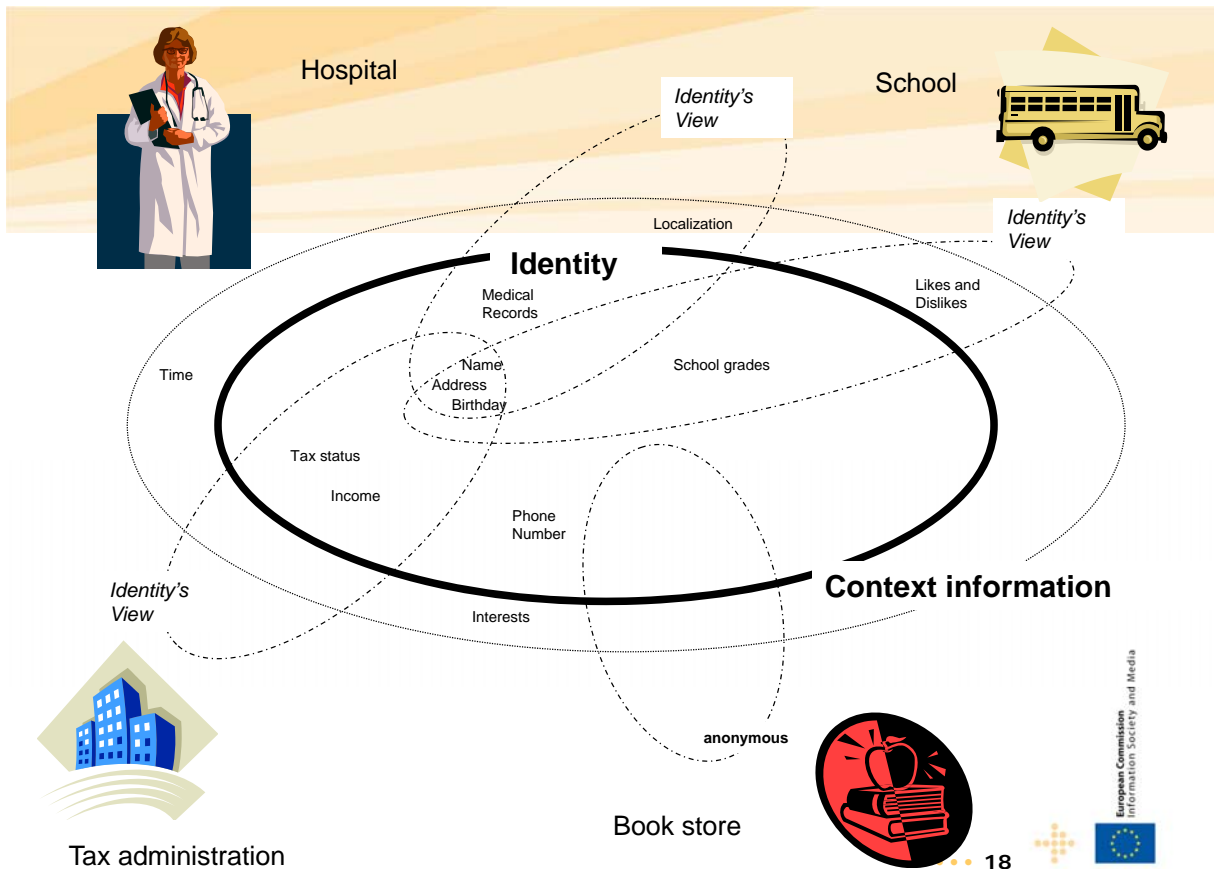
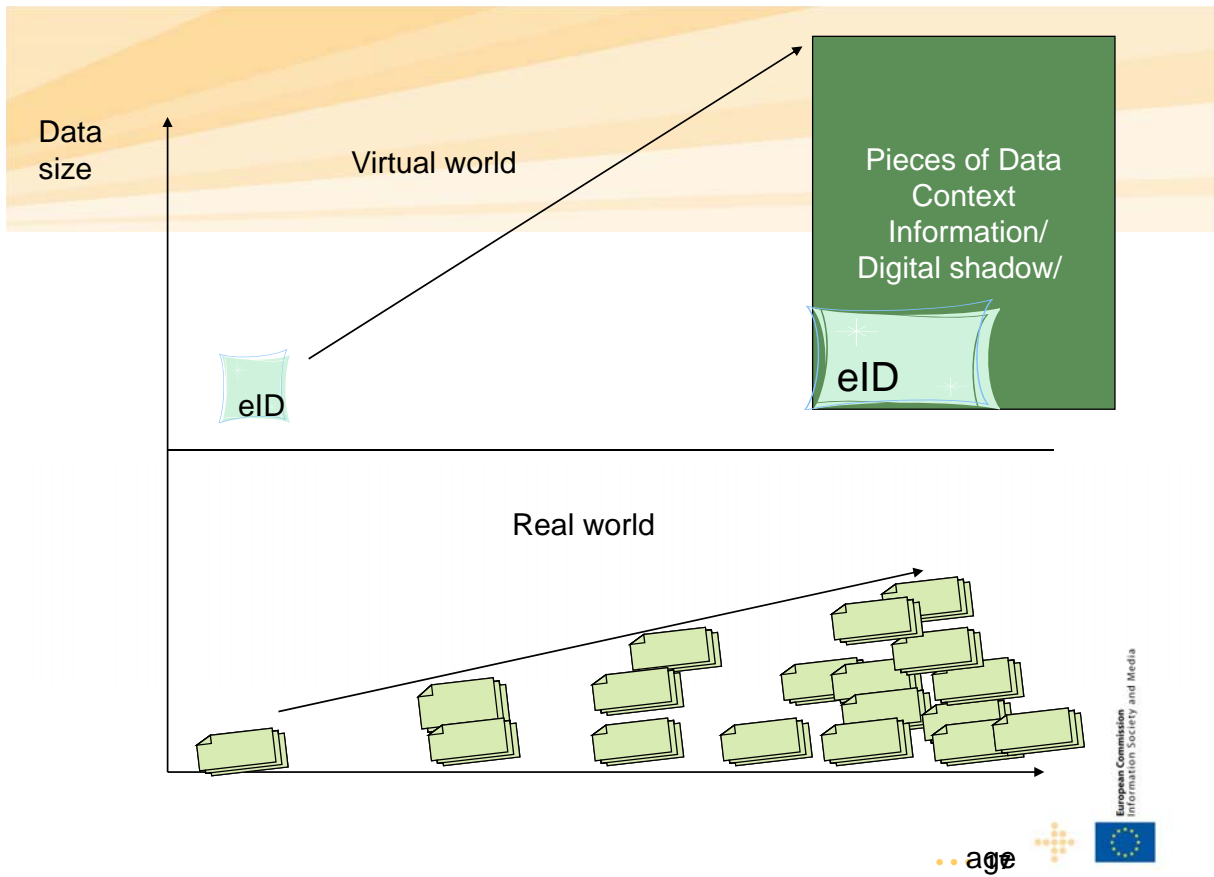


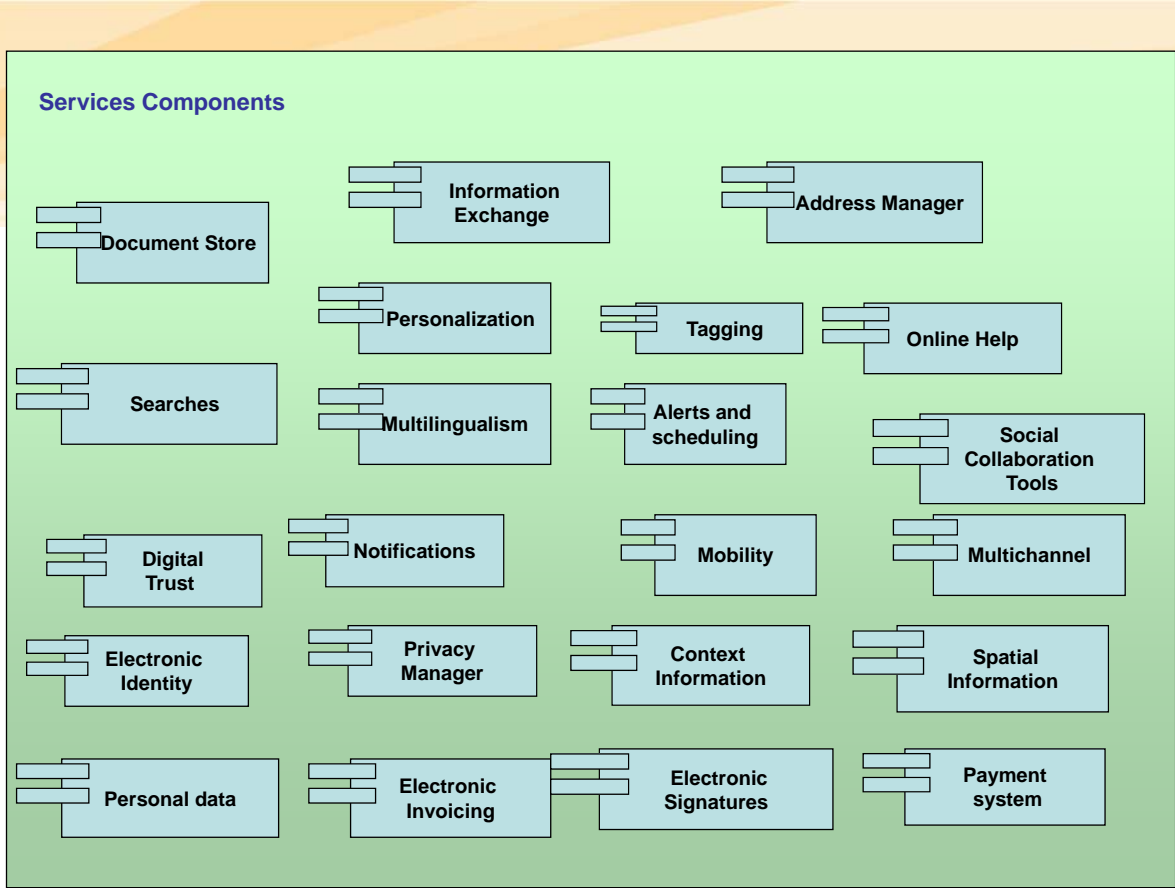
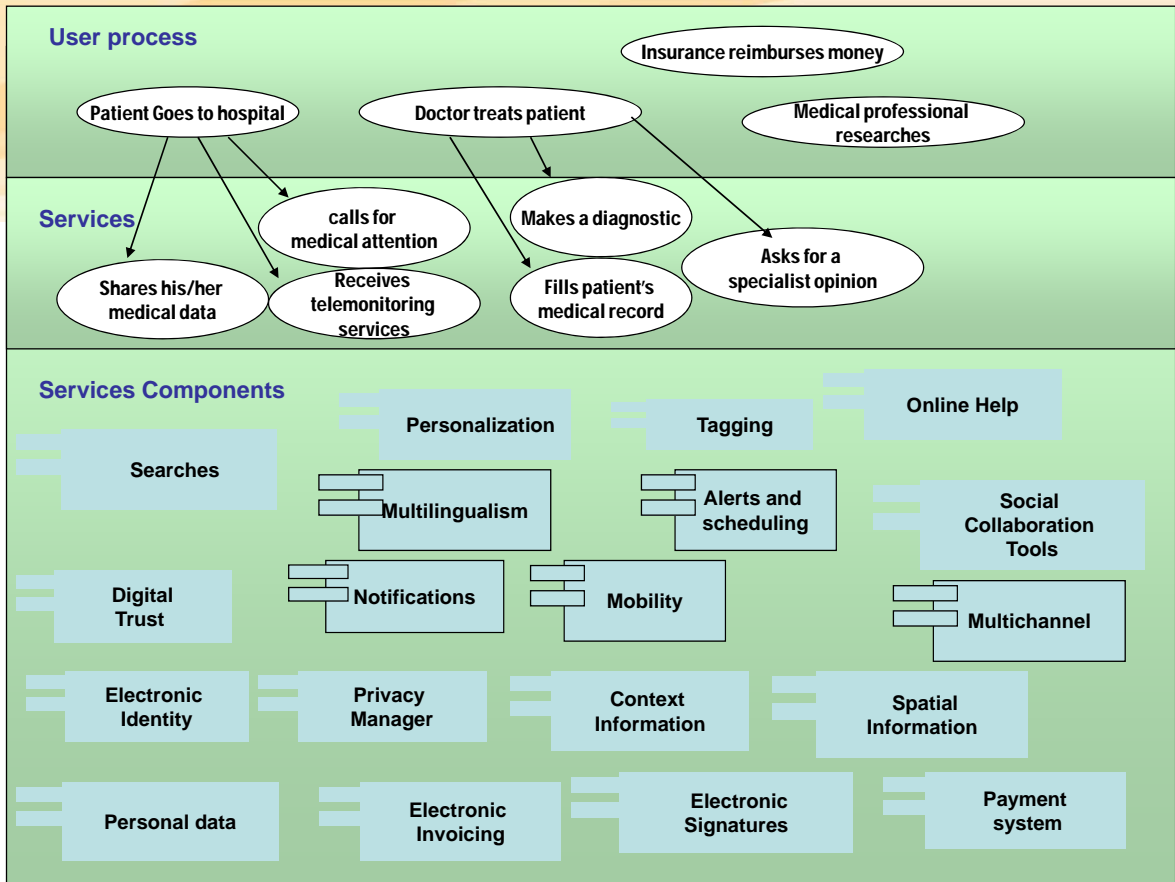
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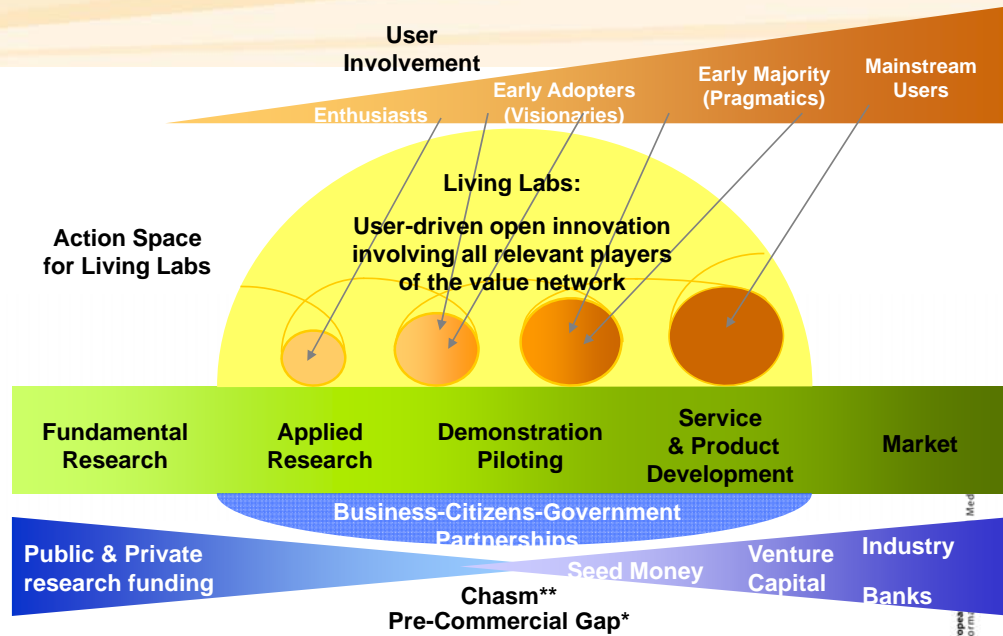
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Action space for Living Labs along the technology adaption cycle



* MacDonald and Associates, 2004

** Geoffrey A Moore: Crossing the Chasm, 1999

More Information

- FP7: <http://ec.europa.eu/fp7/ict>
- www.openinnovation-platform.eu
- DG Information Society and Media:
Directorate H; ICT addressing Societal Challenges
– bror.salmelin@ec.europa.eu