Ideas are networks
New digital service innovations by PPPP: Public - private - people partnerships.
Cultivating Urban Innovations
Focus Areas

- Smart City
- Wellbeing
- New Forms of Media

Expected:
- Environment & Sustainability

Innovation Communities
Innovative Procurements
Growth Coaching
Corporate partners

Nokia

Elisa

TeliaSonera

Sponda

YLE

Siemens

IBM

Public Sector

City of Helsinki

Finnvera

Sitra

Tekes

TIEKE

VTT

Networks

European Network of Living Labs
European Network of Living Labs

North America

South America

Oceania

Africa

Scale: 1 Square = 1 Living Lab

- Sixth Wave
- Fifth Wave
- Fourth Wave
- Third Wave
- Second Wave
- First Wave

1st Wave - 19
2nd Wave - 32
3rd Wave - 68
4th Wave - 93
5th Wave - 62
6th Wave - 46
Total - 320

www.openlivinglabs.eu
What makes a City?
...or logistics..?
...or could it be CHANGE..?
...and especially, PEOPLE?
City is an organism, not a machine.
challenge of complexity
Climate change
Security
Inequality
Aging societies

Wicked problems
Harnessing the innovation capacity of the entire urban community
Communities are creative
Tools of interaction

mobile cloud – people, information, places
The sweet point: smart technologies in everyday use by citizens

...our use patterns match the tools

I'm glad to be here. I'm always on the channel, so this is really a pleasure!

Well then, let's dive into the questions.
Openness – networked business models
Diversity & flexibility – concepts, uses
Critical mass – scalability

...who is the trusted service operator
smart city for smart people
Who are “users”?
User involvement

Direct: Lead users, Co-creation
Indirect: Marketing, Ethnographic insights

Articulated: Needs
Unknown:
Open source
Hobby communities
Online games
Professional communities
Developer platforms

Innovation jams
P2P - Viral participation
Mass-customization
Unconferences
Fast prototyping

Search info utilization
Social media marketing
Long tail business models
Viral marketing

Data mining
Automated data collection
Online & real-life meetings
Weak signals detection

User involvement
Direct
Indirect
Articulated
Unknown

Hidden Treasure
Users at the End of the Rainbow

Pic: Copenhagen Living Lab
SHARE. VOTE. DISCUSS. SEE.

Share your ideas, tell us what you think of other people’s ideas and join the discussion.

Most Recent Ideas

- 2 Hour(s) Ago: My idea for your pastries is Cherry Cheesecake Cookies
- 4 Hour(s) Ago: Make the salted caramel mocha a non-seasonal drink!
- 4 Hour(s) Ago: Grande Dark cherry Mocha please?
- 5 Hour(s) Ago: Pods for single serve makers
- 5 Hour(s) Ago: set chinese style cakes
- 5 Hour(s) Ago: 你好！中国棒！
- 5 Hour(s) Ago: Credit for purchases WITHOUT a card
- 6 Hour(s) Ago: Preventing allergic reactions
- 6 Hour(s) Ago: Please open Starbucks store in Macedonia :)
- 6 Hour(s) Ago: National Coffee Day perks!
Sähköiset sosiaali- ja terveydenhuollon palvelut - Mitä tarvitaan?

Valtiovarainministeriön Sähköisen asioinnin ja demokratian vauhdittamisohjelman (SADe-ohjelman) tavoitteena on tuottaa sosiaali- ja terveydenhuollon keskeisiä palveluja verkkoon vuoteen 2014 mennessä. Työ tehdään yhteistyössä valtiovarainministeriön, sosiaali- ja terveysministeriön, kuntien ja järjestöjen kanssa.

Tavoitteena on tarjota verkossa palveluita oman terveyden ja hyvinvoinnin seurantaan ja hallintaan sekä tarvittavien palvelujen löytämiseen ja niihin hakeutumiseen. Tavoitteena on myös antaa kansalaisille sähköisiä väälineitä osallistua omien palvelujensa suunnitteluun, parantaa tiedonkulua kansalaisten ja ammattilaisten välillä sekä tarjota kanava palautteen antamiseksi.

Ohjelman toimintamallin mukaisesti sähköisiä palveluja kehitetään vuorovaikutuksessa palvelujen käyttäjien kanssa huomioiden käytön helppuus.

Erityisesti näistä asioista haluaisimme kuulla:
participation = motivation + ownership
resurrecting cities by collaboration
Smart City service structure

- Invest and define
  - Own
- Drive
- Monitor
- Incubate and evaluate
- Motivate and educate
shoshin
“X-rays will prove to be a hoax.” — Lord Kelvin, President of the Royal Society, 1883.

“This ‘telephone’ has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.” — A memo at Western Union, 1878

“Flight by machines heavier than air is unpractical and insignificant, if not utterly impossible.” — Simon Newcomb

“There is no reason anyone would want a computer in their home.” — Ken Olson, president, chairman and founder of DEC, 1977.

“The horse is here to stay but the automobile is only a novelty – a fad.” — The president of the Michigan Savings Bank advising Henry Ford’s lawyer, 1903
The challenges in raising effectiveness with digitalization are not technology, data security, customers’ ability to accept the new services or the required investments... but the directors’ ability to produce and communicate the sense of direction in the digitalization process, and the general renewal potential of the organization.

Source: Mikko Luoma
The challenges in raising effectiveness with digitalization are not technology, data security, customers’ ability to accept the new services or the required investments... but the directors’ ability to produce and communicate the sense of direction in the digitalization process, and the general renewal potential of the organization.

Source: Mikko Luoma
GOAL

PROBLEM

PROMOTING MORE SUSTAINABLE WAYS OF LIVING IN CITY BY ANABLING HOUSING WITH A BACKBONE OF SERVICES TO SHARE TANGIBLE AND INTANGIBLE ASSETS BETWEEN PEOPLE IN COMMUNITY
Open data, open access, open interface
BlindSquare
Available for iPhone and iPad
BlindSquare makes you sense what's around. You only need to listen.

Go to App Store
efficiency
transparency
challenge: interoperability
case:

CitySDK

• Toolkit for developing digital city services: opening up and harmonizing city data, interfaces, processes and standards

"Whatever is needed to make developers’ life easier and development cycle faster"
CitySDK Pilots

Smart Participation – Lead Pilot in Helsinki
• “Fix-my-street”

Smart Mobility – Lead Pilot in Amsterdam
• Personal Travel Assistant

Smart Tourism – Lead Pilot in Lisbon
• Personal Tour Guide

+ 15 Replication Pilots in 8 cities
Smart Participation – Lead Pilot in Helsinki

Interfaces and processes developed during the project.
FVH coordinates

ASPA feedback handling system
Helsinki, HKR

Oma kaupunki service
Sanoma Oyj

Palauteydin, feedback core
Helsinki, Titek

Citizen

www.hel.fi
Fillarikanava
Facebook
Media XY

Technology, software platforms
Processes
Best practises

City Department B
City Department C
City Department D
“Whatever is needed to make developers’ life easier and development cycle faster”
Service platforms

Access

Data & information
Location
Services
Service platforms

real & virtual

Physical Environment

Network Environment

Ubiquitous Mobile Access
Service platforms

Content and Design

Business models

Technology
Service platforms

Public services

Commercial services

Community services
Ideas are networks
City is an organism
Communities are creative
“Internet innovation” for real life needs
Living Labs: open innovation ecosystems for real-life co-design and co-creation
We are trying to achieve something that is outside of our capacity, outside of any one organization's capacity, but clearly something that almost everyone we've spoken to about agrees is a good idea.

It’s all about people
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Thanks a lot!