



***Modern innovation approach leads to growth
and wealth in regional setting (too)***

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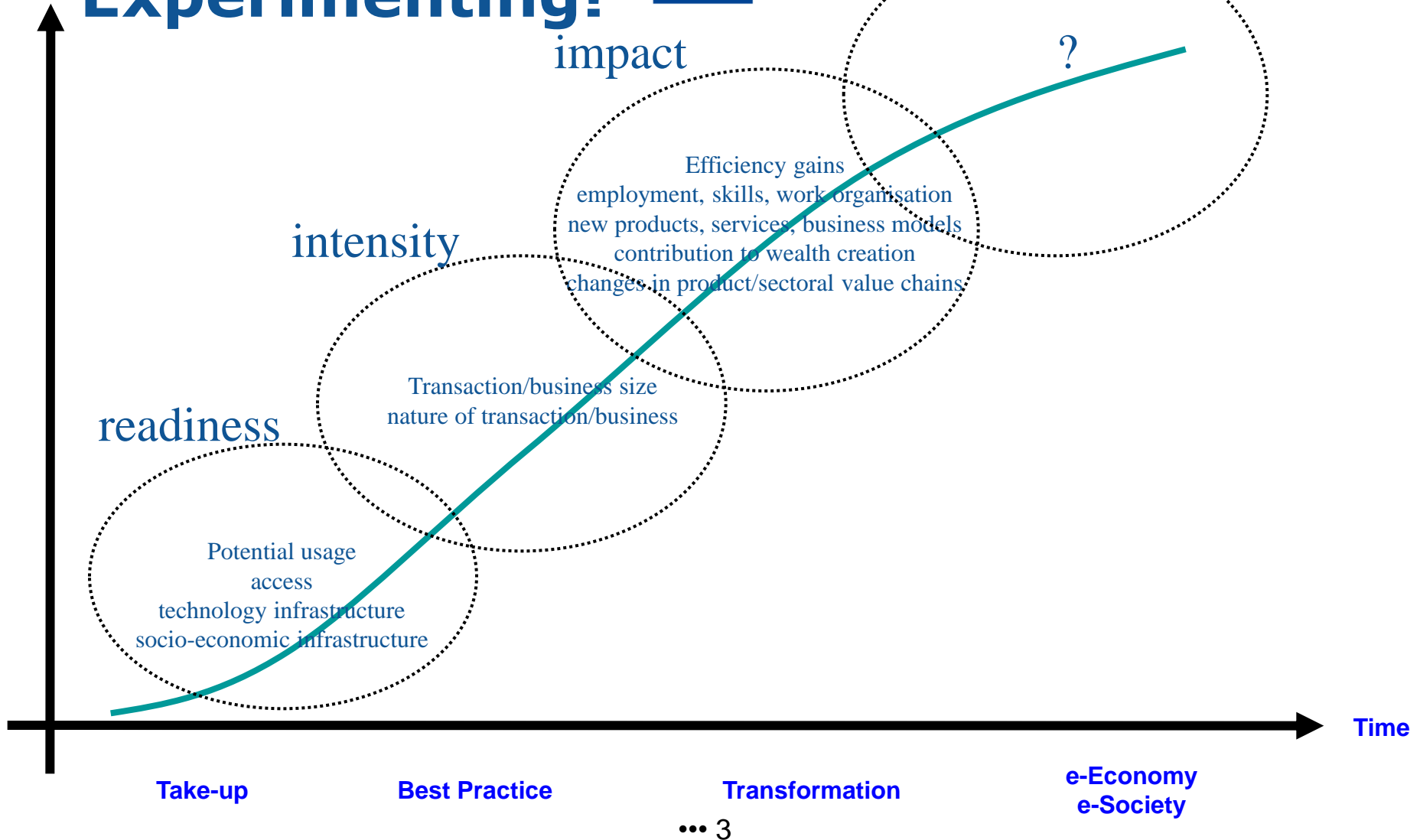
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ACTION behind keywords needed!

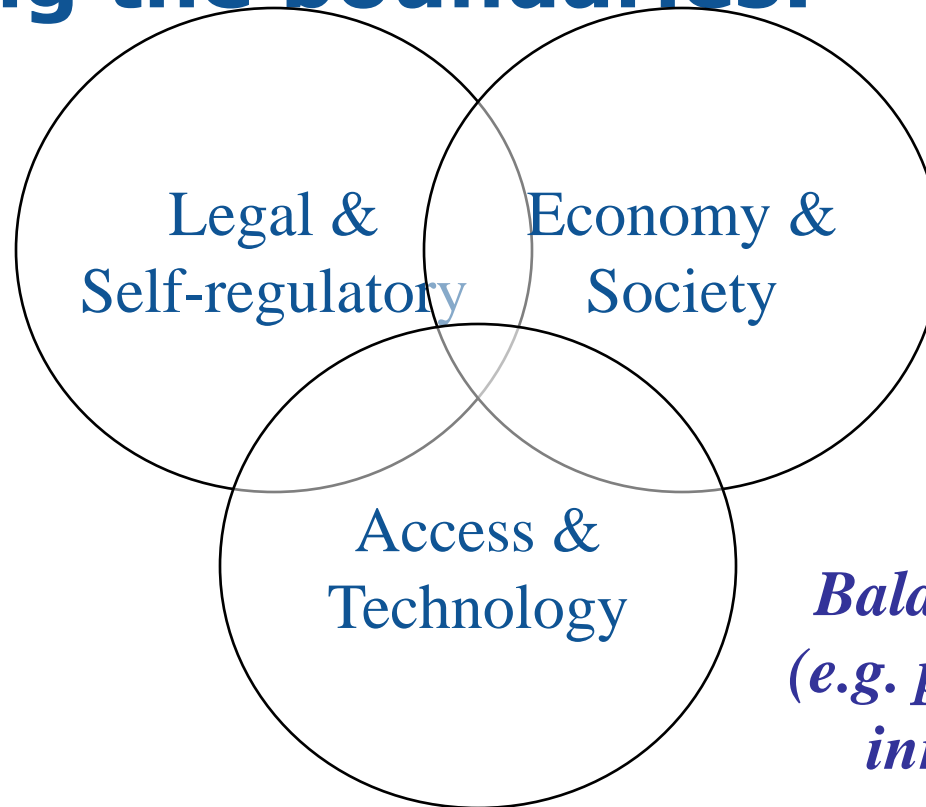




Experimenting!



Stretching the boundaries!



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

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

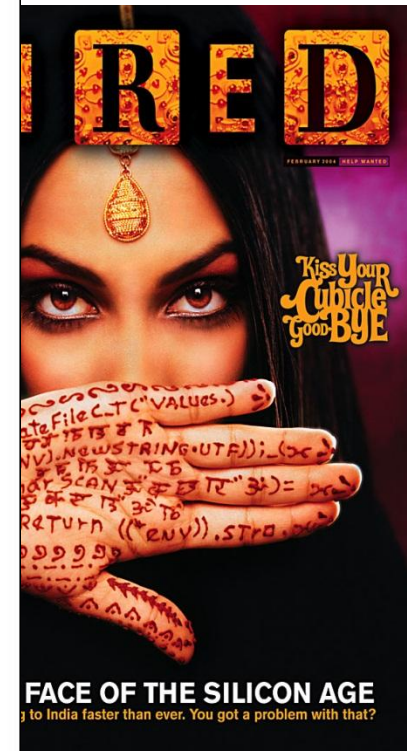
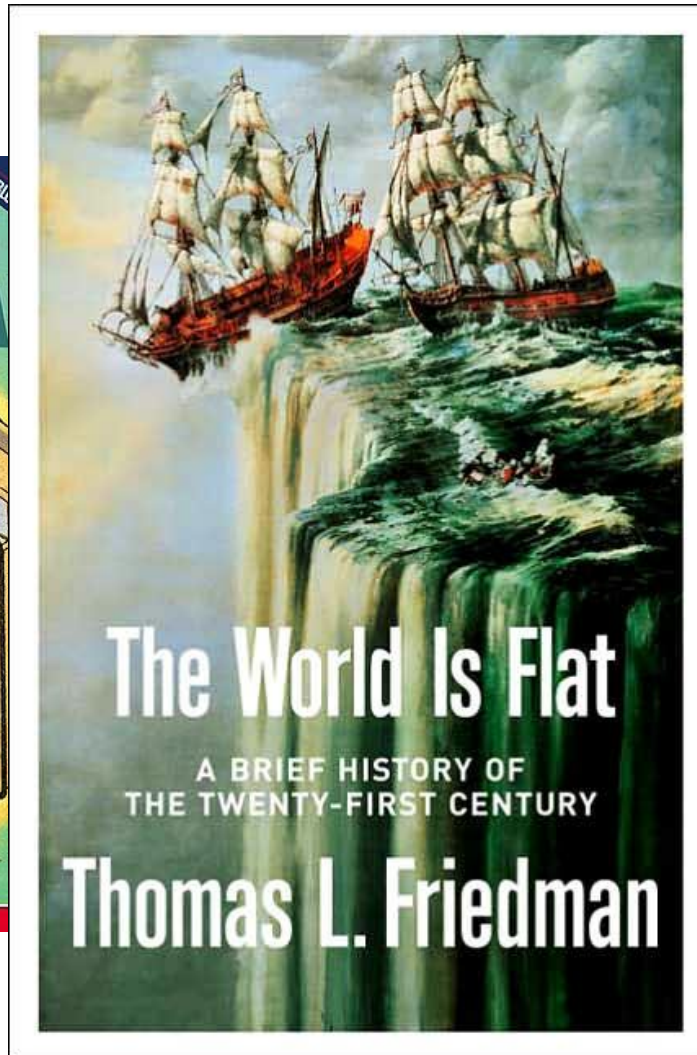
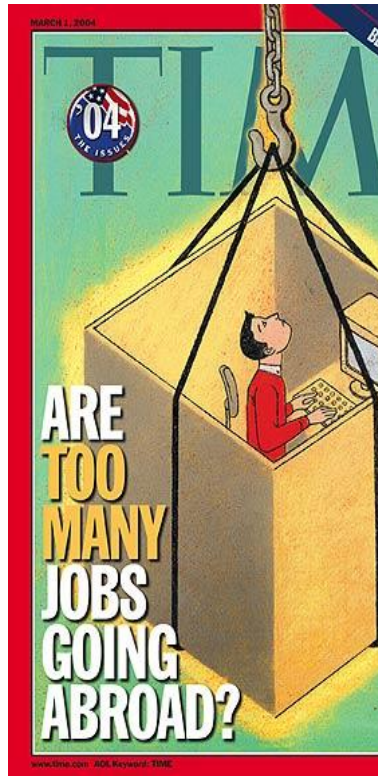
- **Environments with courage**
- **Funding with courage**
- **Processes with courage (curiosity, exploration)**

Is Europe a good place to merge these? Values, ways of doing business, links cross-border? Technology infrastructure? Leadership?



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The World is Flat - a Level Playing Field?



Value Creation in the Knowledge Economy

intangible economy

- **extended products including embedded services, covering entire life cycles**

knowledge based economy

- **digital content and services**

networking

- **simultaneous, complex and multidisciplinary**

Drivers for Knowledge Economy

Open and competitive digital economy

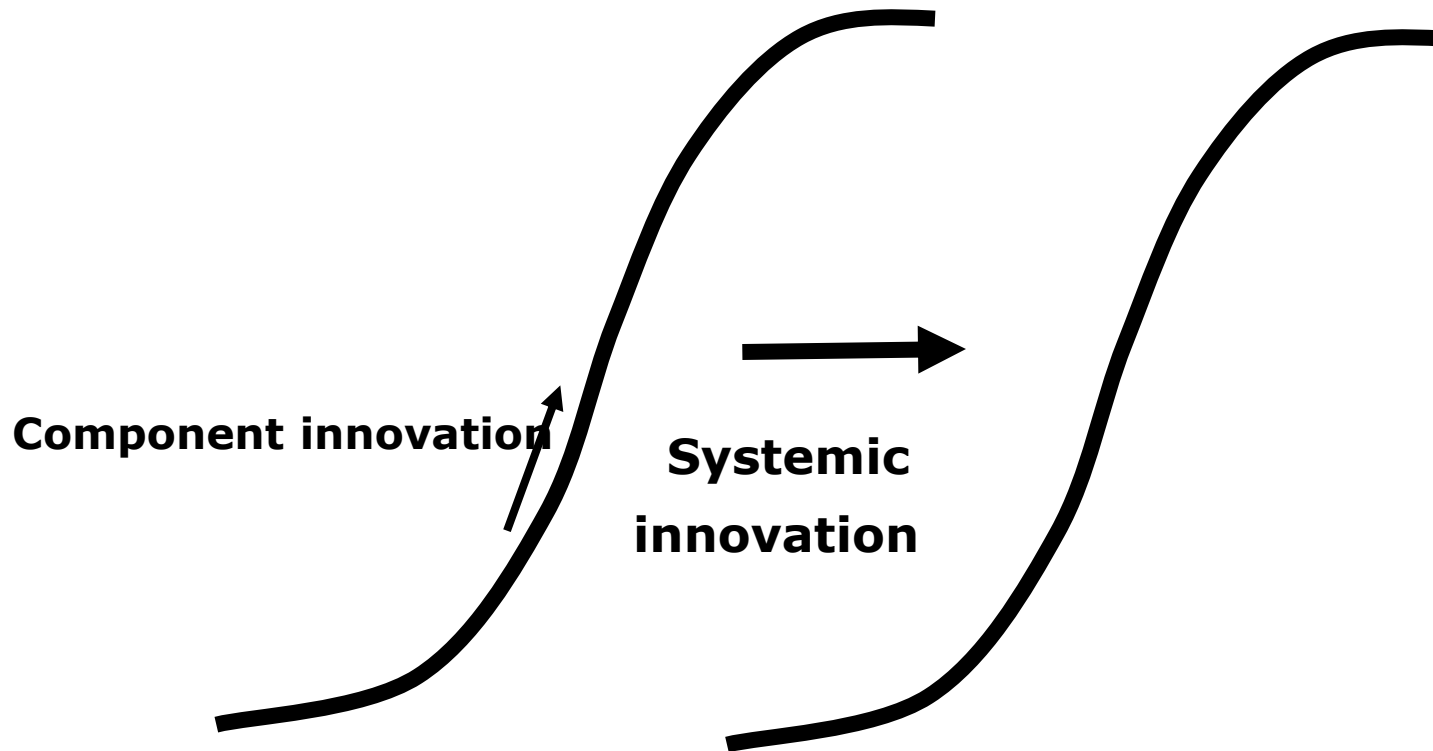
ICT enabler for innovation and creativity

ICT enabler for inclusion

Convergence

- **Large ICT industries entering services industries**
- **Decreasing profit in hardware and software products drivign to systems and services**
- **Incresingly dynamic and heterogenous communication and ICT infrastructure**

Full Impact Needs Systemic Innovation



How to create attraction, i.e. the spikes?

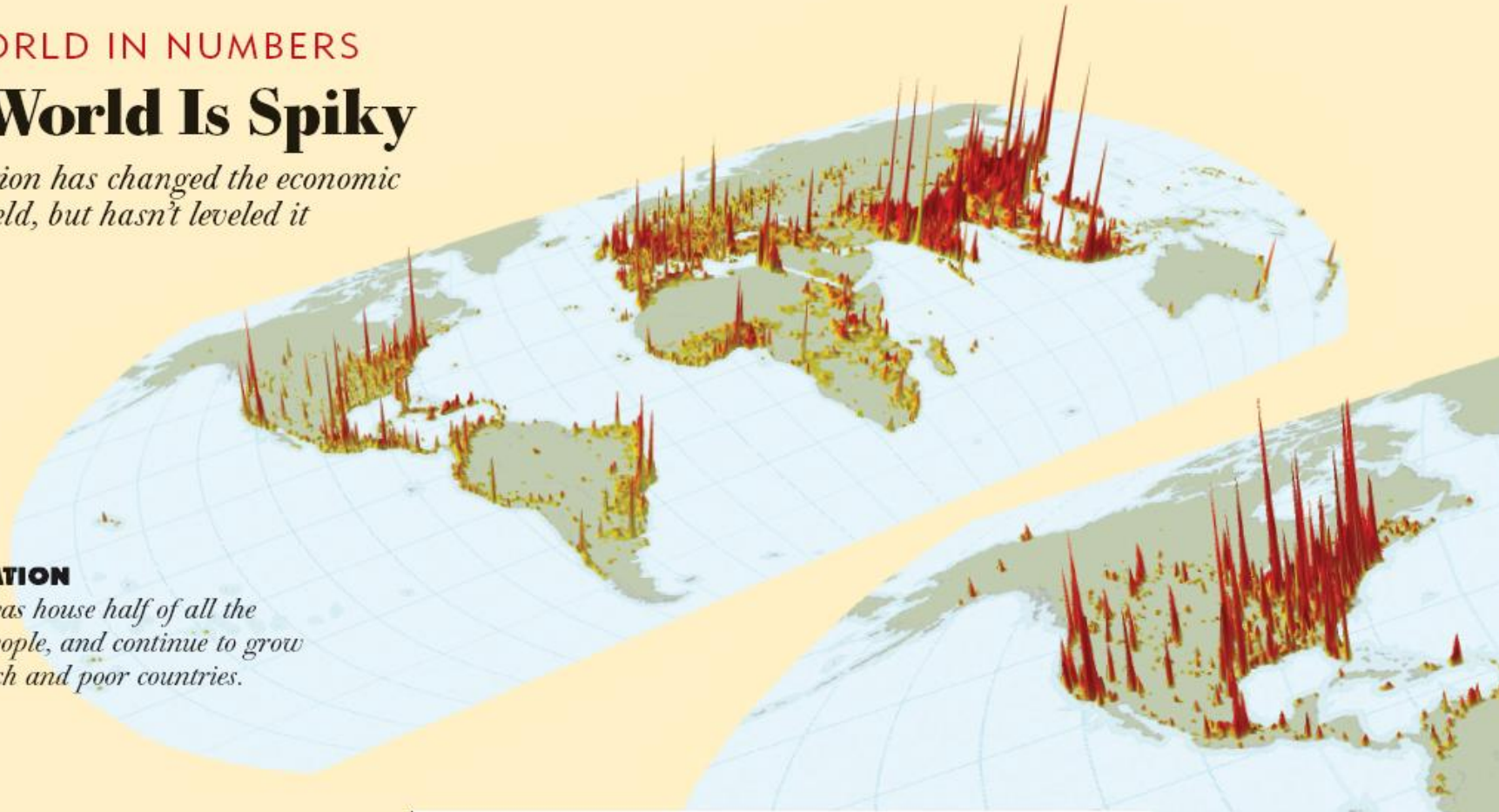
THE WORLD IN NUMBERS

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.



PEAKS, HILLS, AND VALLEYS

The world, according to the title

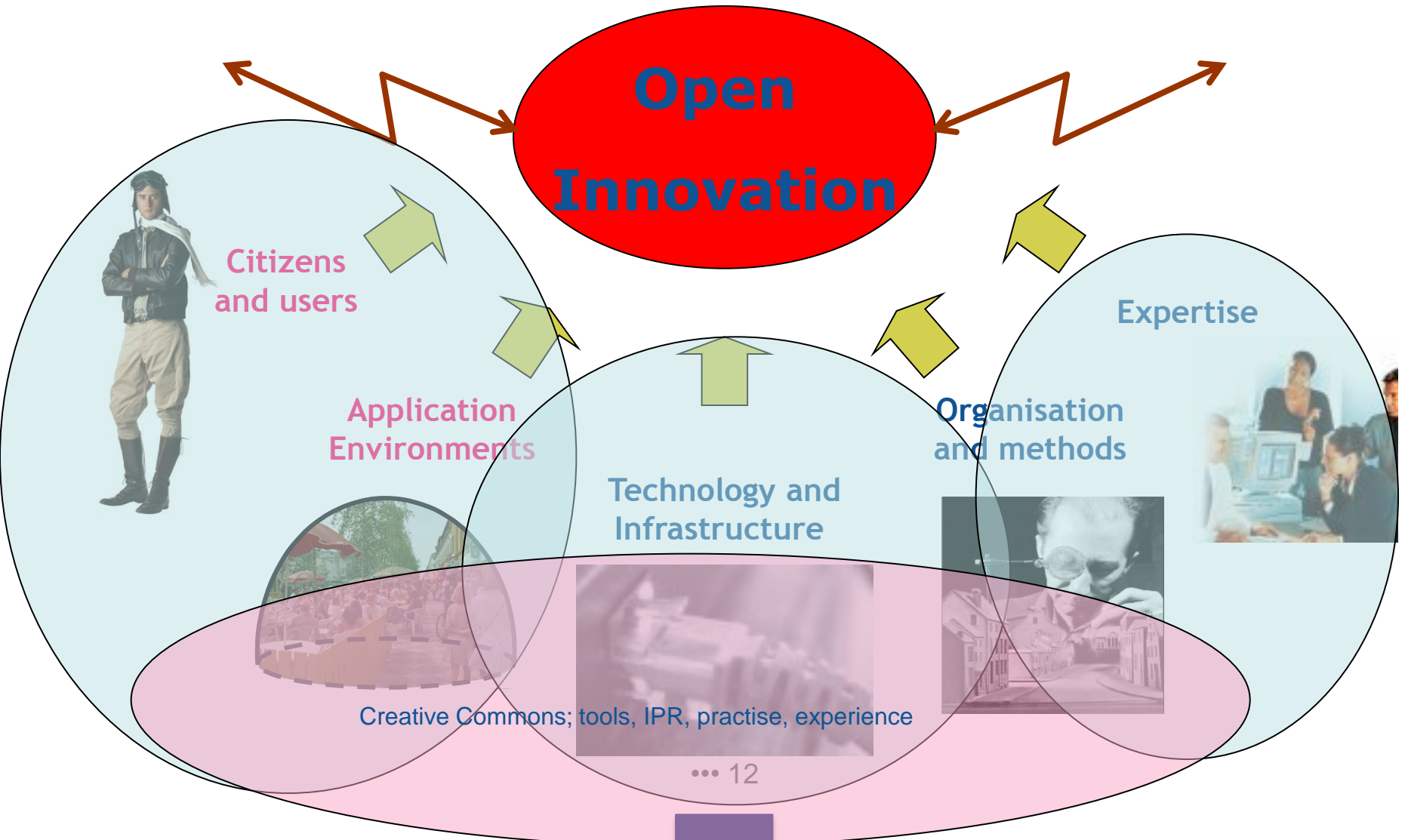
Stimulate Innovation from ICT Use

Users turn from objects to active subjects

Involve the user early (in all her/his roles)

- **A European tradition: user participation early in the process**
- **Advanced user communities;**
- **HOW does the change affect the management skills needed? – Leadership, catalytic, fast**
- **Decisions roughly right to right direction rather than too much planification due to the dynamics in society and business world**
- **Trial, experimentation, failing fast...**

Innovation has local aspect, real world settings!





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Internet-enabled society covering all areas



Street Light Management



Public Safety



Smart travel



Management Control



Education



Fleet Management



VoD



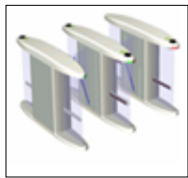
Video Conferencing



Health Care



KIOSK



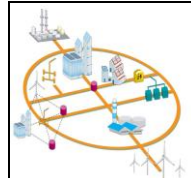
Access Control



Parking Control



CCTV Monitoring



Smart Grid



Waste Management



Facilities Control

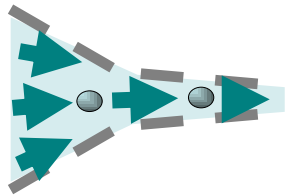


Power Control



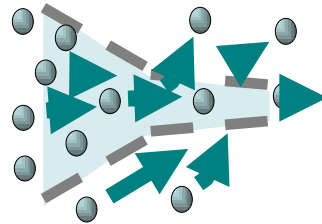
Light Control

Regional ecosystems attracting talent



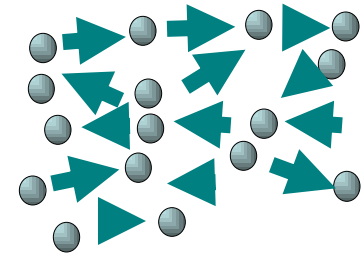
*Centralized
inward
looking
innovation*

*Closed
Innovation*



Externally
focused,
collaborative
innovation

**Open
Innovation**



Ecosystem
centric, cross-
organizational
innovation

**Innovation
Networks**

Essential drivers for ACTION

connectivity

open

interaction

"organic"

NON-controllable, only catalyzing possible

***There has been "enough of
conceptualization, now time for
experiments, prototyping, innovation
camps..."***