

Social Innovation, Co-creation and Living Labs beyond Triple Helix

from Research into Practice into Research

*Dr Katri-Liis Reimann,
Associate Professor, Tallinn University, Estonia
Visiting Fellow, Northumbria University, UK
kllepik@tlu.ee*



ProVaHealth



COSIE
Co-creation of Service Innovation in Europe



Supported by (European Union) European Regional Development Fund (Tallinn University's ASTRA project, TLÜ TEE)



European Union
European Regional
Development Fund



Investing
in your future

The Concept of Innovation

- An innovation is the implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations (Oslo Manual, OECD, 2005)

Types of innovation

- **Product innovation:** A good or service that is new or significantly improved (technical specifications, components and materials, software in the product, user friendliness or other functional characteristics)
- **Process innovation:** A new or significantly improved production or delivery method
- **Marketing innovation:** A new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing.
- **Organisational innovation:** A new organisational method in business practices, workplace organisation or external relations.



Social innovation

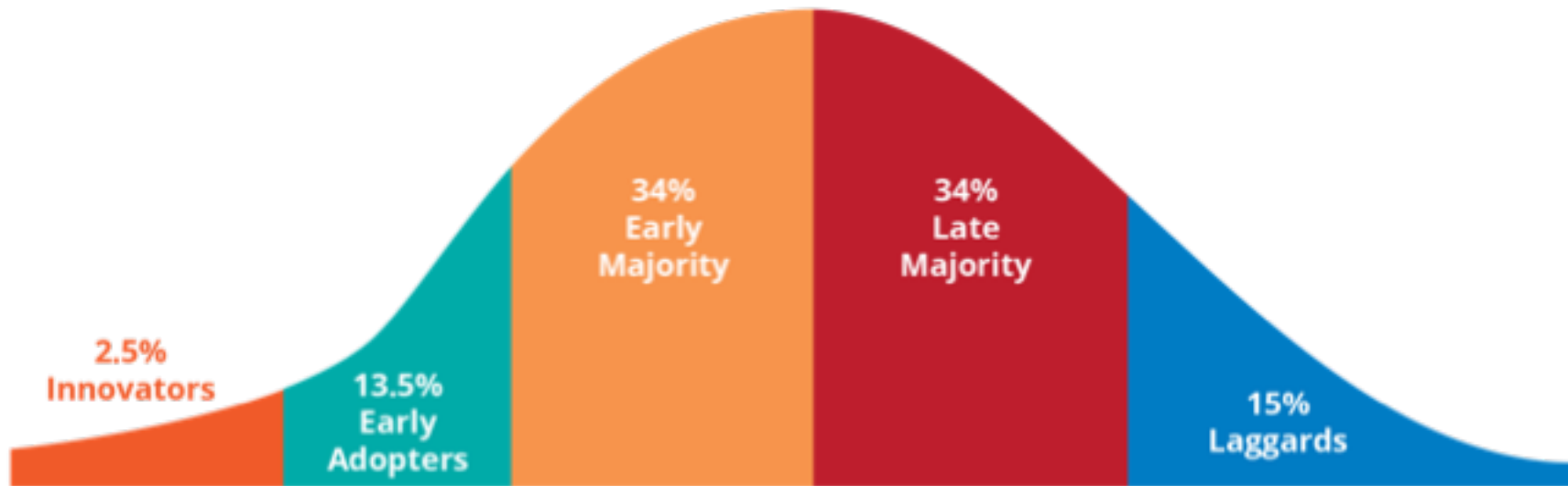
Innovations that are both social in their ends and in their means (European Commission, 2010)



Innovative activities and services that are motivated by the goal of meeting a social need and that are predominantly developed and diffused through organisations whose primary purpose are social' (Mulgan et al., 2007)



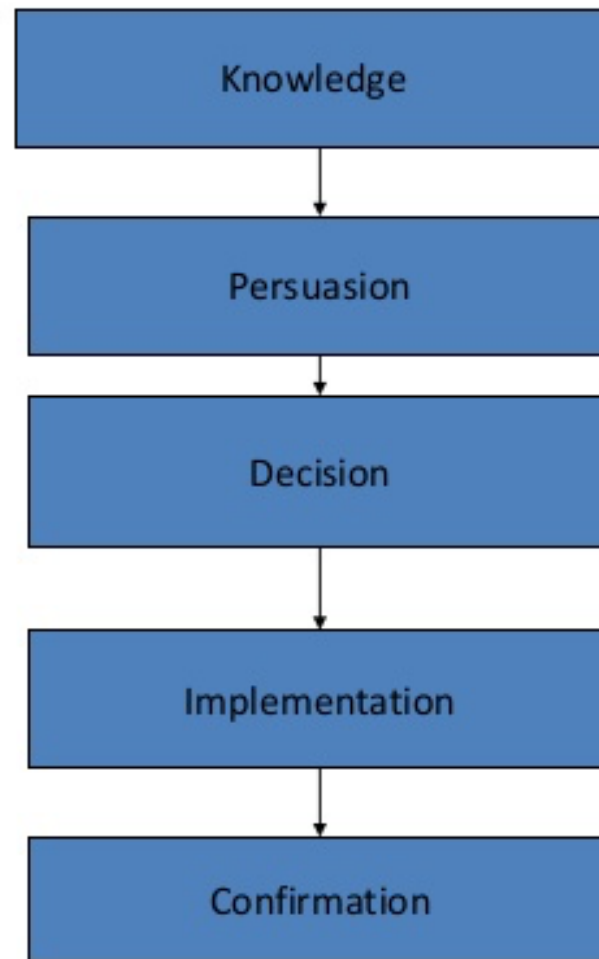
Diffusion of Innovation theory



Everett Rogers (1995)

The Adoption – Decision Process

Everett Rogers



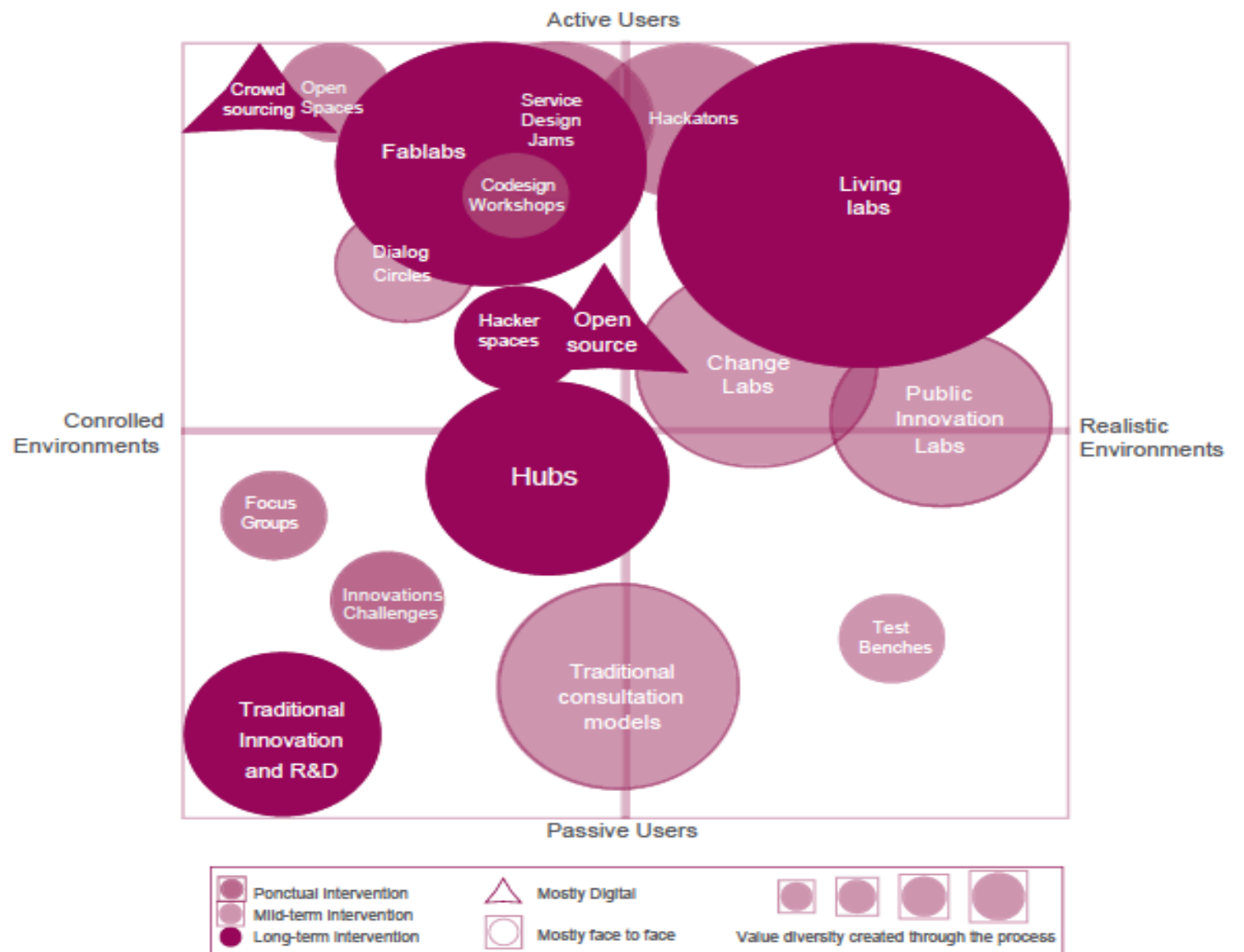
Innovation barriers

- Institutional and organizational differences
- Organisational and cooperation culture
- Different goals, values
- Fear to fail
- Political agendas
- Maintaining status quo
- No measures for innovation and success
- No rewards

Bugge, M. et al (2011). Measuring Public Innovation in Nordic Countries. Oslo: Nordisk Innovasjon

Living Lab

- A Living Lab is a research and innovation concept. Living labs deal with user-centred, open innovation ecosystem, often operating in a territorial or regional context (e.g. city, agglomeration, region), integrating concurrent research and innovation processes within a citizen-public-private partnership (Schumacher 2013)



Lehmann et al (2015)

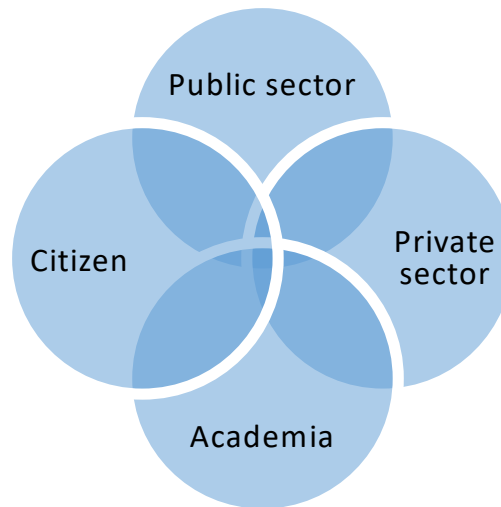
Source: Adapted from Sanders and Stappers, 2008

Living Labs



Living Lab Criteria

- User-centered
- Open innovation mindset
- Real life context
- Promoting innovation process in quadruple-helix partnership



Characteristics which effect LL outcome

Environment:

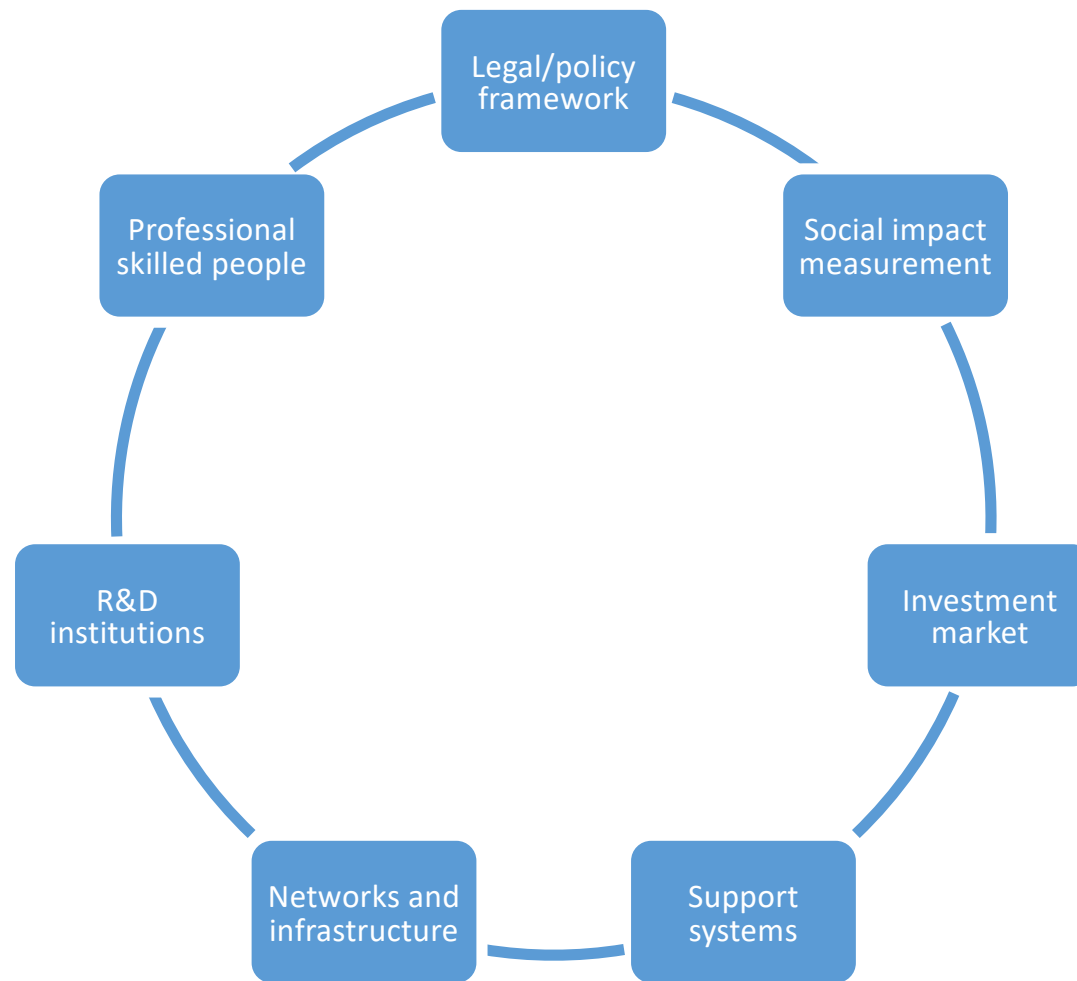
- Planned lifetime
- Scale
- Relation to the real environment
- Openness of the process
- User Community
- Ecosystem strategy
- Technical Infrastructure
- Management
- Research

Approach:

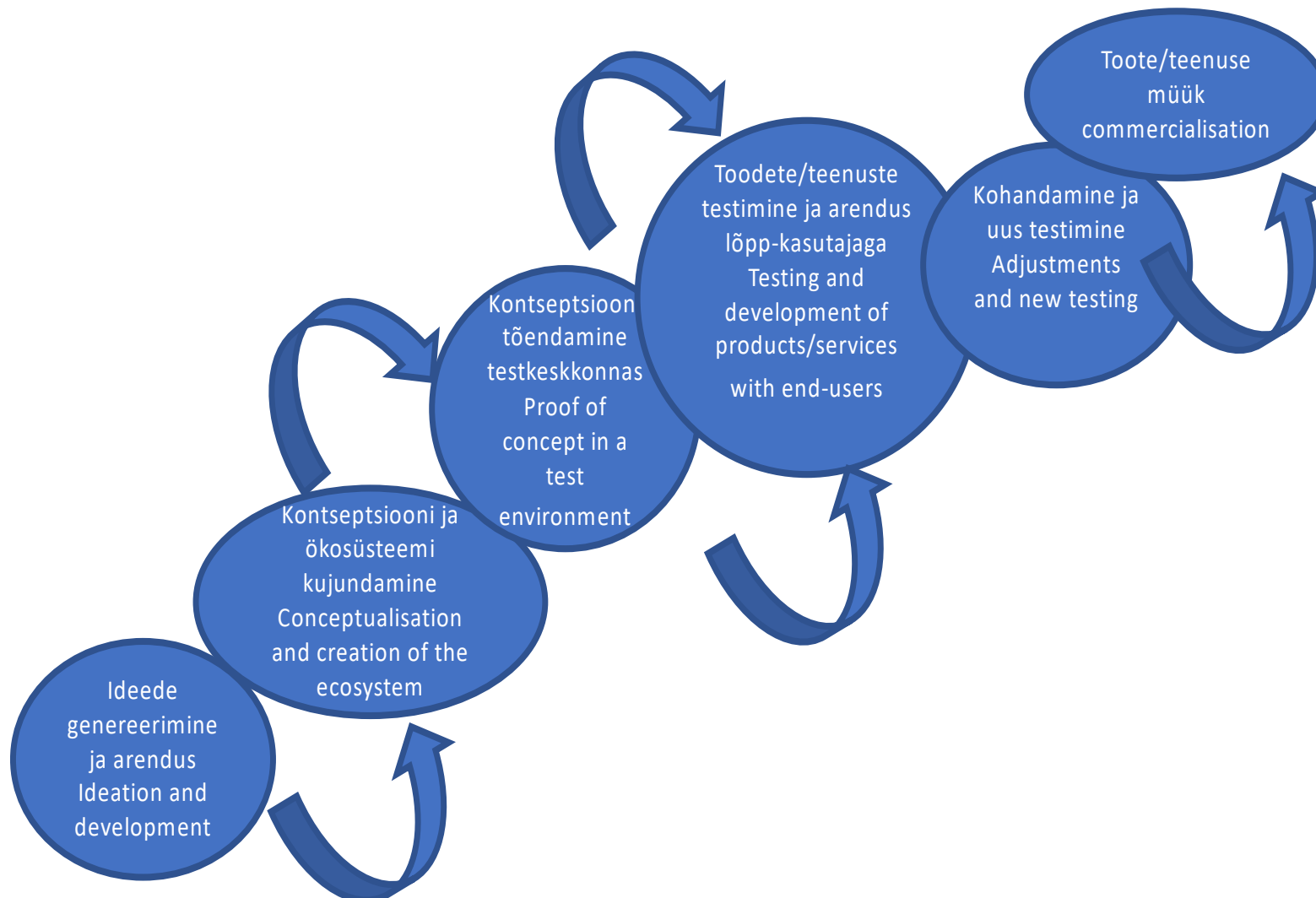
- Sustainability
- Co-creation
- User cooperation
- Evaluation

Veeckman et al. 2003; Bergvall-Kareborn et al (2013)

Ecosystem

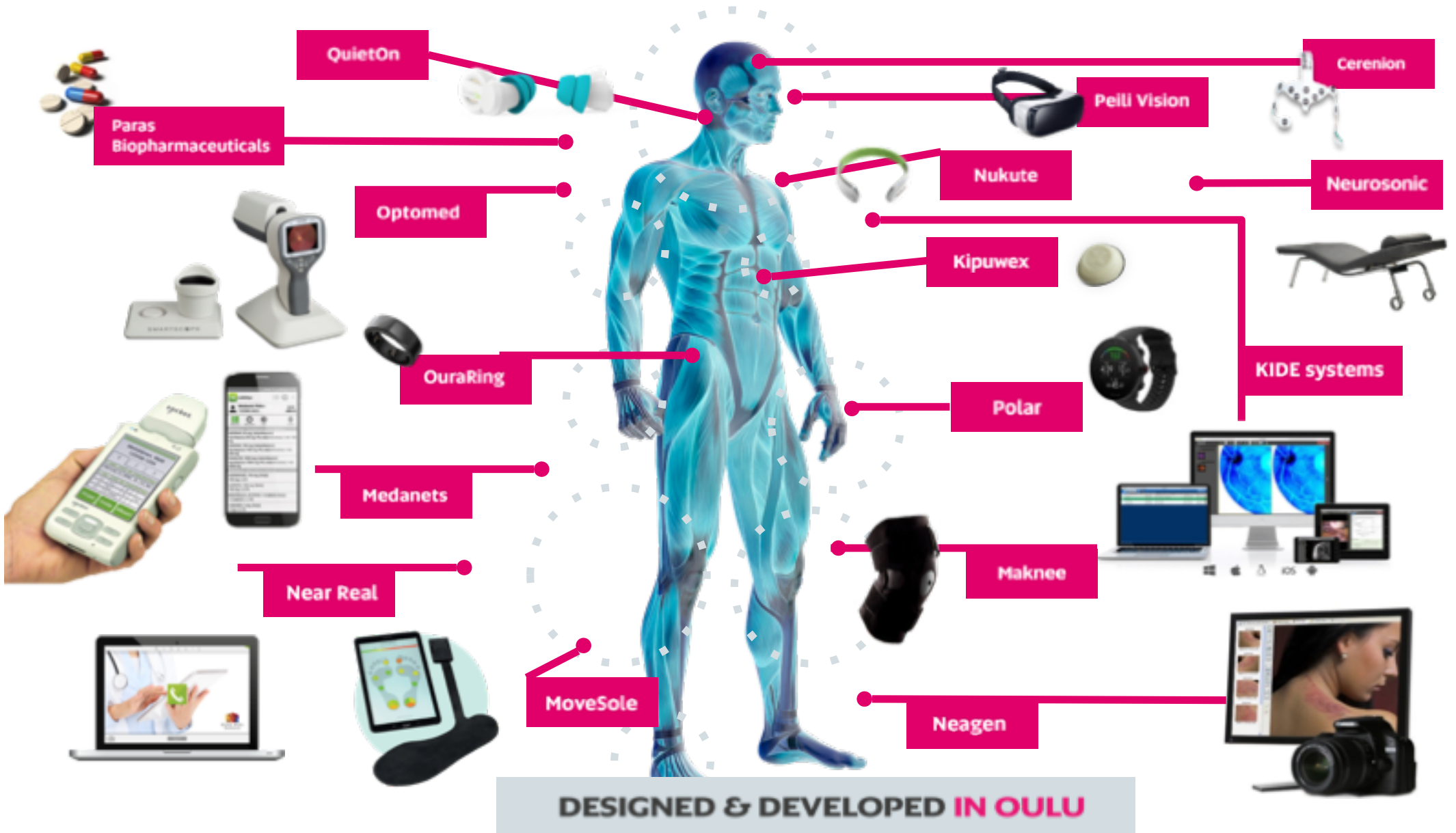


Adapted from: A map of social enterprises and their eco-systems in Europe. Synthesis Report. (2015). Luxembourg: Publications Office of the European Union.



ProvaHealth Project

- To create better collaboration between Health Living Labs in the Baltic Sea Region
- To ensure smooth access to Living Lab services for SMEs
- To improve market uptake of new products and services in health
- Enforce innovation, create new enterprises and growth of SMEs
- Improve peoples health, well-being and quality of life



Benefits and Challenges of Living Labs

Benefits	Challenges
Continuous testing and feedback (<i>Hyysalo & Hakkarainen 2014</i>)	Effective cooperation (<i>Hyysalo & Hakkarainen 2014</i>)
Decreased business risk (<i>Launonen & Viitanen 2011, p. 112-113</i>)	Communication barriers (<i>Dutilleul et al. 2010</i>)
Promote learning (<i>García-Naya et al. 2010</i>)	Management (<i>Launonen & Viitanen 2011, p. 116-117; Niitamo et al. 2012</i>)
Enables research activities (<i>Jarnagin & Brabley 2008</i>)	Technology context and usability (<i>De Moor et al. 2010</i>)
Increased amount of innovations (<i>Karin et al. 2015</i>)	Enabling knowledge flow (<i>Kehayia et al. 2014</i>)
External resources (<i>Niitamo et al. 2012</i>)	Resource allocation (<i>Niitamo et al. 2012</i>)
Experiential test results (<i>Scandurra et al. 2015</i>)	Information control (<i>Martinez-Torres 2014</i>)
Real environment testing (<i>Launonen & Viitanen 2011, p. 112-113; Kehayia et al. 2014</i>)	Trust creation (<i>Niitamo et al. 2012</i>)

Haurinen A. (2015)

SME Survey Results

Needs

- coherent testing and service provision
- Translation services for product description
- Accelerate product development processes
- validation
 - to understand new markets, testing done earlier
 - gain users opinion
 - Obtain CE-label

Expectations

- Feedback from users to almost ready-made products
- Internationalisation – get recognition from other public sector organisation, LL as an accelerator
- Feedback from professionals, co-creation and partnership

Transnational Living Lab Concept

- Success criteria: knowing stakeholders, contact person in each medical institution, showroom, market knowledge, valuable service, process descriptions, cost-effective testing service, specialisation, high quality expertise, user involvement, access to customers, sales, value for the health professionals, generation of funding for research, R&D work for companies to make better business, knowledge for students

Self-Assessment Tool-box

Ideas

Please answer the following statements choosing the best description of your LL in this phase.

BACK

NEXT

Ideas

Conceptualisation

Proof of concept

Validation

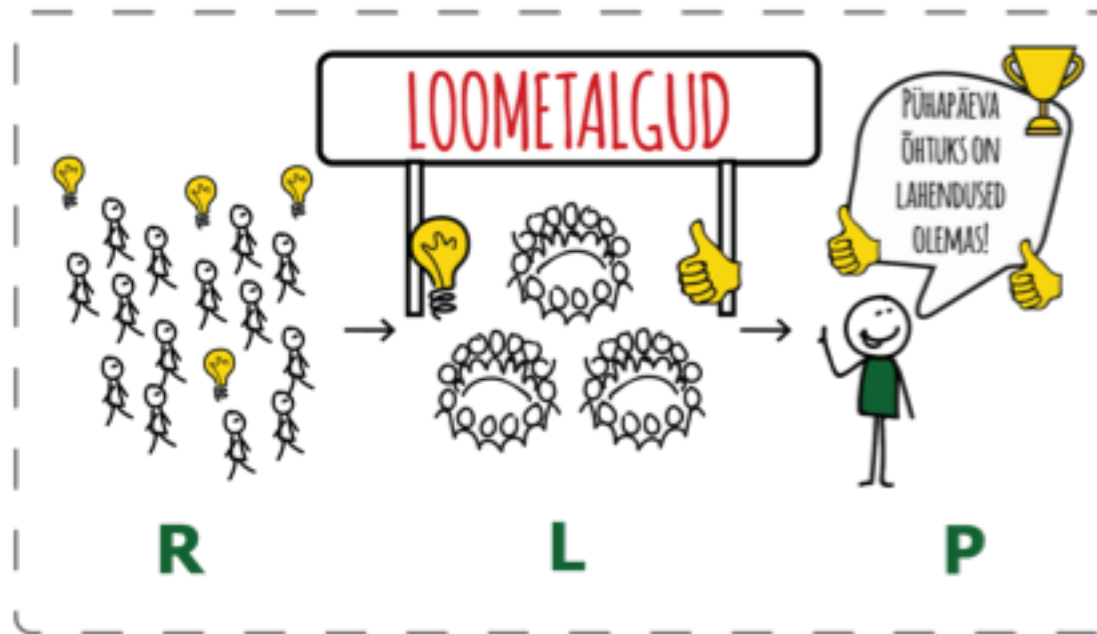
Implementation

Finish

An idea is a proposal for a project or a process. Supposed target audience, functionality and hypothesis are described in a proposal for an idea. The aim of the ideas phase is to prepare your Living Lab for work with the target audience.



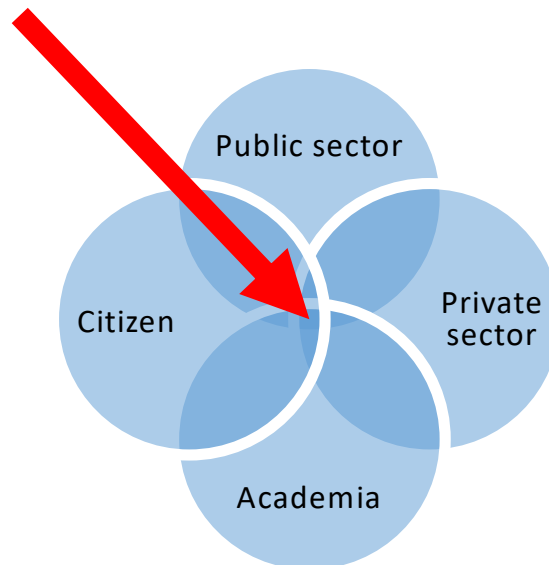
Co-creation in Võru County

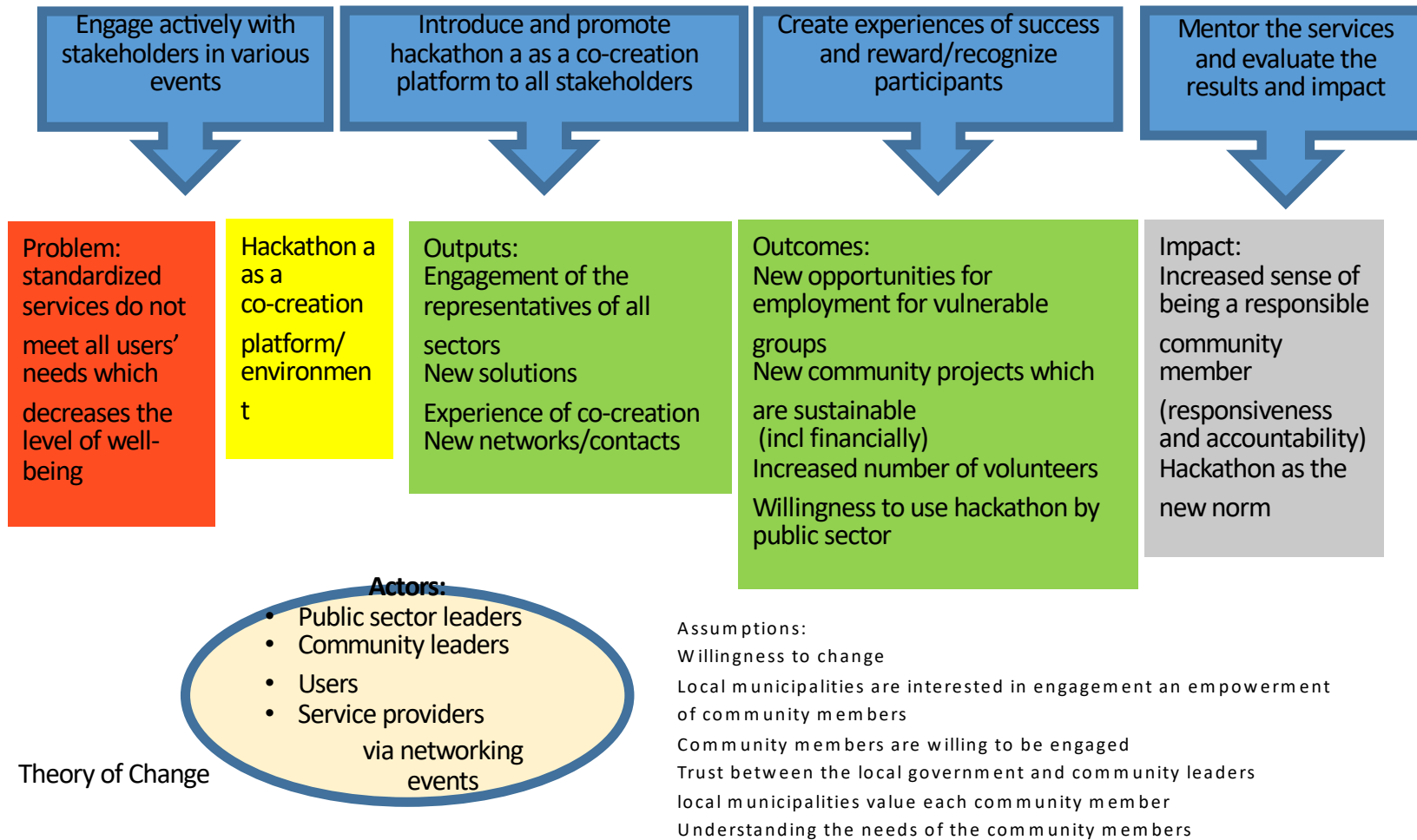


Estonian co-creation pilot

- Problem: standardized services do not meet all users' needs which results in decrease in the level of well-being
- Hackathon outcomes: Engaged representatives of all sectors, new solutions, experience of co-creation, new networks/contacts
- Outcomes of new solutions: new opportunities for employment for vulnerable groups, new community projects which are sustainable (incl financially), increased number of volunteers, willingness to use hackathon by public sector
- Long-term Impact: Increased sense of being a responsible community member and increase in well-being
- Co-creation/Hackathon as the new norm

- Various levels:
Hackathon a a research
object
New solutions (services)
as a result of hackathon





Challenges

- Building trust between stakeholders
- Willingness to change
- Every participant in co-creation has multiple roles
- Who is the hackathon's end-user
- Managing the variables including power differentials
- The role of mentors/facilitators
- Allocation of resources
- Scattered and fragmented data



Value proposition of co-creation (hackathon)

Value dependent on the stakeholder needs

Social innovation:

- Providing a neutral space for co-creation
- Structured processes managed by mentors/experts
- Ensuring democratic participation from all diverse stakeholders
- Rapid prototyping
- Increased quality via thematic experts
- Experience of co-creation
- New networks/contacts
- Hackathon's scalability and replicability
- Co-budgeting
- Co-creating data



The Dark Side of Innovation

- Scaling and expanding the network
- Traditional public procurement - social value not recognized
- Courage to take risks
- Bureaucracy
- Social impact measurement
- Organisational cultures

2:31:38 Nortal

ACCESS TO PRIVATE FUNDING

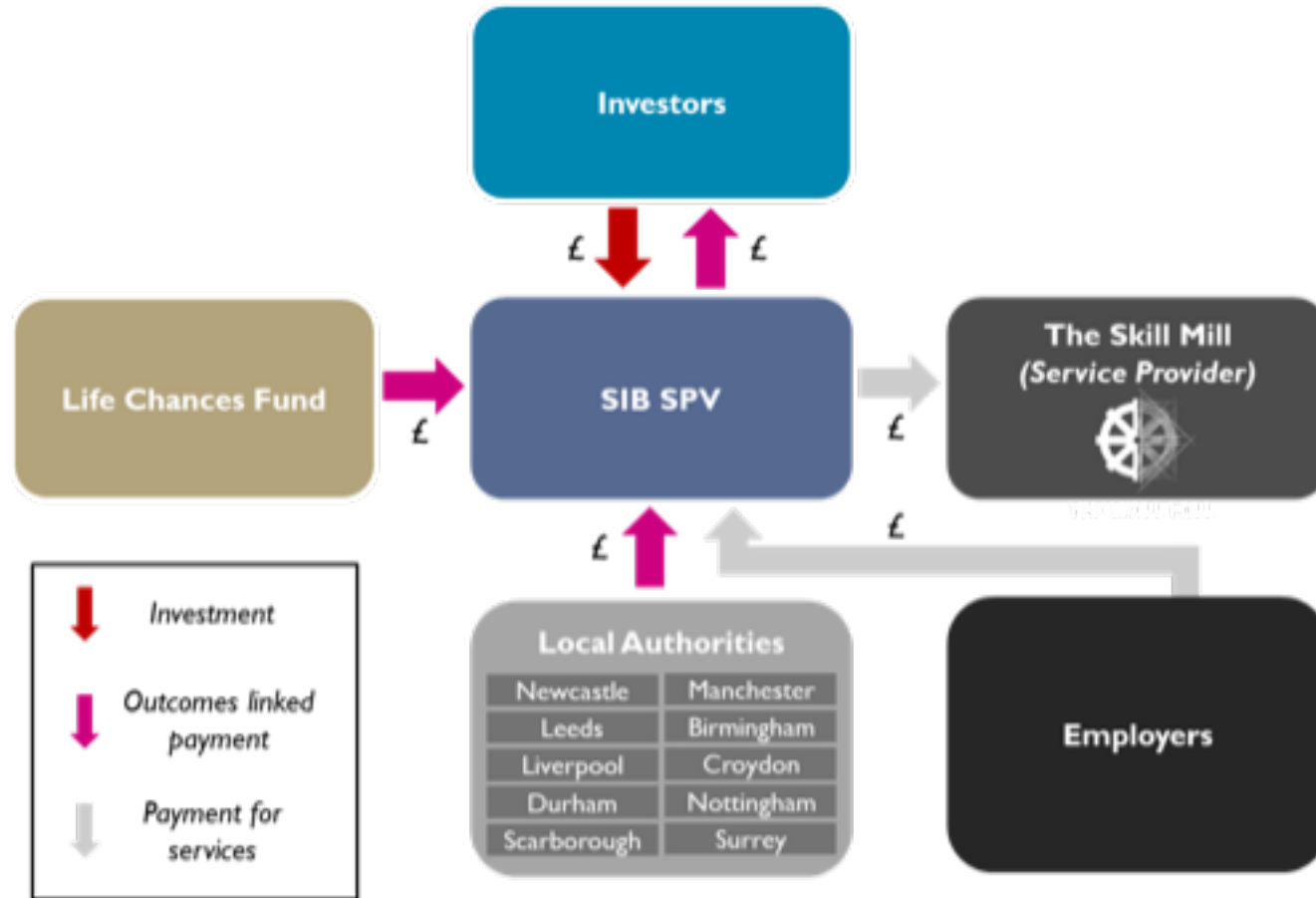
Tailor-made matchmaking – Polar Bear Pitching – Oulu Investor Days





Social Impact Bond

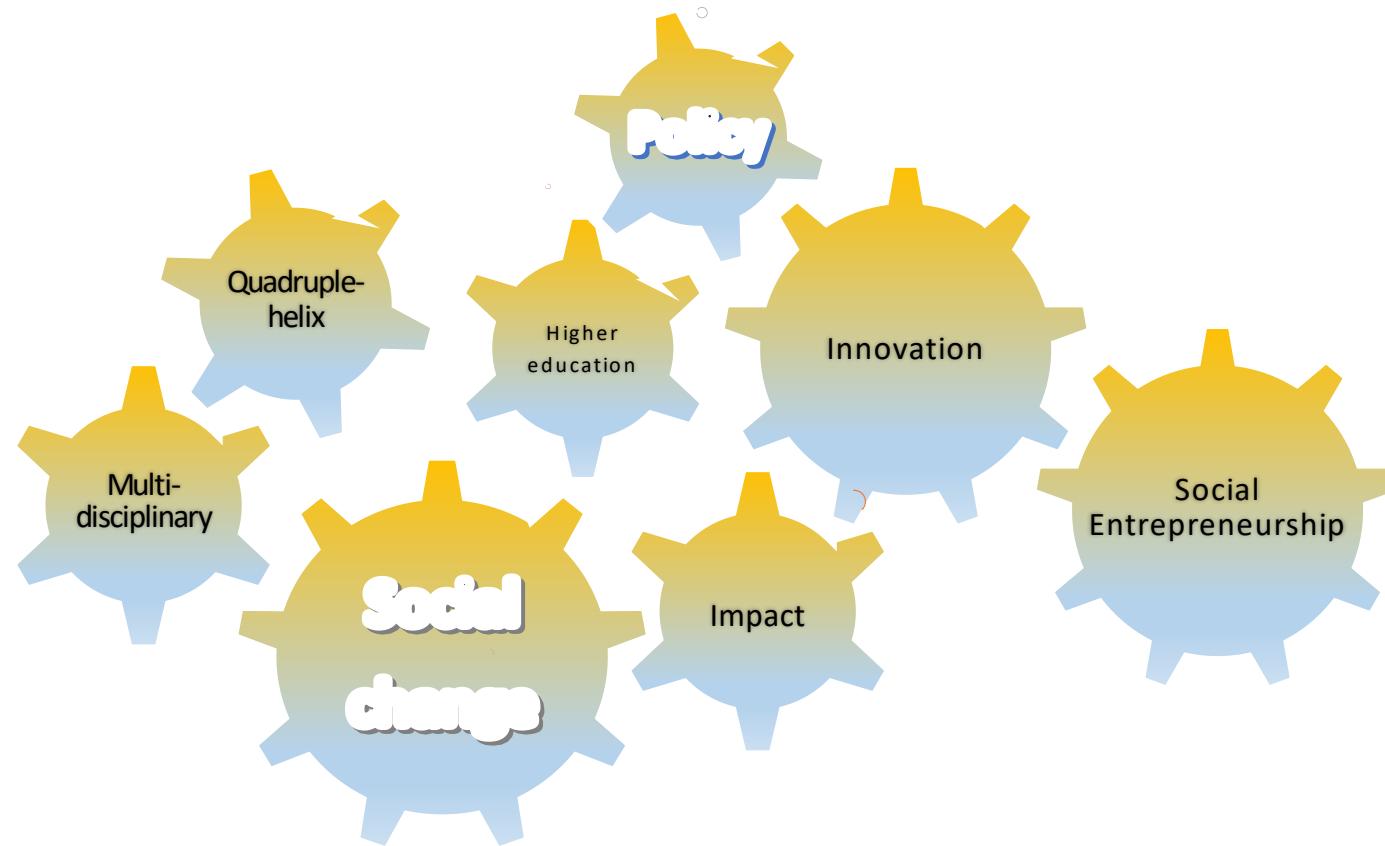
Diagram of the proposed SIB structure:



Opportunities

The image is a screenshot of the COST website. At the top left is the COST logo, which consists of a hexagonal icon followed by the text "cost" in a bold, lowercase font, and "EUROPEAN COOPERATION IN SCIENCE & TECHNOLOGY" in a smaller font below it. To the right of the logo is a navigation menu with links for "News", "Events", "Multimedia", "Publications", "Contact us", and "e-COST". Further right is a search bar with the placeholder text "Search website..." and a magnifying glass icon. Below the navigation menu are four main menu items: "Who we are" with a dropdown arrow, "Funding" with a dropdown arrow, "COST Actions" with a dropdown arrow, and "Academy". The main content area features a large, stylized background image of a grid of orange and red squares. Overlaid on this is the text "CA18236 - Multi-disciplinary innovation for social change" in a large, white, sans-serif font. Below this title is a breadcrumb trail: "Home > Browse Actions > Multi-disciplinary innovation for social change". To the left of the main content, there are two links: "Downloads" with a document icon and "Team" with a group of people icon. At the bottom of the page, there are three tabs: "Description", "Parties" (which is currently selected and highlighted in white), and "Management Structure".

SHIINE





Research Coordination Objectives

- Coordination of gathering information about the ways to prepare graduates beyond disciplines using collaborative, generative, problem-solving approaches;
- Scope the nature of Higher Education- led Multi-Disciplinary Innovation (MDI) in promoting Social Entrepreneurship (SE) and Social Innovation (SI);
- Development of a Pan-European Public Sector Innovation Lab and supporting agencies that develop public policy;
- Development of understanding principles and practices of design-led entrepreneurship; Input for partners' network on MDI opportunities and tools

References

- Ballon P, Schuurman D, (2015) "Living labs: concepts, tools and cases", info, Vol. 17 Issue: 4.
- Bergvall-Kareborn, B., & Stahlbrost, A. (2009). Living Lab: An Open and Citizen-Centric Approach for Innovation. *International Journal of Innovation and Regional Development*, 1(4): 356–370.
- Bugge, M. et al (2011). Measuring Public Innovation in Nordic Countries. Oslo: Nordisk Innovasjon
- Fox, C., & Albertson, K. (2011). Payment by results and social impact bonds in the criminal justice sector: New challenges for the concept of evidence-based policy? *Criminology & Criminal Justice*, 11(5), 395–413
- Fox, C., & Albertson, K. (2012). Is payment by results the most efficient way to address the challenges faced by the criminal justice sector? *Probation Journal*, 59(4), 355–373.
- Haurinen A. (2015). Living lab value creation: an ecosystem point of view. University of Oulu; faculty of technology. Master thesis.
- Leminen, S., Westerlund, M. & Nyström, A-G. (2012). Living Labs as Open-Innovation Networks. *Technology Innovation Management Review*, 2 (9), pp. 6-11.
- Logghe, S., & Schuurman, D. (2016). Action Research as a Framework to Evaluate the Operations of a Living Lab. *Technology Innovation Management Review*, 7(2) 35–41.
- Rogers, E. M. (1995). *Diffusion of innovations* (4th ed.). New York: Free Press.
- Schuurman, D., De Marez, L., & Ballon, P. (2016). The Impact of Living Lab Methodology on Open Innovation Contributions and Outcomes. *Technology Innovation Management Review*, 1(6): 7–16.
- Valerie Lehmann, Marina Frangioni, Patrick Dubé, (2015). "Living Lab as knowledge system: an actual approach for managing urban service projects?", *Journal of Knowledge Management*, Vol. 19 Issue: 5, pp.1087-1107.
- Veeckman, C., Schuurman, D., Leminen, S. & Westerlund, M. (2013). Linking Living Lab Characteristics and Their Outcomes: Towards a Conceptual Framework. *Technology Innovation Management Review*, 3 (12), pp. 6-15.

Thank you!

Tallinn University, kllepik@tlu.ee



ProVaHealth



Supported by (European Union) European Regional Development Fund (Tallinn University's ASTRA project, TLÜ TEE)



European Union
European Regional
Development Fund



Investing
in your future