

User driven innovation – policy perspectives

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(www.TEM.fi/INNO)

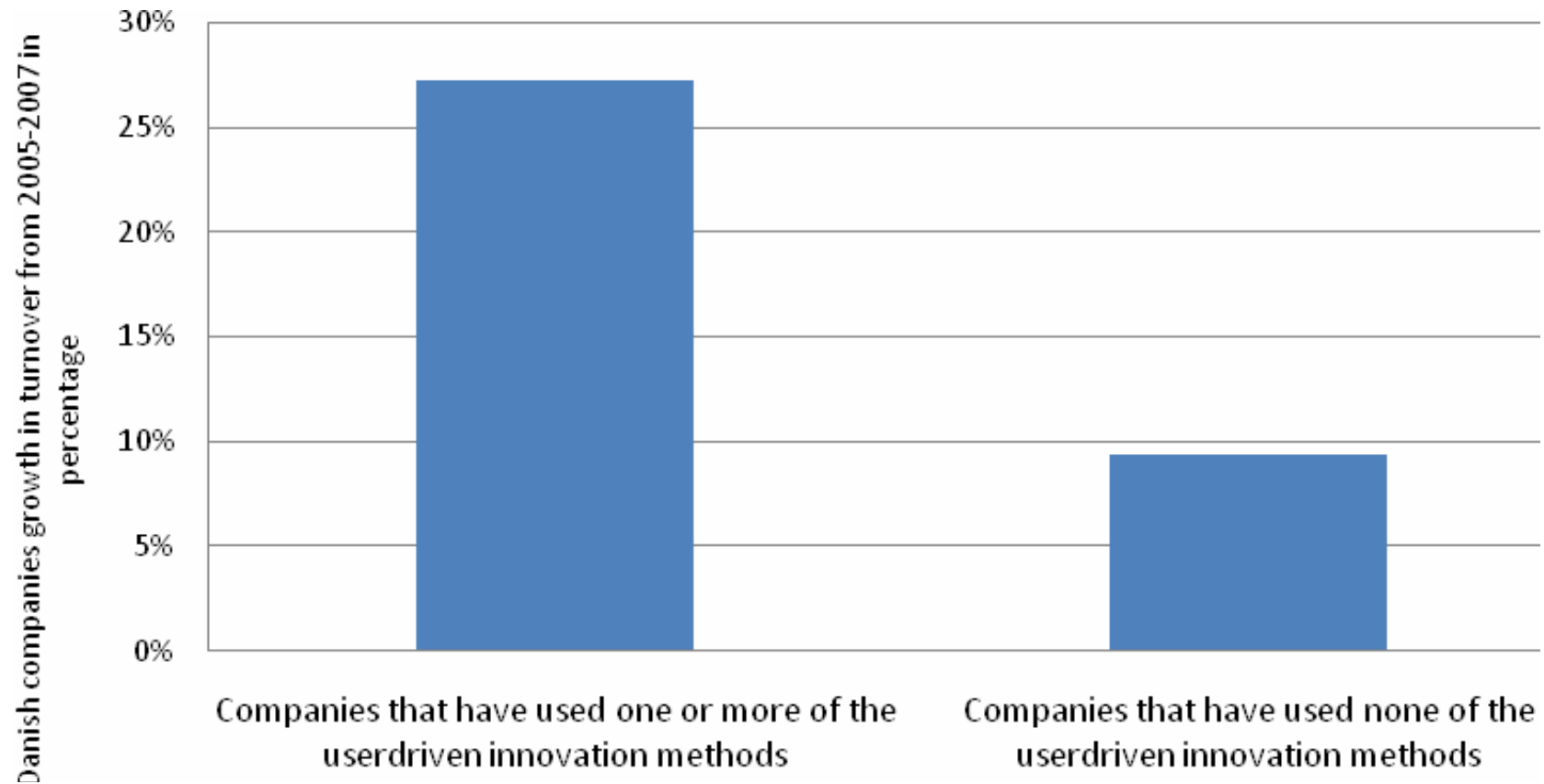


Why bother?

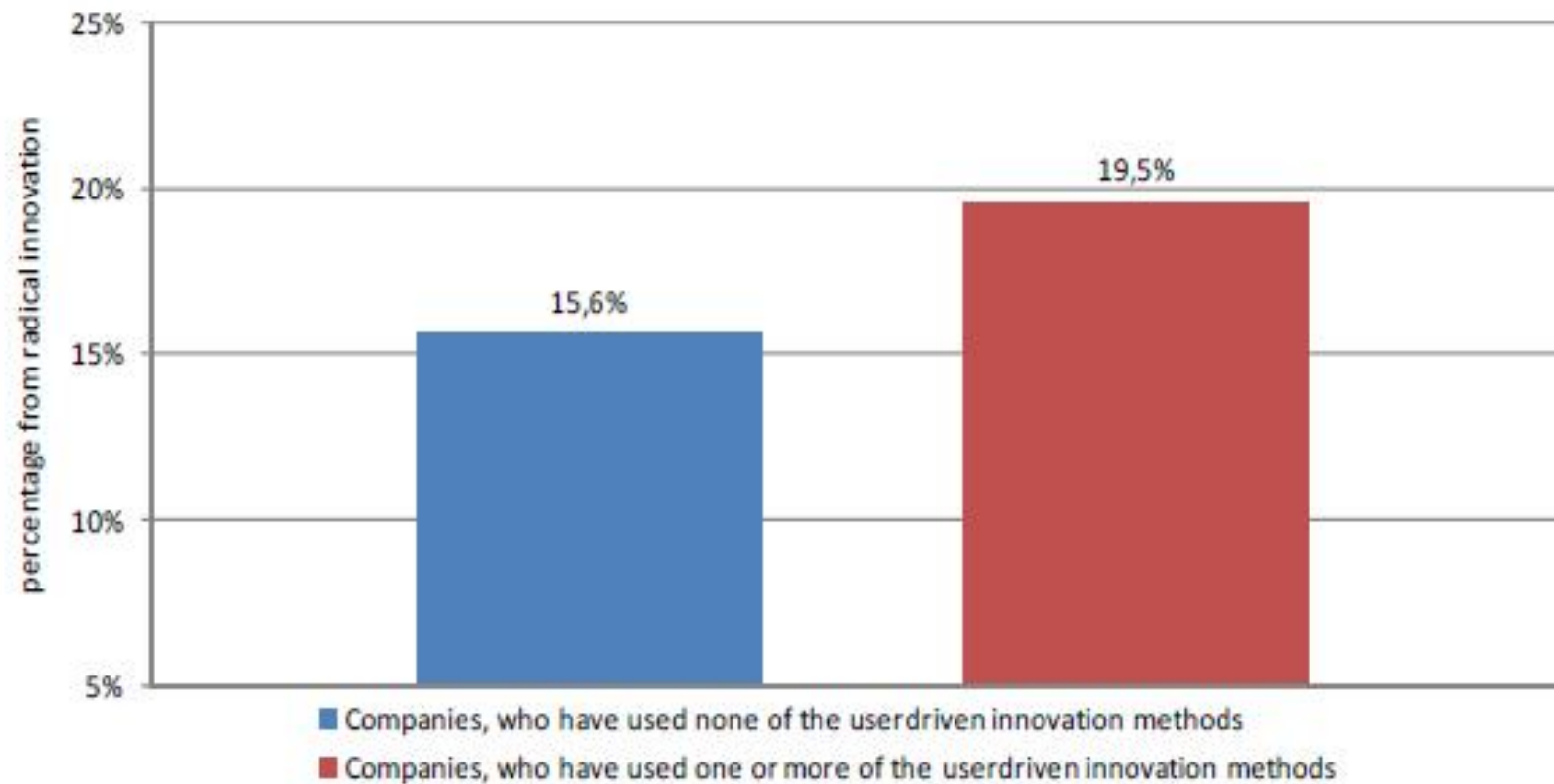


Average growth of turnover in Danish firms, 2005-2007

(Source: Fora & Statistics Denmark, 2010)



Share of turnover from radical innovations in Danish firms, 2005-2007 (Source: Fora & Statistics Denmark, 2010)



Prevalence of User Innovation in the EU - Analysis based on the Innobarometer Surveys of 2007 and 2009 / EIS 2010:

”A clear message from the analysis undertaken in this report is that firms engaged in user innovation can be classed as “**super-innovators**”. Compared to other innovative firms, they are more likely to introduce **new products, processes or services**. They are also more likely to initiate **new organizational methods**. Moreover, a higher proportion of user innovators carries out **both intra and extra mural R&D and applies for patents.**”



Do policies play a role?

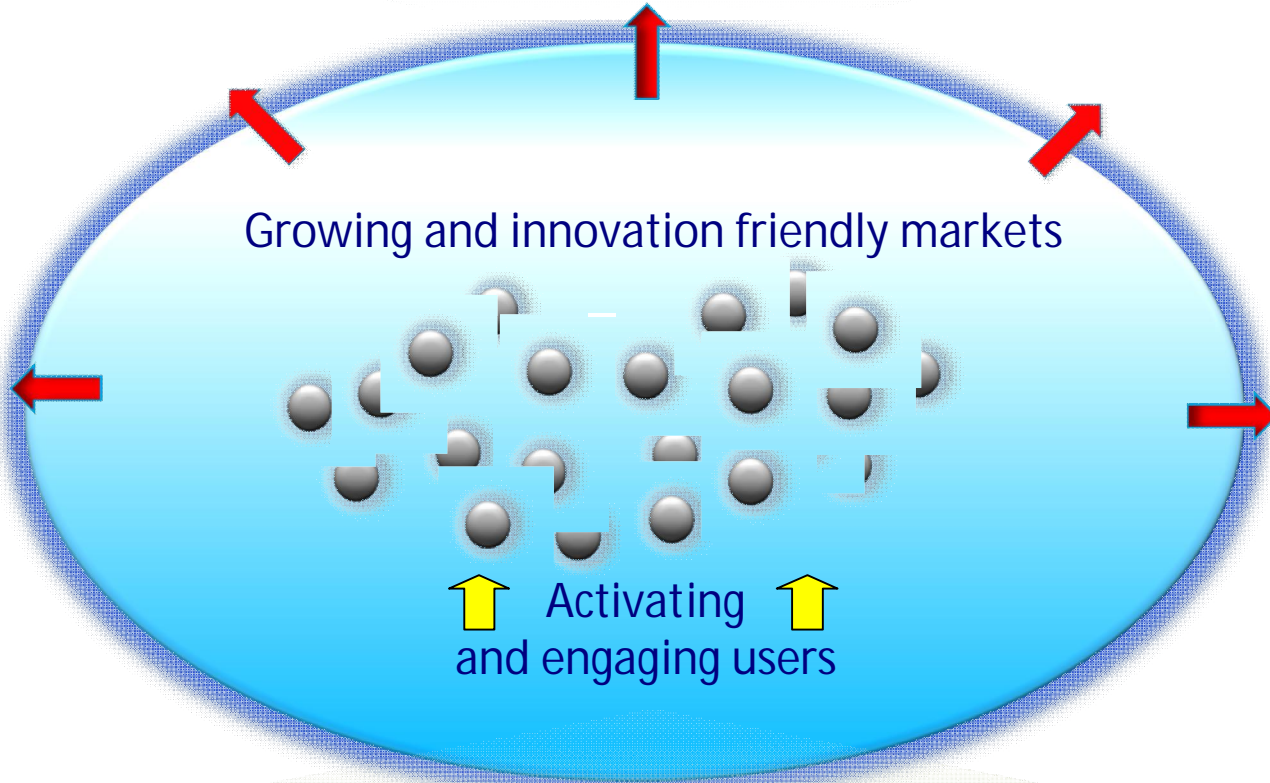


Demand-driven innovation policy

Growing and innovation friendly markets

↑ Activating ↑
and engaging users

User-driven innovation policy



Policy framework

The central elements of user-driven innovation policy

Knowledge and capability development

- **Research**

- More emphasis on user-driven innovation
- Development of indicators for user-driven innovation

- **Education**

- Users' role as an active and responsible participants
- Multi-disciplinary education and multi-skilled citizens
- Emphasis on arts and design related knowledge and skills
- Strategic design as a business development tool (e.g. service design)
- Intellectual property and intellectual asset management in open innovation context

- **Methods and tools**

- Better availability and use of advanced methods including foresight, business ethnography, internet and user needs analysis

Regulatory reform

- **Better utilisation of public sector held data and user information**

- Evaluation of data protection and privacy regulations
- Making public sector held data more readily usable for user-driven innovation activities

- **Collaboration with users**

- Regulatory reform to empower citizens influence and ability to make choices
- Stimulus for partnerships in public service production

- **Intellectual property**

- Renewal of the institutional framework to make it more suitable and supportive for open and user-driven innovation
- More consistent regulation of the intangible value and liabilities resulting from user-driven innovation activities

Infrastructure improvements

- **ICT infrastructure**

- Improvements targeting better quality, trust and more open architectures
- Open and interoperable ICT-infrastructure supporting user-driven innovation especially within the public sector

- **Development platforms and environments for public private partnership**

- Support for networks that enable user-driven innovation activities reaching across different sectors and branches of administration

- **Renewal of public sector services**

- Promoting user-driven development as a mainstream activity within the public sector
- Adoption of service design principles in the public sector

Incentives for user-driven innovation

- **Financial incentives**

- New instruments for supporting user-driven innovation
- New financing criteria for existing instruments enabling better support for user-driven innovation
- Other new types of incentives for open innovation and for public sector context

- **Building user awareness and channels of influence**

- Raising awareness of user-driven innovation among citizens, businesses and public sector
- Stimulus for user influence through empowerment and improved channels of influence

Action programme – what and why?

(1/2)

- Background: national innovation strategy and innovation policy review of the government
- The themes in the action programme are based on the analysis of demand and user-driven innovation policy prepared by MEE in spring 2009
- The question now is how to turn the policy content into action
- Action points have been prepared jointly with a wide stakeholder group during autumn 2009



Action programme – what and how

(2/2)

- The objective is not to make an all-embracing list of possible actions, but to launch measures that
 - speed up already emerged demand and user-driven innovation activity
 - are concrete but at the same time broad
 - have been prepared in cooperation with stakeholders
(to increase the credibility and impact of the policy measures)
 - put demand and user-driven innovation widely into action – in business and in society
- Next a few observations to the action programme...



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User-innovations by opening of public sector information

- Influencing the development of legislation (especially Act on Criteria for Charges Payable to the State), availability and improvement of information and conditions for usage (working groups in MTC, MF and ME)
- Assessing together with stakeholders the need to set up a national contact point for speeding up the opening of public sector information, distribution of information and networking of players
- Piloting user-innovations in *Helsinki Region Infoshare* –project and spreading good practices and operating models more widely in Finland

sector services

- Promoting user-driven development as a mainstream activity within the public sector
- Adoption of service design principles in the public sector

through empowerment and improved channels of influence

Pol

New Tekes funding for user driven innovation

- Background:
 - User driven innovation is often performed on research and development platforms
 - Market validation is often the bottleneck for commercialisation and especially crucial for user driven innovation
- Pilots, demonstrations, Living Labs, testbeds, learning environments
- Earlier: only the platform usage was funded
- Now also investments in platforms are being funded

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• Education

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- Multi-disciplinary and multi-skilled
- Emphasis on arts and design related knowledge
- Strategic design and development tools (design)

- Intellectual property and intellectual asset management in open innovation context

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Increasing awareness for user-driven innovation

- A new website (Udi.fi) will be established for spreading awareness of user-driven innovation and for networking actors in the field

- Inno-Suomi Award 2010 to highlight user-driven innovation

Infrastructure improvements

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Strengthening utilisation of user-driven innovation platforms

- Setting up a national Living Labs –network and mechanism to lead it. The objective is to develop the network and methodology and opportunities for businesses to utilise it, linking the network with EU network

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Regulatory reform

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- Evaluate and prioritise
- Making more user-driven

• Collaborative users

- Regulatory empowerment and ability

Intellectual property

- Renew framework suitable for open and innovative
- More of the intellectual property driven

Infrastructure improvements

• ICT infrastructure

- Investment in digital infrastructure

Incentives for user-driven innovation

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- New instruments for

Enhancing Design-thinking

- Formulating common development objectives and assessing the need to strengthen and centralise national tasks in promoting design (e.g. UK Design Council)
- Piloting service design projects as part of the World Design Capital – plan and raising awareness about opportunities of service design in renewing public services
- Activating utilisation of design in small and medium sized enterprises with the help of developer organisations and networks, renewing public enterprise services for supporting utilisation of design (e.g. DesignStart)

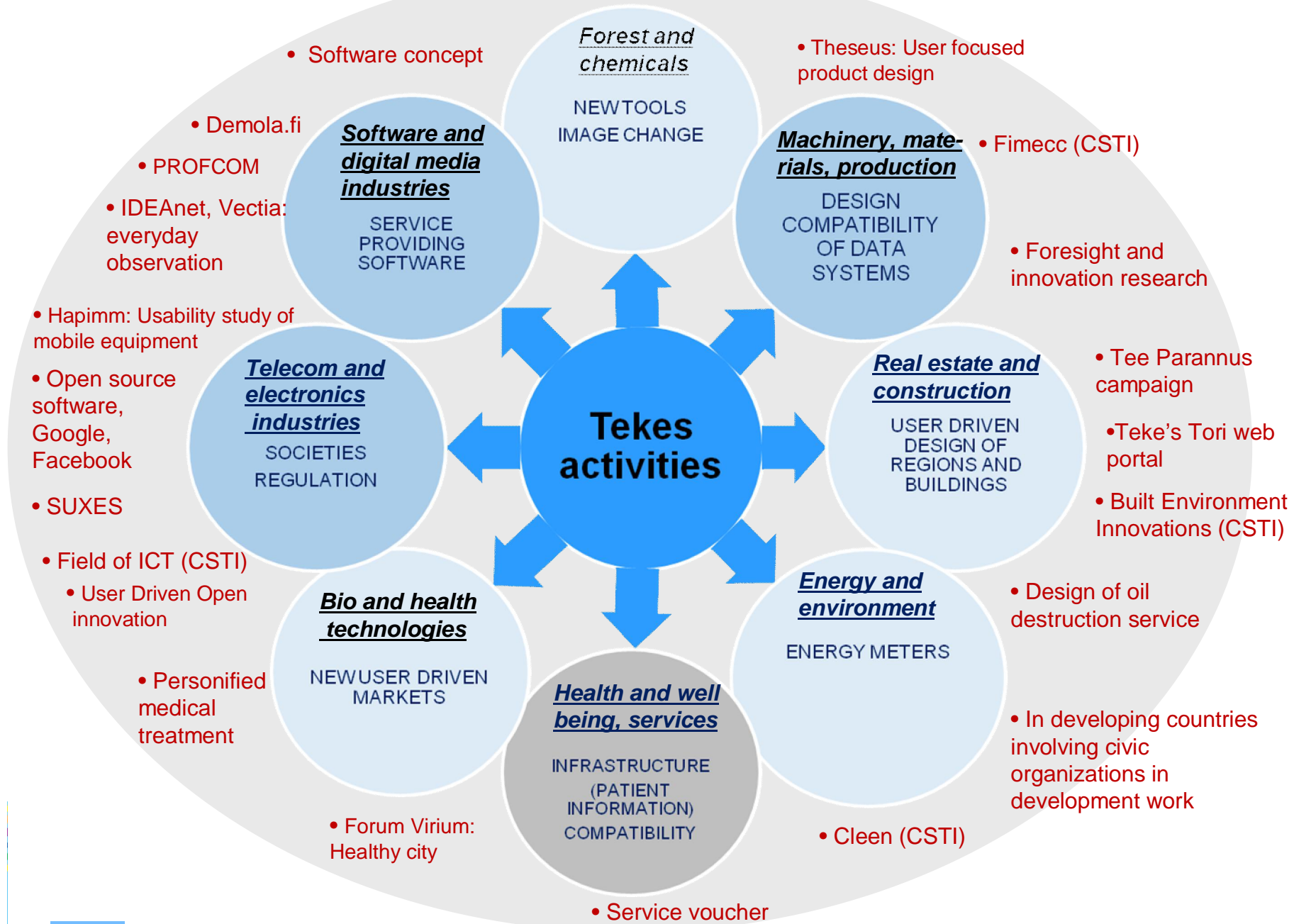
for enabling user-driven

incentives and for

influence user- ing and public

influence and

User driven innovation: Less organized, yet success stories can be recognized



Tekes activities in customer interface

Käyttäjälähtöisyys kannattaa. Kaikkialla.

Rapala

Rapalan ensimmäiset uistimet syntyivät yrityksen perustajan Lauri Rapalan omien kalastuskokemusten pohjalta. Liiketoiminnalla on yli 60-vuotinen historia, ja se on uistimien ...

[Tutustu tarkemmin »](#)

"Yhdistämällä maakohtaisen kenttätestauksen ja kansainvälisen tuotekehityksen voimme olla varmoja siitä, että pystymme tarjoamaan suomalaisille kalastajille uusia elämyksiä rikastuttamaan harrastusta."



Visit:

www.udi.fi



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