

Human Centric Approach to Make Change

Networked Business and Government –
Something Real for the Lisbon Strategy

Finland's EU Presidency Conference in
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House of the Estates

Bror Salmelin
New Working Environments Unit
European Commission

BASIC CONTEXT of policy actions

Lisbon

- Growth for a sustainable knowledge society

i2010

- Action plan following eEurope
Single European Information Space
Productivity and innovation
Inclusion (wide definition)

CIP

- Funding for i2010 actions (policy and actions)

Starting point: The Lisbon agenda, 2000

- Lisbon council

*"To become the most competitive and dynamic
knowledge-based
economy in the world, capable of sustainable economic
growth
with more and better jobs and greater social cohesion."*

- Knowledge & Skills determines the success of individuals and companies in the global economy

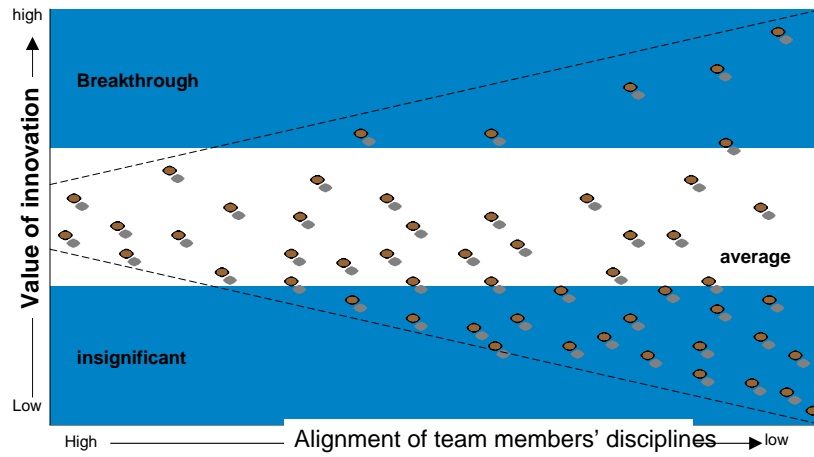
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Competitiveness and Innovation Framework Programme, 2007-2013

- New programme to boost growth and jobs in Europe
- By providing horizontal measures supporting competitiveness and innovation
 - Entrepreneurship (SMEs) & innovation
 - Wide take-up of technologies
- By addressing three main "technological" domains underpinning the whole economy
 - Eco-innovation (environment)
 - ICT Policy Support
 - Intelligent Energy (energy efficiency & renewable energy)

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Diversity – strength of Europe !



@ Lee Fleming, Perfecting cross-pollination. Harvard Business review September 2004.

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Human centric innovation

- Moving to value creation
- Moving to intnvible economy, new ways of value creation in service economy
- Open innovation environment
- Creative Commons

- How to capture 450 M European brains, and beyond
- What are the incentives of co-creation

- How are the future services created

- Behavioral, societal change ref the industrial revolutions

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