

The Knowledge worker productivity Living-Lab

Networked Business and Government –
Something Real for the Lisbon Strategy

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House of the Estates

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CeTİM

The knowledge worker productivity living lab is designed to be an "Innovation System"

- Europe needs to create more new products

- Living Labs bridge gap from R&D to commercialization

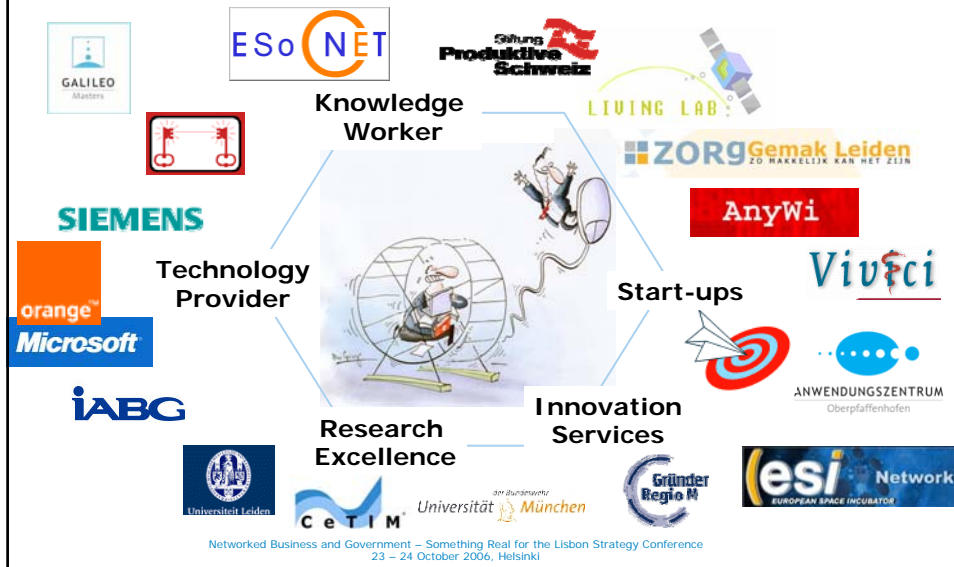
- Living Labs need be socially embedded in innovation cluster

- **In Europe, limited competitiveness generally is not due to a lack of technological knowledge (as visible in patenting activity), but rather to insufficient translation into successful products.**

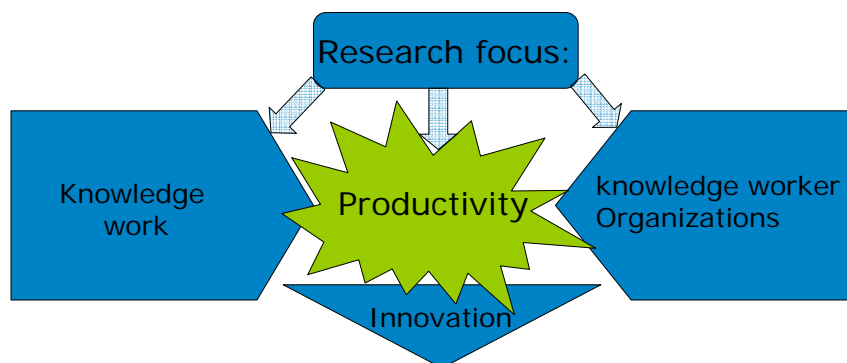
- **Living Labs allow for testing and validating new products. In that role they are more than a technical infrastructure, but also require networking, knowledge sharing and their active use to provide a contribution.**

- **However, they need to be embedded in an adequate infrastructure and open environment to support European innovativeness. Such an environment can for example be offered in clusters.**

Stake holder engagement at the knowledge worker productivity Living-Lab



Strategic Research Focus knowledge worker productivity Living-Lab: Competitiveness and Knowledge Work



- Knowledge work practices
- Work places supporting e-professional work
- "Network organization" for knowledge workers
- "Management systems" for knowledge work and knowledge based organizations

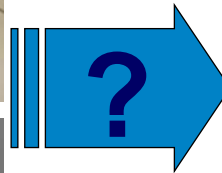


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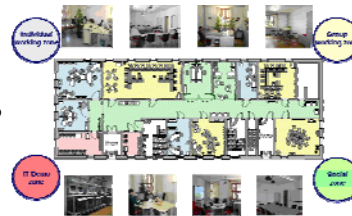
Methodological Focus of the knowledge worker productivity Living-Lab: organizational routines



How is work shared?



How is work coordinated?



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Research & Innovation Services of the knowledge worker productivity Living-Lab: open innovation project life cycle support

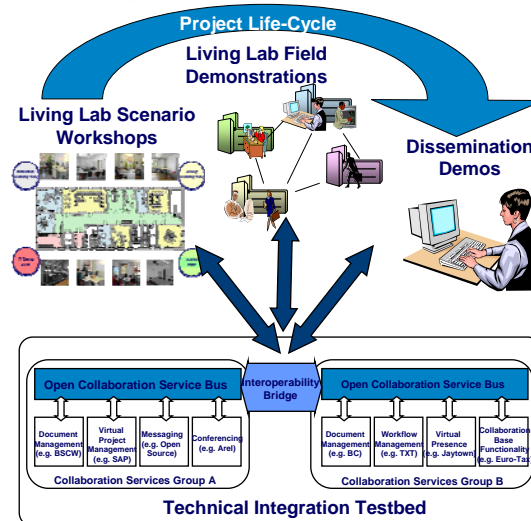
Open Innovation Management

- Awareness service to user groups, demonstrations, workshops
- Technical configuration services for combinations specific scenarios
- Established methodologies for deployment, security, administration, evaluation
- Business Development services as "Neutral Ground" for experimentation

Coll. Modules/ Services

Deployment Methodology

Middleware



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Three main obstacles slowing Europe's competitiveness down

- **Obstacle 1: Weakness in capacity of innovation:**
 - Low level of exploitation and commercialization of a good technology base e.g. patents (lack of innovation efficiency)
- **Obstacle 2: Lack of flexibility in the structure of European organizations**
 - Complex organizations with low willingness to change
- **Obstacle 3: Lack of independent innovation industry**
 - Europe has too few specialized innovation providers, little practice in innovation outsourcing, and a too strong public regulation of innovation activities

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3 Innovation Measures taken at the knowledge worker productivity Living-Lab:

- 1. A user-centric platform for product co-creation processes with:**
 - Private industry
 - Public Organizations/Government
 - Academy / Research
 - Users/Pilot Users
- 2. An enabling entrepreneurial environment:**
 - high level innovation management
 - growth management and coaching
- 3. Network access to innovation service provider and venture builders:**
 - Finance/Venture capitalist
 - Incubators CeTIM – Venture Park, AZO, ESI
 - New products and services marketing
 - Human resources and competences
 - Technology Transfer Centers...

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