Innovative Cross-border eRegion Development in the Living Labs Environment

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• Living Lab & European Network of Living Labs – ENoLL
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A Problem

- What is problem?
- Who has a problem? Who is the problem owner?
- Dissatisfaction with a current situation.
- A difference between a current and a desired situation.
- A result of a malfunctioning of a process.
Cross-border Services in the EU:

- Procurement
- Invoicing
- Marketplaces
- Government
- Logistics
- Health
- Disaster Response
- Learning
- Inclusion
- Parliament
- Everything

Do we have a problem? Are there innovative opportunities?
Optimist

Pesimist

Half Full

Half Empty
Crisis – in Chinese Language

危機

Danger  Opportunity
In the eRegion business & government organizations, as well as individuals, extensively use eTechnologies in order to support their work.
Opportunities for the Cross-border eRegion Development

- Growing interest in Regions
- European Network of Living Labs - ENoLL
- Country-wide Living Lab
- Smart Cities & Regions
- eInvoicing & eProcurement
- eHealth & eInclusion
- eParticipation & eDemocracy
- Disaster eResponse
- eManufacturing
eRegion - various perspectives

From a small business perspective, eRegion is an area of about 100 kilometers around the company’s location.

From a large company’s perspective, eRegion is an area of some 200-500 kilometers around the company’s location.

From the Knowledge Village perspective, eRegion is the area of about 5 hours air-flight to/from Dubai, Arab Emirates.
Slovenia’s competitive advantage:
Location Location Location
European transport corridors No. 5 & No. 10
Sea Entrance to Central Europe
South East Europe
Work on building a New Silk Road
The New Silk Road
The New Silk Road
Cross-border Baltic Region

Sweden is one of the strongest advocates for a special EU Baltic strategy, and I am pleased to tell you that the strategy is one of my government's top priorities in the discussions with France and the Czech Republic for our common presidency work programme.

Dr. Cecilia Malmström:
The Baltic Region
The Danube Region
Encourage universities and other recipients of public research funding to collaborate with industry better by identifying and protecting IP developed through publicly funded research, and in appropriate cases licensing or transferring such research to the private sector for further development and commercialization on objective, commercially reasonable terms.

What is a Living Lab?

"Co-creation environment for human-centric research and innovation".

Mikael Börjeson, Coordinator
CoreLabs Coordination Action
CEO, Centre for distance-spanning technology, Luleå University of Technology, Sweden
& Vice Chairman, ENoLL
Pilot USERS in the centre

- Methodology
- Technology and Infrastructure
- Living Lab services
- Pilot USERS Community
- Living Lab Expertise
- Organisation
Open or Closed
Philosophy/Concept/Attitudes/Values

Closed
- Authoritarian
- Top Down
- Central Planning
- Command & Control
- Bureaucratic
- Rigid
- Monopolist

Open
- Individual/Freedom
- Bottom up
- Participation
- Collaboration, Self Organization
- Common Sense
- Flexible/Adaptable
- Competition - Innovation
Innovation moving out of the Lab

Closed Innovation:
Centralized inward looking innovation

Open Innovation:
Externally focused, collaborative innovation

Innovation Networks:
Ecosystem centric, cross-organizational innovation

Adopted from Richard Straub, IBM & Open Innovation Service Policy Group
## The Rise of the User

### User as “Research-Object”
- Observation and Surveying
- Prototype Development
- Testing (Usability, Feasibility, Market Testing)
- Piloting

### User as Innovator
- Interactive User Feed-back
- Incremental User Innovation Ideas
- User Idea Generation
- User Community Innovation
- Service by Definition “Co-creation”

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**Industry R&D Led**

**User & User Community Led**

**Consumers >>> Contributors >>> Innovators**

Adopted from Richard Straub, IBM & Open Innovation Service Policy Group
A missing link in innovation

Phase 0: Research
Phase 1: Solution proposal
Phase 2: Prototype
Phase 3: Pre-commercial product/service
Phase 4: Commercial product/service

Research push

Innovation “no man’s land”

Market pull

Presented by Veli-Pekka Niitamo, NOKIA & ENoLL, Bled eConference June 5, 2007
The Helsinki Manifesto

“We have to move fast, before it is too late”

November 20, 2006

Implementation

of European Network of Living Labs - ENoLL

The required measure No. 1
The Helsinki Manifesto
Twelve most supported measures

1. Implementation of a European Network of Living Labs
2. Reap the benefits of re-using bank infrastructure for the e-invoicing
3. Break down internal boarders for ICT services
4. Renewing of the European innovation system
5. Creation of a market for innovative products and services
6. Focus on services innovation, and establish services science, management and engineering as an academic discipline
7. Concrete funding and support for technology start-ups
8. Ensure data integration between IT-solutions
9. Intensify integration of retail banking market (Payments Services Directive)
10. Implementation of European wide compatible e-invoicing system
11. Move from an organization-centered system to a citizen-centered system
12. Bring people actively to the information society (ICT skills to 10 million adult people in Europe over a 3-year period).
Fist Wave Living Labs
First and Second Wave Living Labs
Global Third Wave Living Labs
Living Labs in Slovenia

eLivingLab
http://eLivingLab.org

ICT Technology Network
http://ICT-Slovenia.net

Slovenian Automotive Living Lab
http://www.acs-giz.si/ang/home.asp

Members of the
European Network of Living Labs – ENoLL
http://www.OpenLivingLabs.eu
eLiving Lab
http://eLivingLab.org
1st Wave member (November 2006)
of European Network of Living Labs - ENoLL
http://eLivingLab.org/Collaboration
http://eLivingLab.org/Government
http://eLivingLab.org/Invoicing
http://eLivingLab.org/Markets
http://eLivingLab.org/RFID
http://eLivingLab.org/Safe
Innovation for Life Quality: Slovenia Living Lab
Slovenia’s Country-wide Initiative, July 2007
http://SloveniaLivingLab.org

• Focusing on few research & development projects of the highest relevance to the country.
• Gaining practically useful high added-value solutions by pilot implementations.
• Providing for interoperability of the existing technology platforms.
• Improving a long-term oriented collaboration with the most developed countries.
• Obtaining political support for the initiative accomplishment where, and when the government support is needed.
eGovernance Development for South East Europe

Centre for eGovernance Development (CeGD)
http://www.CeGD.eu

Ljubljana, Slovenia
Centre for eGovernance Development - CeGD
Vision & Mission

- CEGDs vision is to achieve the successful development of Information Society in South East Europe (SEE) that will contribute to the future development of European continent.

- As a Public Private Partnership, the mission of CeGD in the field of eGovernance development is coordination of activities, transfer of knowledge and education and research.
Nordic – Slovene eCollaboration

Nordic - Slovene Meeting on Innovative Cross-Border eRegion Development, Résumé.
Ljubljana, February the 3rd 2009

http://SloveniaLivingLab.org/eCollaborationNordic/Meeting2009Feb03
Nordic – Slovene eCollaboration

• The meeting suggested exploring the possibilities to establish a web-based network in Slovenia for institutions, business, universities and other possibly interested instances where updated information of the cooperation would be available.

• The meeting did not make specific binding conclusions but agreed to further explore ways to continue the discussion involving also experts from the Nordic countries.
The Role of a University in a Cross-border eRegion Development

- Appreciation of a relevance
- Laboratories & Living Labs
- Student’s Project
- Diploma, Master, PhD Thesis
- Professional Meeting
- Workshop
- Conference
- International Conference
- Interuniversity Project
- EU Project
ALADIN
ALpe Adria Danube universities INitiative
http://www.ALADIN.UniTs.it

Universities:
KF Graz, Austria
Medical Graz, Austria
Mostar, Bosnia & Herzegovina
Sofia State L&IT, Bulgaria
Dubrovnik, Croatia
Rijeka, Croatia
BU Prague, Czech Rep.
BW München, Germany
Trento, Italy
Trieste, Italy
Budapest, Hungary
Novi Sad, Serbia
TU Košice, Slovakia
Maribor, Slovenia
eALADIN
The general aim of the Conference is the improvement of higher education in teaching and research in the region, and in particular the advancement of member universities, by establishing and facilitating bilateral and multilateral contacts between the universities.
Cross-border eServices in the EU:

eProcurement
eInvoicing
eMarketplaces
eGovernment
eLogistics
eHealth
Disaster eResponse
eLearning
eInclusion
eParliament
eEverything

There are interoperability problems!
In the eEU, innovative eServices are needed
Opportunities in Open Innovation Experience Sharing in the eRegions

- Which components, solutions, or operations successful in one eRegion could be copied, which could be followed, and which are not applicable at all in another eRegion?

- Can some guidelines for successful copying be defined and generalized for better understanding of the potential of the open innovation as a concept and as a practice in an eRegion?

- How relevant are the outstanding business, government, and academic leaders to the eRegions awareness creation, policy making, or solutions implementation?
How can innovative eCollaboration opportunities be exploited?