

***Innovation in knowledge society
- new paradigms for success!***

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EU 2020, a renewed Policy for Europe

Smart Growth	Sustainable Growth	Inclusive Growth
Innovation <i>« Innovation Union »</i>	Climate, energy and mobility <i>« Resource efficient Europe »</i>	Employment and skills <i>« An agenda for new skills and jobs »</i>
Education <i>« Youth on the move »</i>	Competitiveness <i>« An industrial policy for the globalisation era »</i>	Fighting poverty <i>« European platform against poverty »</i>
Digital society: <i>« A digital Agenda for Europe »</i>		



Internet as transformative power for society and economy



Street Light Management



Public Safety



Smart travel



Management Control



Education



Fleet Management



VoD



Video Conferencing



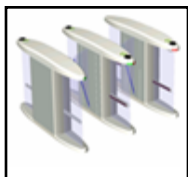
Smart Grid



Health Care



KIOSK



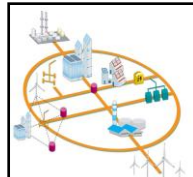
Access Control



Parking Control



CCTV Monitoring



Smart Grid



Waste Management



Facilities Control



Power Control

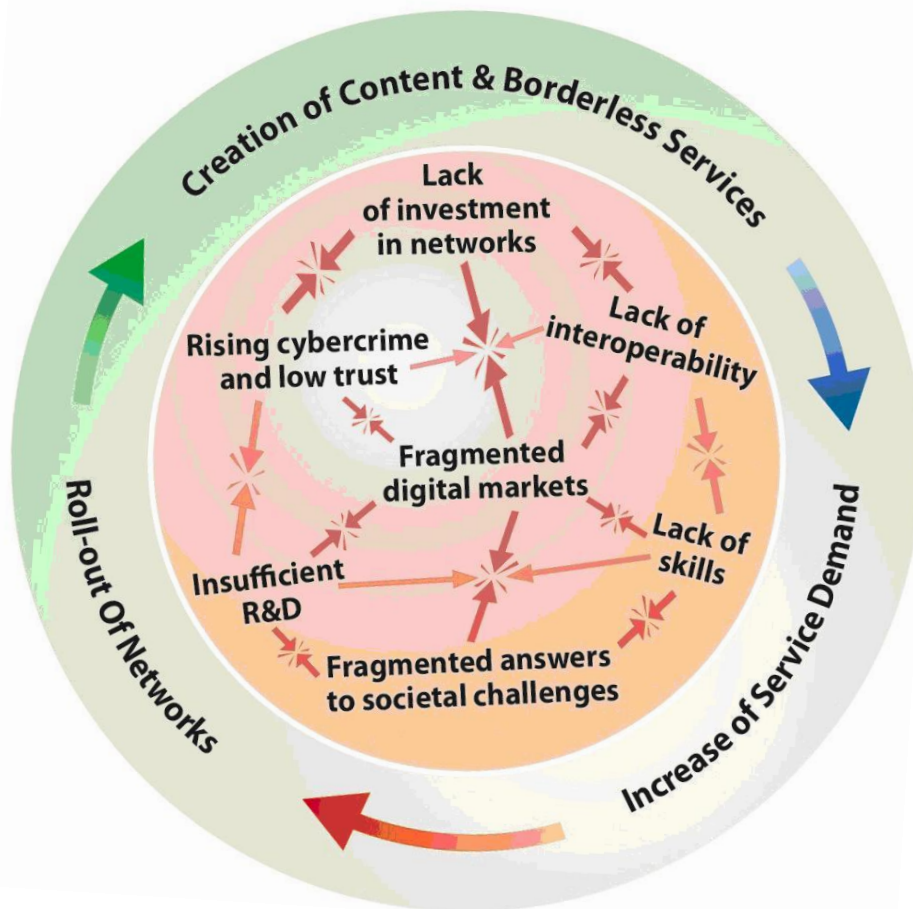


Light Control



A Digital Agenda for Europe (DAE)

“Every European Digital”



A vibrant digital Single Market

More interoperability and better standards

Greater trust and security

Fast and ultrafast internet access

Greater investment in R&D&I

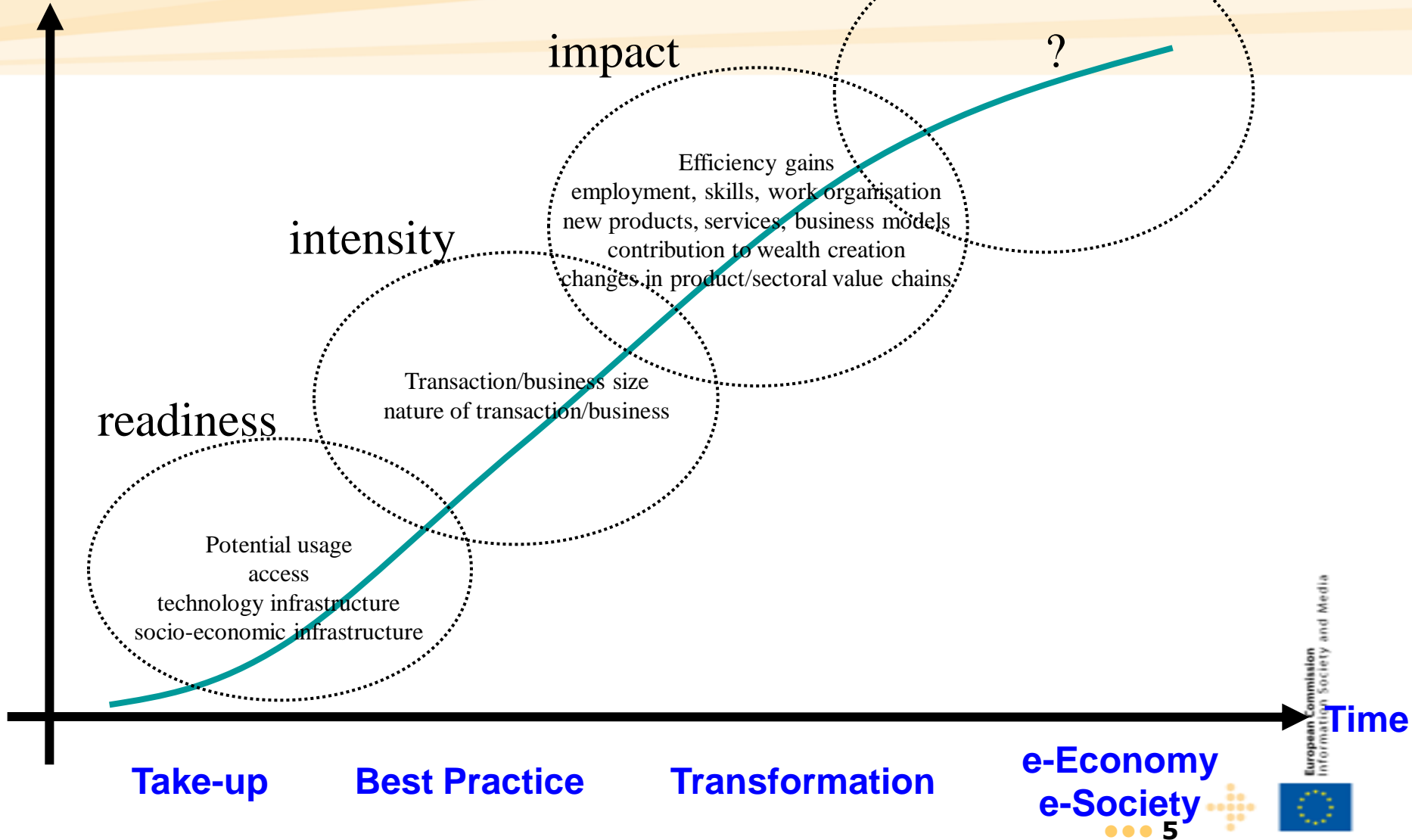
Enhanced digital literacy, skills and inclusion

ICT-enabled benefits for EU society

International strategy

Facts and Figures

Societal
Change



What is innovation?

- **Make things happen!**
- **Science based linear innovation is NOT mainstream anymore!**
- **User-centric innovation**
- **Open innovation**
- **Systemic innovation**
- **Experimental mash-up**
- **Require**
 - **Environments with courage**
 - **Funding with courage**
 - **Processes with courage (curiosity, exploration)**
- **Is Europe a good place to merge these? Values, ways of doing business, links cross-border? Technology infrastructure? Leadership?**



The World is...spiky (by Richard Florida)

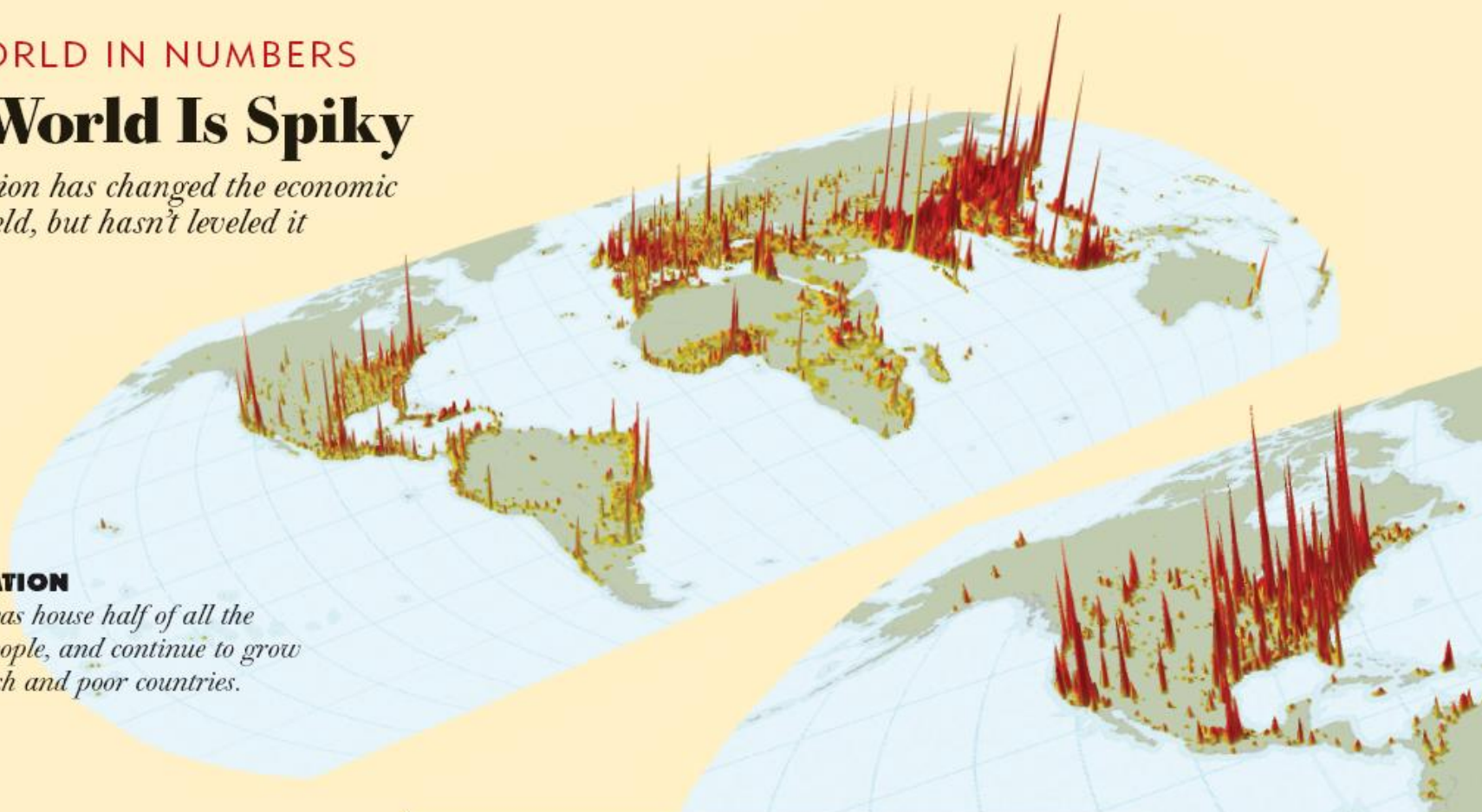
THE WORLD IN NUMBERS

The World Is Spiky

Globalization has changed the economic playing field, but hasn't leveled it

A POPULATION

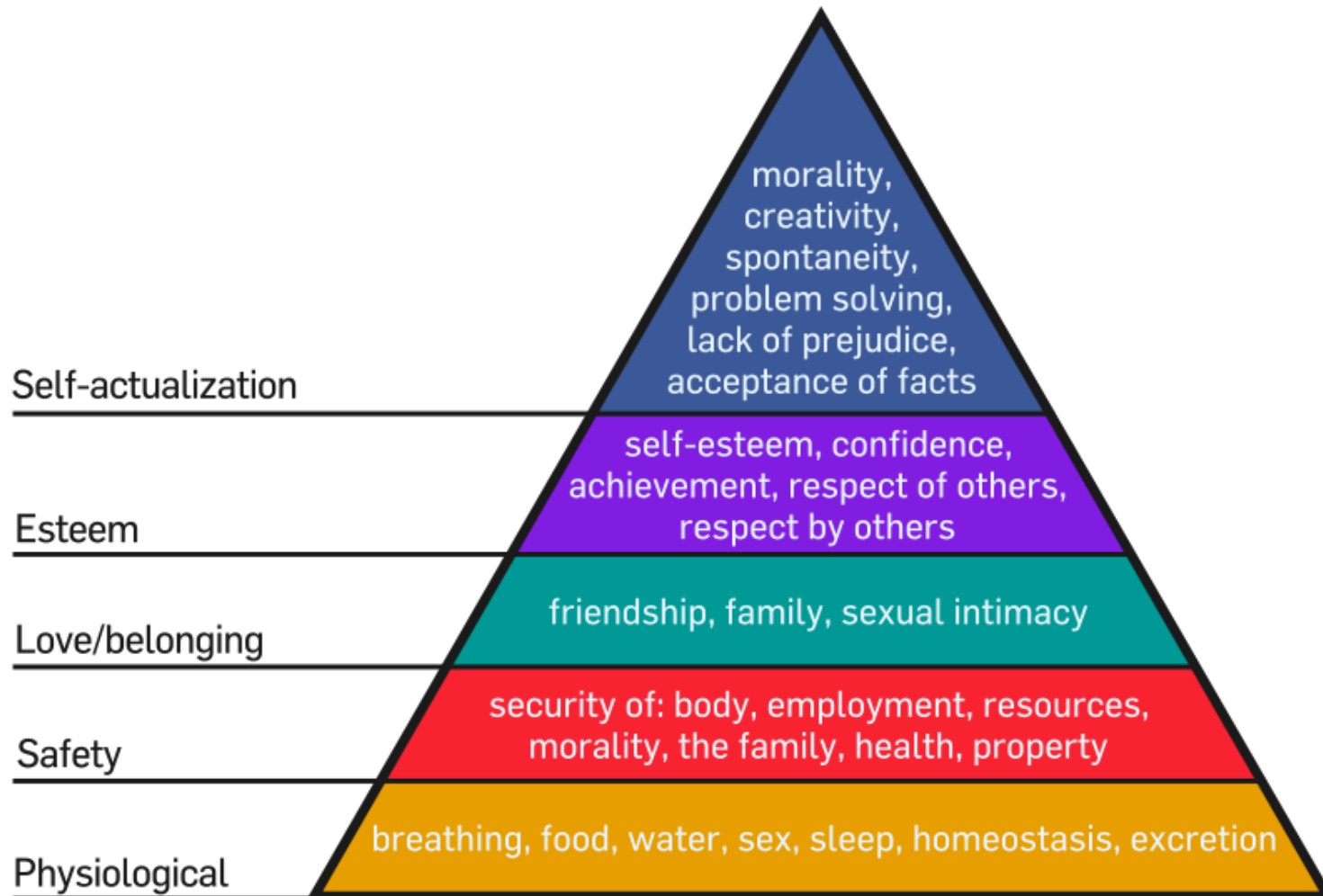
Urban areas house half of all the world's people, and continue to grow in both rich and poor countries.



The world, according to the title

PEAKS, HILLS, AND VALLEYS

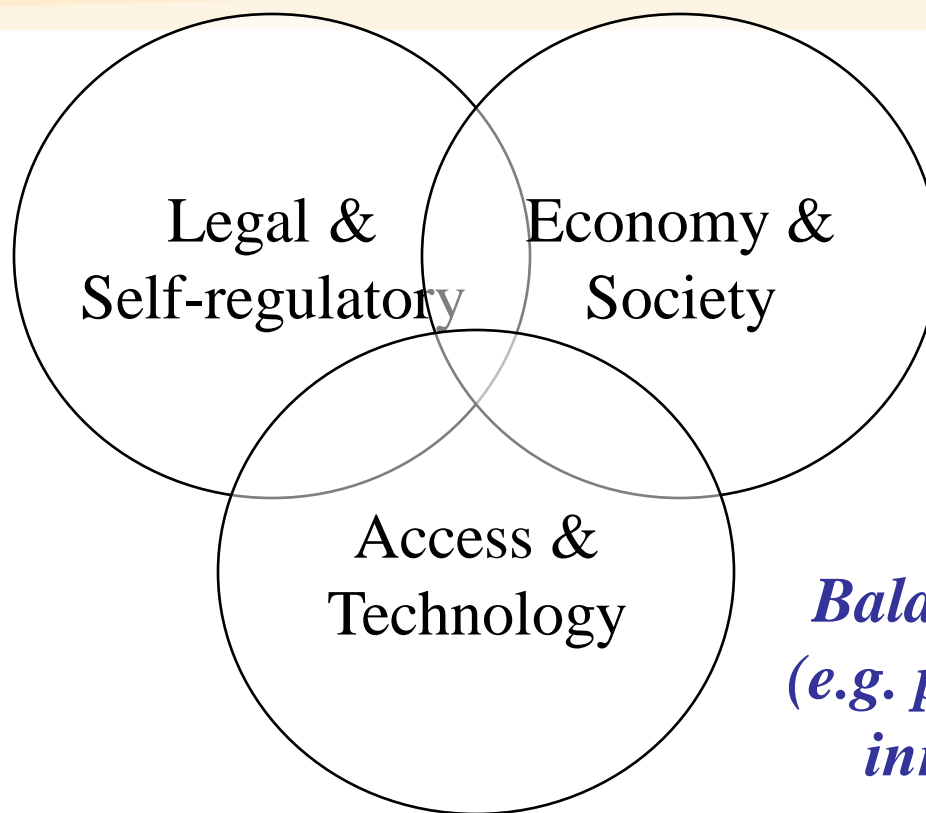
Maslow's Hierarchy of Needs



Maslow 2.0 for organisations



Three essential elements to be integrated

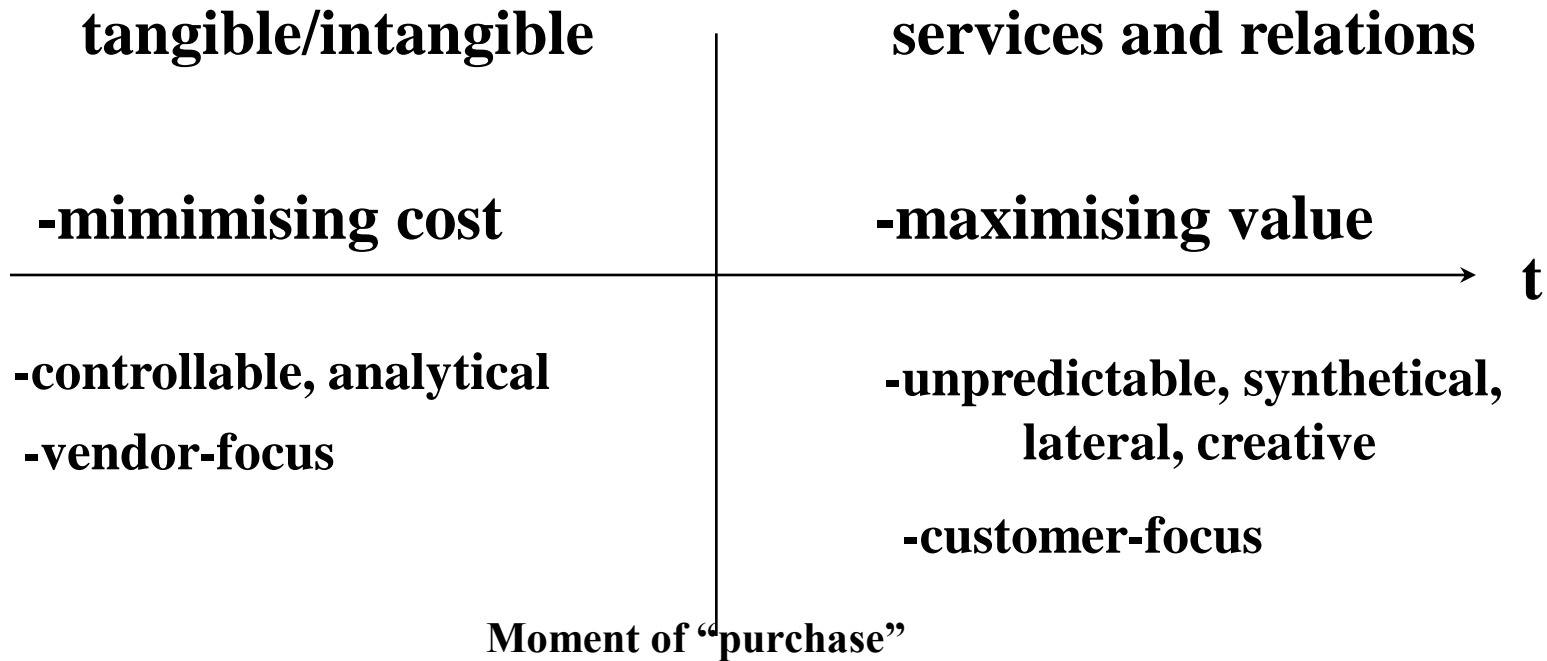


*Balancing the mix
(e.g. privacy, culture,
innovation, ...)*

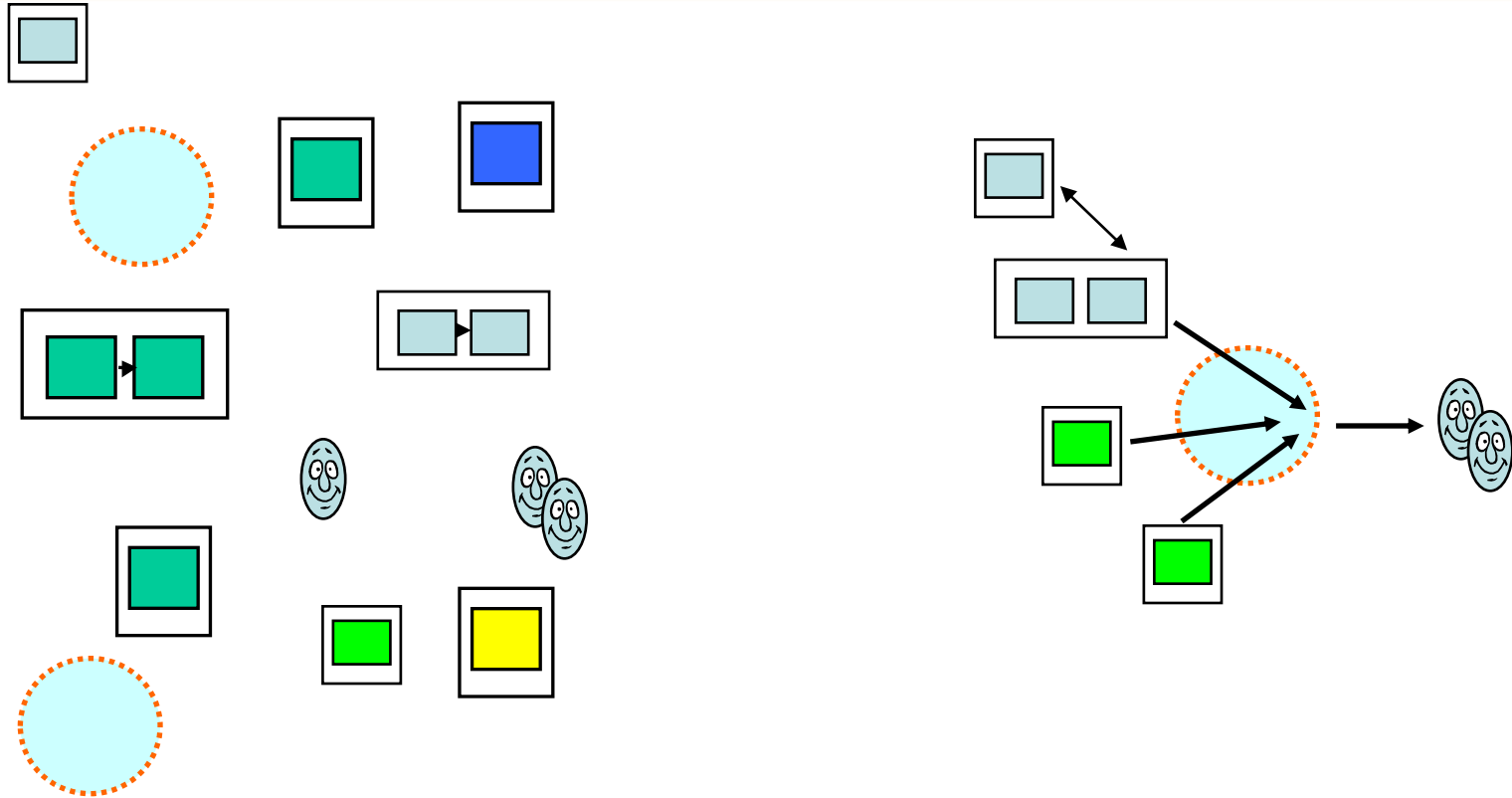


The extended product

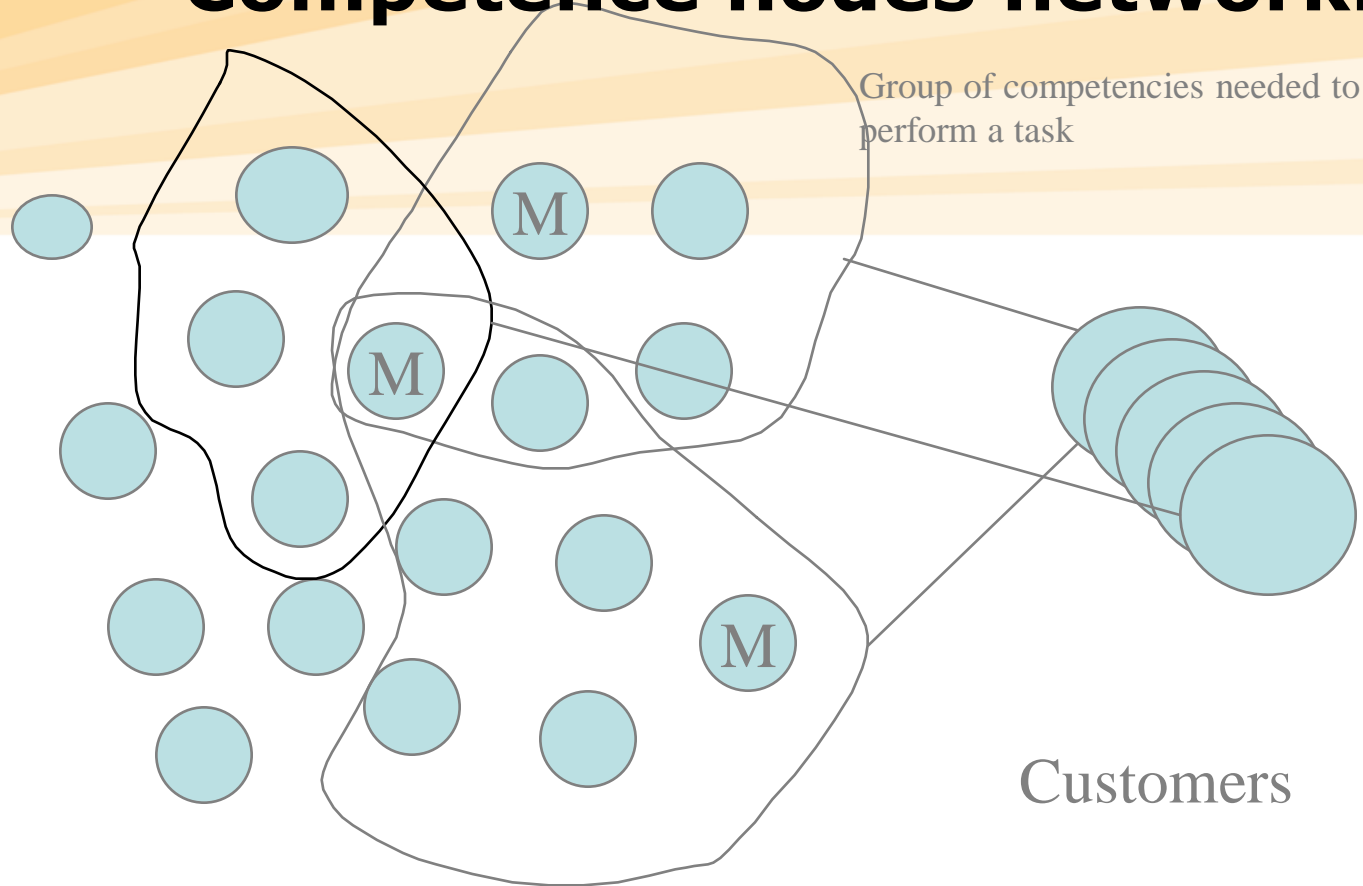
The challenge of the SCM systems is to integrate the very different components integrated in the whole life cycle of a product



Value is created in **whatever way is appropriate**, no longer dictated by organisational relations and boundaries



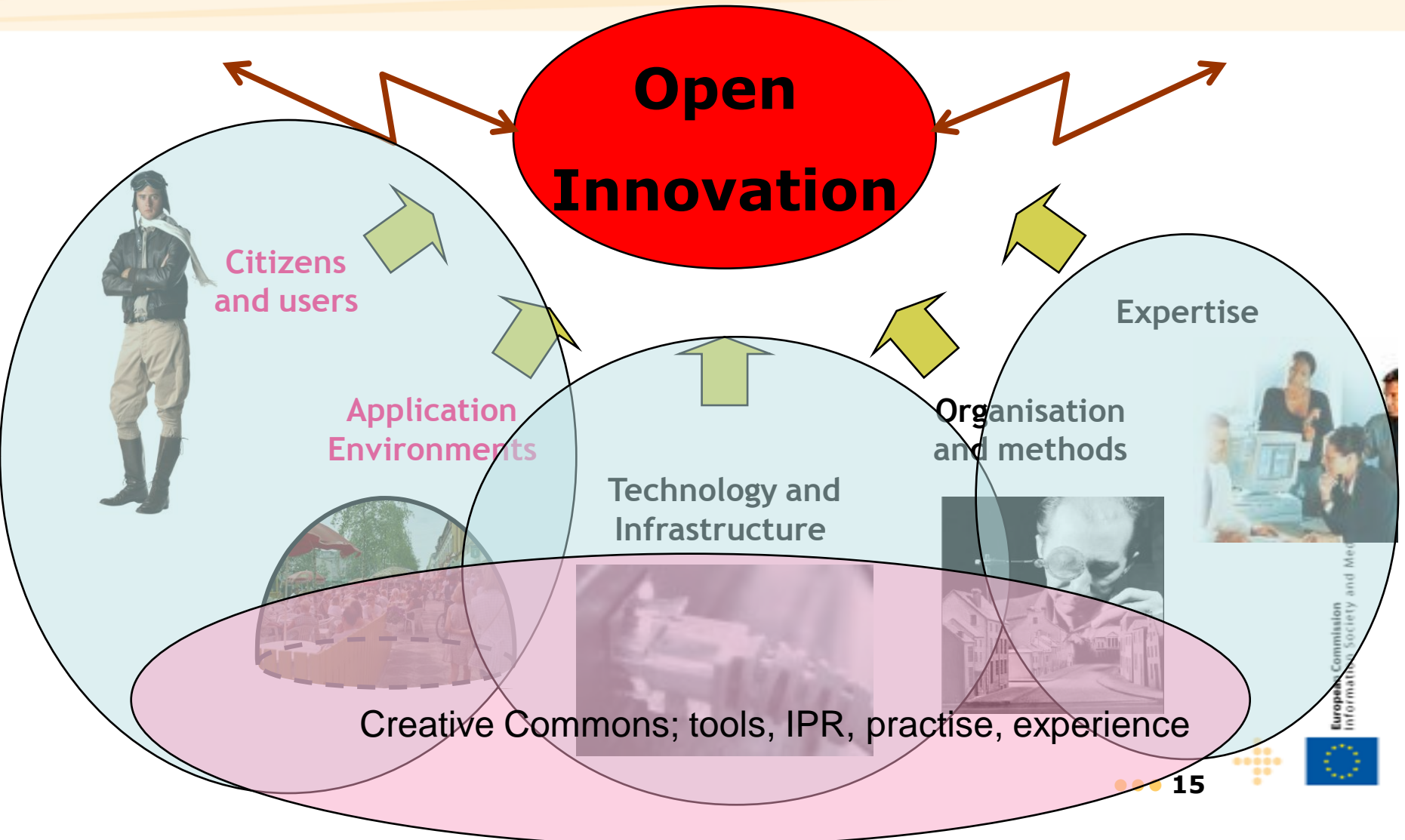
Competence nodes networking



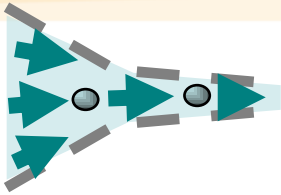
Competence nodes networking

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

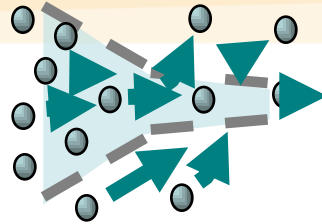
Innovating together!



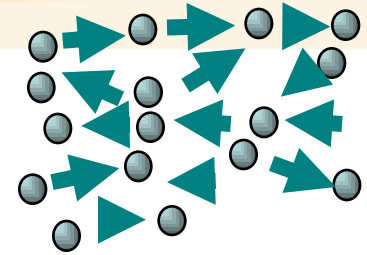
Innovation moving out of the Lab



Centralized
inward
looking
innovation
**Closed
Innovation**

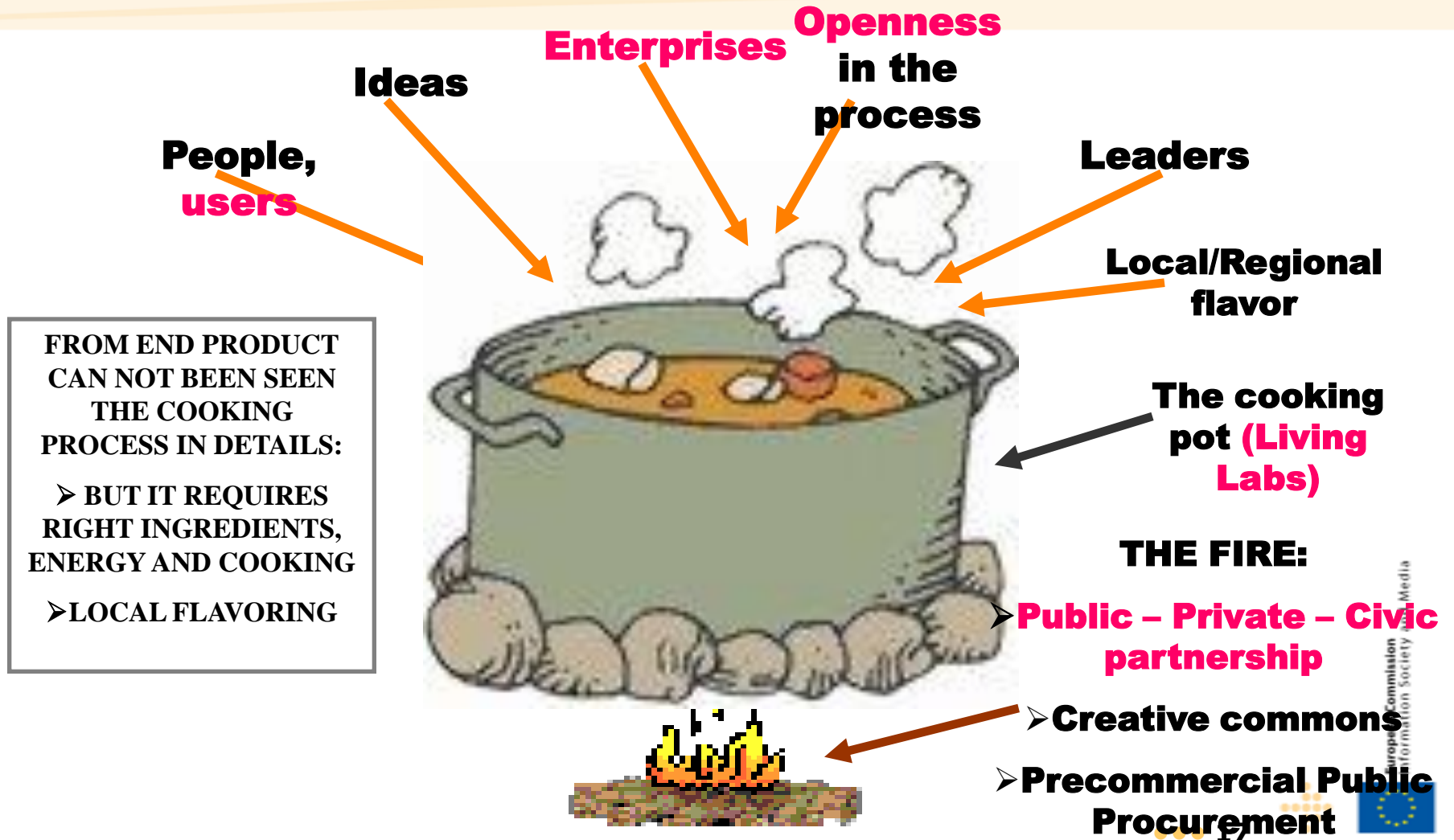


Externally
focused,
collaborative
innovation
**Open
Innovation**

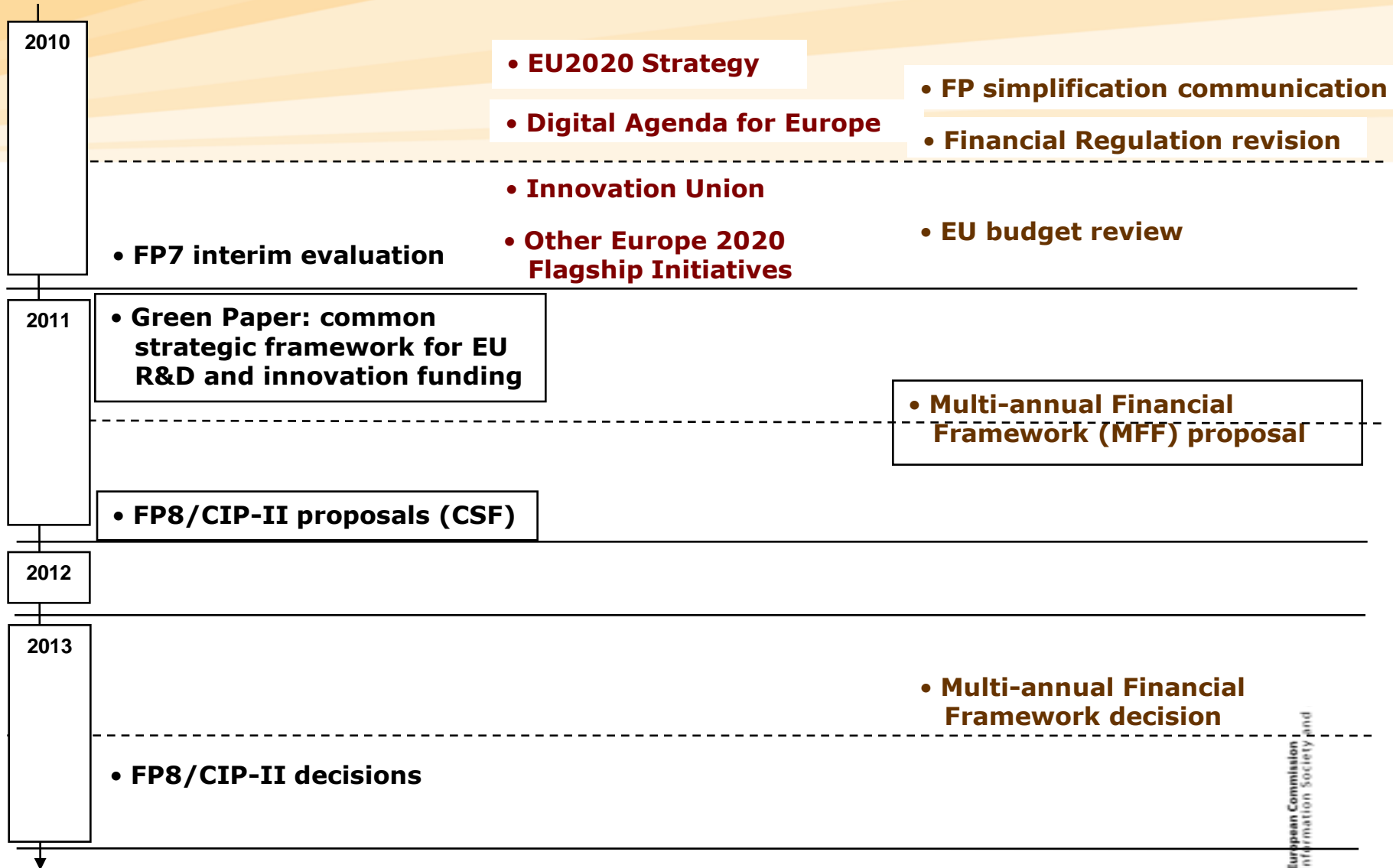


Ecosystem
centric, cross-
organizational
innovation
**Innovation
Networks**

European Innovation System?



Longer Term: Towards WP 2013 and FP8, the Horizon 2020 Timeline



2011: A key year to define FP8 envelope



Important Issues for the CSF

Innovation Union Communication (6 Oct 2010):

- **Innovation** key focus, smart growth
- More systematic coupling R&D – innovation
- Increase focus on societal challenges
- From medium scale to large scale, **impact driven**;
- Pooling resources (EU, MS, EIB, Reg Funds)
- Key infrastructures (eInfrast, Clouds)
- Standardisation as a key tool
- Strengthen Academia-Industry partnerships
- Strengthen cross sector partnerships
- Medium vs. long term balance
- Public sector leveraging ICT take up (CIP)

More Information

- **FP7:** <http://ec.europa.eu/fp7/ict>
- www.openinnovation-platform.eu
- **DG Information Society and Media:**
Directorate H; ICT addressing Societal Challenges
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