

Open Innovation 2.0

Sustainable Economy & Society -
Stability. Jobs. Prosperity.

Dublin, Ireland
May 20-21 2013

Introducing Open Innovation 2.0

Dublin Declaration

EU OISPG

Martin Curley & Bror Salmelin



@OI2Dublin2013
#OI2Dublin





Open Innovation 2.0

Sustainable Economy & Society -
Stability. Jobs. Prosperity.

Dublin, Ireland
May 20-21 2013

**2 days - 300 delegates - 3 venues - 1 technology showcase -
public engagement activities – better cities competition -
innovation luminary awards dinner**



Richard Bruton T.D.
*Minister for Jobs,
Enterprise and
Innovation
Irish Government*



**Alexander von
Gabain**
*European Institute of
Innovation &
Technology*



**Elias
Carayannis**
*George Washington
University*



Leif Edvinsson
University of Lund



**Venkat
Ramaswamy**
University of Michigan



**Megan
Richards**
European Commission



**Alexander
Osterwalder**
Biz Model Innovation



Justin Rattner
*Managing Director
Intel Labs
VP & CTO Intel Corp*



Sean Sherlock T.D.
*Minister of State for
Research and
Innovation
Irish Government*



**Thierry van
Landegem**
*Bell Labs /
Alcatel Lucent*



Paul Stein
Rolls Royce



**Peter Van
Manen**
McLaren



Naoise Ó Muirí
Lord Mayor of Dublin



Sean O'Driscoll
Glen Dimplex

With video contributions from:

Professor Stephen Hawking and European Commissioners Neelie Kroes, Máire Geoghegan-Quinn and Androulla Vassiliou.



Conference
Chairs:



Martin Curley
*VP Intel Labs Europe
Chair OISPG*



Bror Salmelin
*Advisor DG
Connect
European
Commission*

Intel Labs Europe

...the Winds of Change

“When the winds of change come, some people build walls, other build windmills”

Brian and Sangeeta Mayne

**Let's go build
some windmills!**



Ol2 Conference Focus

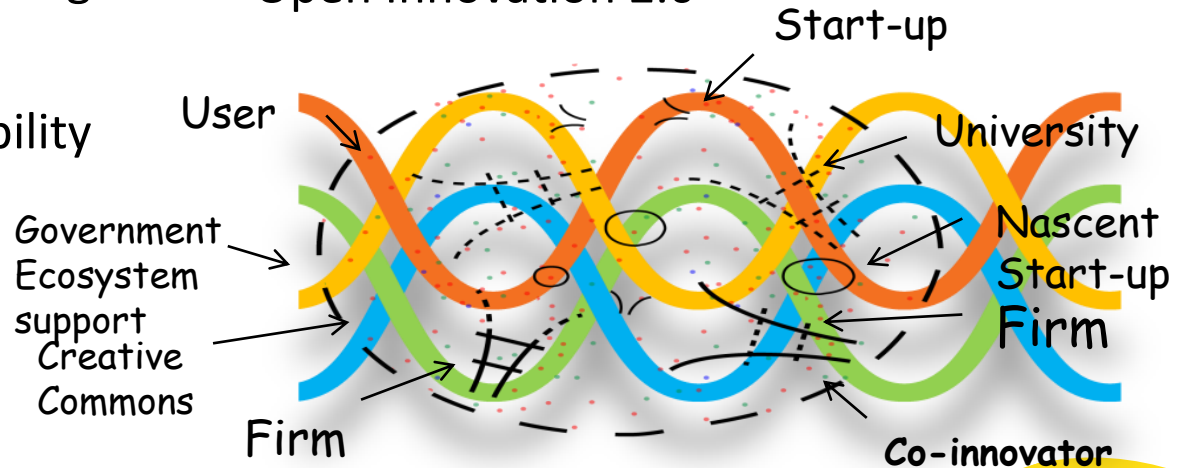
What?

- Sustainable Intelligent Living
- Financial, Social &
- Environmental Sustainability



How?

- Open Innovation 2.0



Dublin Declaration

- A co-created manifesto using open innovation 2.0 to help achieve a trajectory for a Sustainable Economy and Society



Mission: Develop a widespread innovation literacy in Europe.



Vision: Open Innovation 2.0 –
The next new Official Language of the
European Union.

implemented by the following actions...



Dublin Declaration – Open Innovation 2.0 May 20 & 21 2013

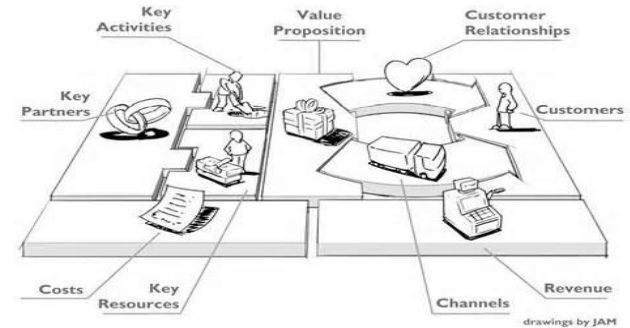
Mission: Develop a widespread innovation literacy in Europe

Vision: Open Innovation 2.0 – The next new Official Language of the European Union

- Action No 1: Develop a new business model for the European Union
 - Action No 2: Design for a new end state
 - Action No 3: Create an EU Innovation Strategy
 - Action No 4: Move from European Research Area to European Innovation Ecosystem
 - Action No 5: Create a European Innovation System and Capability
 - Action No 6: Quadruple Helix Innovation
 - Action No 7: Focus on Innovation – *Adoption Matters*
 - Action No 8: Create incentives to encourage Openness to Innovation and Experimentation
 - Action No 9: Stimulate High Expectation Entrepreneurship
 - Action No 10: Drive Intersectional Innovation
 - Action No 11: Promote Successful Innovators and entrepreneurs as Hero's
-
- Name:
 - email address:
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Action No 1: Develop a new business model for the European Union

- How we define, design, create and capture value
- Value = Wealth, Welfare, Wellbeing
- Make it a Win-more, Win-more model
- Agile evidence based policy making
- Develop Business Model Canvas for EU



Action No 2: Design for a new end state

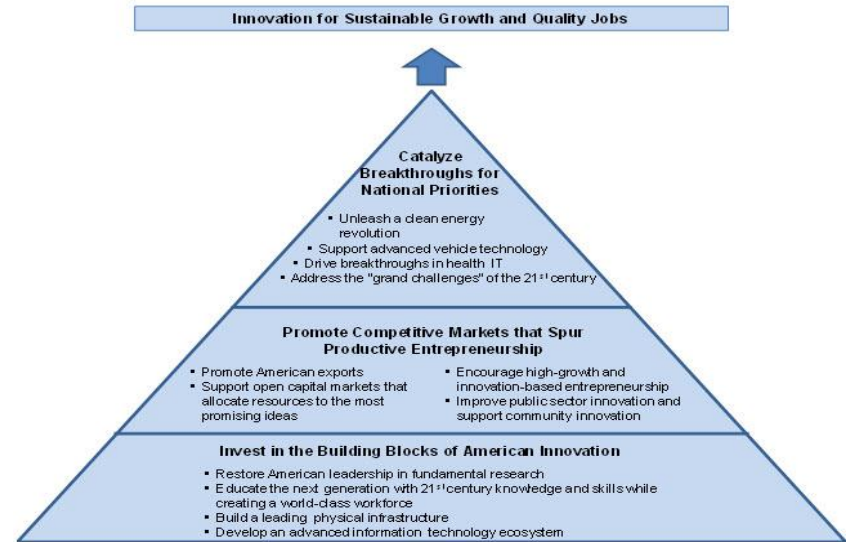
- Sustainable Intelligent Living
- Move from value chain to value cycle



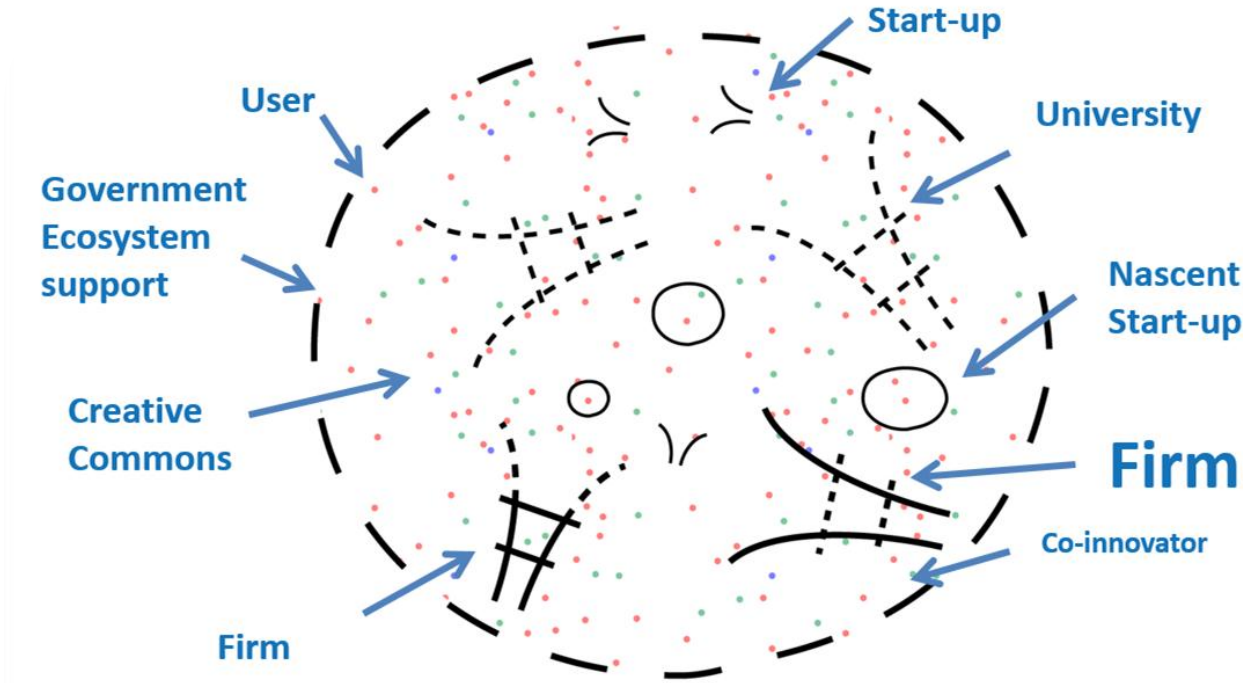
Action No 3: Create an EU Innovation Strategy

- Drive Transformation to create jobs, improve quality of life, resource efficiencies, services
- Focus on Disruptive and architectural innovation
- Appoint an EU CTO/Chief Innovation Officer

- Leverage US example



Action No 4: Move from European Research Area to European Innovation Ecosystem



Action No 5: Create a European Innovation System and Capability

Innovation Systems

- Closed Loop Control
- Dynamic Capabilities
- Drive alignment of strategy and funding to maximize outcomes

Innovation Capability

- Capability Maturity Framework
- Closed Loop Improvement System
- Focus on outcome and process maturity



Action No 6: Quadruple Helix Innovation

Government, Academia, Industry and Citizens collaborating together to drive structural changes far beyond the scope of any one organization could achieve on it's own

Involve all stakeholders in quadruple helix to innovate and experiment in real world settings, in creating frictionless ecosystems



The diagram illustrates the Quadruple Helix Innovation model. It features four interlocking helical strands in yellow, orange, green, and blue. To the right of these strands are four horizontal bars, each representing a stakeholder: a red bar for 'Government/Public', a green bar for 'Academic', an orange bar for 'Industry', and a blue bar for 'Citizen'.


Government/Public

Academic

Industry

Citizen

Action No 7: Focus on Innovation – *Adoption Matters*


- 80% of Innovation Value comes from the widespread adoption of Innovation with 20% of value coming from the production of Innovation (OECD)
 - Prioritize Demand Driven Innovation
 - Innovative Public Procurement
 - Shift Horizon 2020 to prioritize on idea implementation and adoption
- 

Action No 8: Create incentives to encourage Openness to Innovation and Experimentation

- We solve too many problems with taxes and penalties
- Create incentives to encourage experimentation and prototyping
- Change our European culture where honourable failure is seen as a badge of honour



Action No 9: Stimulate High Expectation Entrepreneurship

- HEE = High Expectation + Disruptive Technology
 - HEE = > 20 jobs in 5 years
 - HEEs contribute approx 80% of all jobs
 - 1 Technology jobs = 4.3 other jobs in longer term
 - Establish Co-creation platforms for young high expectation entrepreneurs in Europe
- 

Action No 10: Drive Intersectional Innovation

- The breakthroughs happen at the boundaries of culture, domains, nations and technologies
- Prioritize support for innovation which target intersectional, disruptive and architectural innovation
- Create a de Medici effect to enable a new European Innovation renaissance



Action No 11: Promote Successful Innovators and entrepreneurs as Hero's

- Encourage European's to have the courage to innovate
- Make the Innovation Luminary awards a centrepiece of the European calendar
- Recognise and learn from failures



