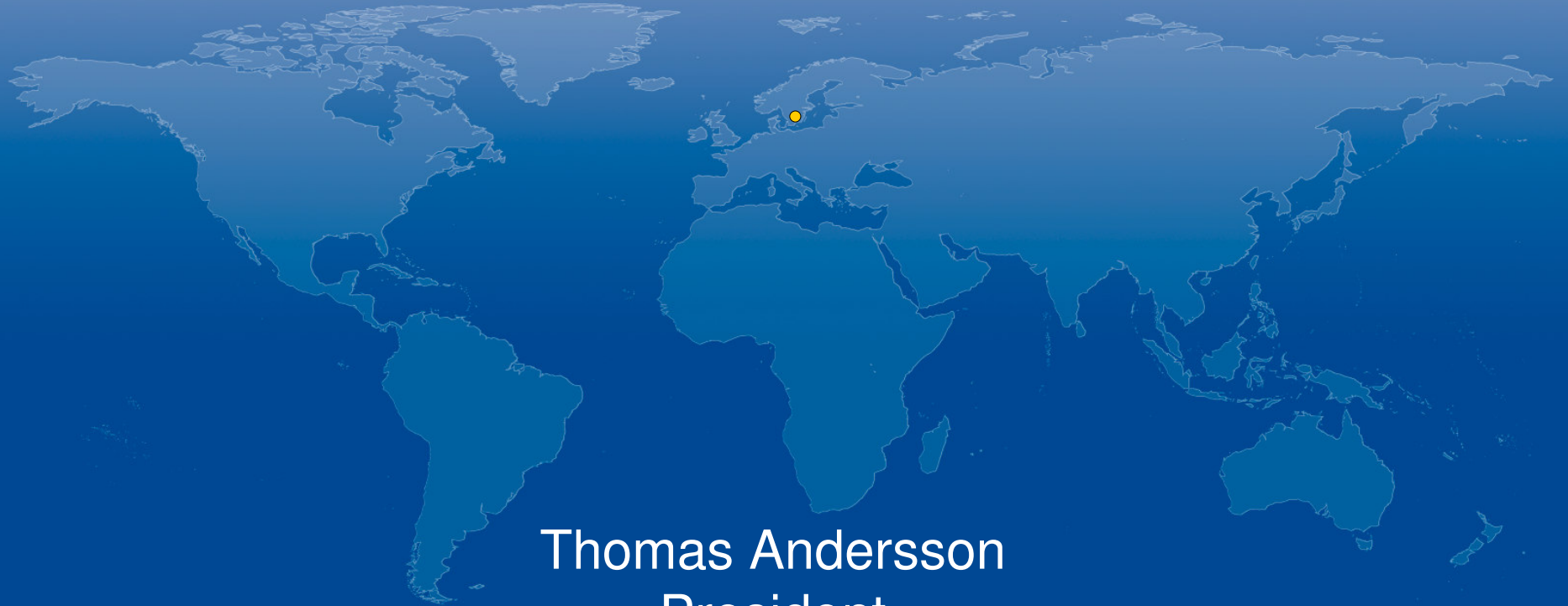


ICT, innovation and user empowerment



Thomas Andersson
President
Jönköping University

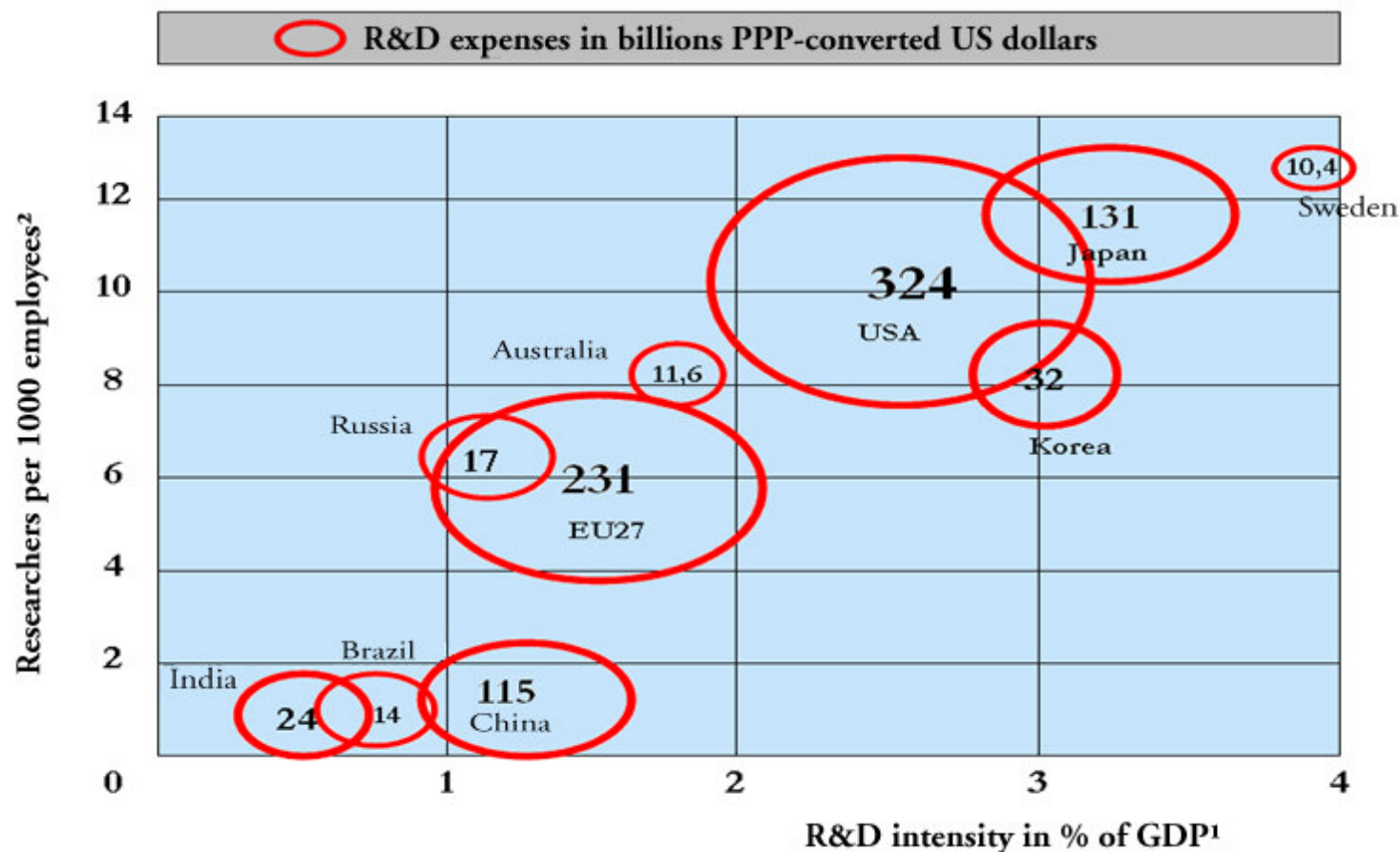


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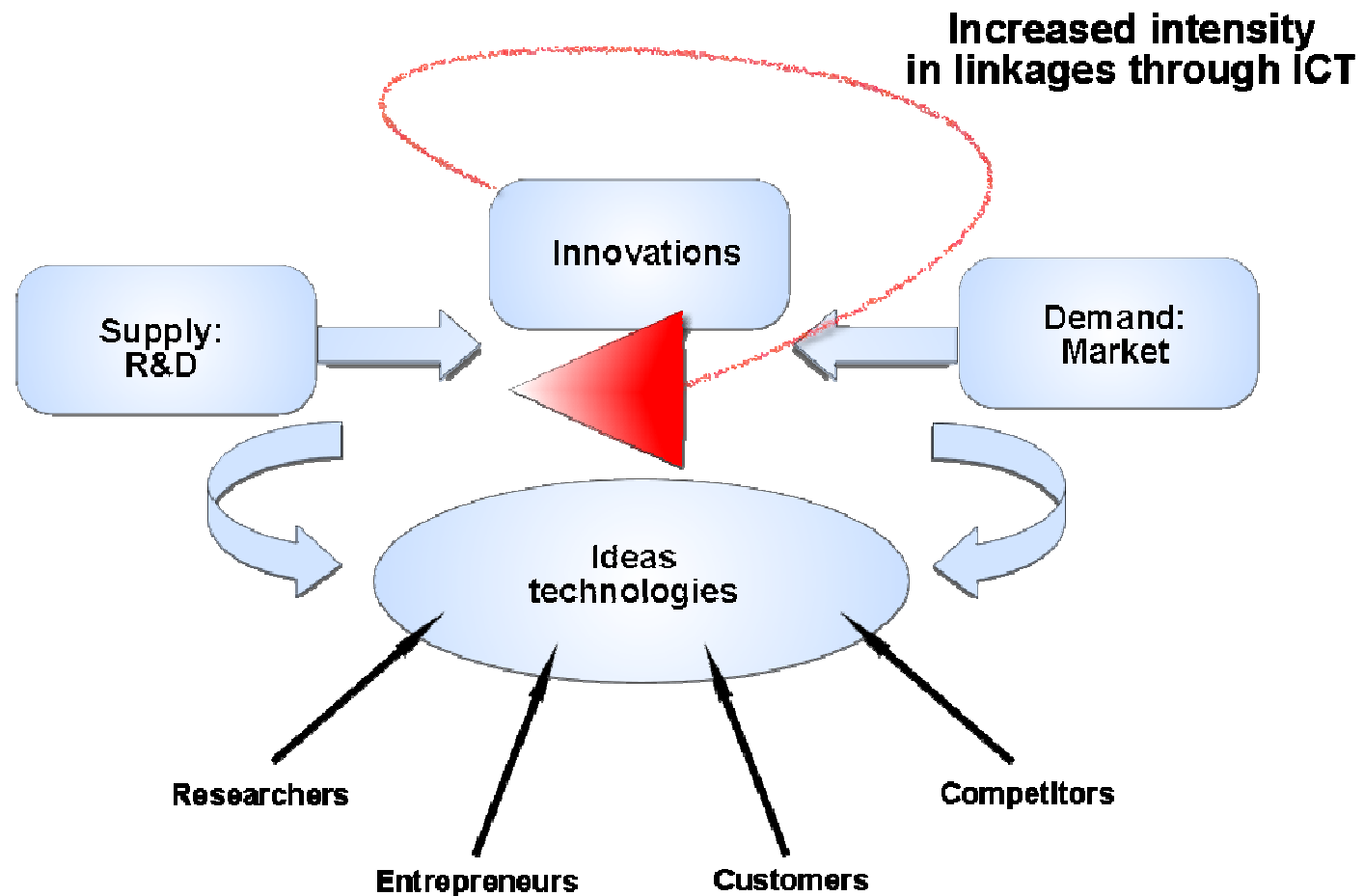
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R&D expenditures relative to GDP and share of researchers, 2005



Source: OECD (2007)

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 ...

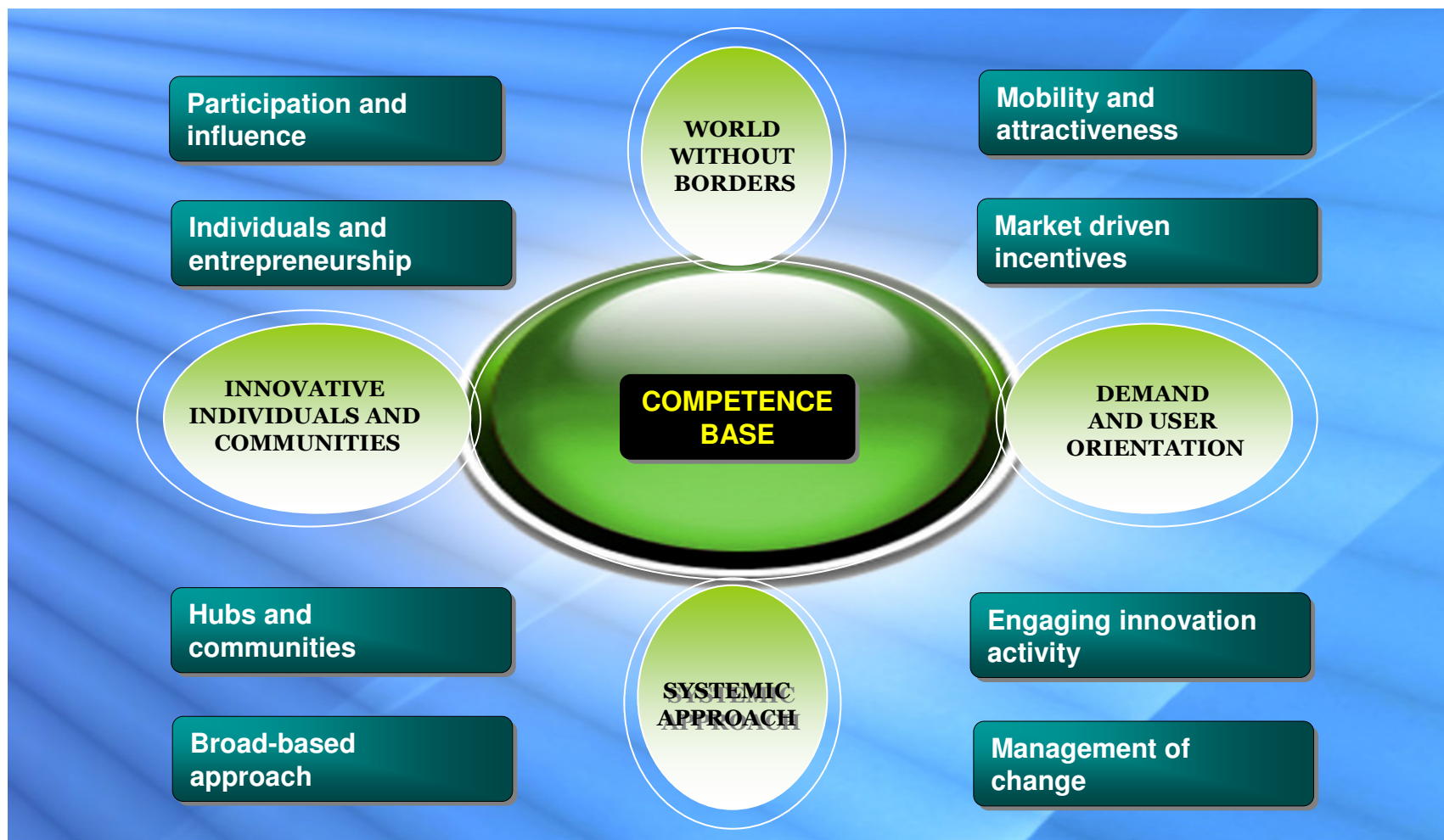
On us: watches, clothes...

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

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

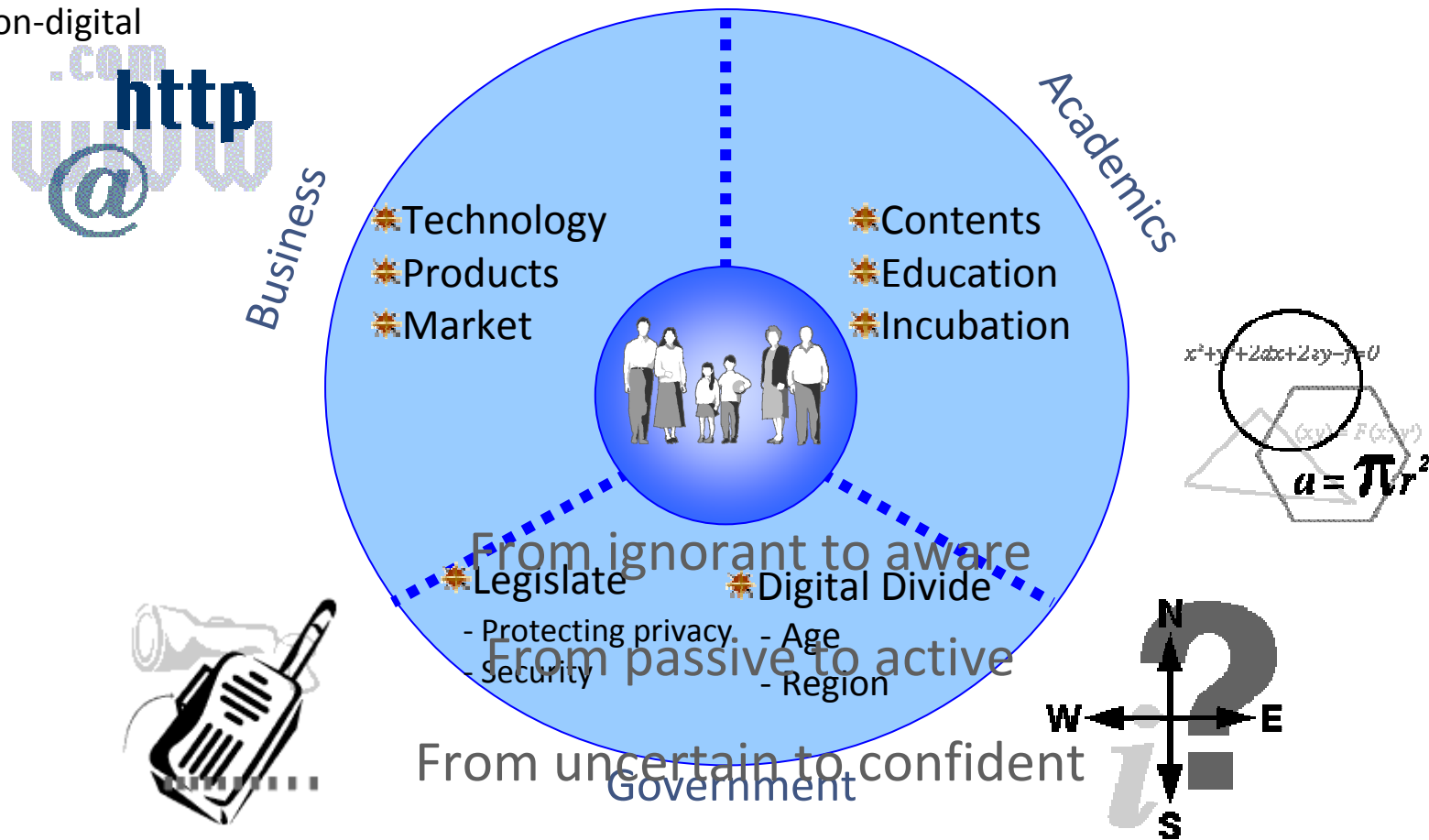
... not using technology for technology's sake!

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





Critical weaknesses in ICT

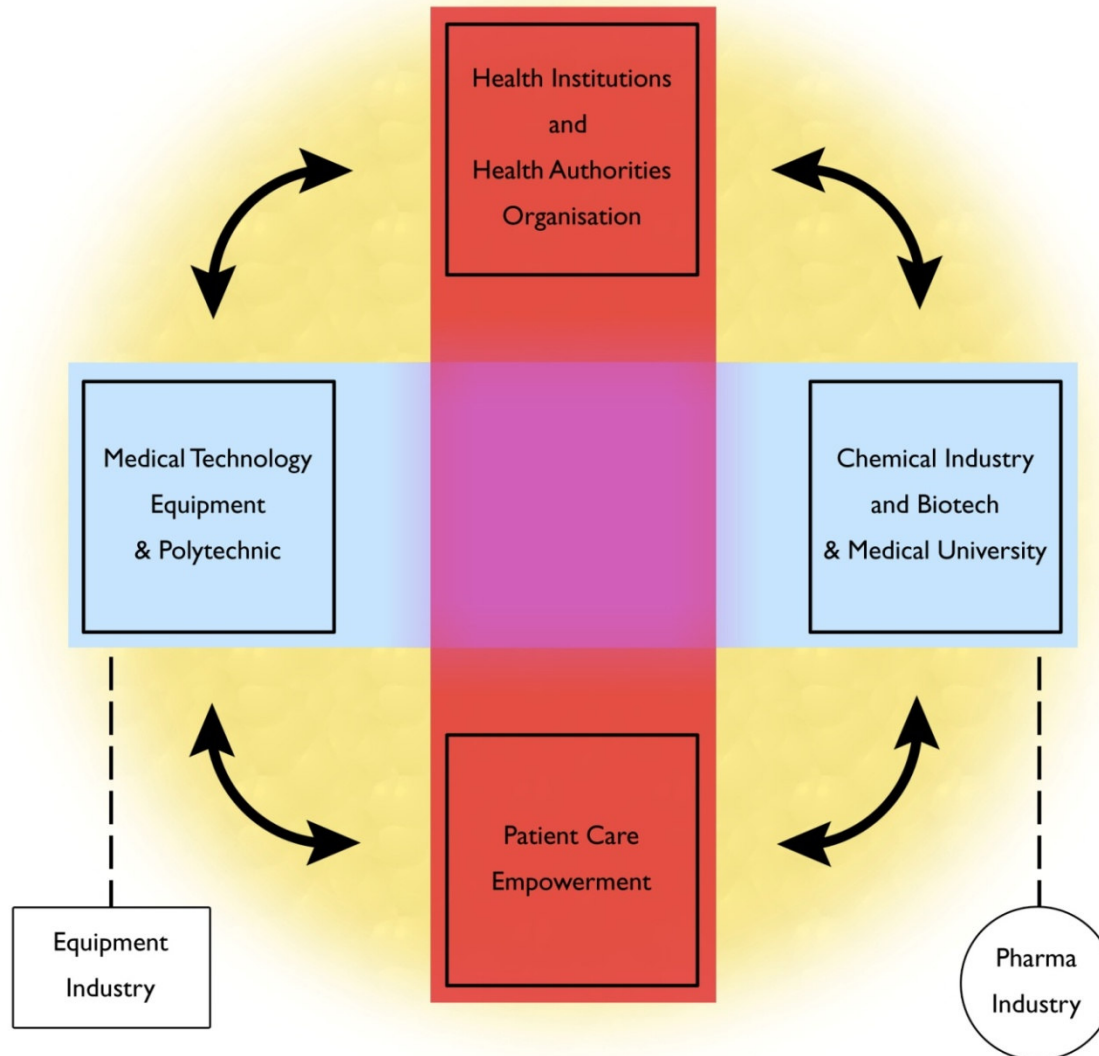
- The Internet was not created as a medium for diverse interactions between multiple parties
- Few mechanisms to trace, account, audit or validate data
- The individual user cannot seamlessly transit between the 'real' and the digital world
- Digital data and information are organised around databases 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

