

Design in change

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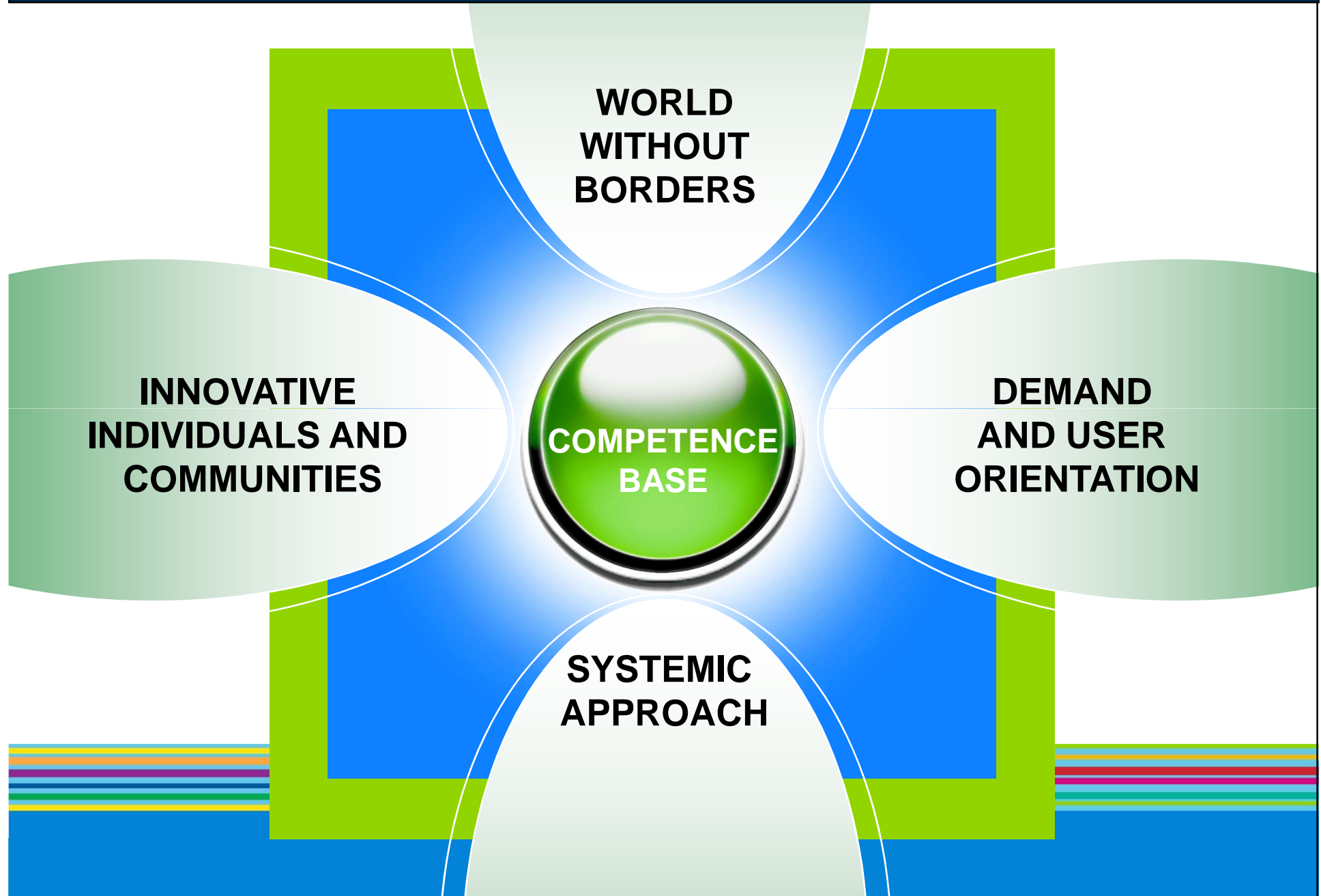


Objectives of the workshop

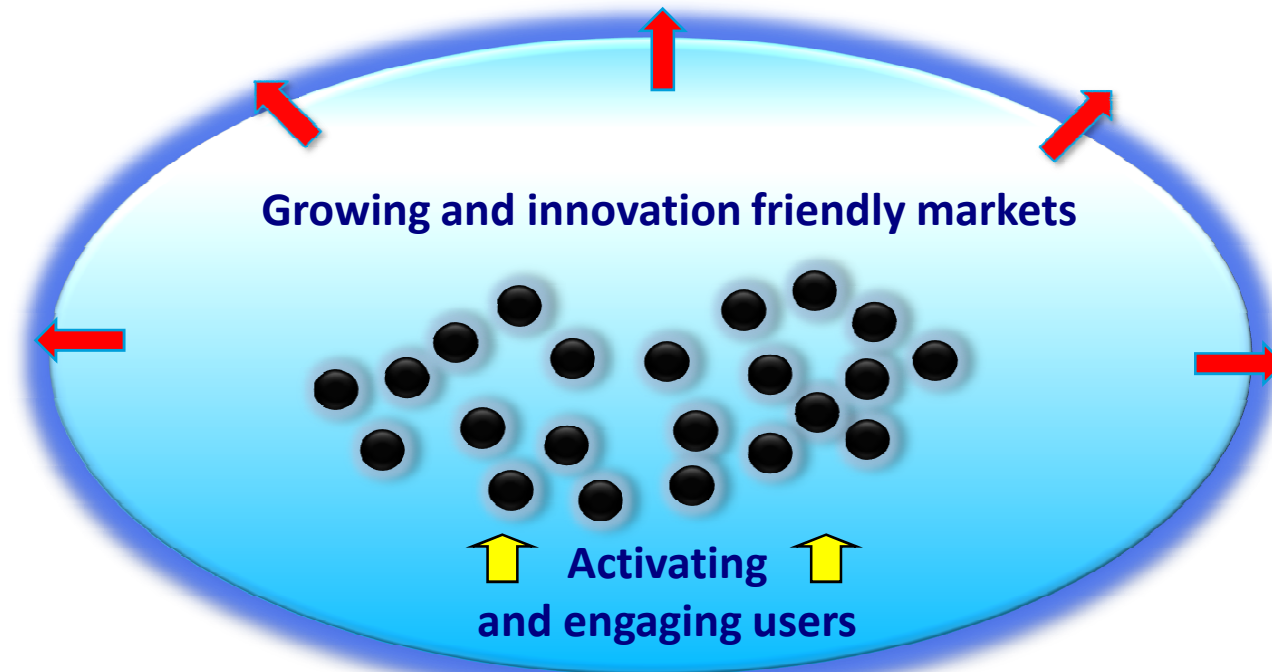
- To have an open discussion on the changing nature of design
 - Strategic approach to design
 - Services design
 - Digital world - interfaces
 - Education - skills
- Two perspectives: business development and contributions of design research on higher education
- Main messages will be used in developing policies on user-driven innovation and creative economy



Finland's innovation strategy - Focal points



Demand-driven innovation policy



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

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

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

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

Policy framework

The central elements of demand-driven innovation policy

Knowledge and capability development

- **Foresights**

- Identification of key socio-economic trends and potential leading edge activities
- Communicating the results to wide audiences

- **Research**

- Focus on major societal challenges and developments
- Analysis of demand-side innovations and their potential benefits

- **Education and training**

- Innovative procurement practises
- Consumer awareness and readiness to take-up innovations
- Standards as a means to create stimulus for the market approval and take up of innovations

Incentives for demand-driven innovation

- **Financing and tax incentives**

- Taxation as a means to create demand for innovations
- Financing for R&D and innovation projects

- **Pioneering public sector**

- Setting example, by increasing public sector led pioneering activities
- Increased resources for demonstration and reference projects
- New development environments and platforms for piloting innovative products, services and processes
- Better incentives for innovative public procurement
- Opening up of data bases and public sector held content for commercial use
- Increasing digital services and novel service delivery method

Infrastructure improvements

- **Systemic demand-side innovation policy**

- Improved coordination and consistency in innovation policy design and implementation
- Policy actions to promote and enable lead-market development
- Better achievement of jointly agreed targets through improved coordination and governance of public sector of activities

- **Public private partnerships**

- Exploring new and more effective ways to build partnerships
- Creating opportunities for new types of partnerships and effective delivery of public sector services

Regulatory reform

- **Regulatory development**

- Future oriented, coordinated, innovation friendly regulation
- Performance based regulation and demanding performance based targets as a way to motivate market actors

- **Recommendations and labelling**

- Increased transparency as a way to enable well-informed consumer choices
- Usage norms as a way to influence demand

- **Competition**

- Stimulation of well-functioning, effective markets
- Demand and competition as drivers of innovation

- **Standards**

- Standards that create markets and support innovation
- Development of the standardisation system and procedures

Demand-driven innovation policy

- Improves the ability to adopt innovations
 - Facilitates demand for innovative products, services and solutions
- Enhances the capability to interpret market needs and demand potential
 - Demanding and innovation friendly regulation
 - Standardisation supporting innovativeness
 - Awareness and knowledge development
 - Innovative public procurement
 - Regulation as a stimulus for competition

Innovation friendly markets

Demand, competition and innovation culture as drivers of innovation

User-driven innovation activities

- Awareness and knowledge development
- Design as an enabler for user-driven innovations

- More systematic collaboration with users in innovation activities
- Utilisation of advanced methods in identification and analysis of user needs and trends
- Developing innovation policy and measures for promoting user-driven innovations

User-driven innovation policy