

Participative Innovation for Services

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Developing „our“ Information Society:

- Knowledge society is driven by technology and societal innovation simultaneously; based on societal values
- Innovation is not only invention
- How is value created – and by whom
- What is special in knowledge society – values, empowerment, inclusion



The response needed

- Innovation
 - Technology driven research meeting demand-driven research in real world settings: Living Labs as melting point, Lead Market Initiative as policy tool, Open Innovation as method
- Creativity
 - Supporting multidisciplinary, connected environments for participation in all professional and private roles
- Inclusion
 - Capture the full participation of all Europeans, and have service landscape for all
- Covering both « old » and « new » sectors by systemic innovation



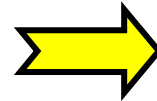
Towards and open world

- Pervasive Network
 - **More than 1 Billion People online**
 - **By 2011 – 2 Billion**
- Convergence progressing
 - **Networks, Media, Content**
 - **Broadband & Multimedia**
- Interactive Capabilities increasing exponentially
 - **Web 2.0**
 - **Social Networking**
 - **Virtual Worlds**



The Rise of the User

User as “Research-Object”

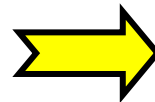


User as Innovator

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

- 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

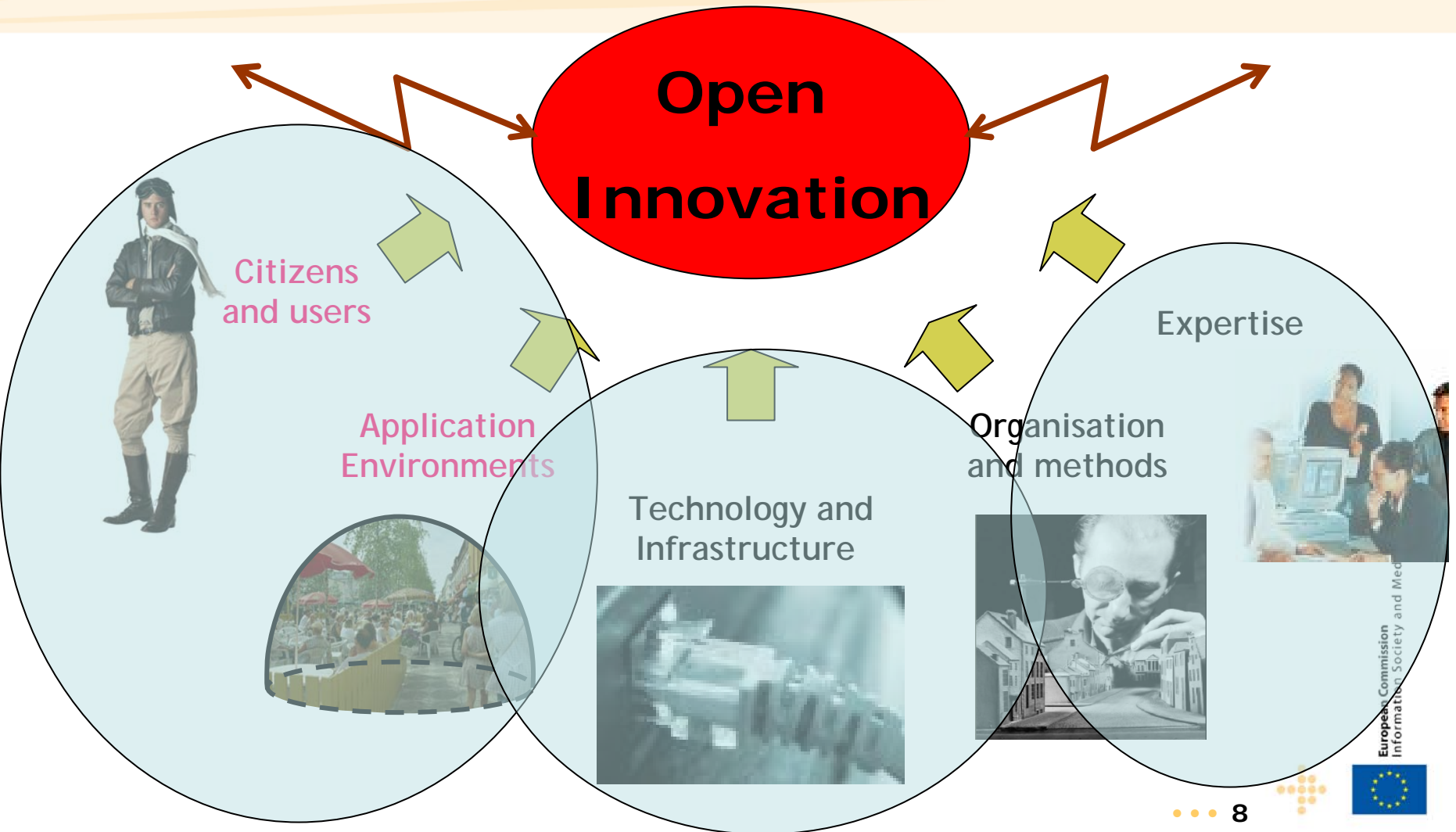


Innovation within the services environment

- Software and related services play a key role in the Information Society and Economy in general
 - Services account for around **70% of economic activity** in the EU (the **fastest growing ICT market segment**)
 - **BUT Services have been under-represented in Innovation Policies**
- Division between services and manufacturing is artificial
- The **whole spectrum of policies** is needed for services innovation
 - Multidisciplinary approach
 - Clear need of competition in Public sector services: pre-commercial public procurement
 - Promote horizontal and vertical networking within the services sector
- Service Innovation needs recognition at International level
 - Technological approach, but also service concepts, business models, organization, customer interfaces



The Interplay between Actors



Starting from good bases

(Local) communities of practice & Living Labs

- Research & Innovation connected to needs (living labs)
- ePractice / Awards / Peer-learning

Europe's possibilities

- Testing e-Inclusion in research and innovation programmes
- e-Inclusion award campaign and the Vienna Conference
- Regions for Economic Change / Structural funds

Demonstrating benefits

- Sharing evidence of economic benefits of e-Inclusion & quality of life
- Leading by example for the “non-converted”



No citizen left behind = Inclusive eGovernment

- 1/3 of population is not accessible via Internet Technologies
- Yet the same population requires most resources from the Public administration

=>

- Develop other communication channels (via GSM, digital TV, ...)
 - Empower actors
 - Reduce eSkills gap
-
- By 2010 all citizens gain benefit from eGovernment services & easier access



STORK – Large scale pilot in ICT-PSP on interoperable electronic identity

Aim

- To simplify administrative formalities by providing secure online access to public services across EU borders
- To develop and test common specifications for secure and mutual recognition of national electronic identity (eID) between participating countries
- Test in real life environments, secure and easy-to-use eID solutions for citizens and businesses
- Prepare the ground for the next generation of eID infrastructure

Project data:

- Project driven by 13 Member States plus Iceland
- 20million euro cost: 3 year duration: started on 1 June 08

Further action:

- Call open for extension of the project for additional Member States to participate



PEPPOL – eProcurement Interoperability

Aim

- Address the Procurement Directive to create an open internal market for SME
- Demonstrate an interoperable solution in the following 5 steps:
 - Virtual Company Dossier
 - eCatalogue
 - eOrdering
 - eInvoicing
 - eSignature
- Build consensus among all MS and industry
- Develop a long term sustainability of the infrastructure

Project Data

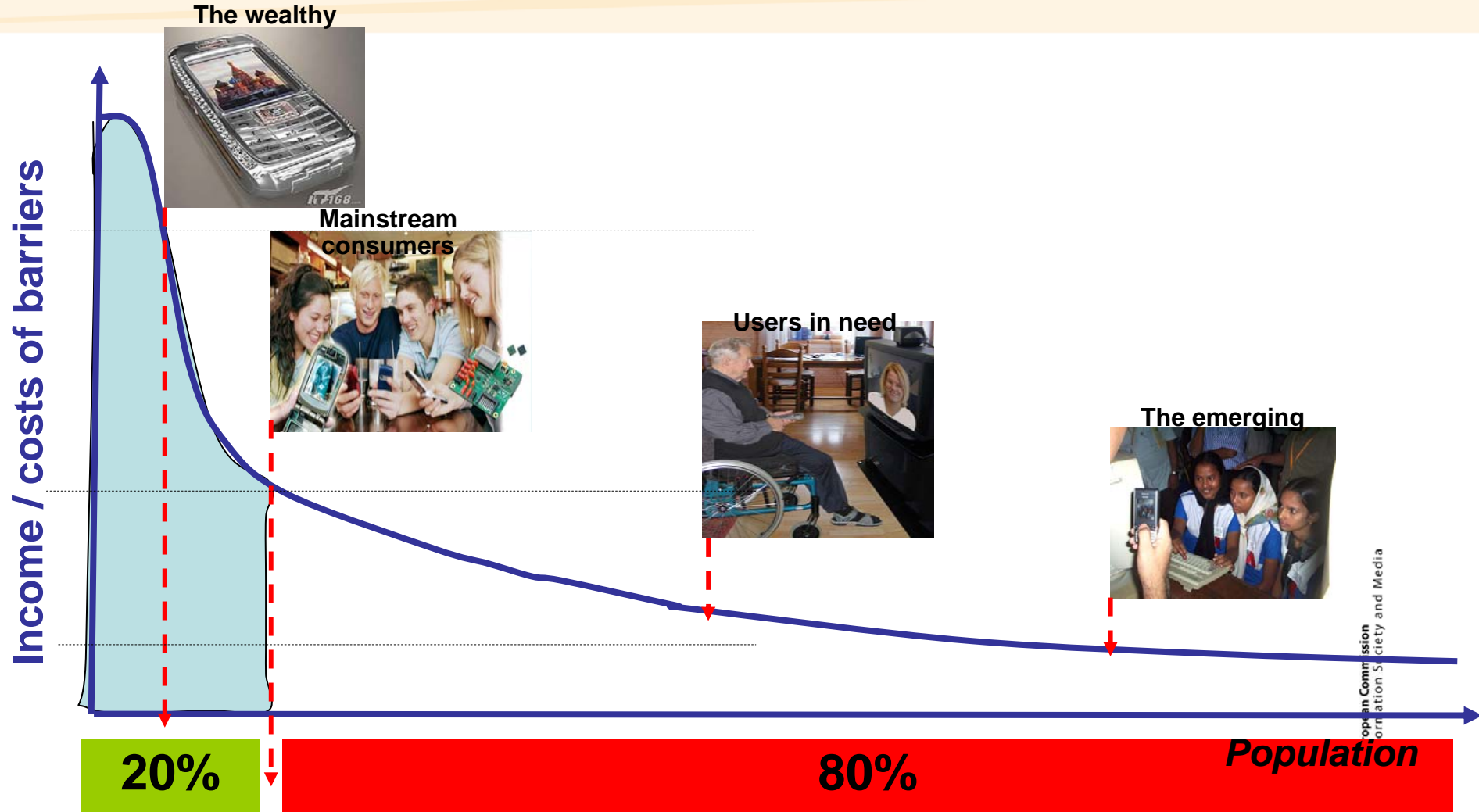
- Includes 7 MS plus Norway
- Cost ~20M€ with 9.8M€ Funding
- Started 1/5/2008 for a duration of 3 years

Further Actions

- Call for an enlargement of the consortium

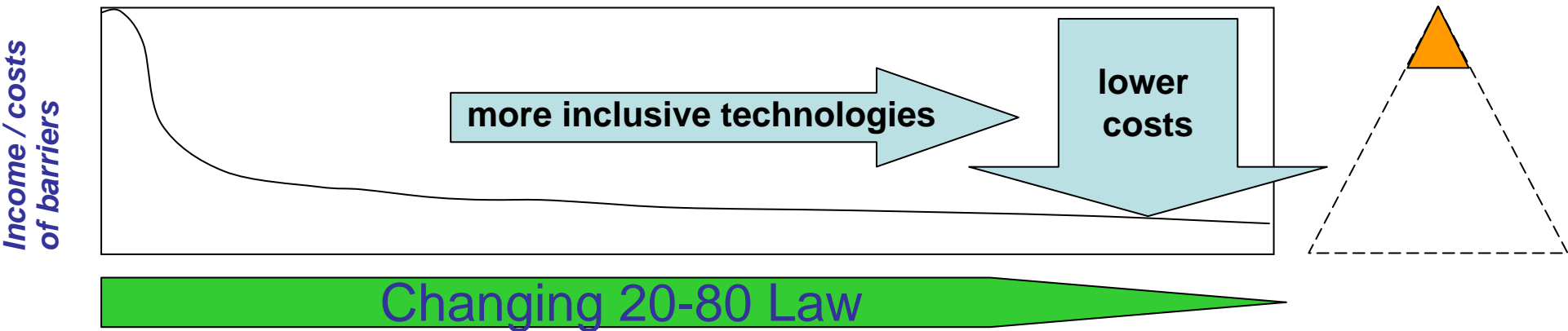


A "Long Tail" of market opportunities and challenges



How to reach the long tail?

The Information Society conquering the long tail



- *More Moore*
- *Technologies and services at the bottom of the pyramid*
- *Innovation at the bottom of the pyramid*
- *Cohesion at the bottom of the pyramid*



Issues for Service Development

- **User-centric approach**
 - **Technology convergence is not enough**
 - **Service convergence leads to functionality thinking -> open reference architecture based on functionalities, not technology**
 - **Multidisciplinary research needed, incl „soft“ sciences**
 - **Requires iterative, systemic solution approach**
- **Openness is a critical issue**



More Information

- FP7: <http://ec.europa.eu/fp7/ict>
 - EU ICT and Ageing Well Initiatives
<http://ec.europa.eu/einclusion>
 - Ambient Assisted Living
Joint Programme
<http://www.aal-europe.eu/>
 - Best Practice Portal
<http://www.epractice.eu>
 - www.epractice.eu (examples, best practice; community)
 - www.openlivinglabs.eu (coordination project linking to the Open Living Labs portfolio and processes)
- „Google“: Service Science; Open Innovation

