

Economic Growth for Local Governments through ICT

-chairman's introduction

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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 – us all in all of our roles!
- What will drive the economy beyond recession – ICT!
- Who has the responsibility of the „not yet existing industry“?
- What is special in knowledge society – values, empowerment, inclusion

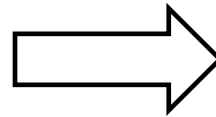


Paradigm change

➤ 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

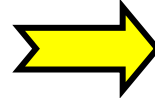
“Democratizing”

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



User - Innovator

User as “Research-Object”

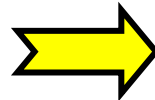


User as Innovator

- 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



Lead Markets



How to build a European Single Market for Services?



Public sector as driver?

- Public procurement (precommercial...)
 - infrastructures
 - Boosting take-up of nef solutions
- Common functional end-user architectures...)
- Next generation specifications on functional level
- PPPP as new innovation base, covering whole life cycle



Open *functional* reference architecture

- **Based on functionalities common to all user-centric services**
 - **Identity management**
 - **Trust building**
 - **Secure infrastructures**
 - **Financial transaction**
 - **Service roaming Mobility**
 - **User (context) management**
 - **IPR....**
 - **...**



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)**



Focus?

- **Empowerment of citizens**
 - **Encouragement of societal and environmental sustainability**
 - **New service design to be underpinned by research in service science and new service architecture**
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- **Focusing short term on 3-4 value chains using open innovation approach with industry and user communities in PPPP. Building ELSA-projects**
 - **Using all existing instruments for “financial engineering” and find appropriate coordination mechanisms to cover the whole innovation process**

