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Open Innovation 2.0 Yearbook 2013

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In the European context, open innovation is now used as a synonym for modern, highly dynamic and interactive processes. Linear and sequential mindsets are slowly changing to be more opportunistic, more daring and more action-oriented. We need to move from having 'perfect plans for yesterday' to an innovation culture which fosters experimentation and prototyping in real-world settings. This new innovation culture leads to simultaneous technological and societal innovation and encouragement. We need to be daring and also experiment with disruptive approaches as gradual improvement does not properly reflect the potential that the omnipresent, fast-developing ICT provides for parallel innovations.

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Real-world settings with experimental approaches turn the user into a co-creator in the innovation process, instead of just being a recipient of the services or products. The new role of the user is an advantage as feedback on what is successful and what is not can be discovered very rapidly: this

enables solutions which create real value to move faster and more successfully. 'Failing fast' means that we are also less likely to fail in the big things because corrections to the innovation pathway are easier to take on board at the earlier stages.

The objective of Open Innovation 2.0 Yearbook 2013 is to create a manifesto and platform for sustainable growth enabled through Innovation 2.0. The main goal is to build towards a collective vision/ambition and leverage the collaborative intelligence and muscle to create a virtuous circle of sustainable growth which enables new services, sustainability, improved quality of life and new jobs.

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