Ecosystems and value constellations

bror.salmelin@ec.europa.eu
Adviser, Innovation Systems, DG CONNECT

Innovation?

Make things happen!

Science based linear innovation is NOT mainstream anymore!

User-centric innovation
Open innovation
Systemic innovation
Experimental mash-up

Leadership with courage -> new management skills
Work & Business Transformation

Value Innovation
New Markets
Customization
Quality
Time
Cost/Efficiency

Localized Implementation
Internal Integration
Business Process Redesign
Business Network Redesign
Business Scope Redefinition

Area of interest

THE WORLD IN NUMBERS
The World Is Spiky
Globalization has changed the economic playing field, but hasn’t leveled it

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

Peaks, Hills, and Valleys
Diversity means breakthrough probability

Innovating together!

Open Innovation 2.0

Citizens and users
Application Environment
Technology and Infrastructure
Organisation and methods
Expertise
Creative Commons; tools, IPR, practise, experience
Open Innovation 2.0

People
People, Community, Ecosystem centric. User, Citizen, Customer as innovator

Purpose
Shared Vision, Value and Values

Platform
Foundation for co-innovation, enable network effects

Patterns
Design for adoption, models for imitation Serendipity, Disruption

Partnering
Longer term win-win relationship based on shared risk and reward, Quadruple Helix

Prototyping
Rapid iteration and experimentation

Processes
Processes for innovation rather than ad-hoc. Bridging, Curating

Open Innovation 2.0: A new Milieu
Requirements for the realisation of the Dublin Innovation declaration

Paradigm change is REAL!

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Bridger as new profession

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European Innovation System?

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

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

THE FIRE:

- Public – Private – Civic partnership
- Creative commons
- Precommercial Public Procurement
- Other funding
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People, users
Ideas
Enterprises
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Leaders and chefs picking up results
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The cooking pot (Living Labs)
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- Creative Commons
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- Start-up
- Firm
- University
- Nascent Start-up
- Co-innovator
- Firm
Requirements for the realisation of the Dublin Innovation declaration

**Experimentation**

Photo credits: www.respectserendipity.com

**Embrace change**

Evidence-based policy-making

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Open Innovation 2.0: A new Milieu

[Diagram showing a network of relationships between different entities such as Start-up, University, Firm, Creative Commons, Government Ecosystem support, User, Nascent Start-up, and Co-innovator.]
Requirements for the realisation of the Dublin Innovation declaration

Discovery Learning

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Requirements for the realisation of the Dublin Innovation declaration

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_Photo credits: www.respectserendipity.com_

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**European Innovation System?**

- **People, users**
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- **Enterprises**
- **Openness in the process**
- **Leaders and chefs picking up results**
- **Local/Regional flavor**

**The cooking pot (Living Labs)**

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Open Innovation 2.0

- Citizens and users
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- Technology and Infrastructure
- Organisation and methods
- Expertise
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### Open Innovation 2.0: A new Milieu

- **User**
- **Start-up**
- **University**
- **Nascent Start-up**
- **Firm**
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- **Government Ecosystem support**
- **Creative Commons**
Requirements for the realisation of the Dublin Innovation declaration

- Discovery Learning
- Embrace change
- Evidence-based policy-making
- IF YOU CHANGE NOTHING, NOTHING WILL CHANGE

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- High
- Low

Value of innovation

Breakthrough

average

insignificant

Alignment of team members' disciplines

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<td>Control</td>
<td>Management</td>
<td>Orchestration</td>
</tr>
<tr>
<td>Win-lose game</td>
<td>Win-win game</td>
<td>Win more-Win more</td>
</tr>
<tr>
<td>Box thinking</td>
<td>Out of the Box</td>
<td>No Boxes!</td>
</tr>
<tr>
<td>Single entity</td>
<td>Single Discipline</td>
<td>Interdisciplinary</td>
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<tr>
<td>Value chain</td>
<td>Value network</td>
<td>Value constellation</td>
</tr>
</tbody>
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Photo credits: [www.respectserendipity.com](http://www.respectserendipity.com)
"I am going to use my idea in my field of use, and you are welcome to use it in your own field"

European Innovation System?

FROM END PRODUCT CAN NOT BEEN SEEN THE COOKING PROCESS IN DETAILS:
➢ BUT IT REQUIRES RIGHT INGREDIENTS, ENERGY AND COOKING
➢ LOCAL FLAVORING

The cooking pot (Living Labs)

THE FIRE:
➢ Public – Private – Civic partnership
➢ Creative commons
➢ Precommercial Public Procurement
➢ Other funding
➢ Right conditions for innovation
Summary

DO it! From Think-tanks to DO-tanks!!

Requires COURAGE to allow experiments, also evidence policy making based on real world experiments

Risk management, not avoidance

Creating new with the quadruple helix