

## **Innovation Futures – INFU: Deliberative innovation**

A future innovation landscape 2030 where citizens are massively involved in the innovation process

### ***The deliberative innovation landscape 2030***

Innovation springs from many sources, but there are two main societal deliberative innovation processes:

- Innovation driven by societal needs and challenges
- Innovation driven by citizens ideas

### ***Innovation driven by societal needs and challenges***

Where before technology and technological development were the absolute main source and starting ground for innovation, it is quite different today. Little technology is developed without a purpose and little purpose is defined with out involving civil society. Civil society – Citizens, CSOs – is involved in deciding on every major investment in innovation. The innovation takes its starting point in societal needs and challenges, people choose what challenges to focus on and what development to aim at, interests are involved in defining the specific goals for innovation, politicians are involved as well and policies are decided and adjusted in relation to the wanted development and the innovative needs.

All in all investments in innovation become:

- More focused
- Better adapted to societal needs and citizens (users) wishes
- In line with regulation and political development
- And then there is a predefined market for the innovations

In praxis deliberative innovation processes are started with the purpose of finding innovative solutions to societal needs and challenges every time such a need or challenge is defined. The deliberative innovation process starts with appointing a citizen panel of a representative group of citizens. This citizen panel is involved in a longer process of uncovering the nature of the societal need/challenge, evolving innovative solutions, assessing different opportunities and finally deciding on how to proceed to reach innovative solutions to the needs/challenges. The whole process evolves around the citizens panel, but also includes experts, stakeholders and politicians. To a large degree the success of this innovation process is based on the political.

### ***Innovation driven by citizens ideas***

Another important part of the deliberative innovation landscape 2030 is innovation driven by citizens needs and ideas. Business innovating and developing products is still the main product innovation driver, but citizens are to a much larger degree involved in the actual idea building phase. In a structured process citizens put forward their own ideas for new innovation. If these ideas are valued to be good enough they are taking on to actual (open) innovation processes by private business.

The pivotal point of innovation driven by citizens is the I-day. Once every year an I-day takes place. It is a national event, where citizens can enter into discussions about innovative ideas at physical meeting places, get inspired by presentations of new science and technology and contribute with their own innovation ideas. The contribution is done via the internet on the Innovation Portal. On I-day a special interface is open to promote innovative ideas. In the same interface it is possible for all to comment on ideas and to vote for ideas that they find good. If an idea reaches a certain number of votes it is automatically transferred to a process involving business enterprises and possibility of public funding. The weeks before I-day the interface at the Innovation Portal is promoted especially, but it is open the whole year round – the peak at this day is necessary to involve citizens, but innovative ideas can be entered into the portal all year round, and from there it can be picked up by private businesses, who will develop the innovative idea in collaboration with the originator of the idea.

### ***Narratives***

- Two citizens' stories

#### ***Susan: Involved in societal challenge – vision – innovation process***

Susan looks around and sees the lively movement of people in the streets. It is incredible how so many people can transport themselves around with so little noise, so little pollution, causing so little inconvenience to each other and to the surroundings. She can't help but feeling a little proud, like it is her own success... She knows that she is not responsible for this amazing development in the way people transport themselves around in the city, but she did play her part. She remembers gladly the inspiring and exciting process she was involved in – 10 years ago, is it really that long...

She remember how she was invited along with a group of other citizens to take part in an 'innovation for society' process. At first she was sceptical, but also curious. But during the ½ year process she became very enthusiastic . Being involved in making visions for future city transport, prioritising experts recommendations innovation needs and finally voting for the policy actions was truly a great process. She felt that she was actually heard!

And now, standing in the middle of one of the most busy crossroads in the city, she could see the result of the following years of new policies and concrete innovations. It was an absolute pleasure to be walking in the city! Yes, she was proud...

#### ***John: Making his contribution at the yearly I-day of Innovation***

People liked it! John was a bit surprised, then he got euphoric! Maybe his idea would go on and become an innovation for the future. He posted his idea only 45 minutes ago and already 1206 people had voted for it as being interesting and something that should be taking further. He could also see that the selection committee had looked at it... What was that – now the idea was not just at the idea interface, they also put it on the partnership interface. Now it was no longer just an idea, no they wanted to find people who could actually carry out an innovation process based on his idea, scientist, entrepreneurs, funding.

Back at the idea interface he could see that quite many people had started to work on with his idea, putting new angles to it, combining it with their own ideas, suggesting specific technological development. Most of it was not in line with his original thoughts, but he had to admit that some of the suggestions where really good. Improving the first idea a lot!



## **Main arguments behind the vision**

The benefits of innovation based on citizens participation can be summarized as follows:

### **Innovation is more relevant**

- Innovation is targeted at solving societal challenges
- Innovation is addressing actual needs of consumers (/citizens/society)
- Innovation is based on the context, not on the technology
- Innovation is more socially robust

### **Innovation is more democratic**

- Democratic credibility of innovative changes are strengthened
- The many resources used on innovation are distributed on a more democratic basis
- Innovation becomes more independent of direct interests

### **Widened knowledge base**

- The knowledge base of innovation is widened by involving the many and very different competences of the citizens
- Trans-disciplinarity is taken to a new level
- Out-side in views complement the dominating inside-out perspective of innovation

### **Market Logic**

- Innovation that solves societal problems have a huge market
- Innovation based on citizen participation has a better change of being long-lasting
- It is easier to foresee public resistance towards new solutions and/or products and incorporate the scepticism in the development

## **Drivers / barriers**

- **Political engagement**  
Political engagement and will to involve citizens in a process of making societal innovation for better solutions of societal challenges
- **Private business**  
Private business seeing the idea and market logic behind involving citizens in innovation and basing innovation of new products on citizens ideas
- **Organisation**  
The organisation around citizen participation in innovative processes has to be well functioning. Good organisation will engage citizens, bad organisation and organisational problems in the process will make citizens loose the interest
- **Visible results**  
It is important that results of the process are visible. If citizens can't see that their involvement leads to anything they will loose the interest and engagement in deliberative innovation