Participative Innovation for Collaborative Society

"Open Service Innovation;

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European Commission
Information Society and Media

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?**

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The Rise of the User

User as "Research-Object"

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

User as Innovator

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

Industry R&D Led → **User/User Community Led**

Consumers **Contributors** **Innovators**

Source: IPTS; Jean Claude Burgelman, 2007

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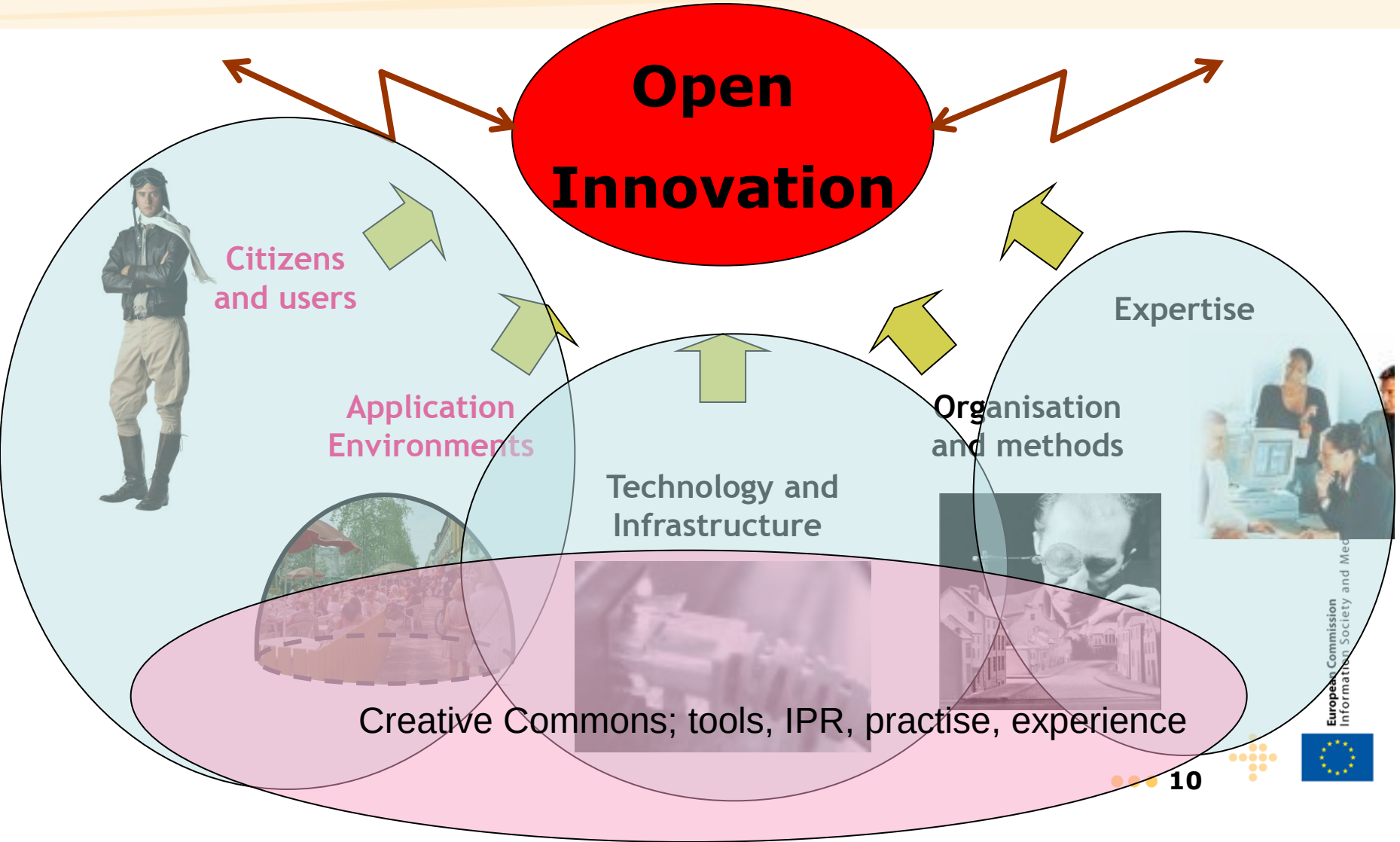
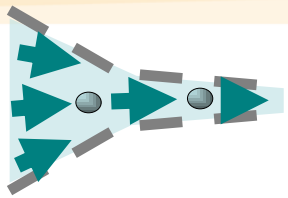
Innovating together!

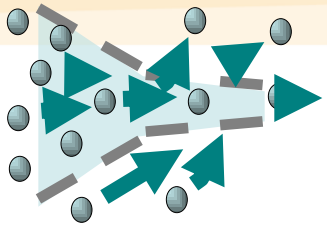


Innovation moving out of the Lab



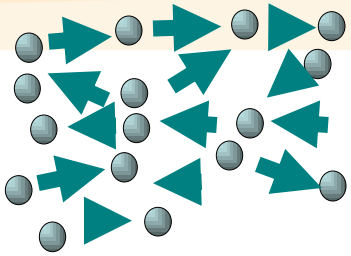
Centralized inward looking innovation

Closed Innovation



Externally focused, collaborative innovation

Open Innovation



Ecosystem centric, cross-organizational innovation

Innovation Networks

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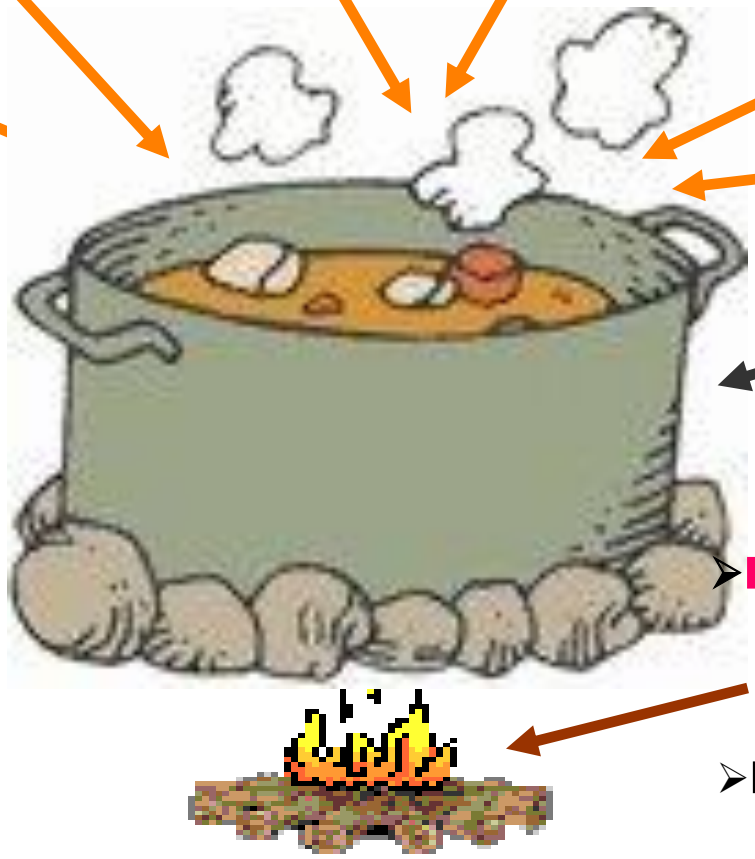
Sources: Chesbrough 2003, Forrester 2004, von Hippel 2005

European Innovation System?



People, users

Ideas

Enterprises

Openness in the process

Leaders

Local/Regional flavor

The cooking pot (Living Labs)

THE FIRE:

- Public – Private – Civic partnership
- Creative commons
- Precommercial Public Procurement

FROM END PRODUCT CAN NOT BEEN SEEN THE COOKING PROCESS IN DETAILS:

- BUT IT REQUIRES RIGHT INGREDIENTS, ENERGY AND COOKING
- LOCAL FLAVORING

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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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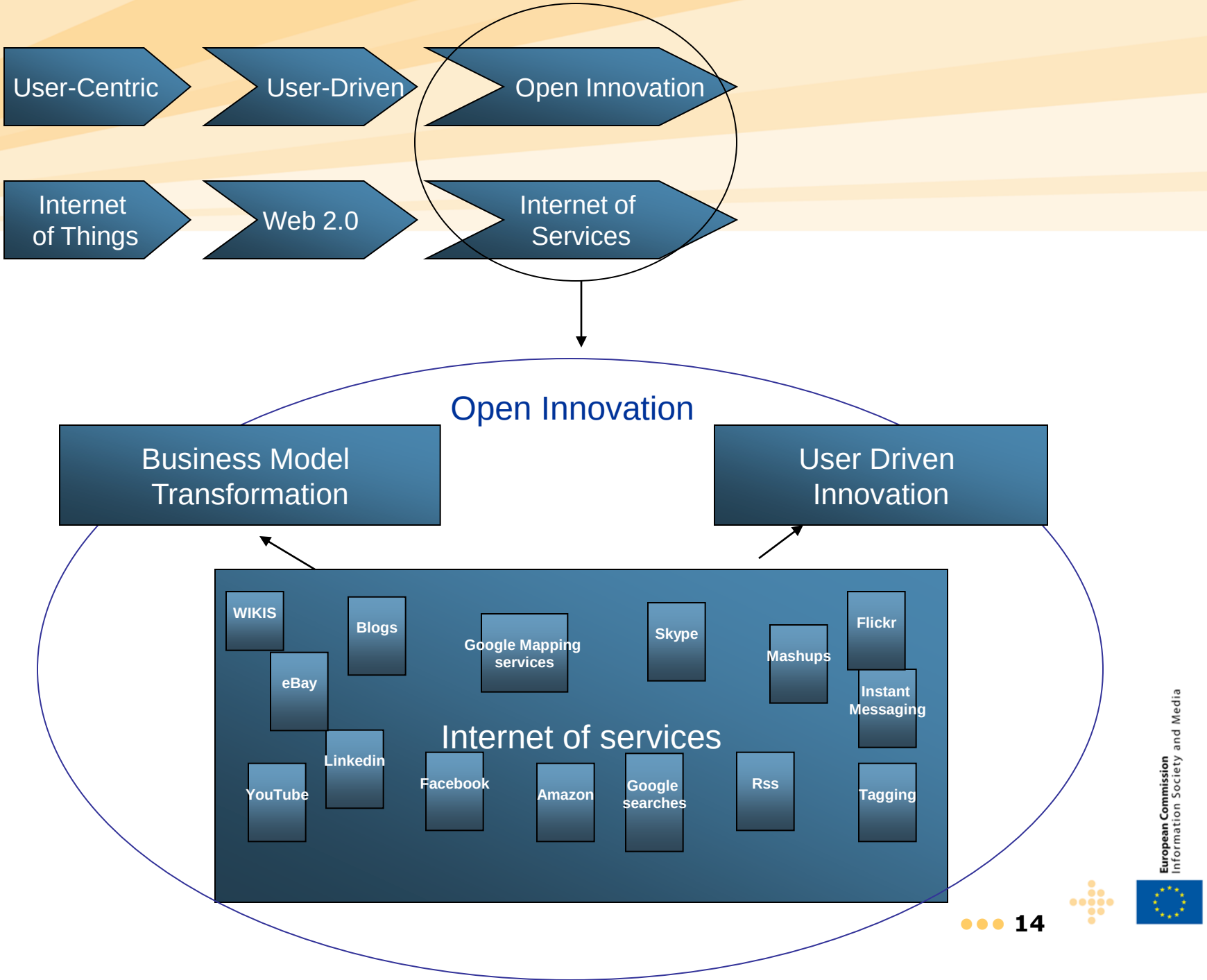

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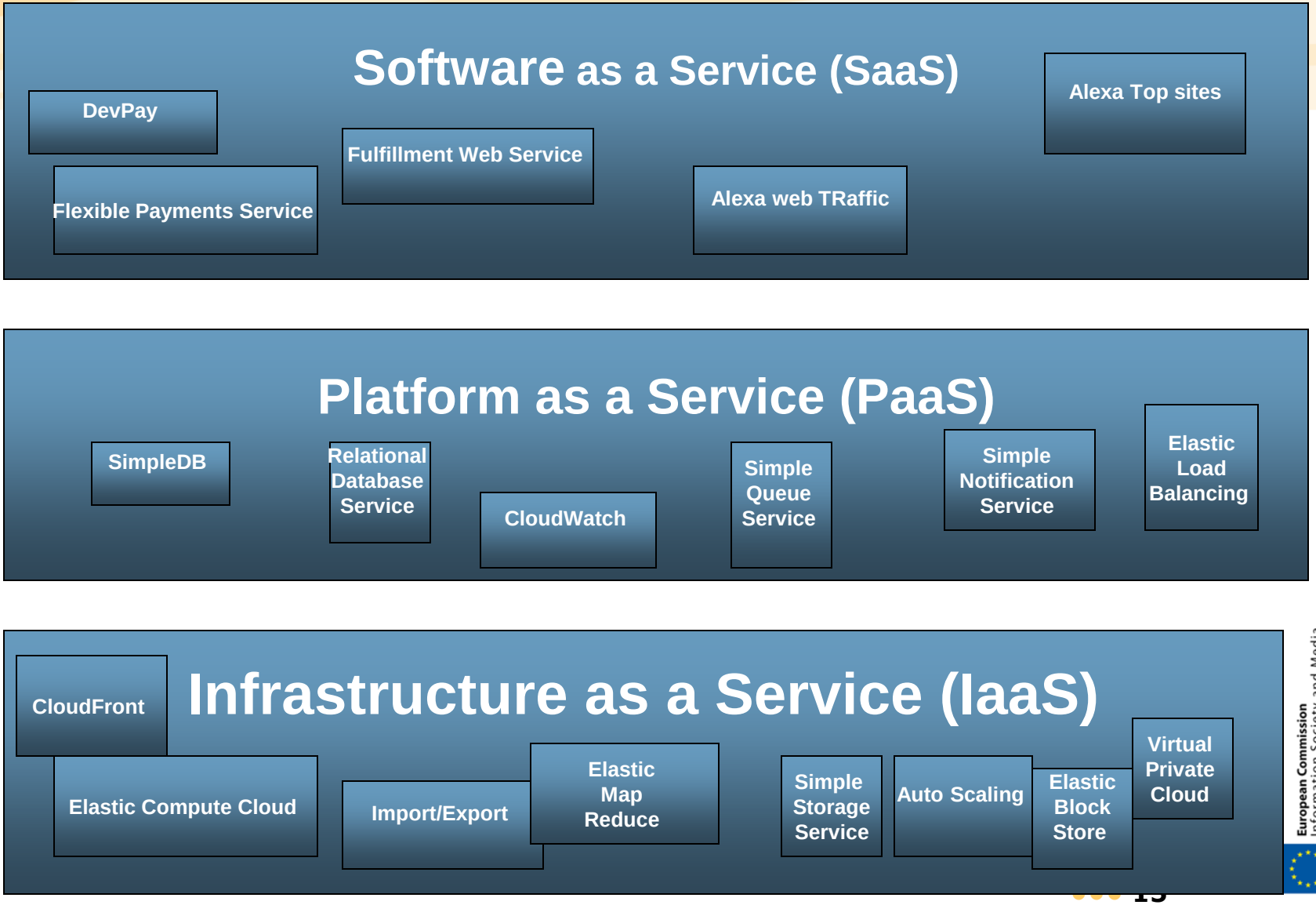
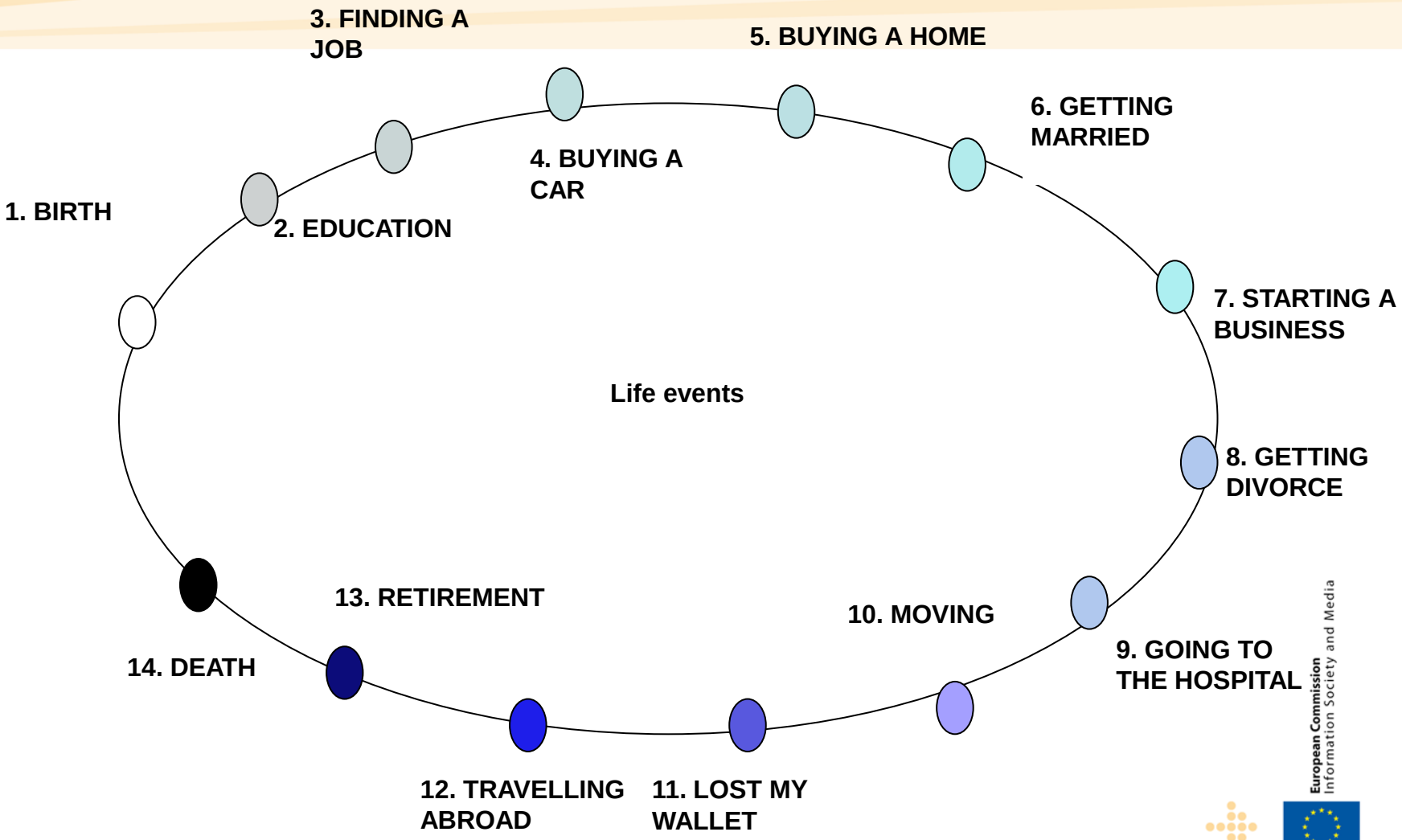

Software as a Service (SaaS)
DevPay
Fulfillment Web Service
Alexa Top sites
Flexible Payments Service
Alexa web TRaffic
Platform as a Service (PaaS)
SimpleDB
Relational Database Service
CloudWatch
Simple Queue Service
Simple Notification Service
Elastic Load Balancing
Infrastructure as a Service (IaaS)
CloudFront
Elastic Compute Cloud
Import/Export
Elastic Map Reduce
Simple Storage Service
Auto Scaling
Elastic Block Store
Virtual Private Cloud



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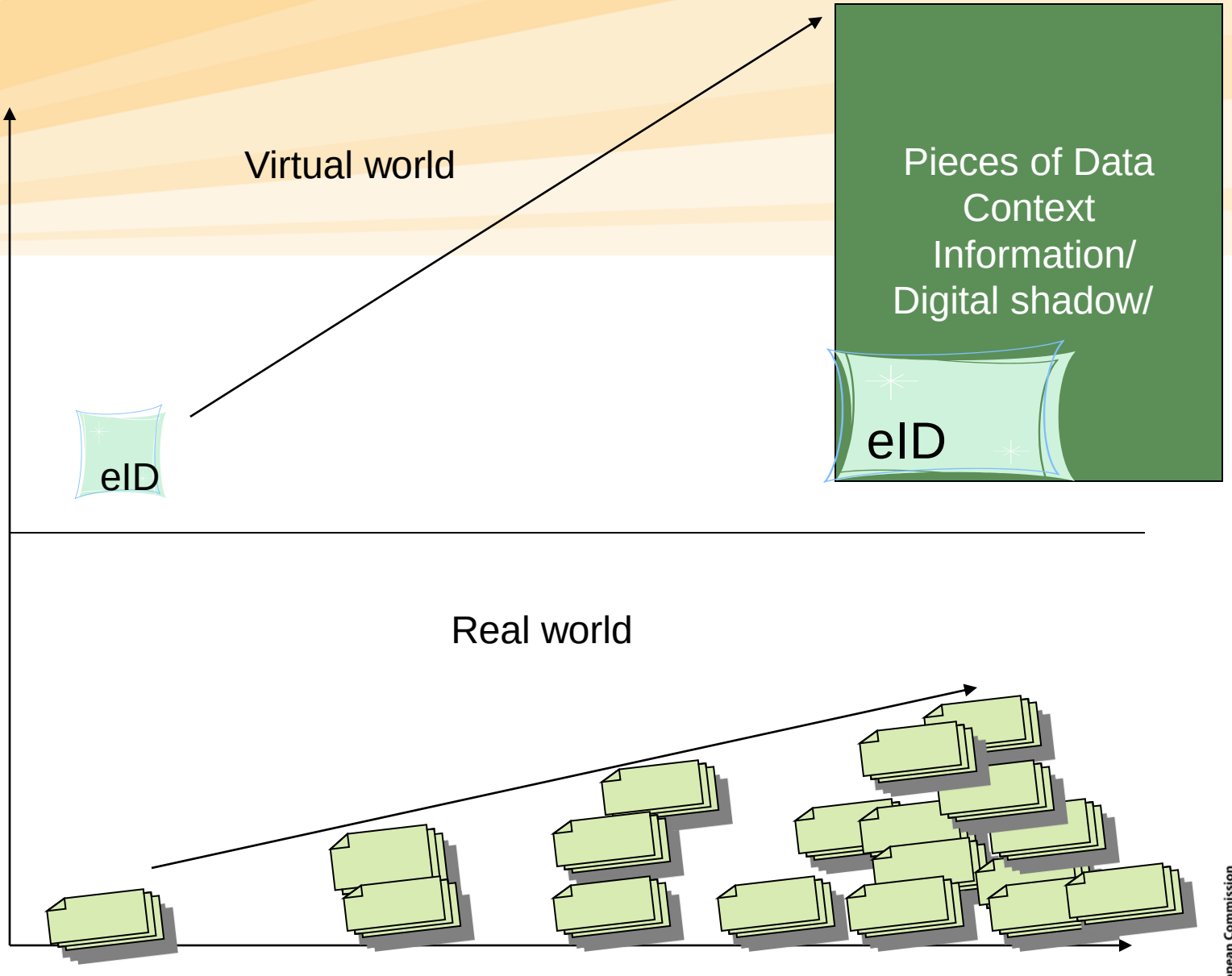
Data size
Virtual world
Pieces of Data
Context
Information/
Digital shadow/
eID
eID
Real world

Hospital

Identity's View

School

Identity's View

Localization

Identity

Medical Records

Likes and Dislikes

Time

Name

Address

Birthday

School grades

Tax status

Income

Phone Number

Identity's View

Context information

Interests

anonymous

Tax administration

Book store

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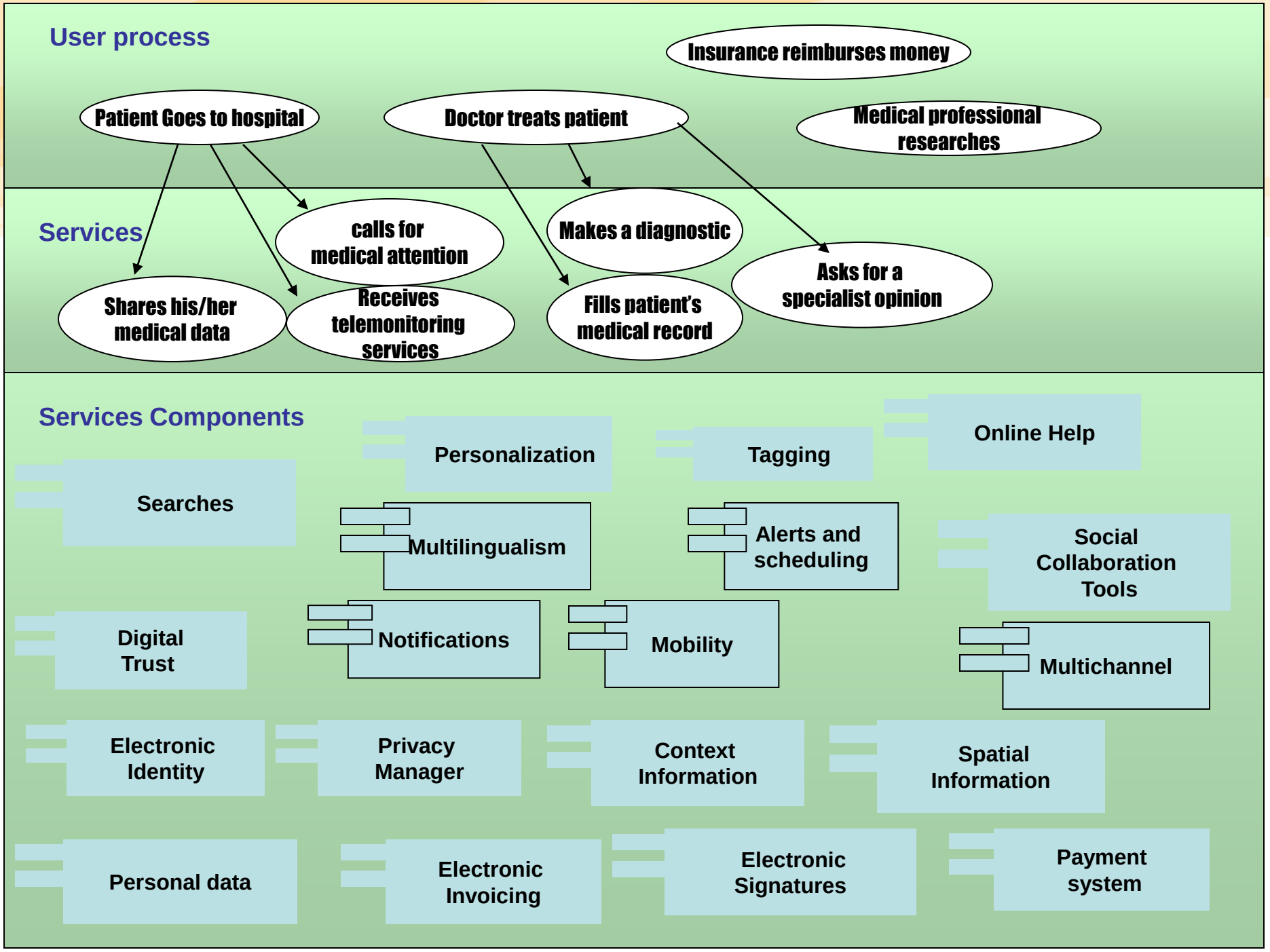
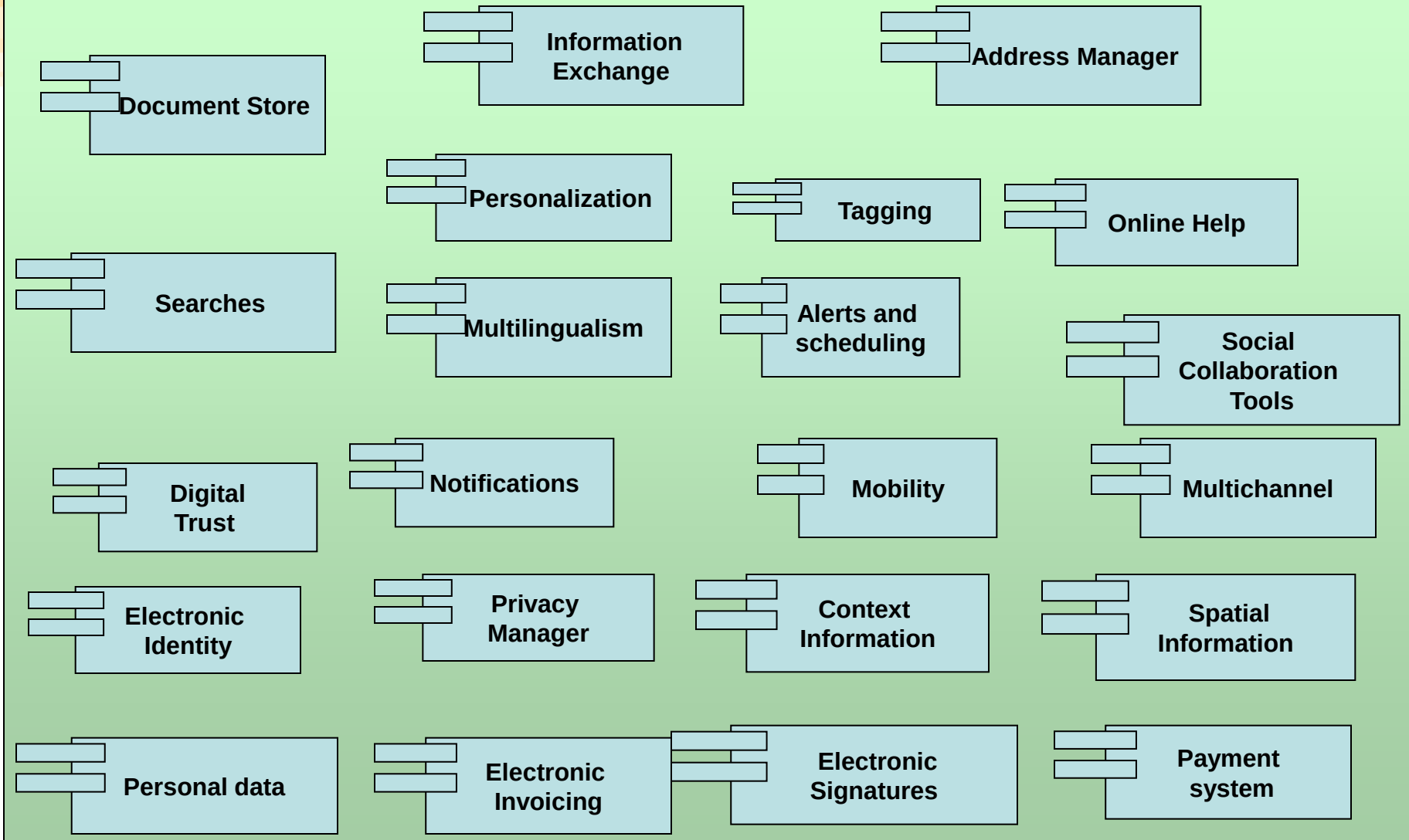
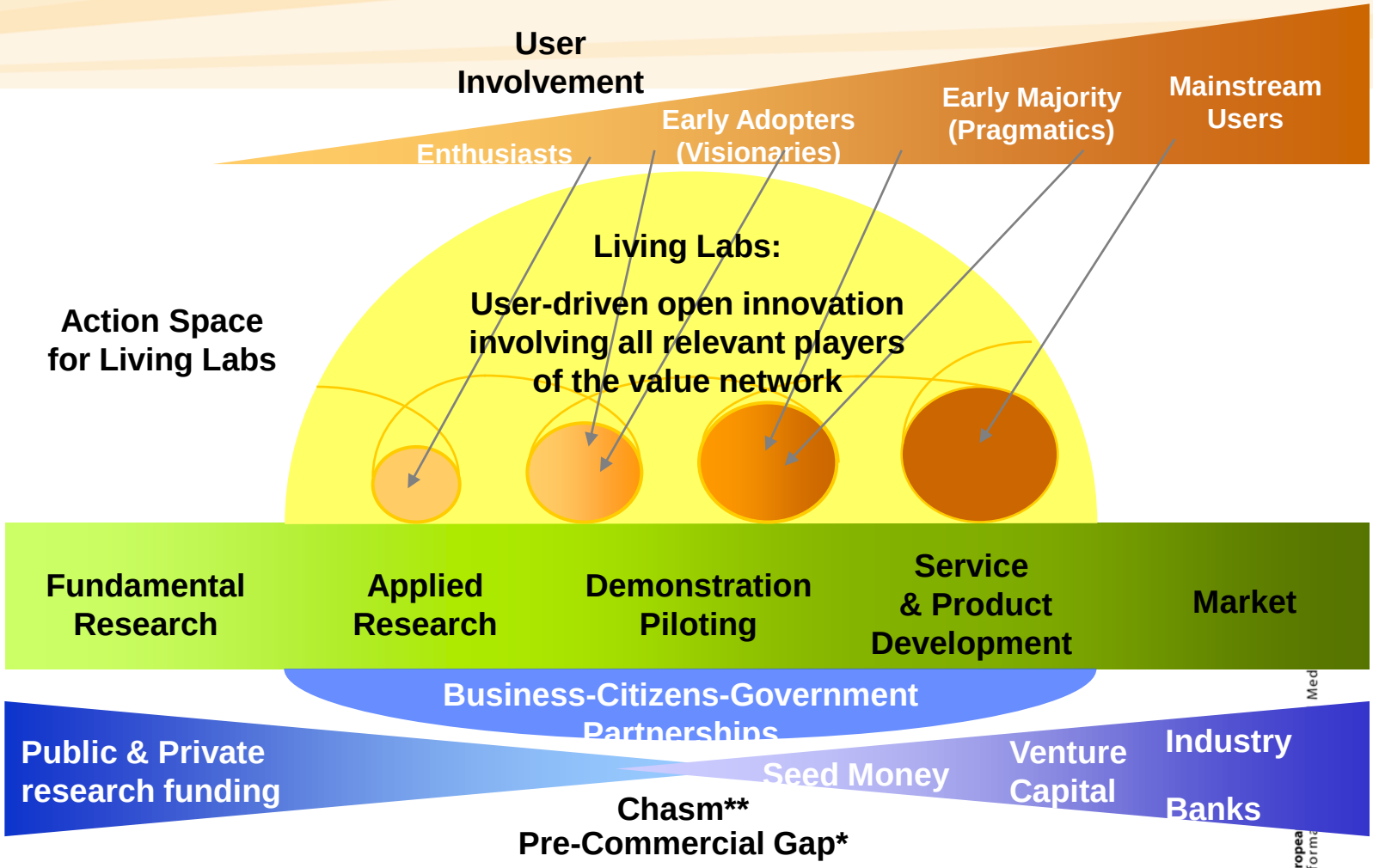

User process
Insurance reimburses money
Patient Goes to hospital
Doctor treats patient
Medical professional researches
Services
calls for medical attention
Makes a diagnostic
Asks for a specialist opinion
Shares his/her medical data
Receives telemonitoring services
Fills patient's medical record
Services Components
Personalization
Tagging
Online Help
Searches
Multilingualism
Alerts and scheduling
Social Collaboration Tools
Digital Trust
Notifications
Mobility
Multichannel
Electronic Identity
Privacy Manager
Context Information
Spatial Information
Personal data
Electronic Invoicing
Electronic Signatures
Payment system

Services Components



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**

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