



Modern innovation -drivers and challenges

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Innovation?

Make things happen!

Science based linear innovation is NOT mainstream anymore!

User-centric innovation

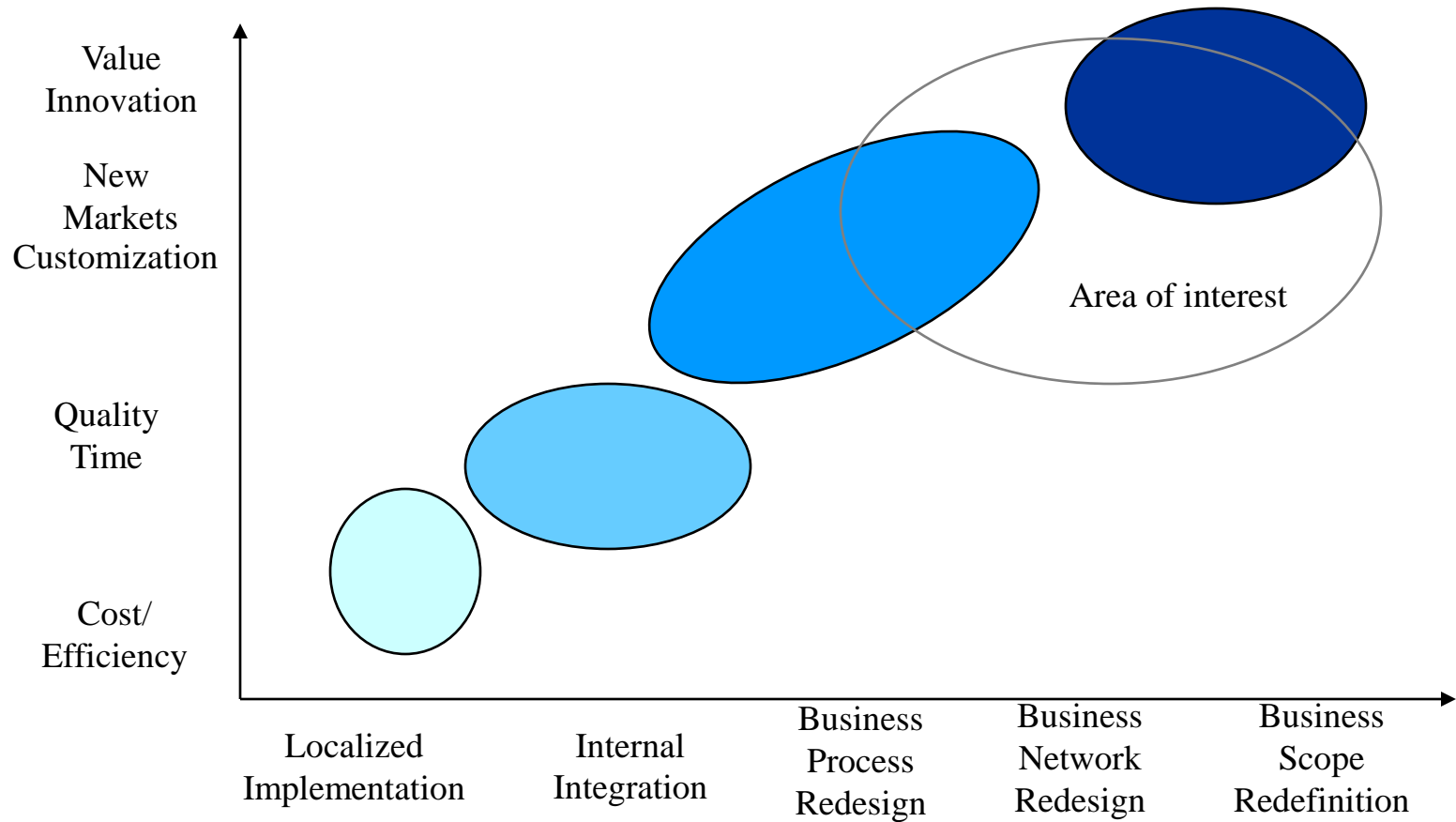
Open innovation

Systemic innovation

Experimental mash-up

Leadership with courage -> Mind set change!!!

Work & Business Transformation



Sustainability

Sustainable innovation is full of disruptions!

Sustainable innovation is about (value) choices!

*Sustainable innovation is beyond (political)
buzzwords*

Sustainable innovation is holistic!

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

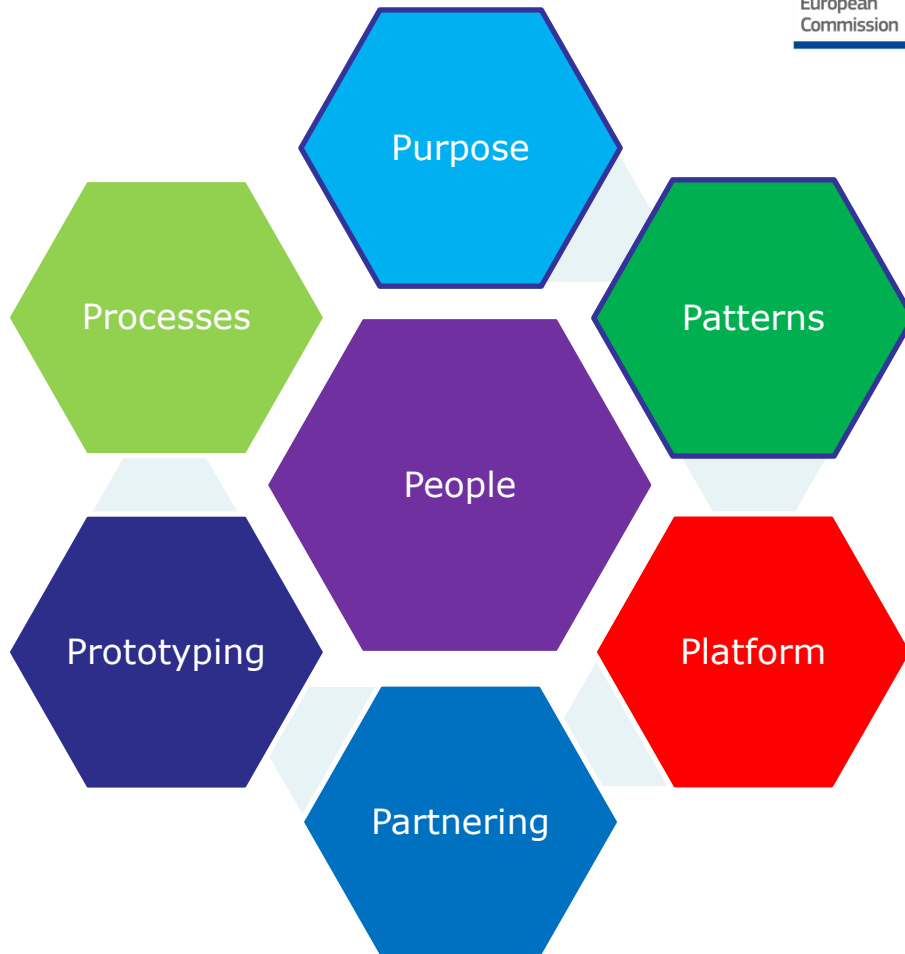
Interdependency
Cross-fertilisation
Ecosystem
Mash-up
Quadruple Helix
Experimentation
Orchestration
Win more-Win more
No Boxes!
Interdisciplinary
Value constellation

Open Innovation 2.0



People

People, Community, Ecosystem centric. User, Citizen, Customer as innovator



Purpose	Shared Vision, Value and Values
Platform	Foundation for co-innovation, enable network effects
Patterns	Design for adoption, models for imitation Serendipity, Disruption
Partnering	Longer term win-win relationship based on shared risk and reward, Quadruple Helix
Prototyping	Rapid iteration and experimentation
Processes	Processes for innovation rather than ad-hoc. Bridging, Curating

Platform economy

Beyond technology enablers such as

- **Internet of Things (Everything)**
- **5G communications**
- **Clouds**
- **Big/Open Data etc**

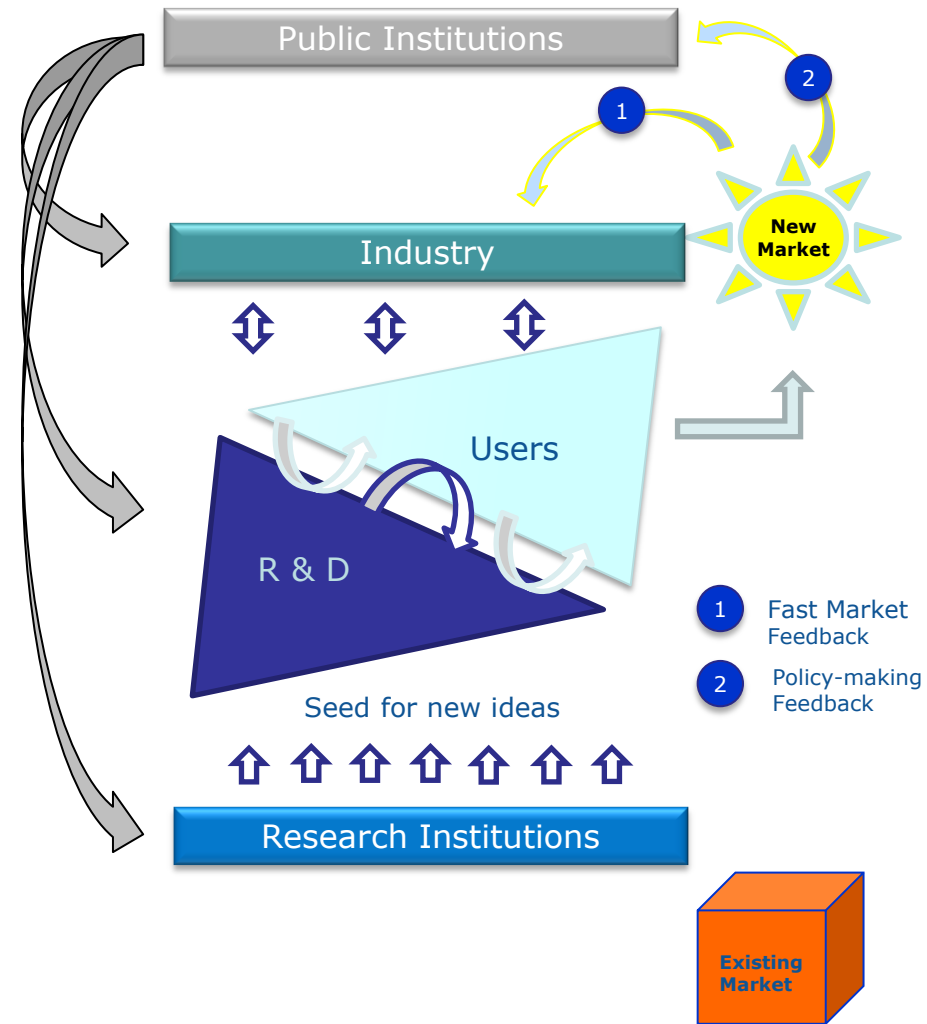
Includes

Policies, regulation, e.g. privacy, copyright, geoblocking, IPR for sharing etc.



European Commission

Open Innovation	Open Innovation 2.0
Co-creation with users	Open Engagement Platforms for collaboration (Social media, platforms for social innovation)
Co-opetition	Smart Cities, ecosystems
R&D Alliances	Living Labs; Fablabs, Maker Spaces
Consortia, clusters	Value constellations
Public-Private-Partnership	Public-Private-People-Partnerships
	Crowd-sourcing: Power of crowds
	Camps for societal innovation
Linear Innovation&Business Model	Prototype-oriented Innovation&Business Model
Development	Creation



Summary

DO it! From Think-tanks to DO-tanks!!

Requires COURAGE to allow experiments, also evidence policy making based on real world experiments

Risk management, not avoidance

Creating new with the quadruple helix