

# Programme

16.00 Welcome by Jørn Bang Andersen from Nordic InnovationCenter

16.10 Tanja Bisgaard from FORA presents results from the study

16.30 Truls Erik Johnsen from Telenor R&D

16.50 Cephas Howard from Concept Lab, LEGO Group

17.10 Networking and refreshments



Tanja Bisgaard

Manager of Policy Analysis

FORA

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Networking event

Thursday 14 January 2010

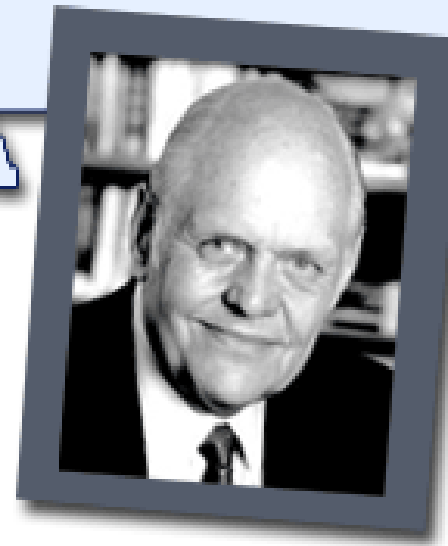


## Why is user driven innovation important?

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“There is no reason for any individual to have a computer in his home.”

*Ken Olson, CEO of Digital Equipment Corporation, 1977*



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## Nordic InnovationCenter



## Erhvervs- og Byggestyrelsen



## Purpose of the project

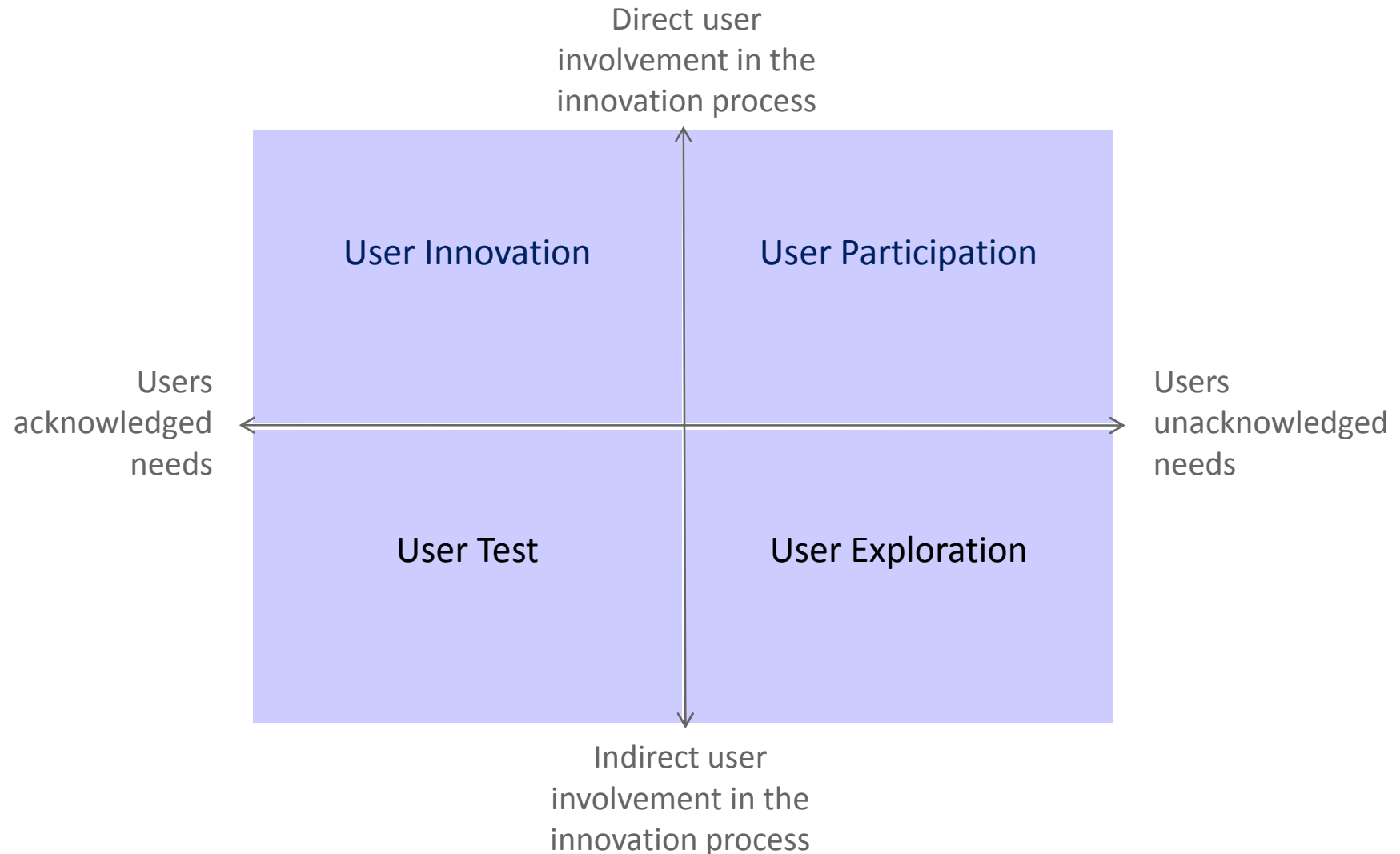
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Does working with user driven innovation lead to “radical” innovations in the form of new concepts, products or services?

What methods of user driven innovation do companies and organisations use?

How popular is user driven innovation in the Nordic and Baltic countries?

# User driven innovation methods – from a company perspective





# User Exploration

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## User Exploration

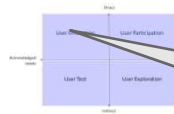
Users are not involved directly in the innovation process. Their needs are unacknowledged and their articulations are not taken at face value.

## Methods

Video filming, diaries, shadowing etc.

# User Innovation

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## User Innovation

User participate directly in the innovation process and innovate for the company. Their needs can be articulated and their expert knowledge used by the company.

## Methods

Workshops, working on company site etc.

# User Participation

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## User Participation

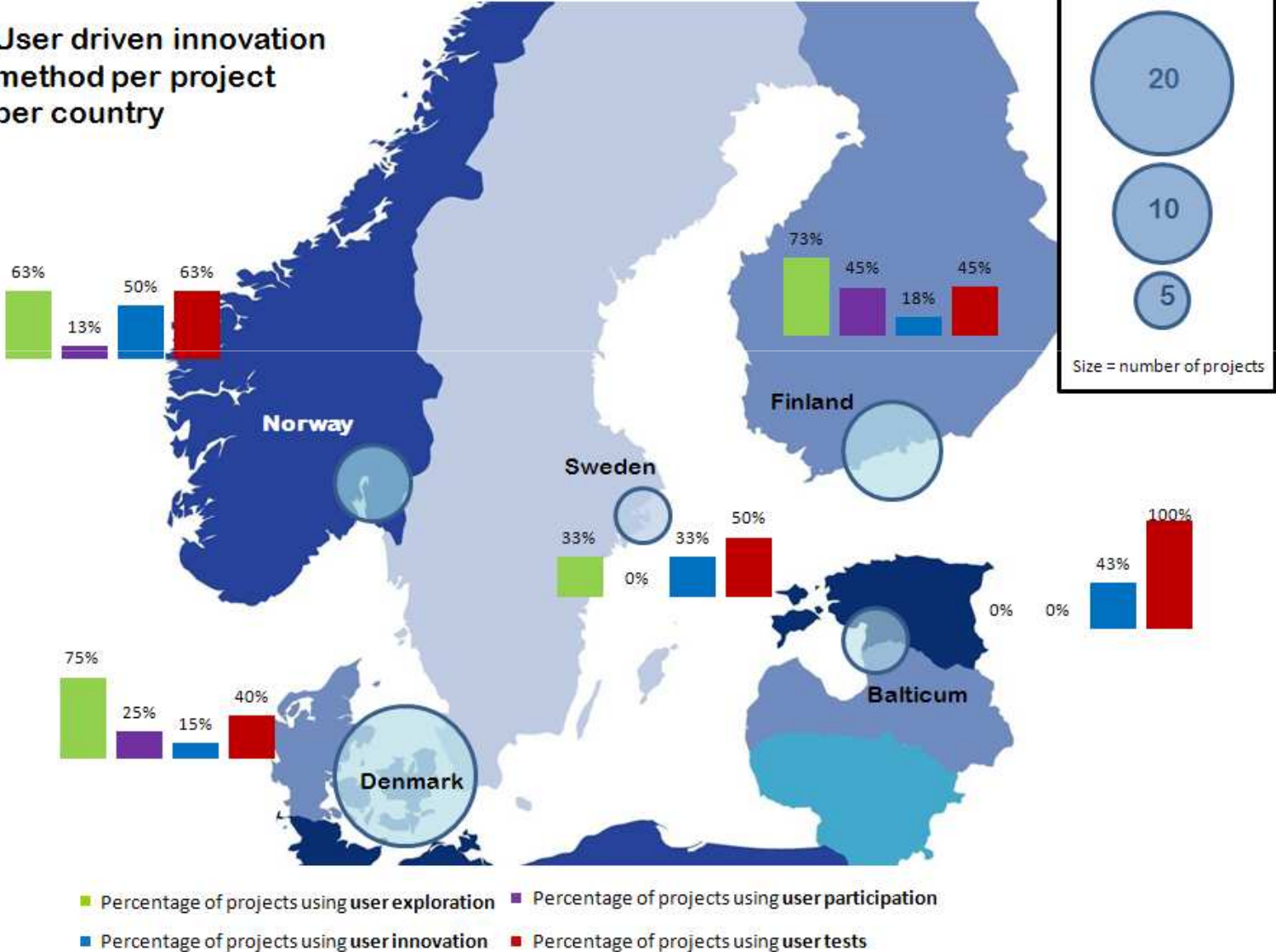
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## Methods

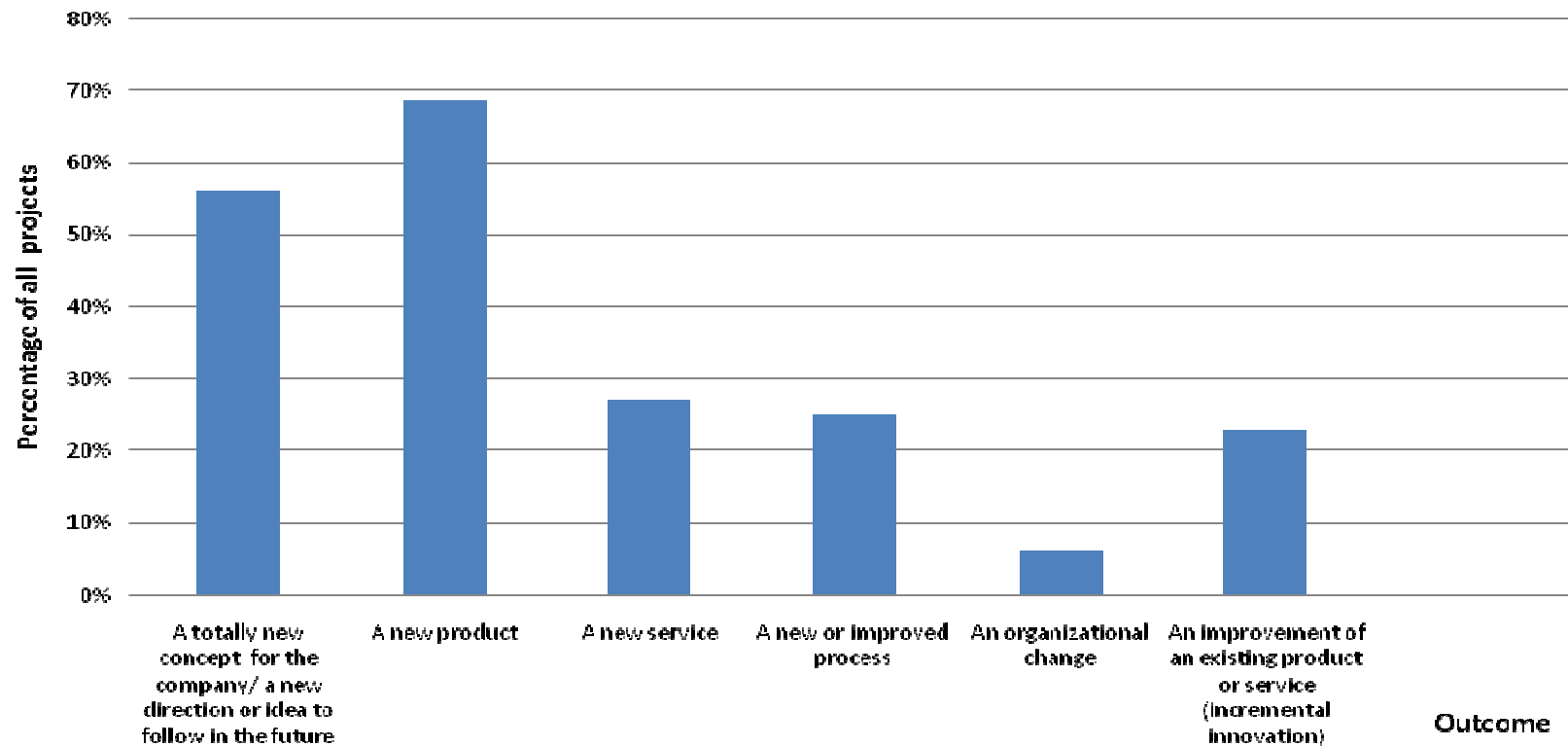
Playing games, role play, provotypes etc.

# Map: user driven innovation projects

User driven innovation method per project per country

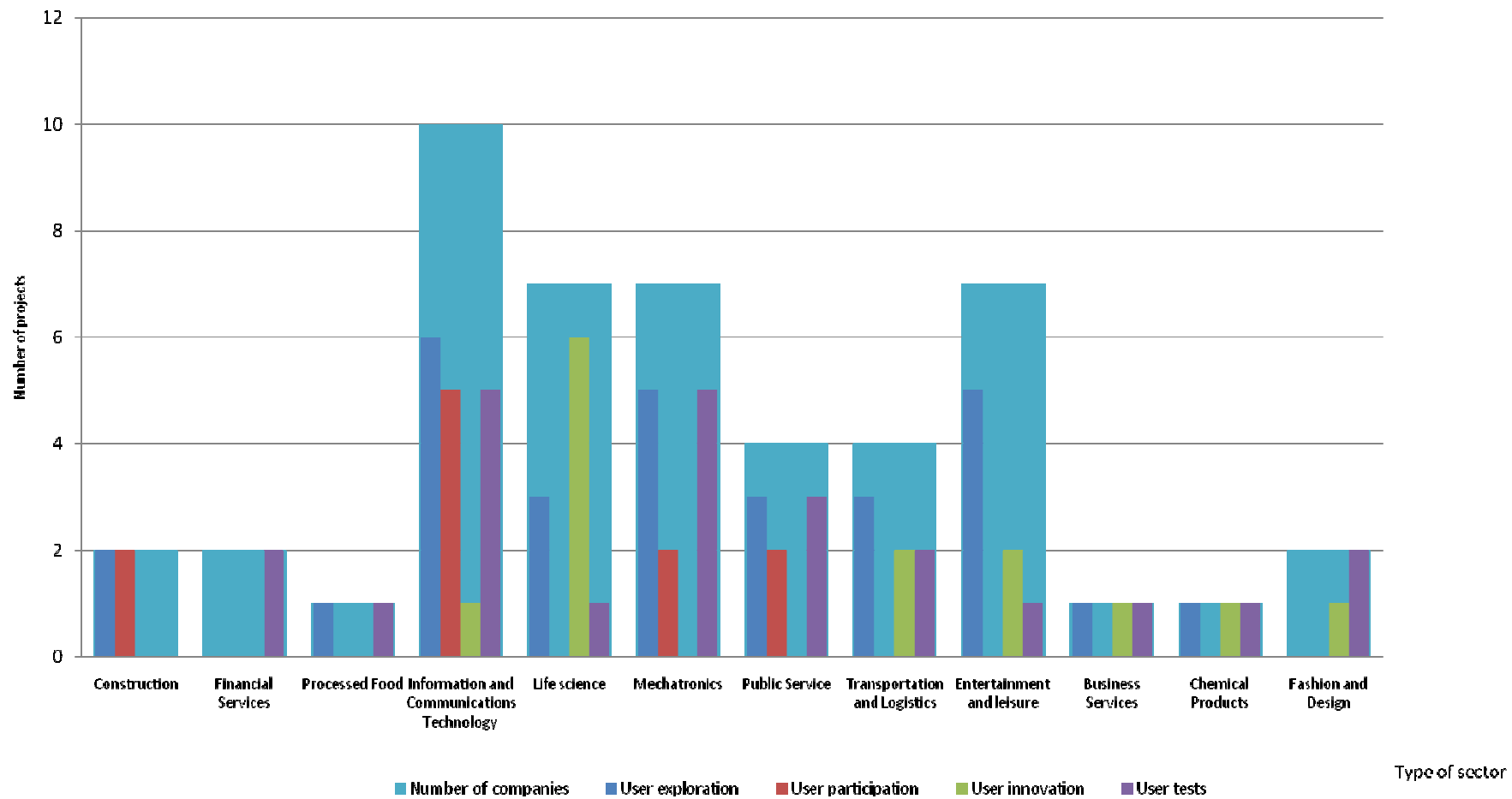


# Innovation outcome

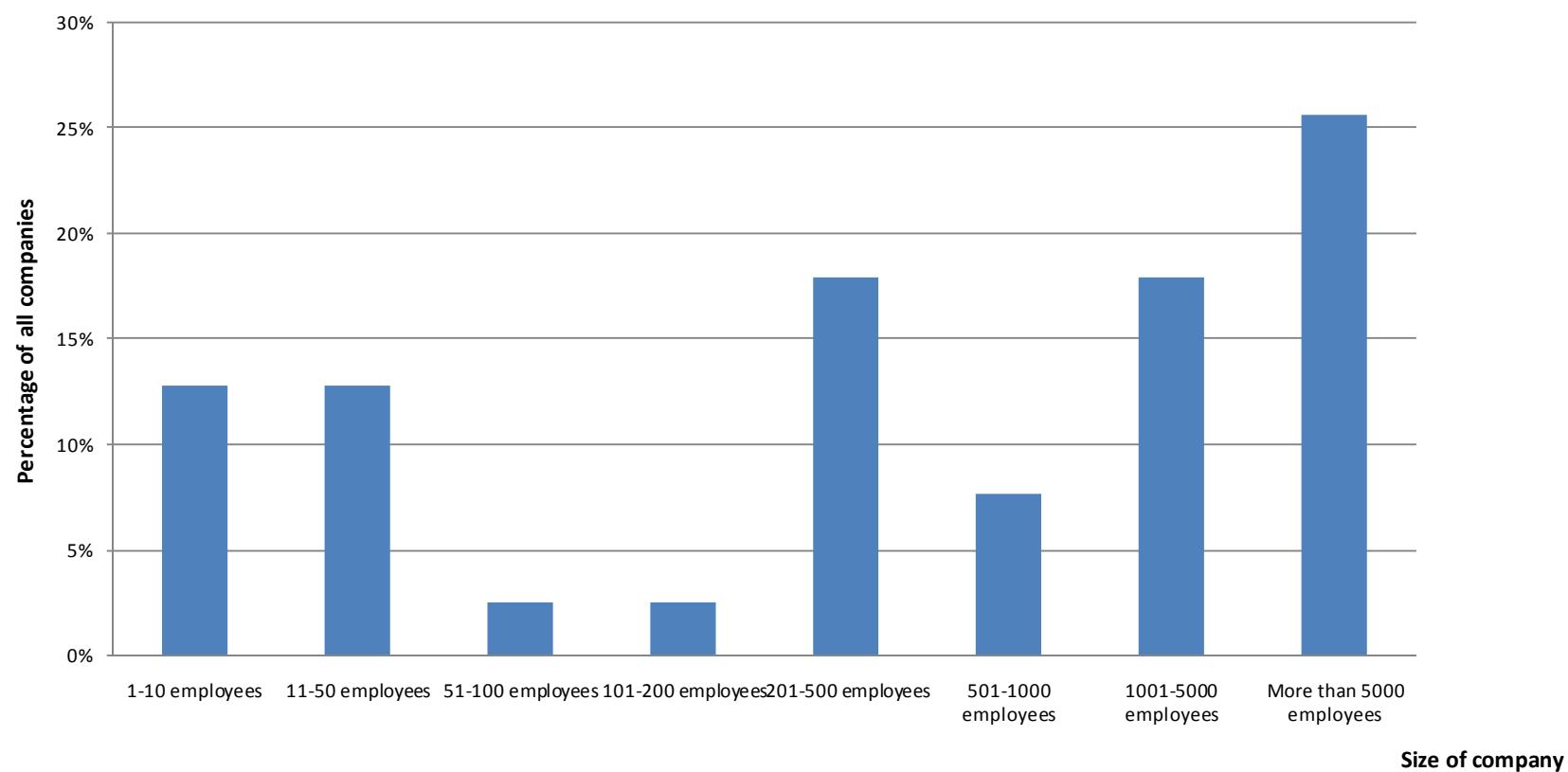


Note: There can be more than one outcome per project; as a result the sum isn't a 100%

# Industries



# Size of the user driven innovation companies



## Who conducts the innovation projects?

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<b>Who conducted the innovation project</b>	<b>Percentage of companies</b>
Conducted together with external consultants	50%
Conducted in-house	48%
Conducted only by external consultant	2%

## Further work

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- 1) Develop statistical (CIS) data for the Nordic countries
- 2) Successful concept innovation projects should be identified in the US and Europe to learn from best practice
- 3) Organisational structures in successful user driven innovation companies should be researched to learn from best practice



## Questions?

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Thank you!

The report will be published towards the end of January and sent to you.

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