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Bror Salmelin: The 'screen-based' innovation driven by quadruple helix

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Just few months after the very successful Open Innovation 2.0 Conference in Dublin [2] during which the OI2 Manifesto [3] was adopted, there is already a strong drive for creating the Innovation Nation! This drive needs to be turned into action that involves all quadruple helix stakeholders: Industry, Academia, Institutions, Citizens. This was the main focus of the Keynote speech of Bror Salmelin [4] during the Innovation Ireland Forum 2013 [5]. The event brought together the leaders in the ecosystem consisting of key stakeholders in government, academia, engineering, technology and investment sectors.

In his presentation Salmelin emphasized that the good collaboration between the research community and industry needs to be reinforced with stronger innovative public procurement component. Those

components should take the citizens actively into the innovation process, to create the new markets for products and services. 'If citizens are not involved we enter up to the old linear paradigm and loose the win-win aspect of creating new markets', said Salmelin. In his opinion we need to step out from the comfort zone to dare to experiment and prototype to see what is working well, and which paths of development are not fruitful.

Important observation supporting the new paradigms is to see how the need for energy has been lowered for innovations to access the market. E.g. 'screen-based' innovation where creative ideas can be easily developed, experimented and distributed through a connected PC and any mobile device. A lot of inventions emerge online and then enter directly the market with rapid prototyping in real world. The 'cost of experimentation is very low, and thus also the risk is affordable'. Another perhaps even more radical innovation drive can come for the tangible product world by 3D printing enabling cheap rapid prototyping and even manufacturing of unique objects.

Bror Salmelin's presentation during the #IIF2013 can be found here [6].

The 'screen-based' innovation concept explained by Intel's Philip Moynagh here [7].

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