

# **Participative Innovation for Services**

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**Bror Salmelin**  
**Advisor to the Director**  
**[bror.salmelin@ec.europa.eu](mailto:bror.salmelin@ec.europa.eu)**



# 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
- What is special in knowledge society – values, empowerment, inclusion



# The response needed

- Innovation
  - Technology driven research meeting demand-driven research in real world settings: Living Labs as melting point, Lead Market Initiative as policy tool, Open Innovation as method
- Creativity
  - Supporting multidisciplinary, connected environments for participation in all professional and private roles
- Inclusion
  - Capture the full participation of all Europeans, and have service landscape for all
- Covering both « old » and « new » sectors by systemic innovation



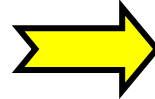
# Towards and open world

- Pervasive Network
  - **More than 1 Billion People online**
  - **By 2011 – 2 Billion**
- Convergence progressing
  - **Networks, Media, Content**
  - **Broadband & Multimedia**
- Interactive Capabilities increasing exponentially
  - **Web 2.0**
  - **Social Networking**
  - **Virtual Worlds**



# The Rise of the User

## User as “Research-Object”

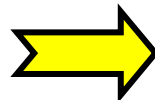


## User as Innovator

- **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**

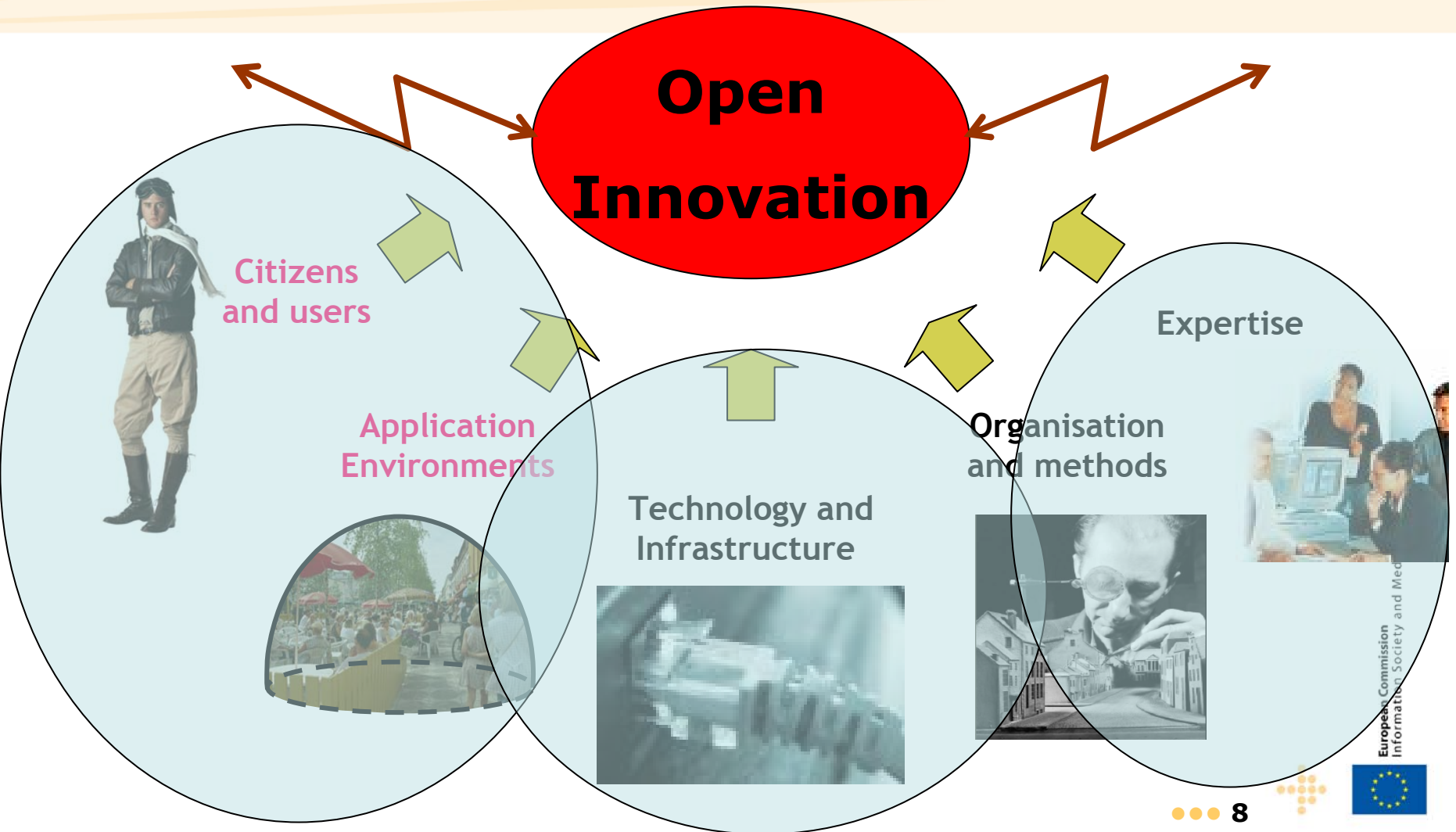


# Innovation within the services environment

- Software and related services play a key role in the Information Society and Economy in general
  - Services account for around 70% of economic activity in the EU (the fastest growing ICT market segment)
  - BUT Services have been under-represented in Innovation Policies
- Division between services and manufacturing is artificial
- The whole spectrum of policies is needed for services innovation
  - Multidisciplinary approach
  - Clear need of competition in Public sector services: pre-commercial public procurement
  - Promote horizontal and vertical networking within the services sector
- Service Innovation needs recognition at International level
  - Technological approach, but also service concepts, business models, organization, customer interfaces



# The Interplay between Actors



# Starting from good bases

## (Local) communities of practice & Living Labs

- Research & Innovation connected to needs (living labs)
- ePractice / Awards / Peer-learning

## Europe's possibilities

- Testing e-Inclusion in research and innovation programmes
- e-Inclusion award campaign and the Vienna Conference
- Regions for Economic Change / Structural funds

## Demonstrating benefits

- Sharing evidence of economic benefits of e-Inclusion & quality of life
- Leading by example for the "non-converted"



# No citizen left behind = Inclusive eGovernment

- 1/3 of population is not accessible via Internet Technologies
  - Yet the same population requires most resources from the Public administration
- =>
- Develop other communication channels (via GSM, digital TV, ...)
  - Empower actors
  - Reduce eSkills gap
- 
- By 2010 all citizens gain benefit from eGovernment services & easier access



# STORK – Large scale pilot in ICT-PSP on interoperable electronic identity

## Aim

- To simplify administrative formalities by providing secure online access to public services across EU borders
- To develop and test common specifications for secure and mutual recognition of national electronic identity (eID) between participating countries
- Test in real life environments, secure and easy-to-use eID solutions for citizens and businesses
- Prepare the ground for the next generation of eID infrastructure

## Project data:

- Project driven by 13 Member States plus Iceland
- 20million euro cost: 3 year duration: started on 1 June 08

## Further action:

- Call open for extension of the project for additional Member States to participate



# PEPPOL – eProcurement Interoperability

## Aim

- Address the Procurement Directive to create an open internal market for SME
- Demonstrate an interoperable solution in the following 5 steps:
  - Virtual Company Dossier
  - eCatalogue
  - eOrdering
  - eInvoicing
  - eSignature
- Build consensus among all MS and industry
- Develop a long term sustainability of the infrastructure

## Project Data

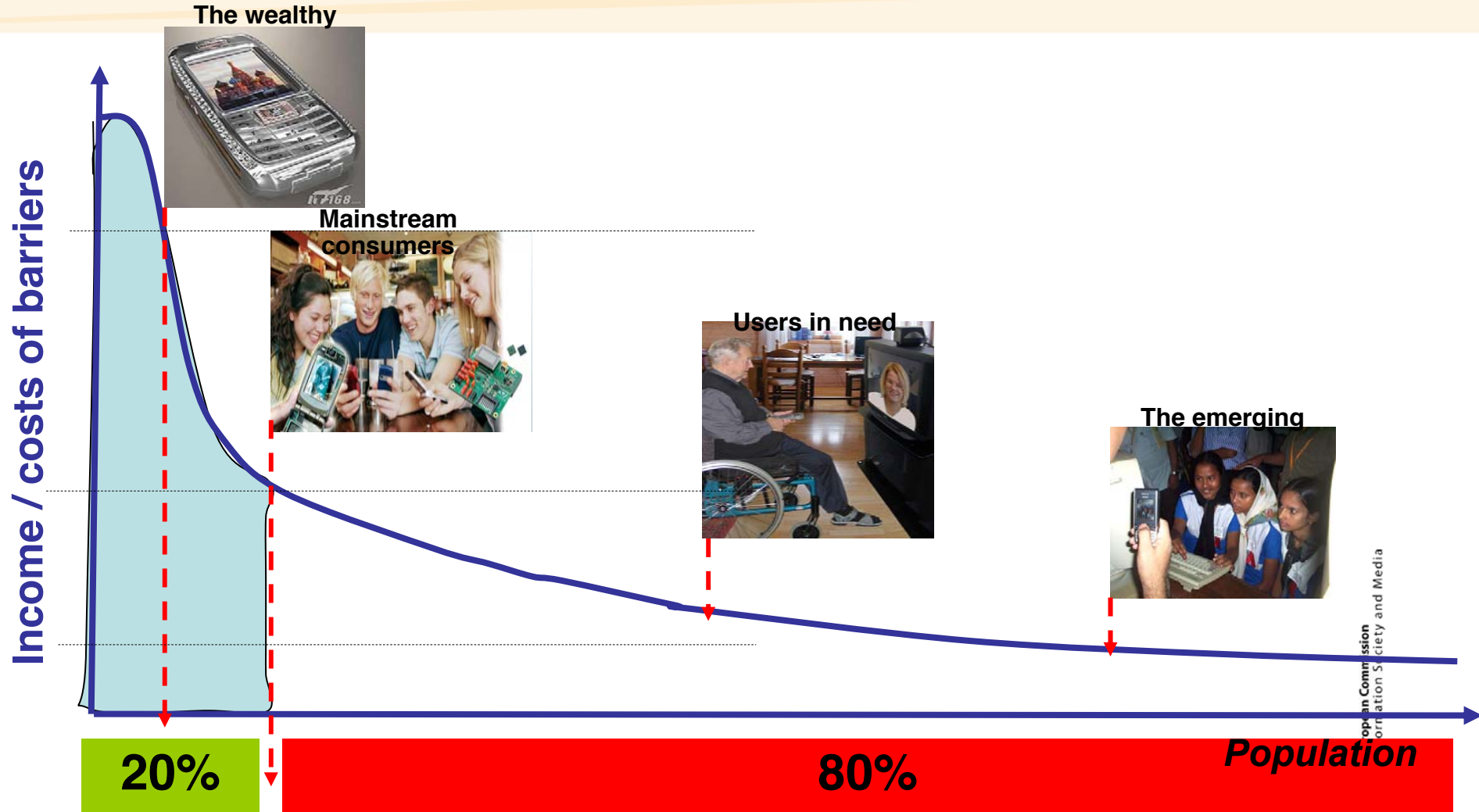
- Includes 7 MS plus Norway
- Cost ~20M€ with 9.8M€ Funding
- Started 1/5/2008 for a duration of 3 years

## Further Actions

- Call for an enlargement of the consortium

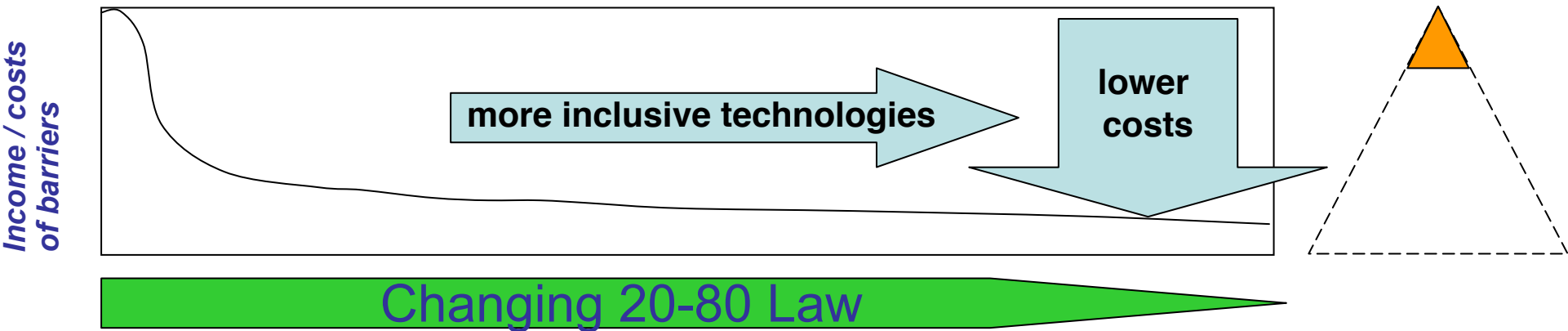


# A "Long Tail" of market opportunities and challenges



# How to reach the long tail?

## The Information Society conquering the long tail



- *More Moore*
- *Technologies and services at the bottom of the pyramid*
- *Innovation at the bottom of the pyramid*
- *Cohesion at the bottom of the pyramid*



# Issues for Service Development

- **User-centric approach**
  - **Technology convergence is not enough**
  - **Service convergence leads to functionality thinking -> open reference architecture based on functionalities, not technology**
  - **Multidisciplinary research needed, incl „soft“ sciences**
  - **Requires iterative, systemic solution approach**
- **Openness is a critical issue**



# More Information

- **FP7:** <http://ec.europa.eu/fp7/ict>
  - **EU ICT and Ageing Well Initiatives**  
<http://ec.europa.eu/einclusion>
  - **Ambient Assisted Living  
Joint Programme**  
<http://www.aal-europe.eu/>
  - **Best Practice Portal**  
<http://www.epractice.eu>
  - **www.epractice.eu (examples, best practice; community)**
  - **www.openlivinglabs.eu (coordination project linking to the  
Open Living Labs portfolio and processes)**
- „Google“: Service Science; Open Innovation**

