

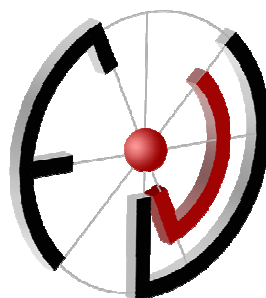


TITLE

**user-centricity
in the**

Open Innovation 2.0 paradigm

SPEAKER



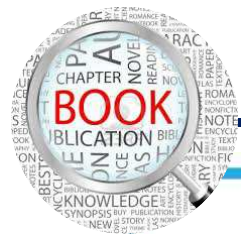
Francesco Niglia

KoySLab

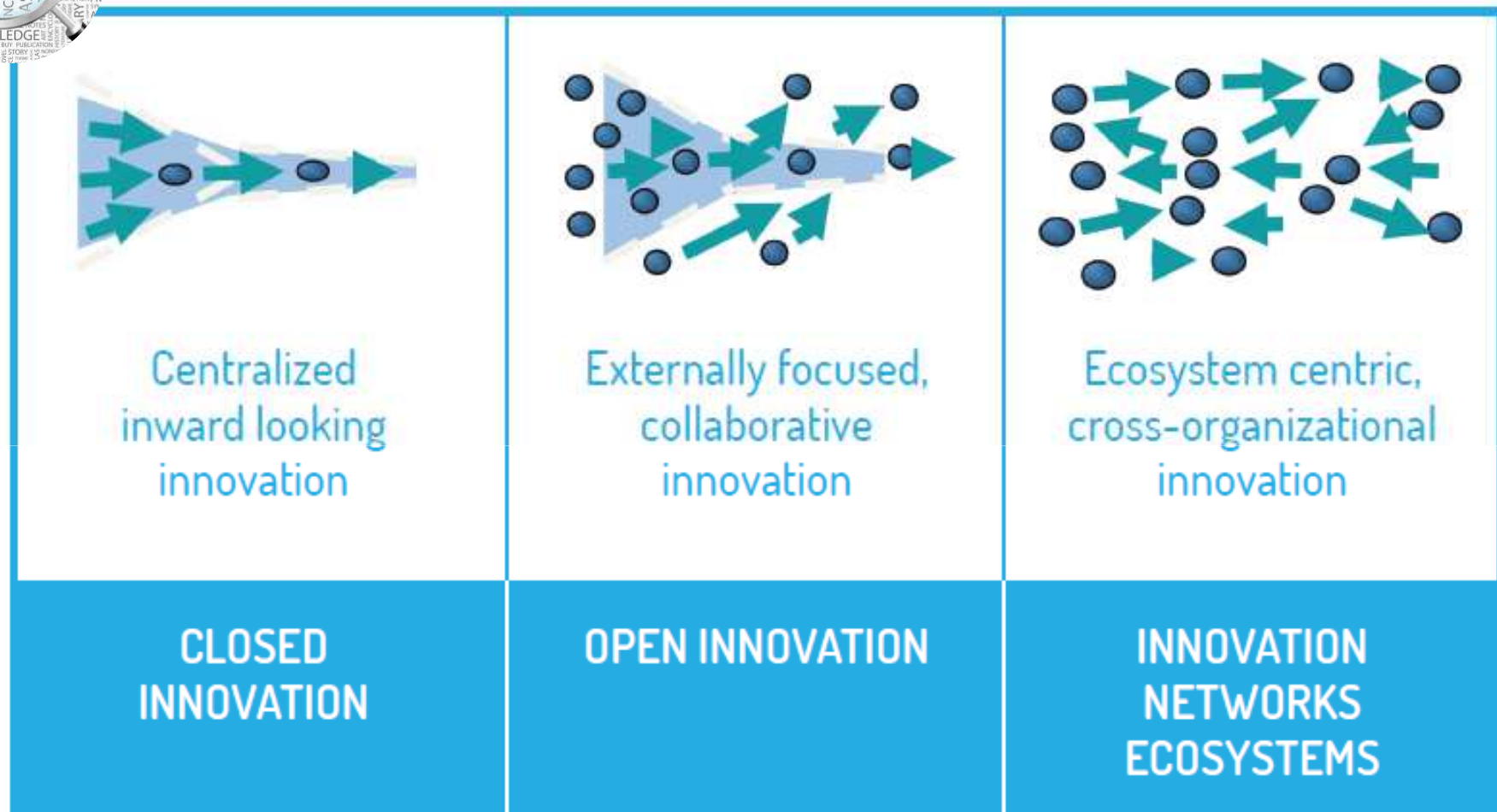
Studio FNIN

User centricity for smart and creative communities

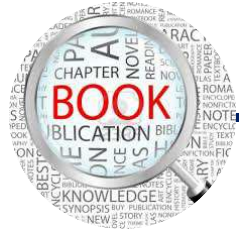
ICT2013 06/11/2013



The evolution of innovation

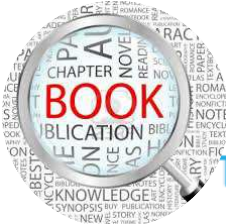


Source: EU Policy Innovation Strategy and Policy Group 2013

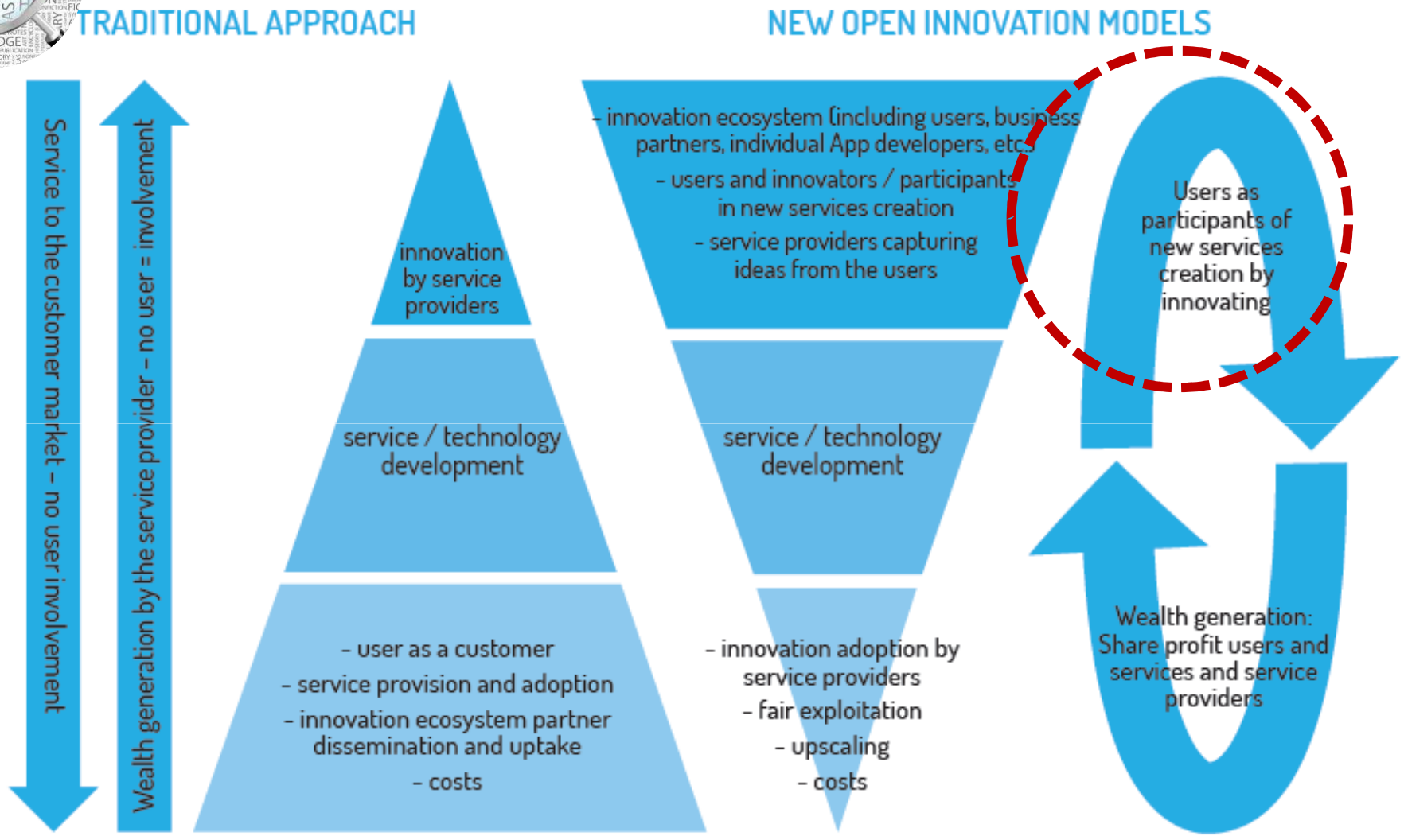


The Quadruple Helix model

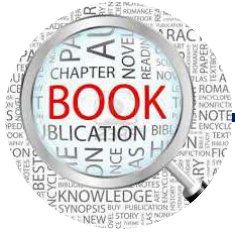
- government, industry, academia and civil participants work together to co-create the future and drive structural changes
- A successful approach when there is a shared vision and shared value is created.
- sharing and the co-generation of innovation options will enable a significant competitive advantage and will help achieve broader scale innovation benefits for larger numbers of stakeholders. In OI2 there is also a cultural shift away from resisting change and toward innovation and the creation of shared value.



New VS Traditional approach



Source: EU Policy Innovation Strategy and Policy Group 2013



Some references

- **Open Innovation 2.0: A New Paradigm**, Martin Curley, Bror Salmelin (2013)

- **RADICAL OPENNESS for TEDGlobal** by @JasonSilva

<http://www.youtube.com/watch?v=WEWaBISUgw>