



Open Innovation 2.0 – co-creating ecosystems!

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Innovation?

Make things happen!

Sustainable innovation is full of disruptions!

Science based linear innovation is NOT mainstream anymore!

HOW TO CREATE NEW???

User-centric innovation

Open innovation

Systemic innovation

Experimental mash-up

VUCATIONAL society

Volatile

Uncertain

Complex

Ambiguous

Connectivity
Open interaction
“organic”

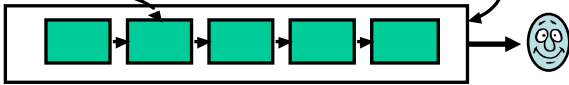
NON-controllable, only
catalyzing possible



European
Commission

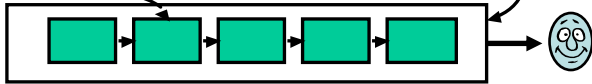
New Business Structures

*collaboration
process*

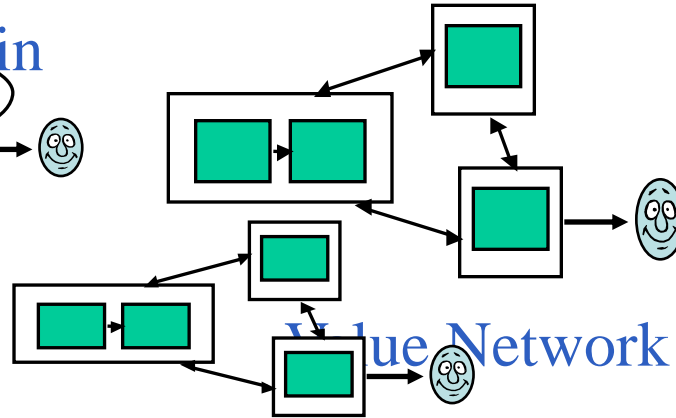


process

Value Chain

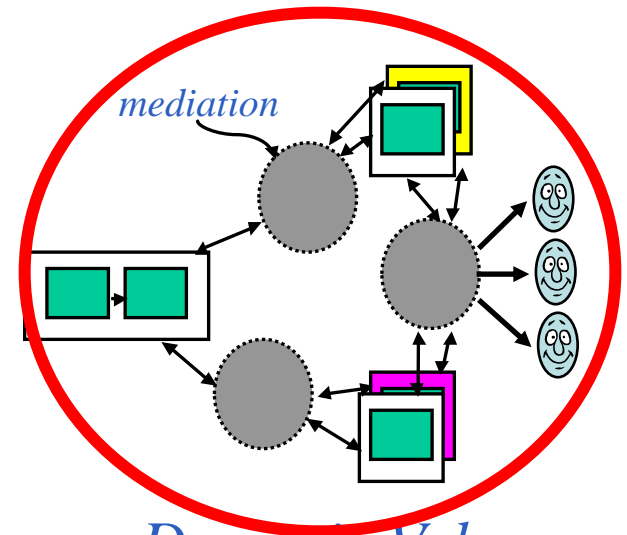


Value Chain



Value Network

Value Network



*Dynamic Value
Constellation*

Extraordinary: Large Deviations Make the Difference



In experiments events supposed not happening, happen

“normal” is not the focus



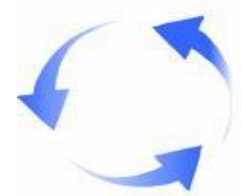
“extremes” are the focus



You don't tame uncertainty looking at extraordinary events

We reward acts of prevention rather than treatment

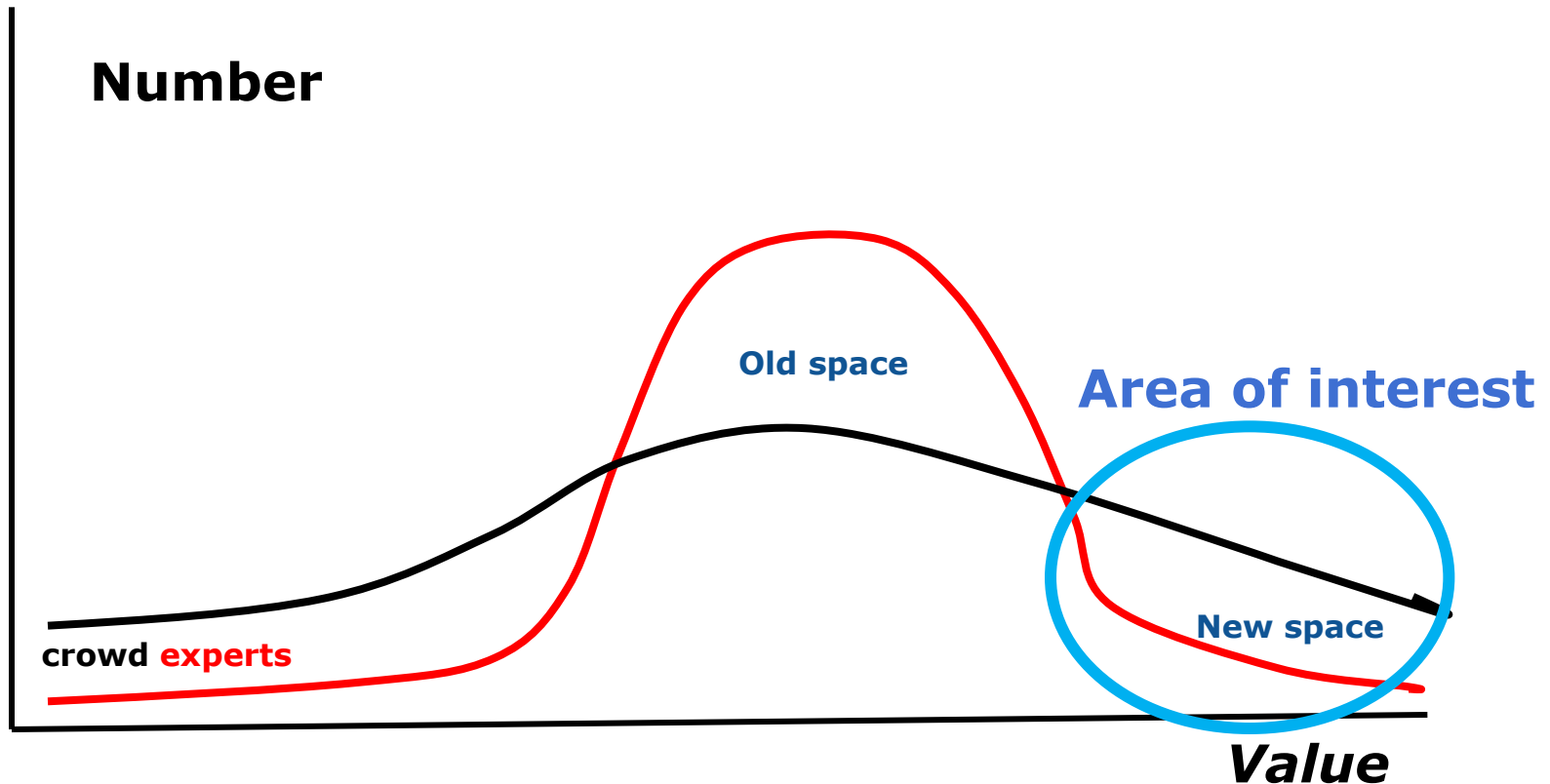
“extremes” are the focus



Feedback loops
Cumulative, snowballs, arbitrary and unpredictable effects

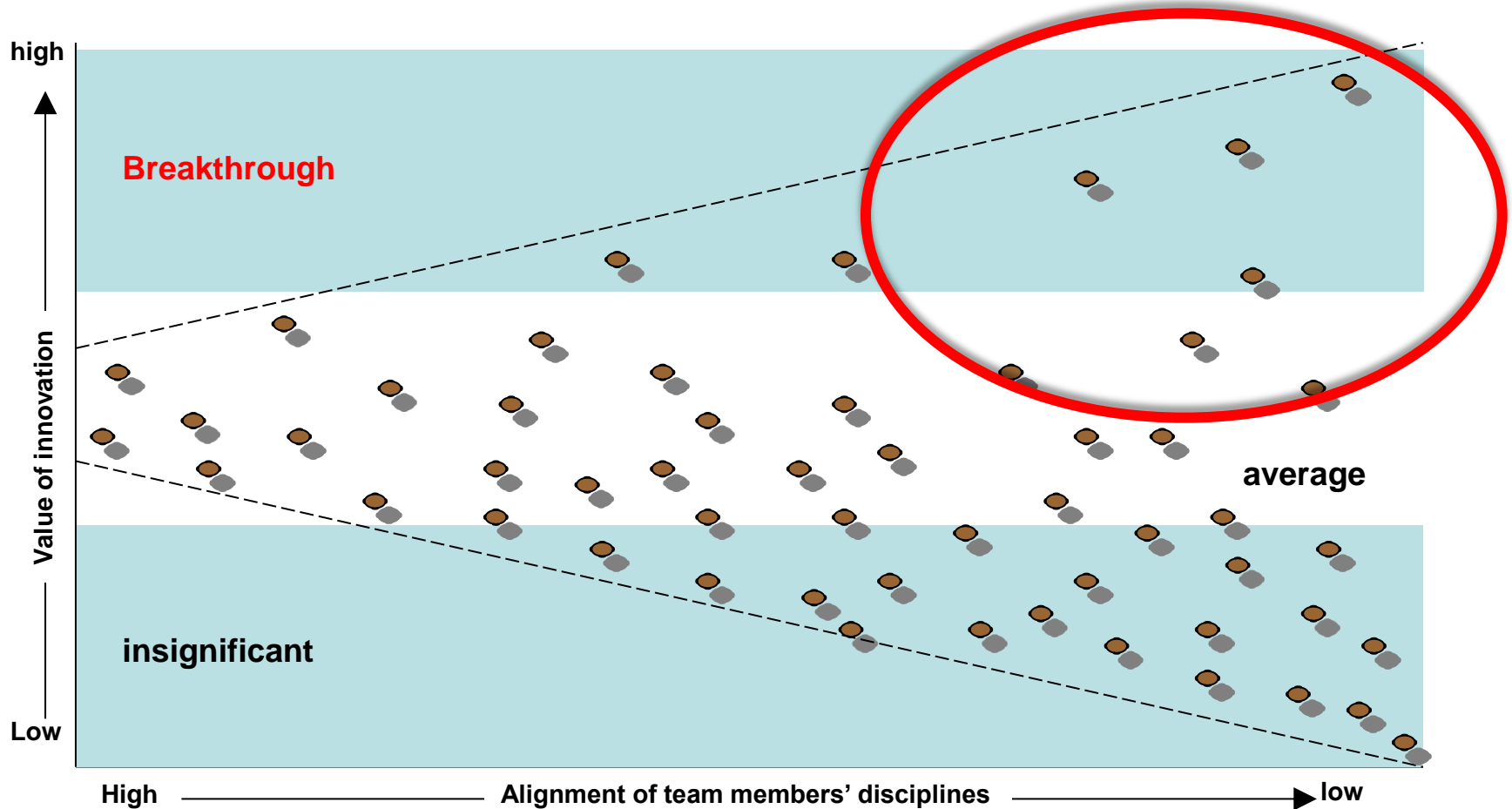


Discovery of valuable ideas by crowds!



Curators and Bridgers as new skills

Diversity matters (MIT 2002)!



New innovation space

New professions: Curators and Bridgers

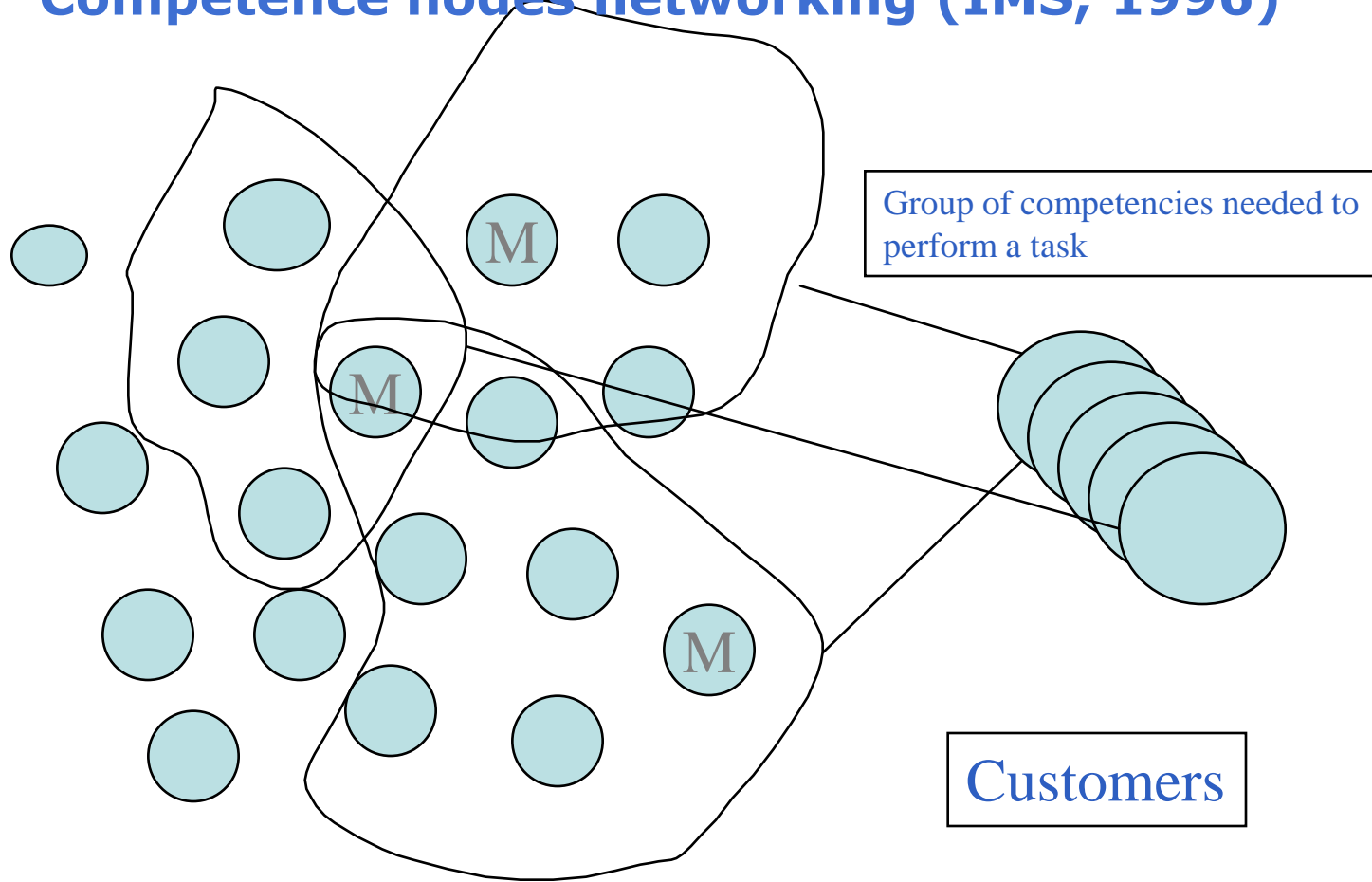
New types of ecosystems:

- **Self directed**
- **Real world prototyping and experimentation**
- **Common interest**
- **Open platforms**
- **Recognition beyond ordinary means**

Brings fast scale-ups

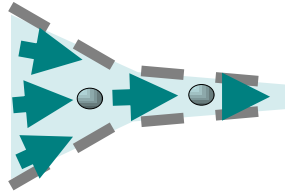
Flagships (?)

Competence nodes networking (IMS, 1996)



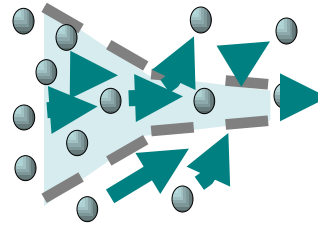
M=Management response of a **given task** in a given **time point** is given to the competence node which understands the **customers problem best**

Innovation moving out of the Lab



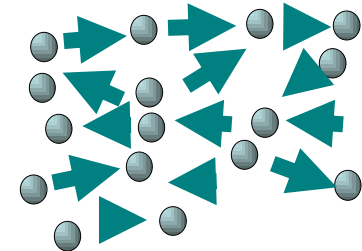
**Centralized
inward looking
innovation**

*Closed
Innovation*



*Externally
focused,
collaborative
innovation*

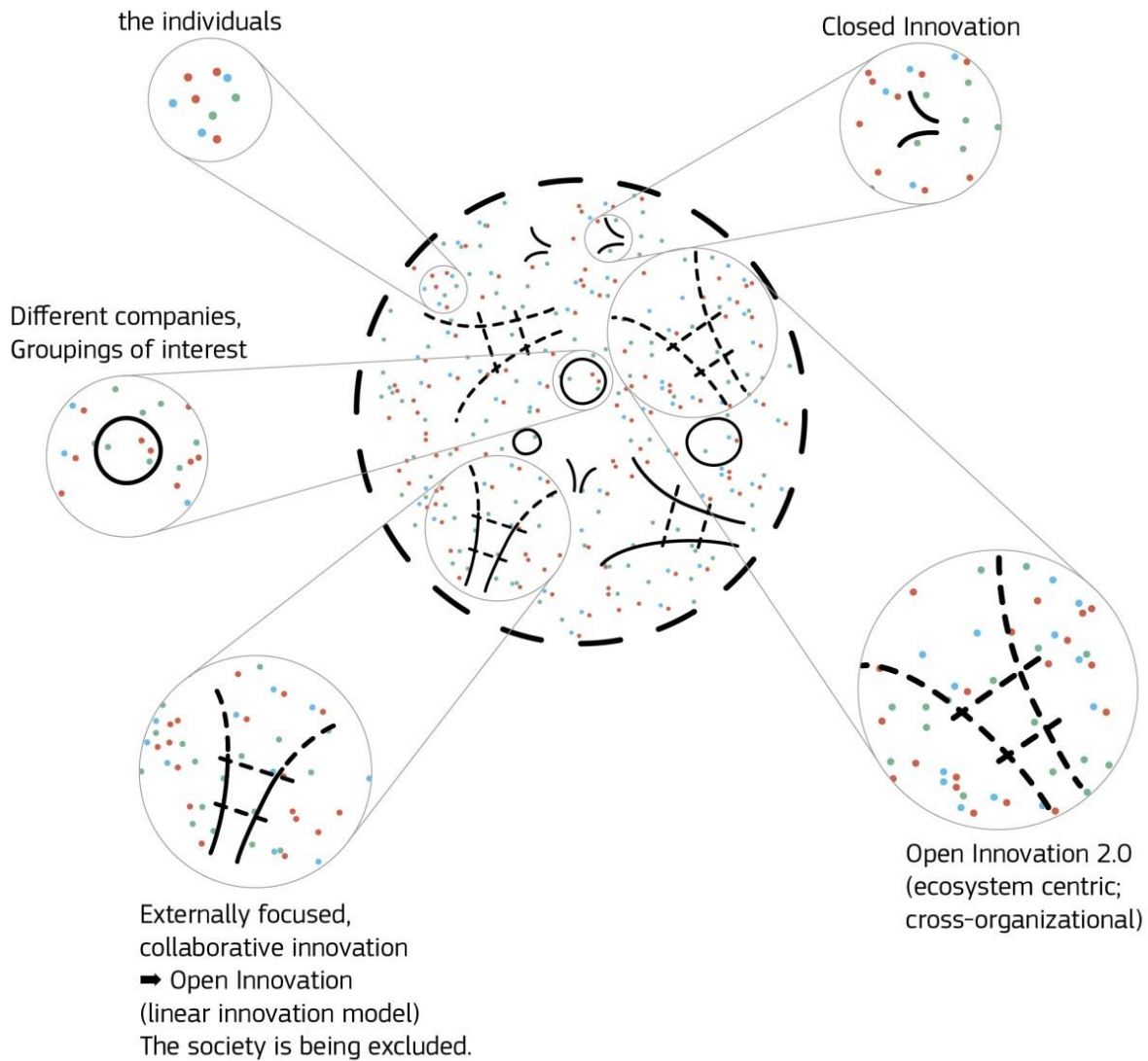
Open Innovation



*Ecosystem centric,
cross-organizational
innovation*

*Innovation
Networks*

Innovation Ecosystem



Paradigm change is REAL!

Closed innovation

Dependency

Subcontracting

Solo

Linear

Linear subcontracts

Planning

Control

Win-lose game

Box thinking

Single entity

Value chain

Open innovation

Independency

Cross-licensing

Cluster

Linear, leaking

Triple Helix

Validation, pilots

Management

Win-win game

Out of the Box

Single Discipline

Value network

Open innovation 2.0

Interdependency

Cross-fertilisation

Ecosystem

Mash-up

Quadruple Helix

Experimentation

Orchestration

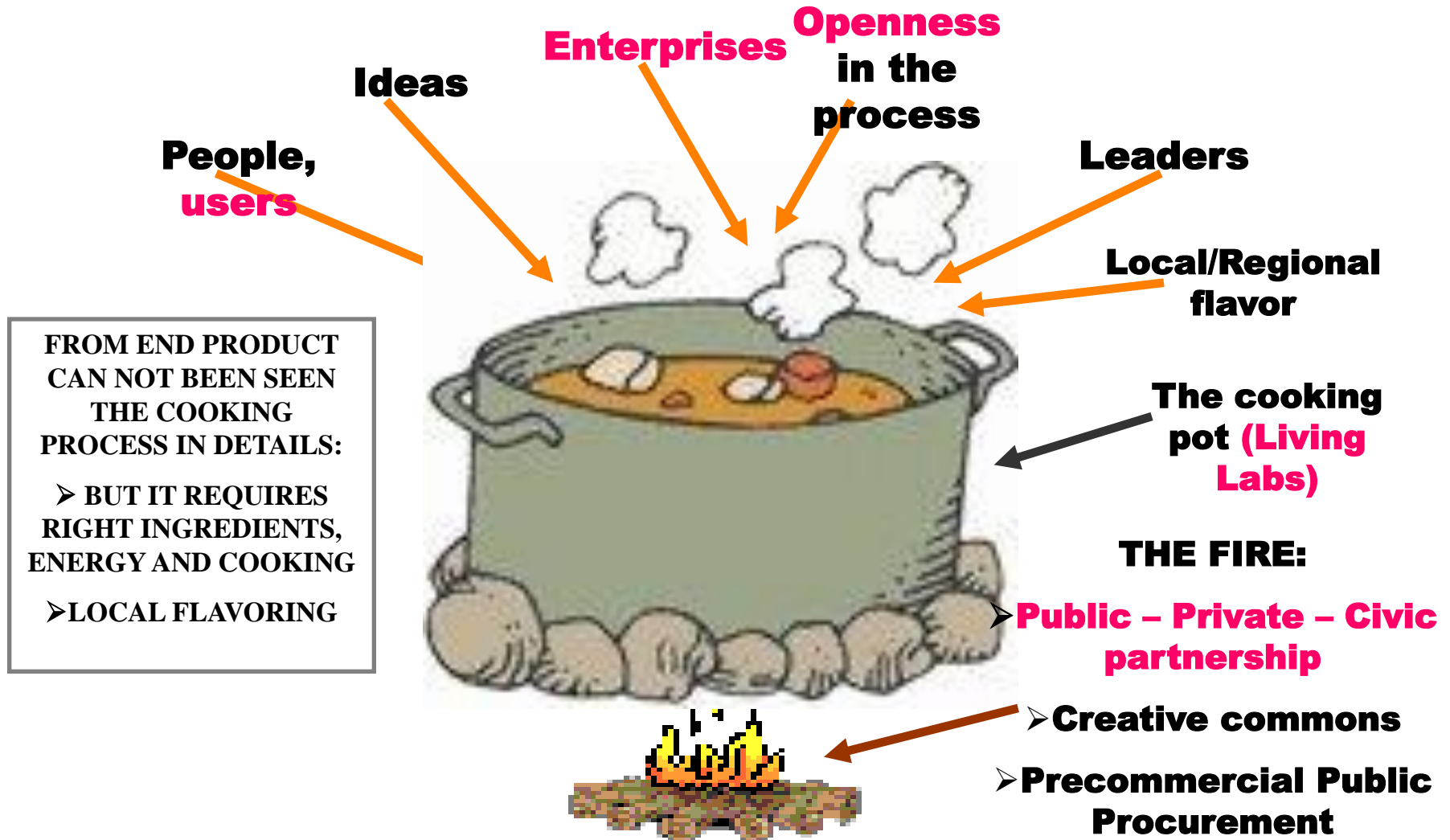
Win more-Win more

No Boxes!

Interdisciplinary

Value constellation

European Innovation System?





More information

www.ec.europa.eu/research/horizon2020

<http://ec.europa.eu/digital-agenda>

<http://ec.europa.eu/digital-agenda/en/open-innovation>

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