

# Participative knowledge society - what does it mean for creative industries?

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Valencia April 2010

# Starting point

- **Economic crisis;**

**Long-term reform agenda; competitiveness and innovation, very much stemming from past...**

- **Knowledge society;**

**The genuinely new paradigms are not yet here.. we are in the middle of the change, creating the new!**

**WHAT IS REALLY CRITICAL?**

**Harnessing creativity, motivation, encouragement – and the framework for it!**

# Developing Information Society:

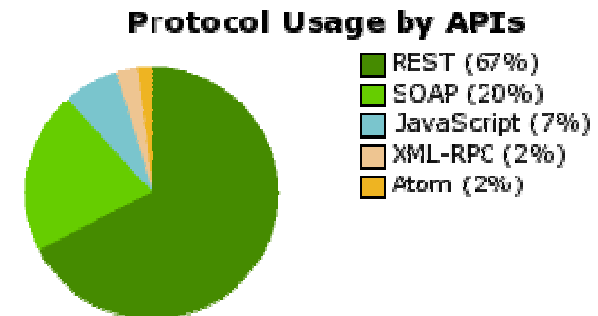
- **Knowledge society is driven by technology and societal innovation simultaneously; based on societal values, and enabled behavioural change**
- **Innovation is not only invention**
- **How is value created – and by whom – us ALL in all of our roles!**
- **What will drive the economy beyond recession – ICT and contents – creativity in all industries. What is „creative industry“ if we do not see creativity in context of all activities!**
- **Who has the responsibility of the „not yet existing industry“?**
- **What is special in knowledge society  
– values, empowerment, inclusion**

# Towards and open world

- **Pervasive Network**
  - More than 1 Billion People online
  - By 2011 – 2+ Billion
- **Convergence progressing**
  - Networks, Media, Content
  - Broadband & Multimedia
  - **SERVICE** convergence around the individual, the user, the co-creator
- **Interactive Capabilities increasing exponentially**
  - Web 2.0 -> **Web 3.0**
  - Social Networking
  - Virtual Worlds

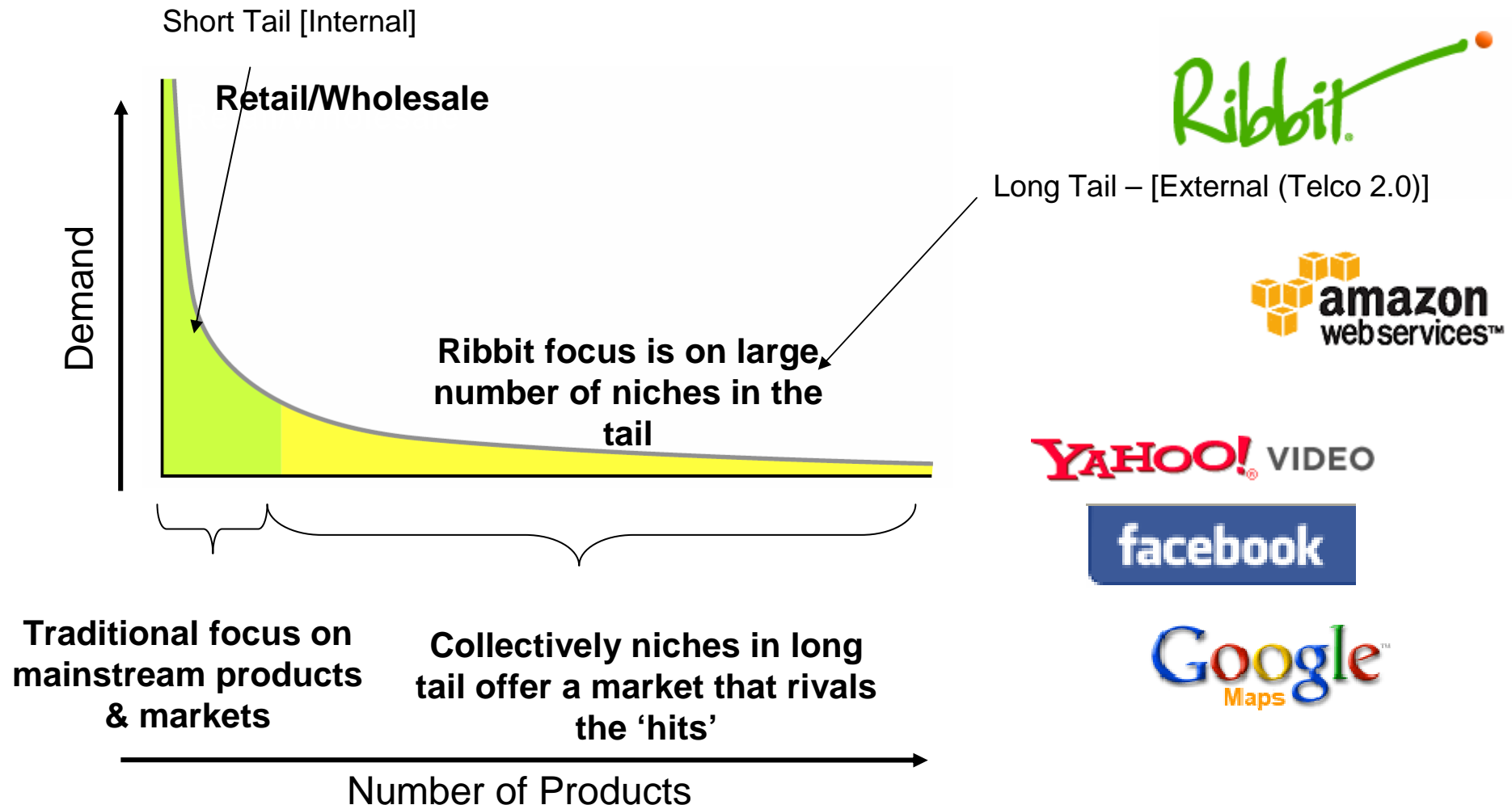
# Today's service landscape

- Growth of known (web) services
  - Steady but rather slow and traditional
- Simple interactivity, not much user-generated services, nor platforms for massive collaboration/integration of contents
- Market share estimate
  - **20% of public Web APIs are actively interactive**
  - → significant amount of Web APIs to discover!



ProgrammableWeb.com 08/31/09

# Mainstream vs the Long Tail



# ISTAG February 2009

- **Individual-centricity**
  - From isolation to integration
  - **GLOCAL ECONOMY**
  - **From consumer to prosumer**
- **Society**
  - From government to governance
  - From resource intensity to sustainability
  - From **geographical to virtual (value) communities**
- **Business**
  - From local players to global competition
  - From piecemeal products to end-to-end solutions
- **Infrastructure**
  - From loosely coupled to Future Internet
  - From interconnected devices to systems
  - From computing facilities to clouds
  - From centralised to distributed autonomous systems
- **User**
  - From computer focused to computer served

# ISTAG February 2009

- **Critical:**
  - **Science and technology**
  - **Skills and knowledge**
  - **Innovation infrastructures**
    - **Future Internet:**
      - **Internet of Services : security, reliability, user-centricity**
      - **Internet of Things**
  - **Applications and solutions**
- **Creating application-and user driven research and innovation clusters**
- **Experimentation in „real world“, Living Labs, open innovation**
- **Active use of procurement tools for innovation**
- **Industrialisation of services**

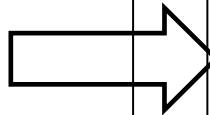


# Change!

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

### Closed

- Authoritarian
- Top Down
- Central Planning
- Command & Control
- Bureaucratic
- Rigid
- Monopolist



### Open

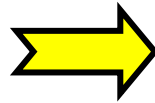
- Individual Freedom
- Bottom up
- Participation
- Collaboration, Self Organization
- Common Sense
- Flexible/Adaptable
- Competition + Innovation

### “Democratizing”

- *Democratizing Innovation (Von Hippel)*
- *Wisdom of Crowds (Surowiecki)*
- *Democratizing Channels of Communication (A.W. Page Report)*

# User as Innovator

User as “Research-Object”

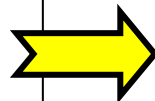


User as Innovator

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

Industry R&D Led

Contributors

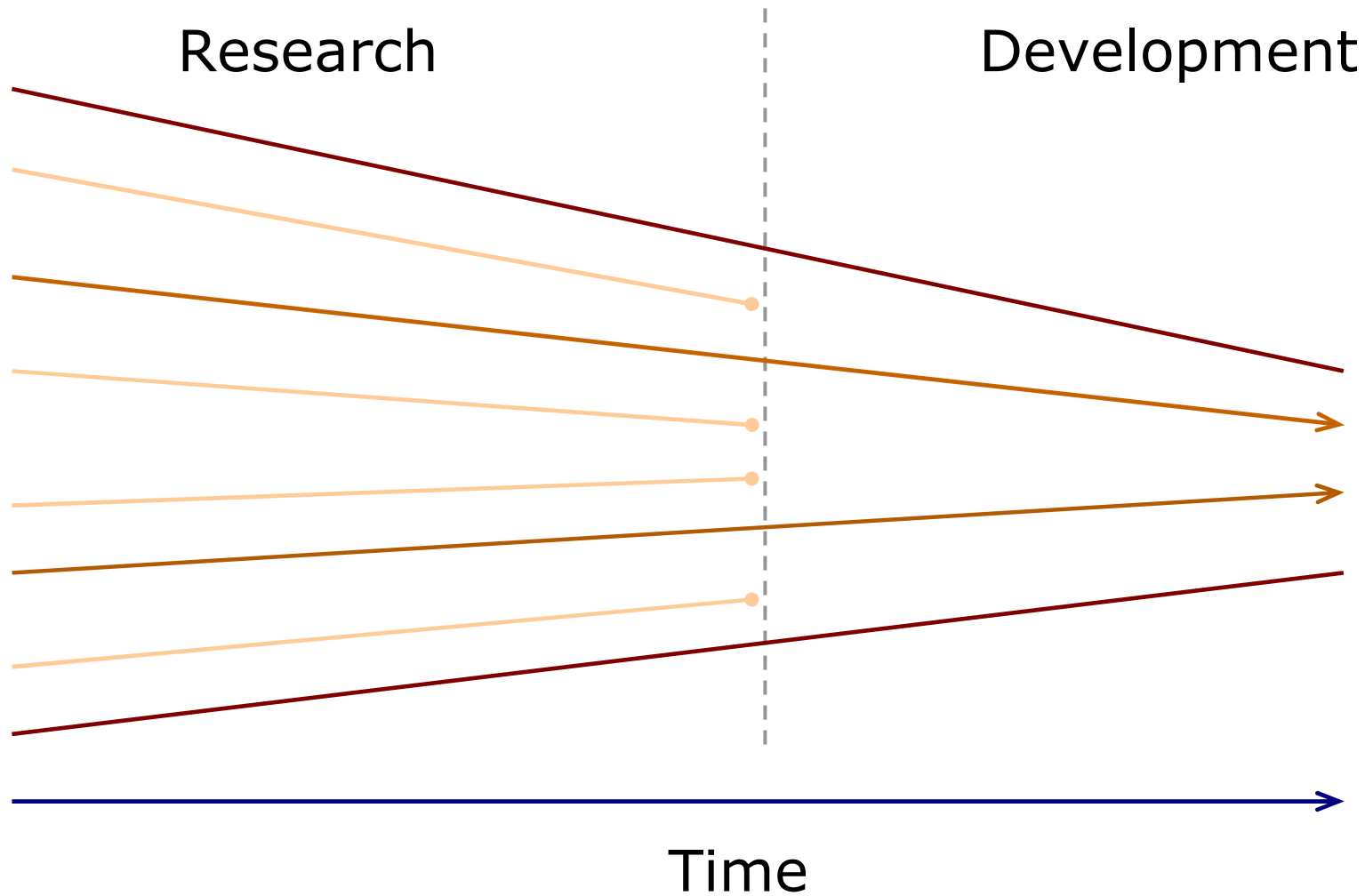


User/User Community Led

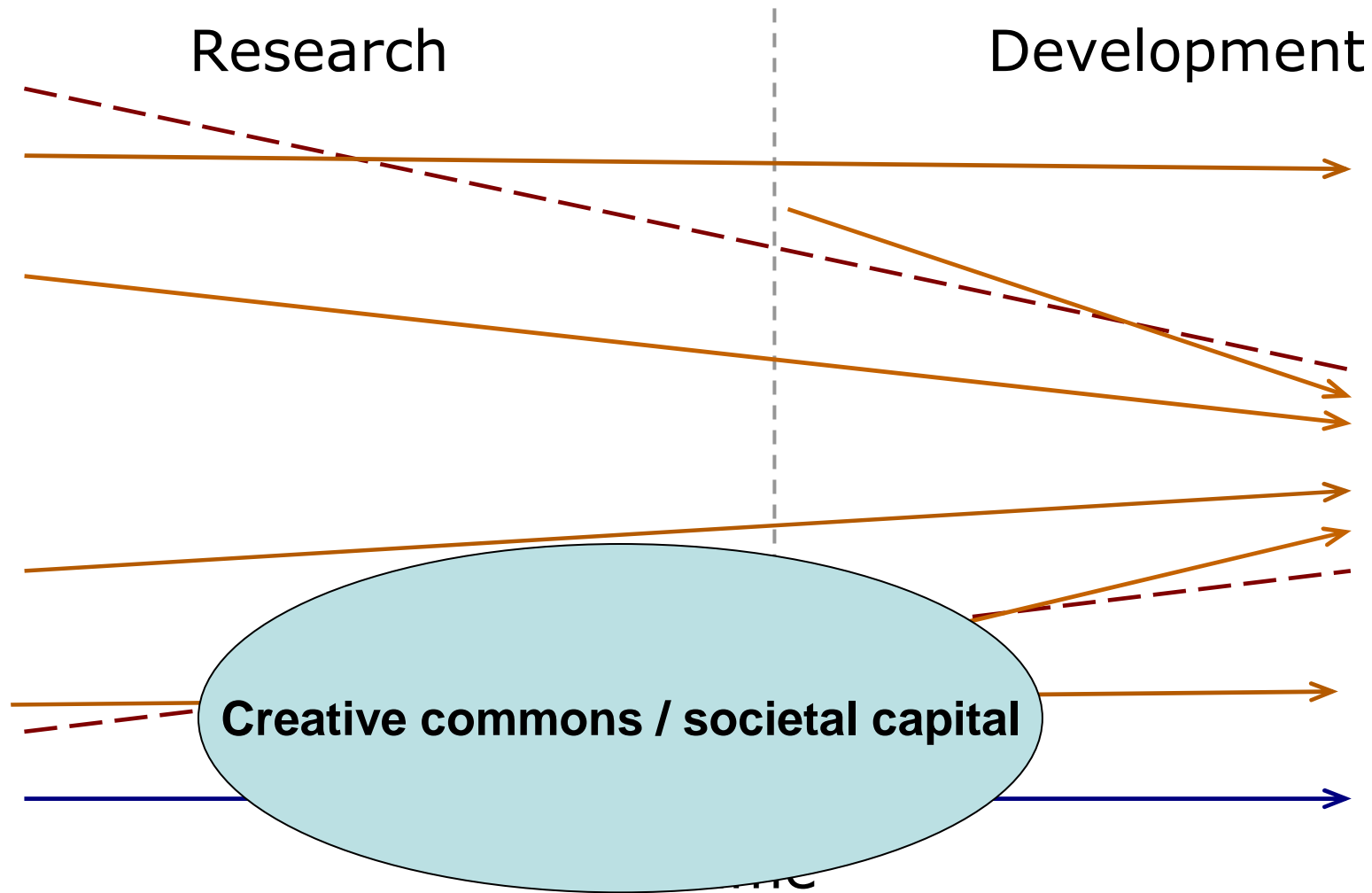
- Interactive User Feed-back
- Incremental User Innovation Ideas
- User Idea Generation
- User Community innovation
- Services by Definition “Co-creation”

Innovators

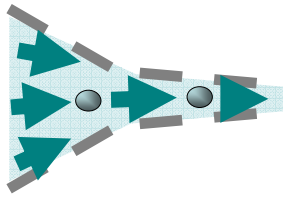
# Closed Innovation concept



# Open Innovation concept

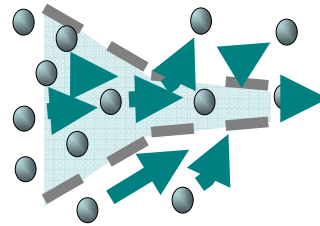


# Innovation moving out of the Lab



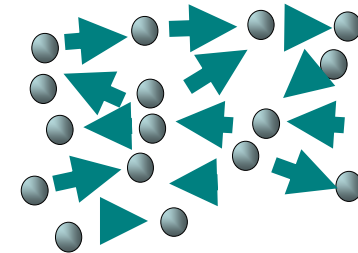
**Centralized  
inward  
looking  
innovation**

Closed  
Innovation



**Externally  
focused,  
collaborative  
innovation**

Open  
Innovation



**Ecosystem  
centric, cross-  
organizational  
innovation**

Innovation  
Networks

# Open ***FUNCTIONAL*** platforms

- Functionalities common in all services:
  - Identity management
  - Trust building
  - Secure infrastructures
  - Financial transactions
  - Service roaming
  - Mobility
  - User (context) management
  - ...
- **How to build strong collaboration and publishing platforms for creative industries, and link them to other sectors**

# Driver – Services?

- **WEB 3.0 based services?**
- **We have telco industry, we have equipment manufacturers, we have advanced users. How to build on this?**
- **What is missing?**
- **Single Market for services! (cf services directive), SEPA etc...**
- **New IPR, Right for privacy, anonymity, new copyright regimes based on micropayment, watermarks, p2p management**
- **Users as configurators and aggregators, using expertise**

# Open Innovation in the EC

- Emerging and growing, both on public and private sector
- **Living Labs** waves, but still very local flavour and poor networking themes or collaboration platforms yet. 3rd wave during Slo/Fr Presidency, 130+ sites.
- Support from the EU Presidencies (Fi, Pt, Slo, Fr, Swe)
- **Strategic Industrial Group** established in DG Information Society and Media to advice in EU policy and strategy: **OISPG** (IBM, Philips, Intel, HP, SAP, Orange, BT, Nokia, Logica.)
- Much in line with Lead Market Initiative of the EU
- Research programme open/neutral
- **Smart cities** as good ground for Open Innovation and catalizer for service creation through **CIP (ICT-PSP)**
- **FI PPP** as FI initiative bringing together technology (RTD), demonstration (smart cities) and innovation



# OISPG Objectives

- Create better quality of life through better user-centric knowledge intense services
- **Create a new service industry based on open innovation**
- Create business ecosystems combining large scale open platforms with modular building blocks, their contextual integration and user-near service provision
- Close industry-EU collaboration in
  - User-centric research and innovation for innovative value chains
  - Setting preconditions for future regulatory intervention on European and Member States level
  - Collaboration with industry in very large scale initiatives (ELSA)

# Summary

- **The crisis is having an impact on the ICT sector – no one will be spared.**
- **New industries for the new paradigms**
- **What changes do we expect?**
- **What challenges in the future recovery?**
- **Will growth in services be the key for economic recovery?**
- **New societal (social) contract in the digital era:  
responsibilities and rights, privacy**

# Contacting

- **FP7:** <http://ec.europa.eu/fp7/ict>
- **DG Information Society and Media:**  
**Directorate H; ICT addressing Societal Challenges**
  - **[bror.salmelin@ec.europa.eu](mailto:bror.salmelin@ec.europa.eu)**

## **WEBLINKS:**

**Facebook group on OISPG**

**wiki:** <http://oispg.pbwiki.com>

**Google: Service Science; Open Innovation**