

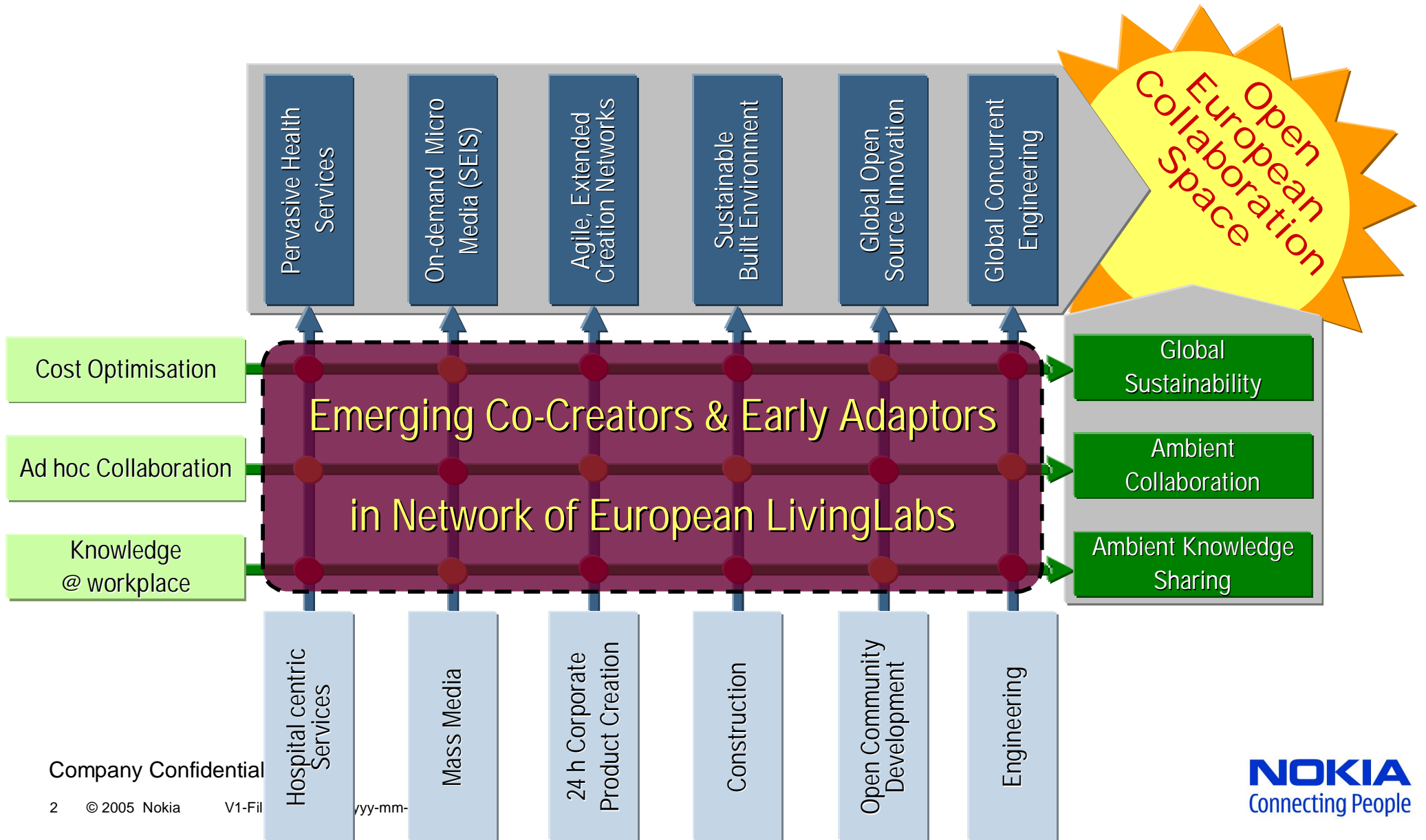
# Nokia perspective for European Network for LivingLabs

## VP Niitamo, Director for mWork research

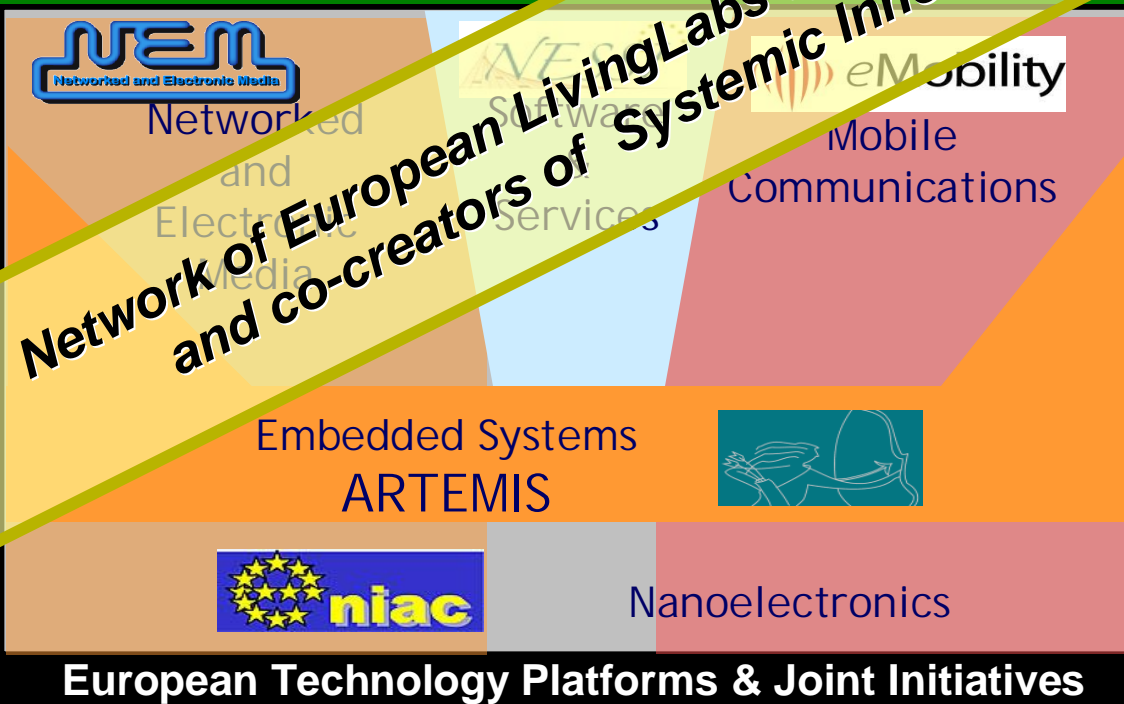
Corelabs Preparatory Workshop for Launching The European Network of LivingLabs, Ruoholahti Finland, 04.05.2006

Company Confidential

# Where are we headed?



# Open European Collaboration Space for User Centric Upper Middleware Application Integration



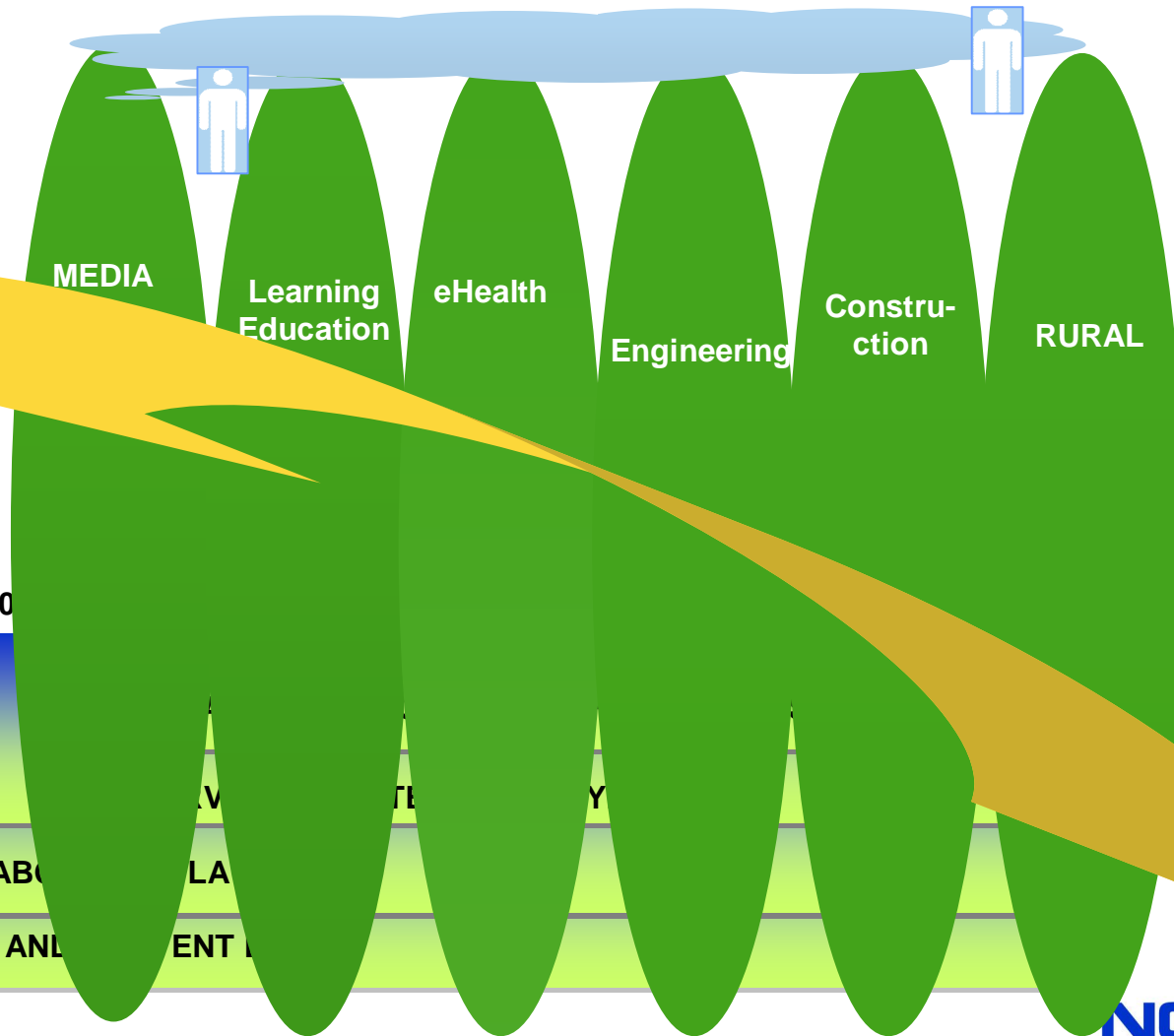
Competitiveness,  
innovation, speed

Individual,  
Consumer,  
Citizen,  
Worker,  
etc.

# CWE Roadmap

DISTRIBUTED  
WORK / KNOWLEDGE

**OECS**  
Integration to ETPs



OCCUPATIONAL DOMAINS

ENABLING HORIZONTAL ELEMENTS

CENTERED  
WORK / KNOWLEDGE



# Key benefits and challenges

Perceived benefits:

1. Speed up Innovation
2. Exploit Public-Private Innovation
3. Scale-up market concurrently
4. Mass-customize concurrently
5. Create new extended enterprising
6. Increase sustainability of user centric innovation in multicontextual environments.

Challenges:

1. Non-existent European Public Services Market
2. Financing of Pre-commercial procurement of Innovation
3. Global orchestration capability; European agility in value capture
4. Create environments for micro entrepreneurial pull.

# What have we done?

Bottom up approach

DIMES Program in Finland going international (from proof of concept towards scalability)

Single regional networks initiated through series of national, regional and EU funded programs (sustainability challenge)

Top down approach

Academic Global initiatives around MIT

Pan-European Initiative (Eureka)

City lead initiatives (Telecities, Intelcities, Open Source Cities etc)

EC (DG enterp. and IST) initiatives

How can we synergize this? Understanding the push and pull factors right!