Co-creation platforms in the redesign of regional innovation policy

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Council of Tampere Region (Pirkanmaa)
From regional clusters to innovation platforms

- OPEN INNOVATION PLATFORMS AS POLICY TOOLS FOSTERING THE CO-CREATION AND VALUE CREATION IN A KNOWLEDGE TRIANGLE

Petri Räsänen, Director of Innovation and Foresight
Council of Tampere Region, Finland
OECD High Level Event on the Knowledge Triangle 15.9.2016
Tampere - growing and the most attractive region in Finland

People
500,000 + inhabitants – the most desired place to live in Finland

R&D&I
Centre for leading edge research and education, 5-7 % of GDP in R&D, ~40,000 students, new united university to be established in 2018

Business

Leisure
Positive flow of congresses, museums, events, theatre, music, sport…
Decoupling of regional RDI investment and growth

GDP and R&D expenditures
Tampere region, index series, year 2000=100
Innovation profile Tampere / Finland in 2009

- Tekes RDI funding* / GDP
- Personnel in R&D, % of employees (2009)
- R&D funding / GDP (2009)
- R&D funding of corporations, %
- Fast growing enterprises (2010)
- Applications for patents / 1000 inhabitants
- Foreign students, % of all students
- Doctoral graduates, % of population aged over 15 yrs

* Tekes – the Finnish Funding Agency for Technology and Innovation
Pathway to smart specialization in Tampere Region – regional cluster policy programmes 1994 - 2013

- Tampere Centre of Expertise I 1994-1998
- Tampere Centre of Expertise II 1999-2006
- eTampere 2001-2005
- BioNext 2003-2010
- Creative Tampere 2006-2011
- Tampere Centre of Expertise III 2007-2013
We have to rethink and ”open up” the Finnish paradigm of innovation policy

- There are no ”safe bets” anymore within the existing clusters
- Collaborative innovation is becoming more and more important for businesses and societies
- Expectations on return on investment in innovation (policy) are getting higher

→ Focus on new emerging ecosystems and global co-creation
→ New innovation (policy) tools to replace inefficient ones, more dynamic role for the public sector
→ Exceptional capabilities for collaborative innovation can provide competitive edge for the regional innovation ecosystem
Towards more resilient innovation profile

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Cluster policy = Sectoral pipes of innovation flow

INPUT
- Knowledge creation
- Basic research
- Translational research

INTERACTION FIELDS
- Education / Human resources
- Human networks
- Networks of funds
- Regional clusters
- University - business collaboration
- IP strategies
- Co-creation processes

OUTPUT
- Jobs
- Wealth creation
- Commercialization
- New products & services
- New markets
- Companies

INPUT INTERACTION FIELDS OUTPUT
ICT
Mechanical engineering
Meditech

27.4.2018
Open innovation platforms – novel funnelling of the innovation flow since 2009

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- Knowledge creation
- Basic research
- Translational research

INTERACTION FIELDS

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- University - business collaboration
- IP strategies, Co-creation processes

"Open Platform"

“Open Platform”

OUTPUT

- Jobs
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Platform = "a set of stable components that supports variety and evolvability in a system by constraining the linkages among the other components"
 Principle 1: Create new combinations of knowledge
Principle 2: Move faster in value creation

Chinese are cranking out a device much faster than the time that it takes us to polish a PowerPoint presentation”
(Mr Stephen Elop, ex-CEO of Nokia)

Idea → Demonstration → Prototype → Market entry
Principle 3: Make it very affordable to try
Our first (self-made) platform elements

Agile multidisciplinary co-creation of demonstrations by students & companies

Lean startup creation by professionals, researchers, companies

Testing and co-creation with user communities and living lab environments

Co-innovation of startups and their potential customers and partners
Included in the case study

INNOVATION PLATFORMS IN TAMPERE

- TESOMA SUBURBAN PLATFORM
- MEDIAPOLIS
- STARTUP PROGRAM/NEW FACTORY
- TRESTART/TALENT SPACE
- FINLAYSON
- UNI TAMPERE
- OASIS
- SIMLAB
- KAUPPI MEDICAL CAMPUS
- IDEASCOUT SPARK
- TAMPERE UNI TECH
- FIMECC FACTORY
- CAMPUS CLUB CAMPUSARENA
- HEALTHHUB
DEMOLA – GLOBAL INNOVATION ENGINE

Scalable alliance for effective co-creation

27 CITIES SERVED BY DEMOLA NODES
Global platform for concrete innovation activities

56 UNIVERSITIES IN 15 COUNTRIES
Global reach, wide expertise and target ecosystem understanding

900+ INNOVATION PARTNERS
Proven globally and synchronised process

10 000+ CO-CREATION PARTICIPANTS
Students, company and public sector experts, researchers
Growth plan of the Demola Engine
Stats from 2013 to 2017 and estimations to 2020

**CITIES SERVED BY DEMOLA**

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<th>Year</th>
<th>2013</th>
<th>2015</th>
<th>2017</th>
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**UNIVERSITIES**

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**PARTICIPANTS**

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<td>10000</td>
<td>17000</td>
<td>35000</td>
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Open Innovation Platforms
The open innovation platform as an approach to city development

HANDBOOK for developers

MIKA RAUNIO
NADJA NORDLING
TAINA KETOLA
JUKKA P. SAARINEN
ANNIINA HEINIKANGAS

Leverage from
the EU
2014–2020
6Aika

6Aika
UNIVERSITY OF TAMPERE
TAMPERE REGION

PIRkanmaa
COUNCIL OF TAMPERE REGION
Elements of an Open Innovation Platform

Open innovation platform is an environment, technology, system, product or service which

- is systematically accessible for third party developers and value creation and
- creates mutual benefits for users through network effects of participation
Platform companies by type:

- Transaction
- Innovation
- Integrated
- Investment

4000 billion USD

(Evans & Gawer 2016)

Alustatalous Suomen kilpailutekijäksi – Teollisuus rohkeasti mukaan – mallia kasvuyrityksistä

Innovation platform policy vs. cluster policy

Trad. cluster policy

- Local universities and corporations as drivers
- Mobilization of networks to create R&D projects
- Selection and funding of best “product” projects
- Public sector = funding

Platform policy

- Communities, talents and ecosystem orchestrators as drivers
- Creation of attractive environments to effectively “try out new stuff”
- Capability building and management of “cloud of trials”
- Public sector = platform provider + co-creator + innovative customer
Our next mission: continuous regional innovation platform management

- Learnings so far
  - Co-creation platforms can efficiently brake silos and boost new ecosystems
  - Innovation platforms are NOT PROJECTS
  - Platform entrepreneurs and facilitators are the key players in the future innovation ecosystem

- Making it professional and long term
  - Regional platform is an evolutionary MIX of several platform components
  - Most platform initiatives will fail. How do embrace failure?
  - Make or/and buy? Platform leadership vs. adoption?
  - Potential of digital innovation ecosystem metrics and data from the platforms

- Platforms and emerging ecosystem policies
Pirkanmaa's smart specialization
2018 - 2020
Pirkanmaa’s smart specialization (RIS3)

• The European Union requires a "smart specialization strategy", in which a region examines its own strengths and competitive advantages.
• Smart specialization is based on the strengths of research and innovation activities and their utilization in business development and improving employment.
• It clarifies the issues that make the region stand out from other areas and that can attract both talent and funding.
RIS3 within Pirkanmaa’s regional development program

• The strategy for smart specialization and its specified themes are included in Pirkanmaa’s regional development program "Bolder than before!" There are four development entities in the implementation of the regional program: Bright, Integrated, Sustainable and Accessible.
  • Bright: areas and issues of specialization, general operating and political means
  • Integrated: engaging co-development procedures
  • Sustainable: operating models of circular economy and other initiatives of sustainable development
  • Accessible: actions promoting proximity and connectivity of the region
Grounds for concrete development operations

- **Smart specialization spearheads:**
  - **Digital manufacturing**, Utilization of new technological opportunities and reformation of product development and business.
  - **Smart city solutions**, Developing urban environments and organizations into intelligent ecosystems, and enabling platforms for experimentation and user interfaces.
  - **Development of a circular economy**, Improving resource efficiency and promoting low carbon economy for both business and the environment.
  - **Well-being and health services and systems**, Strengthening business and exports, modernizing the production methods of health care services and developing research.
Grounds for concrete development operations

• Smart specialization spearheads:
  • Inclusive innovation and development platforms and services, Assembling and enriching skills for product and business ideas and to create entrepreneurial potential.
  • Systemic experiments, piloting and demonstrations, Testing products and business models together with customers and users.
  • International co-learning and investments, Supporting internationalization, growth and business reform.
  • Talent and human capital, Involving individuals and communities and utilizing open development methods.
SMART SPECIALIZATION STRATEGY:
KETS, CAPABILITIES AND OPPORTUNITY SPACES
Thank you.

"It is not the strongest of the species that survives, nor the most intelligent, but the most responsive to change.” - Charles Darwin

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