

Participative Innovation for Collaborative Society

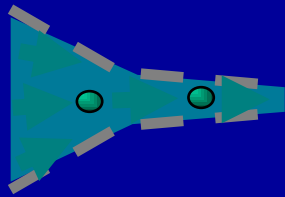
“Open Service Innovation”

Bror Salmelin

Advisor to the Director

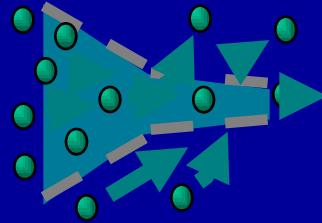
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Innovation moving out of the Lab



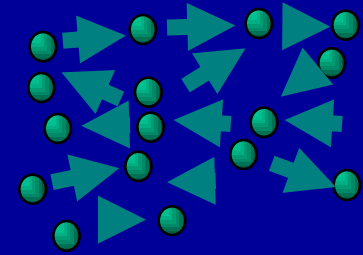
**Centralized
inward
looking
innovation**

Closed
Innovation



**Externally
focused,
collaborative
innovation**

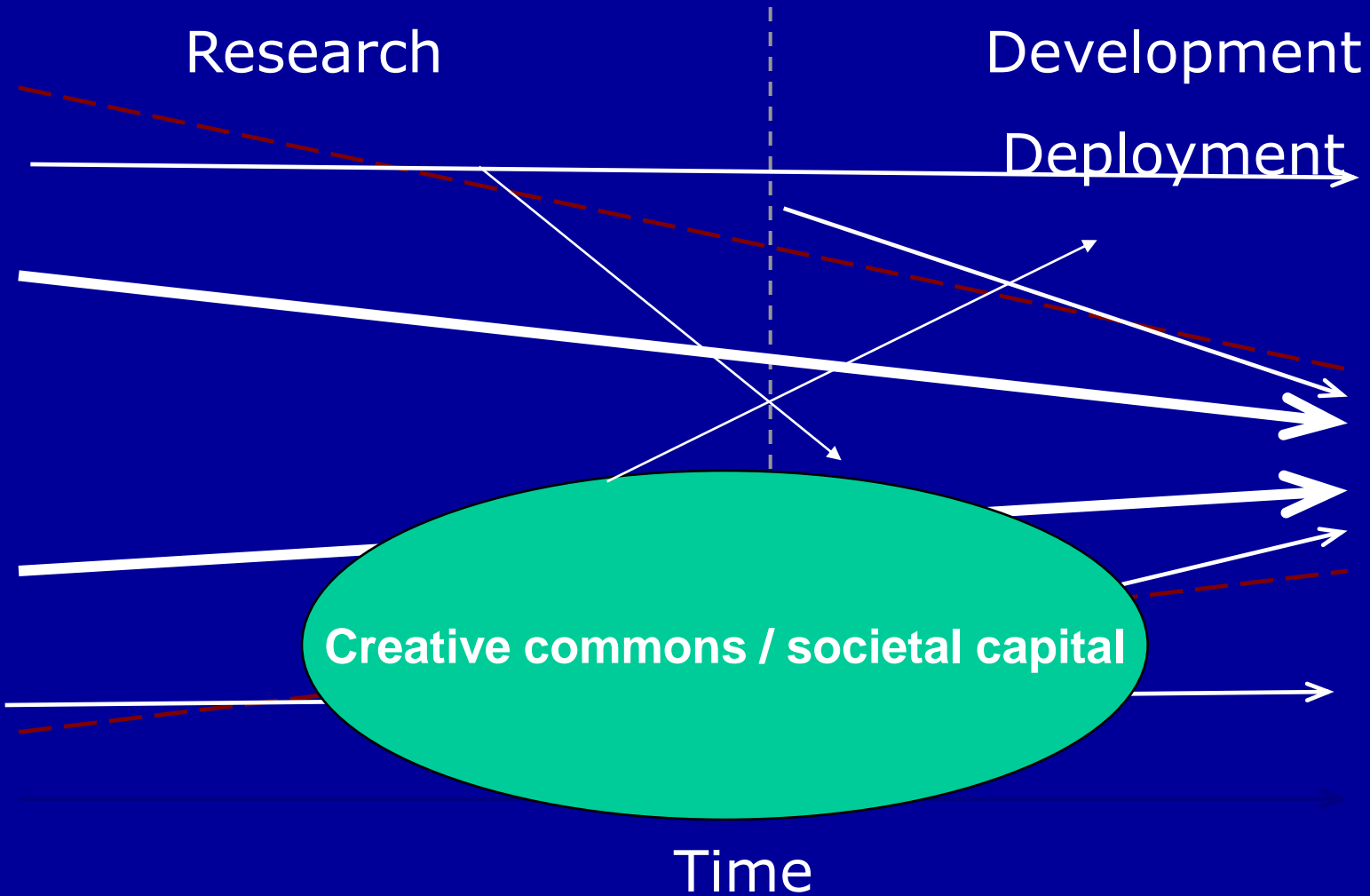
Open Innovation



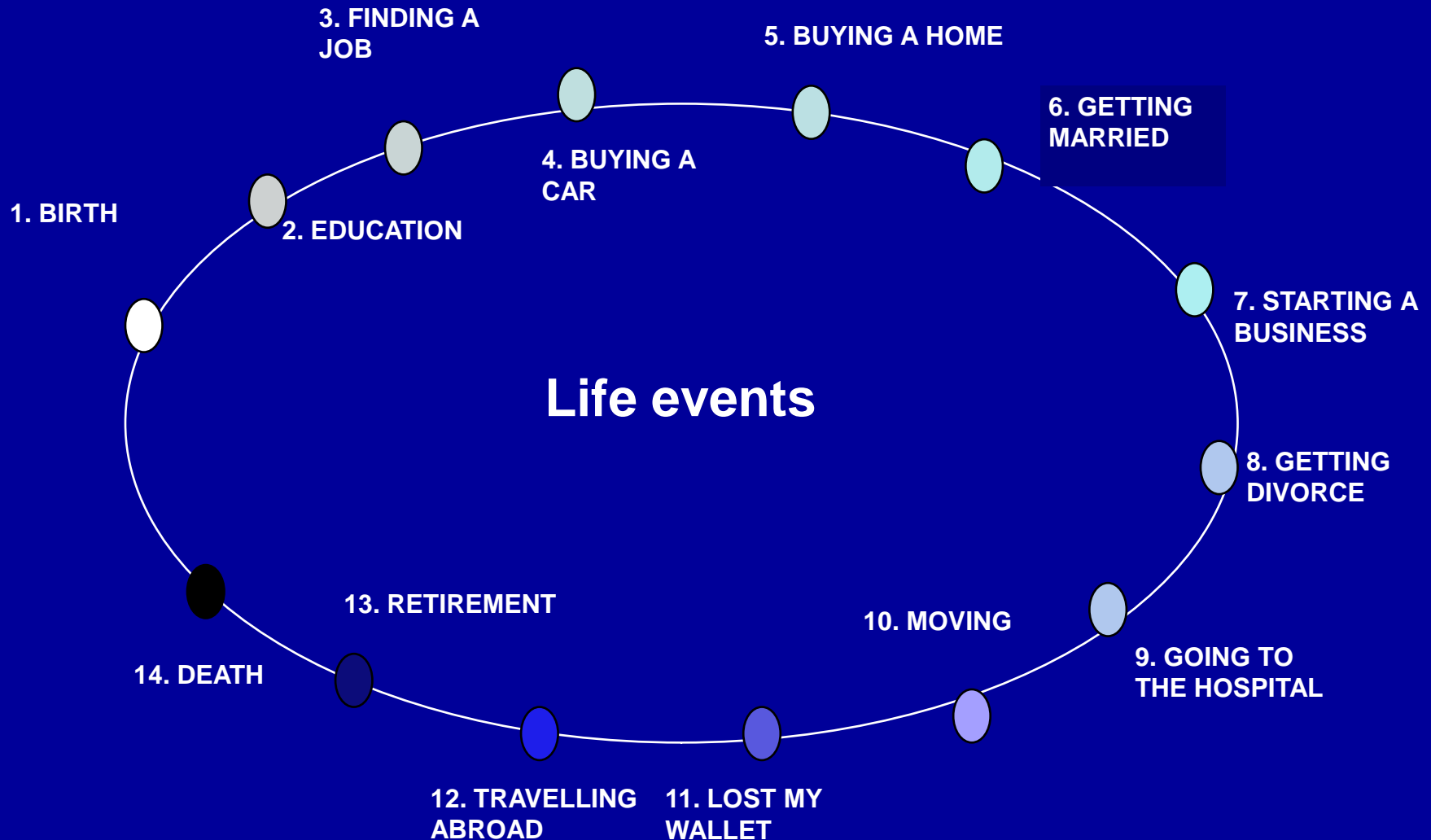
**Ecosystem
centric, cross-
organizational
innovation**

Innovation Networks

Open Innovation PPPP



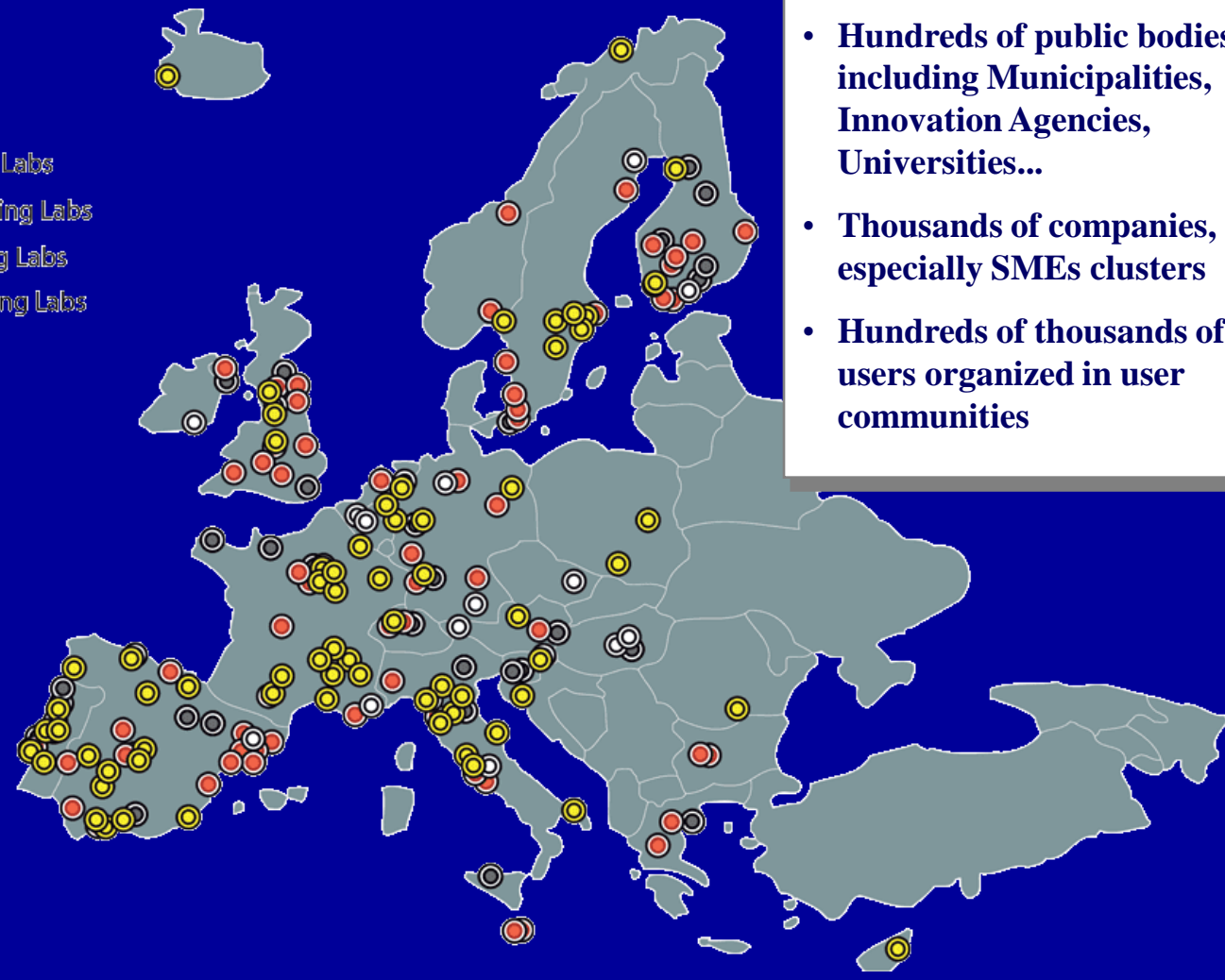
Set life events in focus for service innovation



European Network of Living Labs

- ⊙ First Wave Living Labs
- ⊙ Second Wave Living Labs
- ⊙ Third Wave Living Labs
- ⊙ Fourth Wave Living Labs

- 212 Living Labs
- Hundreds of public bodies, including Municipalities, Innovation Agencies, Universities...
- Thousands of companies, especially SMEs clusters
- Hundreds of thousands of final users organized in user communities



NOT ON MAP

1st-3rd Wave:

Brazil	4
China	1
Mozambique	1
South Africa	2
Taiwan	2

4th Wave:

Brazil	3
China	3
Colombia	2
Senegal	1
Taiwan	2
USA	1



Innovation System?

