

eInnovation: More With Less

Tuesday, June 5, 2007, Hotel Golf Jupiter 2, 16.00 – 17.30

Chair

Bror Salmelin, Adviser to the Director

ICT addressing Societal Challenges, Information Society and Media Directorate-General, European Commission

Panelists

Veli-Pekka Niitamo, Director of Research

Business Infrastructures, Nokia, Finland & Director of Corporate Research Program, Center for Knowledge and Innovation Research, Helsinki School of Economics, Finland & Chairman, Portfolio Leadership Group, European Network of LivingLabs - ENoLL

Jean-Claude Burgelman, Head of ICT Unit

Institute for Prospective Technological Studies (IPTS), Seville, Spain

Other panelists to be indicated

Panel outline

70% of the GDP in modern society is in services, innovation is successful in less than one fifth of the cases. At the same time we are lagging competent people. An insolvable equation?

The session is based on the necessity to fully capture the innovation potential Europe is providing for development and deployment in eServices. Only new innovation paradigms based on open innovation processes, service science and open innovative environments can boost our way to the knowledge-based service society.

The interlinking of the needed innovation components, focusing on networking of Living Labs with open innovation is described on conceptual and practical level. Service science as a new discipline is merging the three components needed; technology, society and people. European Network of Living Labs is illustrated, and the roadmap vis-a-vis European funding instruments. The motivational drivers for participative, open and user-centric innovation is elaborated as one key driver.

Functional Reference architectures are a key to achieve interoperability beyond normal convergence, and the critical enabler for service roaming. In the speeches also the issue of how to make Europe attractive for innards investment, regarding both financial and human capital, is discussed. The new research avenues are illustrated, o give stronger impact of the needed integration of this multidisciplinary research with industrial and economical policies in Europe.

Panelists come from industry and academia who apply this new research methodology in their strategic projects.