



# Innovation Futures: How emerging innovation patterns change the European innovation landscape

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# How will innovation be organised in the future?

- Although a few radical visions have been discussed and are predicting disruptive change for economy and society there is little systematic exploration of possible future innovation landscapes and their implications for economy and society.
- We are interested in the question how the process of the creation, development and introduction of innovation is changing ...
- With “new innovation patterns” we mean novel emerging concepts, ideas and strategies how innovation is organised but also well-known trends, which are of importance in specific industries or areas but may have a larger impact or potential for other areas in the future.
- We have a broad understanding of innovation encompassing also public and social innovation
- Project approach: INFU is a foresight process combining the elements weak signal scanning, scenario development and scenario assessment

# New Innovation patterns ...

- Academic literature:
  - Open Innovation (Chesbrough)
  - User Innovation (von Hippel)
  - Innovation communities (Tuomi)
  - Crowdsourcing (Howe, Brabham)
  - Personal Fabrication (Gershenfeld)
  - Design Innovation (NESTA, Stoneman, Verganti)
  - ...
- Scanning of weak signals:
  - Innovation Culture of the Tata Group
  - 24 hours of Innovation
  - MINATEC Ideas Lab
  - Fully Sponsored Innovation Camp for Young People
  - From Closed Innovation to Top-Secret Innovation
  - Putting the NO to InNOvation
  - ...



### 1\_Open Source Society...

What if open source development becomes an all encompassing innovation pattern?



### 2\_Virtual-Only Innovation...

What if many innovations would be enjoyed only virtually?



### 3\_Negotio-Vation...

What if innovation becomes publicly negotiated?



### 4\_Innovation on request...

What if companies generate innovations from user communities?



### 5\_Public Experimentation...

What if experimentation would be at the core of innovation?



### 6\_No-innovation...

What if innovation fatigue takes over and No-Innovation is en Vogue?



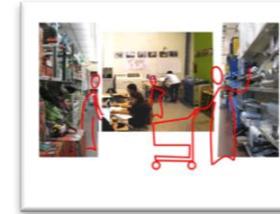
### 7\_Innocamps...

What if people innovate together in proper places?



### 8\_90% Innovation...

What if innovation is directed at population living in poverty?



### 9\_CIY Create It Yourself...

What if people produce products themselves in fabrication laboratories?



### 10\_Innovation Imperative...

What if the emphasis on innovation spreads to all workplaces?



### 11\_Innovation Marketplace...

What if companies externalise innovation to an open innovation marketplace?



### 12\_Innovation Campus...

What if companies would collaborate in joint innovation places?



### 13\_Darwin's Innovation...

What if companies use digital systems to randomly create and test innovation?



### 14\_Web-Extracted Innovation...

What if we scan the internet for ideas and automatically pick the best ones?



### 15\_Innovation meets Education...

What if innovation skills would be on the education agenda of kindergarden?



### 16\_Relocated Innovation...

What if the bulk of innovation were to come from today's emerging markets?



### 17\_Waste-based Innovation...

What if the principle of "Waste ed"/"cradle to cradle" would be adopted?



### 18\_Laboratory Stores...

What if stores were to become laboratories where companies and customers co-develop innovations?



### 19\_City driven Innovation...

What if cities became stronger actors in the field of innovation?

Source:  
Jegou et al. (2010)

# Outlook

- Further elaboration and characterisation of visions
- Analysis of socio-economic factors influencing the different visions
- Assessment of visions: economy, society, environment
- Implications for innovation policy: IPR, regulation, human resources, ...

## Video

