ICT, innovation and user empowerment
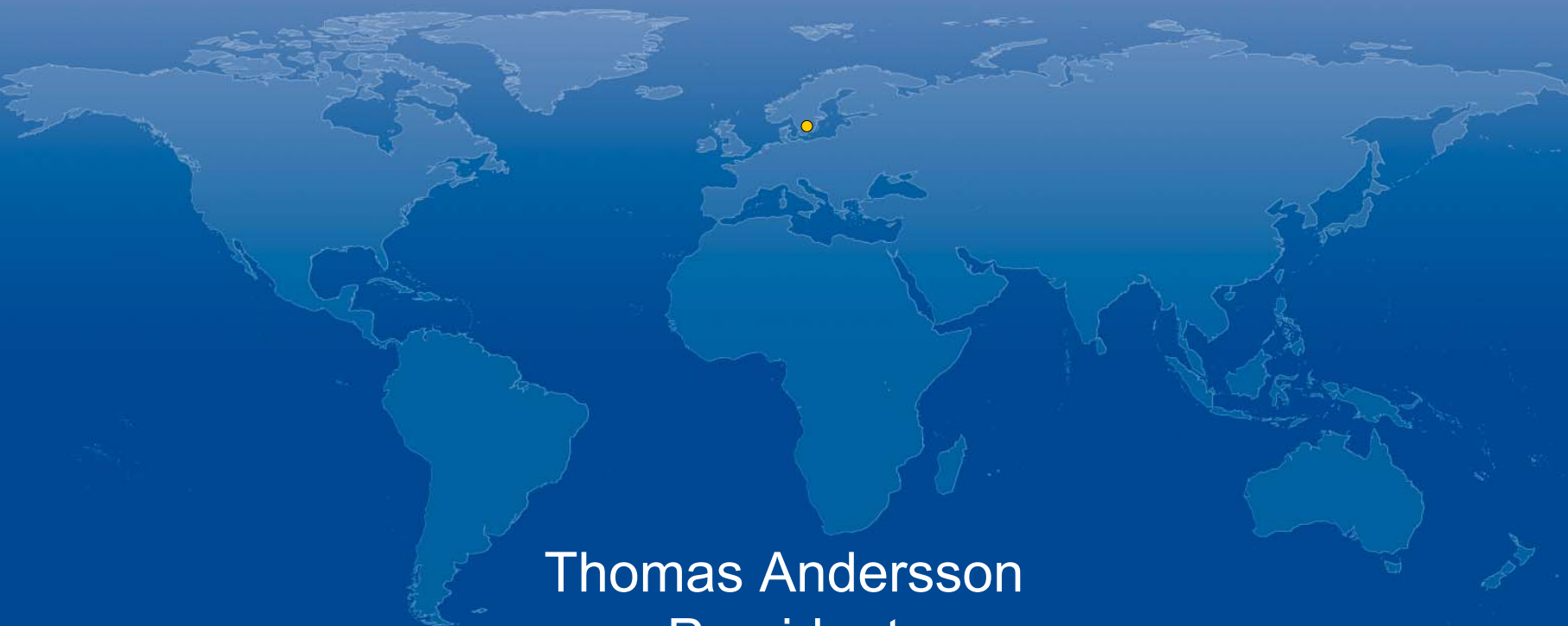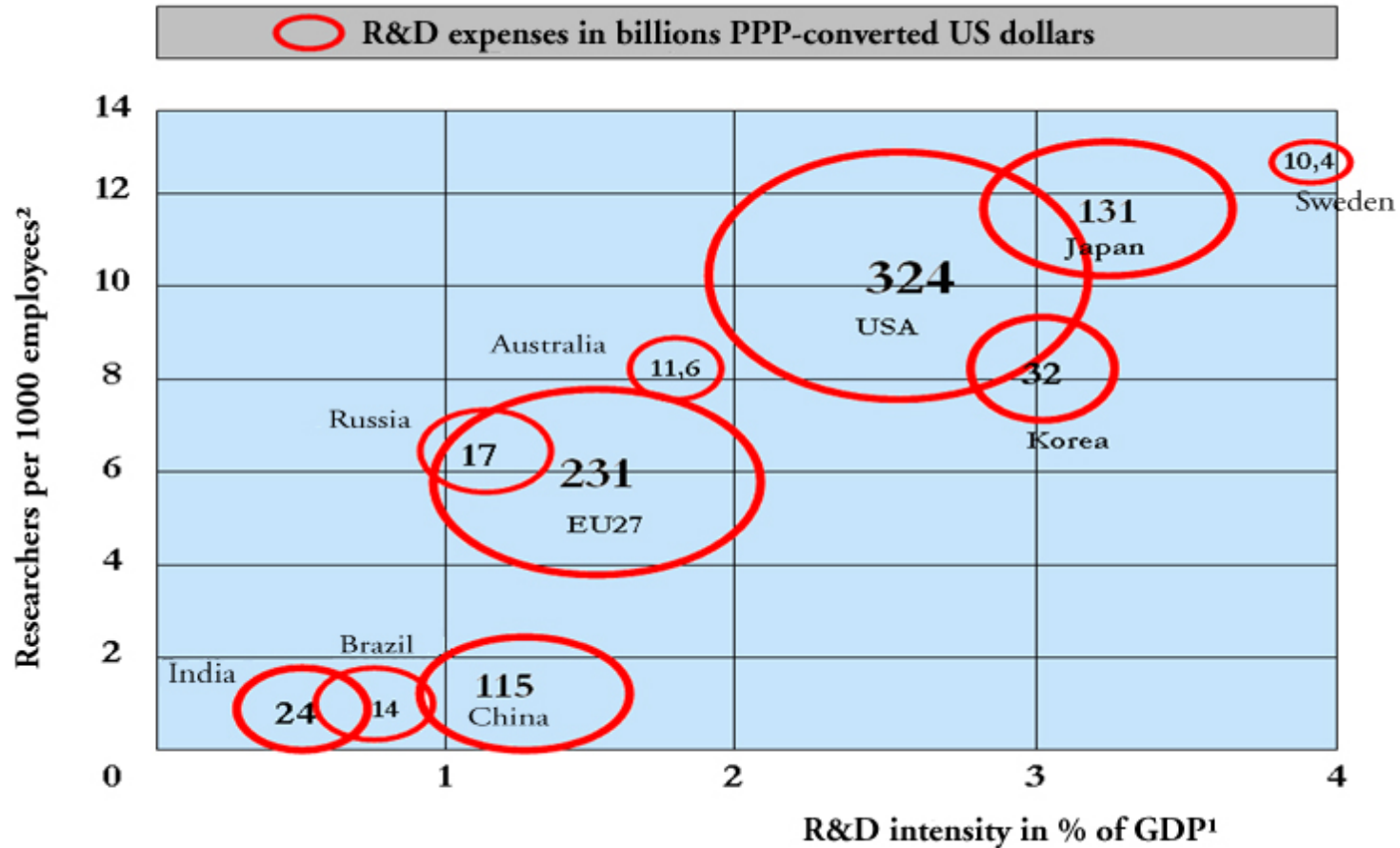
Thomas Andersson
President
Jönköping University
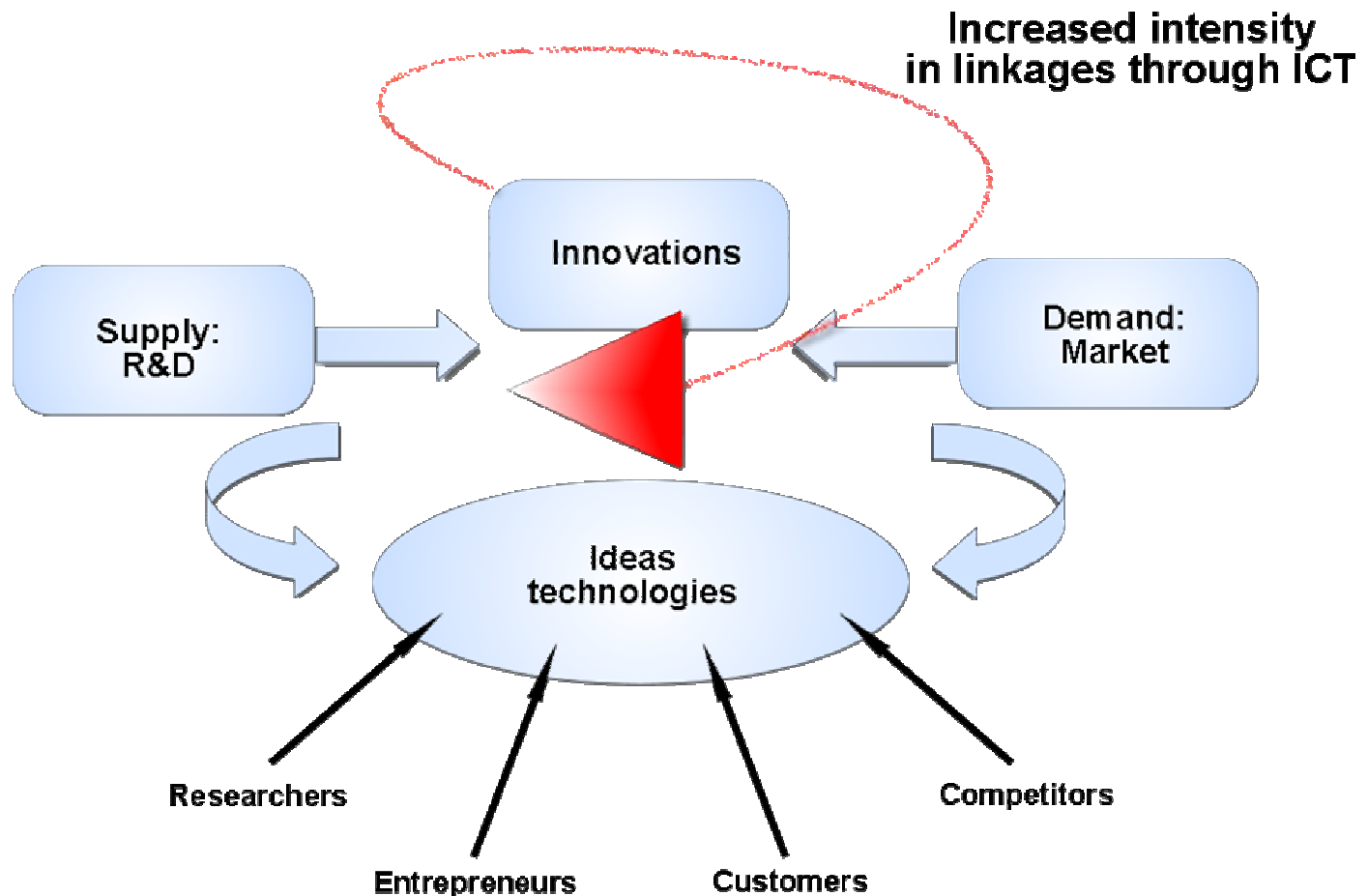
JÖNKÖPING UNIVERSITY

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R&D expenditures relative to GDP and share of researchers, 2005

Abandoning the linear model

Empowering and Ubiquitous …

- New opportunities due to the digital environment
- enabling articulation of needs
- pulling responses

Around us: cars, toys, home, automation …

On us: watches, clothes…

Between us: who is who, can know and rely on …

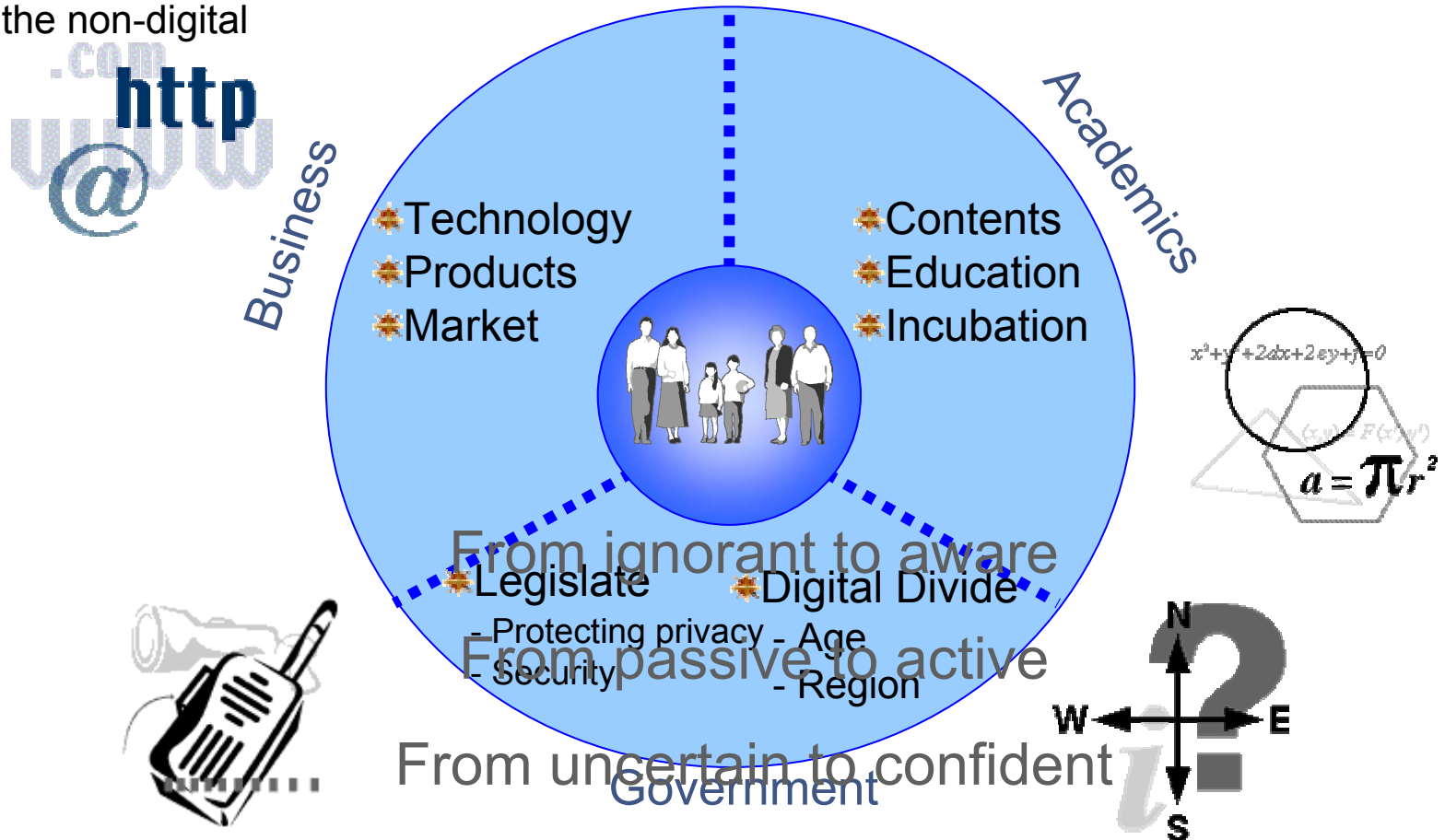In us: RFID tags for health care and automatic payment …

… not using technology for technology's sake!

Basic choices and focus points

The Collaborative Circle

• Government, Business and Academia need interface but also distinct roles

• End-users' needs and rights must be expressed, recognized and enforced in the digital world, as in the non-digital

Business

Academics

Technology
Products
Market

Contents
Education
Incubation

From ignorant to aware

Legislate
- Protecting privacy
- Security

Digital Divide
- Age
- Region

From passive to active

From uncertain to confident

Government

$x^2+y^2+2dx+2ey+f=0$

$a = \pi r^2$

Critical weaknesses in ICT

- The Internet was not created as a medium for diverse interactions between multiple parties

- Few mechanisms to trace, account, audit or validate data

- The individual user cannot seamlessly transit between the 'real' and the digital world

- Digital data and information are organised around databases and organisations rather than 'people' - the users

- Fertile conditions for cyber crime

GTC User-driven Policy-approach

- Engaging multiple stakeholders in cherishing individual user perspective
- Requesting a systemic response to put in place higher level digital functionality in support of the human bening
- Reaffirming fundamental values of:
  - Legality
  - Integrity
  - Accountability
  - Security
  - Privacy
- Enablling trust
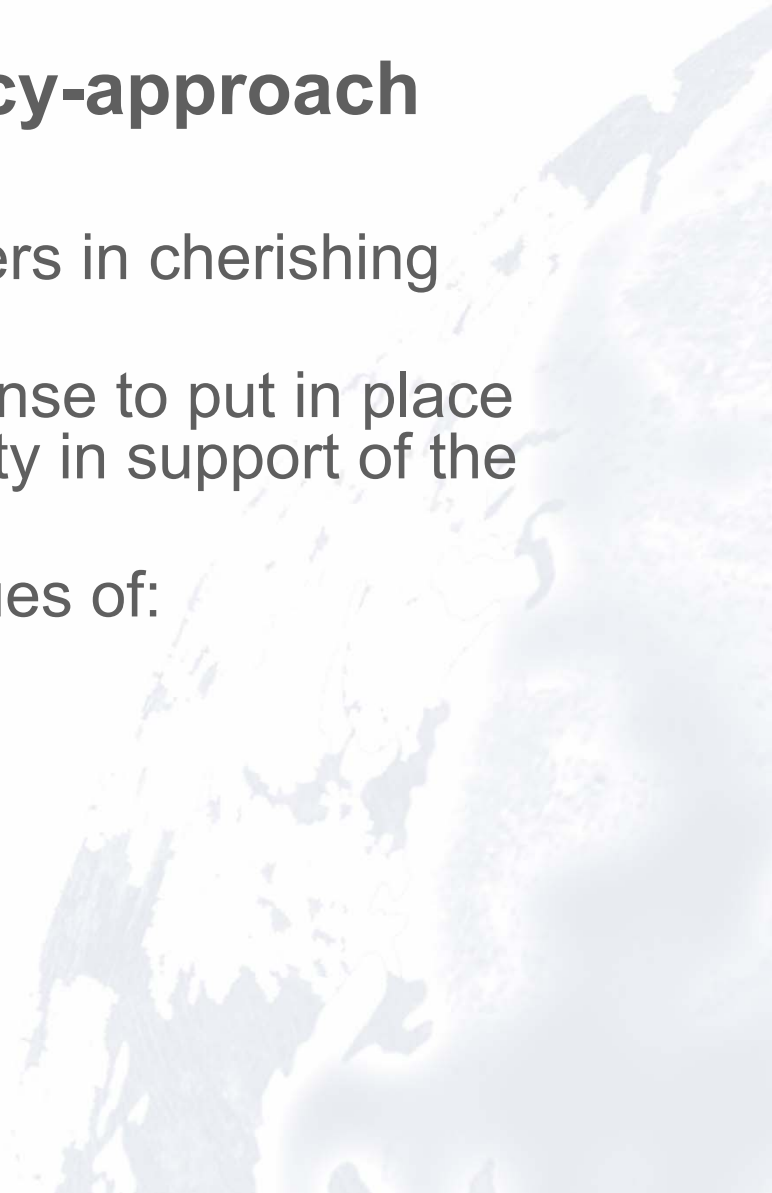
THE GLOBAL HEALTH CERTIFICATION SCHEME
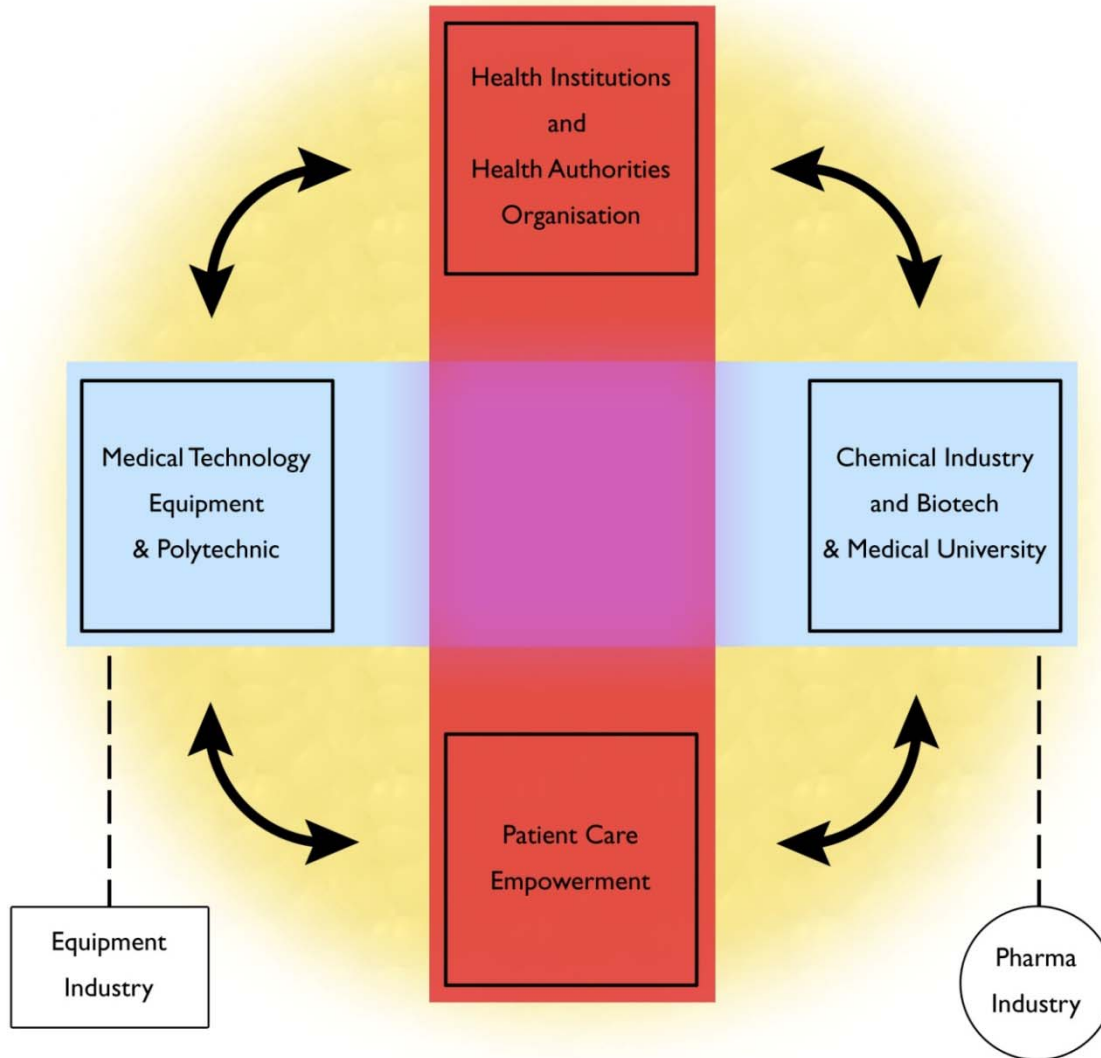
THE GLOBAL HEALTH CERTIFICATION SCHEME

- Shifting focus from technology to the human being

- Raising awareness and empowering the individual

- Creating incentives and inspiration for behavioural adjustment

- Utilising ICT tools for deployment and diffusion

- Tailor-made approach

Putting ICT to work

- Real world presence: critical moment, self, relations to others

- Success factors: simple, social, adaptive

- Targeted processes: enter, put to use, maintain momentum

Action   Debriefing

PCS Partnership Constellation