

CENTER FOR KNOWLEDGE AND INNOVATION RESEARCH

CKIR



CKIR AUGUST 2008 WORKSHOP IN HELSINKI

Dates: August 27–29, 2008

Venue: PWC-Hall at the Helsinki School of Economics

How do firms, societies and people co-innovate for new value and wealth creation: The challenge of theory and practice

Firms, societies, regions and individuals emphasize the service- and knowledge-based growth through innovation. CKIR August 27-29, 2008 workshop in Helsinki discusses new research agendas and research findings about challenges that firms, societies, cities and social networks of people meet when engaging in collaborative and collective action for innovation. Old ways to organize, manage, govern and fund R&D for innovation do not hold anymore.

Beyond their customers, firms deploy wider and wider social networks in their open innovation activities. Also the regions and societies do benefit from R&D in innovative networks for the development of such social and systemic innovations as social media, energy efficiency and environmentally sustainable forms of production and consumption, including public and other services for wellbeing. This has created new forms of organizing for cooperation with firms and citizens as co-creators, co-innovators and co-producers. Research and development for innovation (RDI) extends beyond corporate or university laboratories – it has entered the human and social life. RDI takes place in real life contexts with people in different roles as citizens, users and consumers.

This has already changed the relational and institutional dynamism of firms, societies, cities and public agencies in relation to how to promote and conduct research, development and innovation (RDI) activities.

We see that large modern companies are less and less of a traditional hierarchy and more and more of a collection of social communities maintained and energized through shared values, norms, and standardized processes. They also deploy many new integration mechanisms that are more social and psychological than structural and processual. We also have seen in Finland, Europe and globally that the firms, cities, regions and public agencies do develop new ways to organize and govern



City of Helsinki



HELSINKI
business hub

for partnering with human communities and social networks and for learning to apply human and user-driven research, development and innovation (RDI) methodologies and processes for systemic and service innovations – and even for technology innovations. This has also created new types of firms and other social and economic activities. We witness the emergence of social enterprise and new types of non-profit economic activities.

We expect new social, community-based mechanisms to emerge that bring about new social and economic dynamism for innovation; however that calls for new mechanisms of integration and inspiration. This may inform of new mechanisms of value and wealth creation, locally and globally

The CKIR August 2008 workshop elaborates around these questions with international key note speakers and research networks. The main questions are:

- (i) What are the emerging new dynamic social and institutional forms of integration and experimentation that firms are deploy for innovation efficiency, locally and globally?
- (ii) How do we organize for new forms of research, development and innovation (RDI) that involve regions, societies, social networks and people? We have the opportunity to mobile user and developer communities and social networks for service and technology innovation. However, this may inform of new “innovation paradigm” that benefits of human and user-driven research, development and innovation (RDI) methodologies in real-life contexts such as Living Labs.
- (iii) What are the consequent new forms of value and wealth creation?

On August 27, 2008: How is the theory and practice of a firm challenged by co-creation, co-innovation and co-production with social networks, societies and people? Prof. Ikujiro Nonaka, the Visiting Professor of CKIR/HSE from Hitotsubashi University, Tokyo addresses the process-based theory of knowledge-based firm: Managing Flow. Prof. Yves Doz, Visiting Professor of CKIR/HSE from INSEAD challenges the leadership and governance of collective innovation; he argues for leadership and governance innovations. Prof. Liisa Välikangas chairs a panel about the challenges of highly distributed organizations. Dr. Seija Kulkki from CKIR and Visiting Scholar of CKIR Jozsef Veress discuss new relational dynamism of firms, human communities, social networks and societies from the viewpoint of new social and institutional forms of governance and new value and wealth creation.



Concluding discussion: Could we innovate for new forms of production and consumption that are competitive but reflect the need of human-centric sustainable development?

On August 28, 2008: What means the human-centric and user-driven open innovation? How does it challenge the collaboration of firms, societies, and cities from the viewpoint of new social, systemic and service innovations? Dr. Mikko Kosonen from Sitra addresses the challenges of human-centric demand and user-driven innovation policy. Dr. Richard Straub from IBM discusses the concept of service science and open service innovation from the viewpoint of a global firm. The Deputy President of the World Future Council, Beate Weber discusses the role of societies and cities in creation of wellbeing. Dr. Timo Hämäläinen from Sitra addresses the Governance for Wellbeing and argues for need to innovate for changes in management, organizing and governing of public services for welfare. Veli-Pekka Niitamo from Nokia and CKIR and Lesley Gavin British Telecom (BT) discuss the role of people as citizens and consumers and producers of emergent networks of ICT-enabled sustainable development – beyond the consumerism. We also discuss the dynamic ways to incorporate the emerging markets in China, India, Brazil and South Africa into human and user-driven open innovation.

Concluding panel on Human, Demand and User-driven Open Innovation – Opportunity for innovations in Public Services and Administration: how to organize, manage and fund?

On August 29, 2008: What could be the new role of cities as drivers of innovation? The European cities such as Helsinki, Paris, Brussels, Amsterdam, Lisbon, Barcelona, Rome, Ljubljana and Budapest elaborate European-wide pilots on social media, intelligent traffic, energy efficiency, environmental sustainability, well-being and smart space (homes, offices and public spaces). Also in this connection, the global aspects of citizen-driven innovations are debated by researchers and developers from Brazil, South Africa and China. (Alvaro Oliveira, Matti Hämäläinen, Roberto Santoro, Dr Kanninen, etc, NSN Mika Skarp Village concept – emerging markets and people from SAP)

Conclusion of the CKIR 2008 workshop

The CKIR August 2008 prepares the agenda of the CKIR Call for Papers Conference on Leadership and Governance Innovations in Helsinki on August 26–28, 2009.

