

CORAL Ecosystem for Innovative AHA Solutions

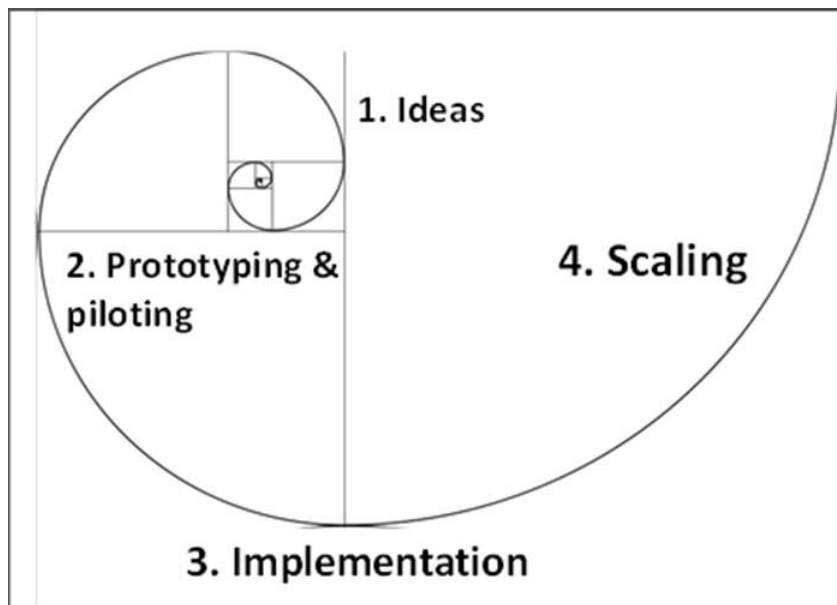
The innovation strategy and innovation environment of regions to stimulate innovative AHA solutions consists of three interrelated components. All the different components together form the perfect innovation environment to boost technological innovation and social innovation.

Top technology regions: economic impact for businesses, and labour market

Several regions in Europe are top technology regions in different sectors thanks to their innovation policy and existing business clusters. To stimulate technological innovation in the region an open innovation approach is crucial. This requires collaboration of companies (sme's and big companies) and knowledge institutes. The regional government can stimulate and facilitate business clusters of companies and knowledge institutes in different sectors by creating the appropriate open innovation environment and by providing stimulating instruments. Development agencies and chambers of commerce can full fill a supporting role in this process.

Stages of Social Innovation: social impact for citizens

To make better use of technological innovations for solving societal challenges like Active & Healthy Ageing also the stimulation of social innovation is very important. Social innovation plays a role during all stages of the innovation cycle from research-Incubation-implementation to scaling.



Social Innovation initiative-Fiinance Report

The regional government can stimulate and facilitate this social innovation process during the different stages of the innovation cycle. By promoting and raising awareness of the importance of social innovation, stimulating a more demand driven user centric approach and offering an appropriate learning space to improve the implementation and uptake of innovations in daily live.

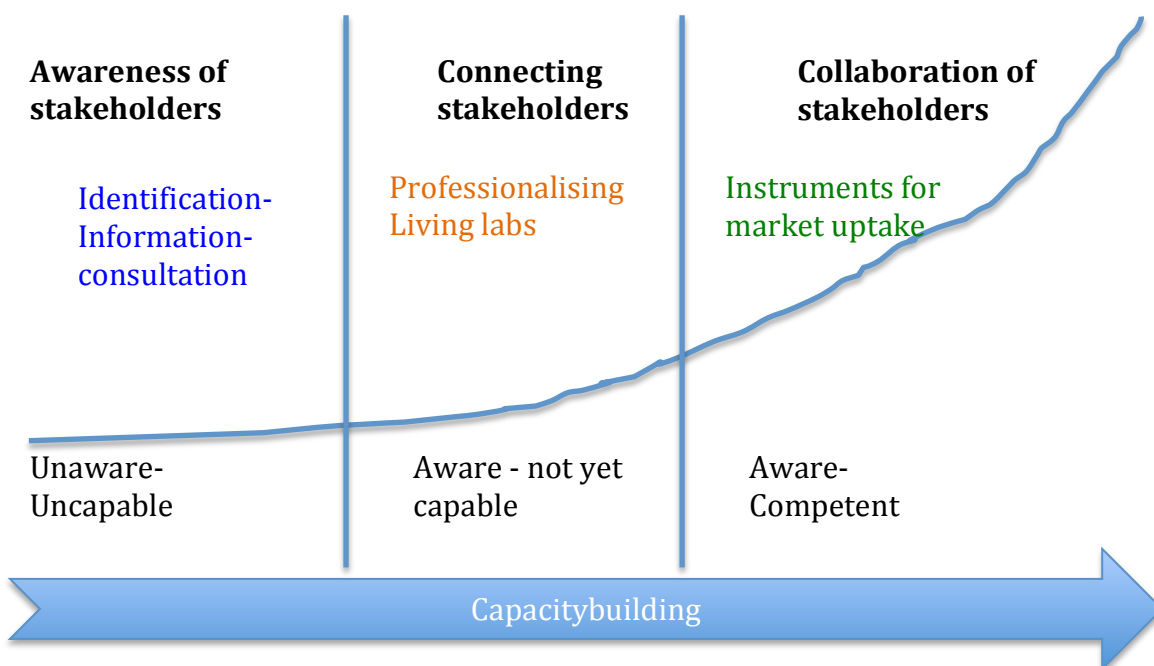
Marielle Swinkels, co-director of Smarters Futures EESV, December 2014

Horizontal Multi-stakeholder collaboration: social & economic impact

To improve social innovation to achieve social and economic impact in the end by better use of innovative AHA solutions in society all stakeholders need to collaborate horizontally together during the different stages of the innovation cycle. All the stakeholders of the value chain need to collaborate: government, knowledge institutes, education centres, companies, societal organisations and institutions (health and social care providers, labour oriented organisations, housing organisations, etc.) and end-users. They need to collaborate and act together in the design space in the middle of society to develop new solutions that meet the needs of the society.

To achieve this we need to move from a knowledge economy to a learning economy. Generating new knowledge by a small group of experts does not lead to proper implementation of innovations. This means that different experts with different backgrounds as well as non experts (the broader public) need to collaborate together in an integrated way. We need to circulate much more different kind of knowledge and need to learn together in the design space much more. This means also that science and experiences in society need to merge together and this requires a continuous dialogue between science and society.

Multi stakeholder collaboration is not a common approach yet as the social system is still organised in different silos. All stakeholders need to become aware and need to learn how to collaborate much more together horizontally across all the silos. This process takes time and requires instruments in different stages.



Regional government can stimulate and facilitate multi-stakeholder collaboration by raising awareness, contribute to the creation of the perfect user centric design space for development of new products and services and by facilitating a learning space to tackle barriers for the uptake of innovation and by connecting new players implementation and upscaling of these services and products.

Capacity building is one of the main barriers of innovation that has been identified in the EIP AHA. It is important that the ecosystem is stimulating capacitybuilding by all kind of instrument in the different stages of the innovation cycle.

Some of the regions in Europe are working very actively on the awareness raising phase. A lot of regions are also now developing living labs to connect the different worlds together from the start. Less regions in Europe are already very focused on the stage of implementation. This is a learning by doing process and they experiment with new instruments to support the stakeholder collaboration in this difficult phase.

To achieve implementation and scaling we learned in the testing grounds for implementation that for a successful stakeholder collaboration it is crucial that all stakeholders have to be aware and competent.

It is about having the same open mindset, openness for learning and willingness to collaborate and ready for action. Also having the same globally approach and shared mission of wide scale deployment as starting point.

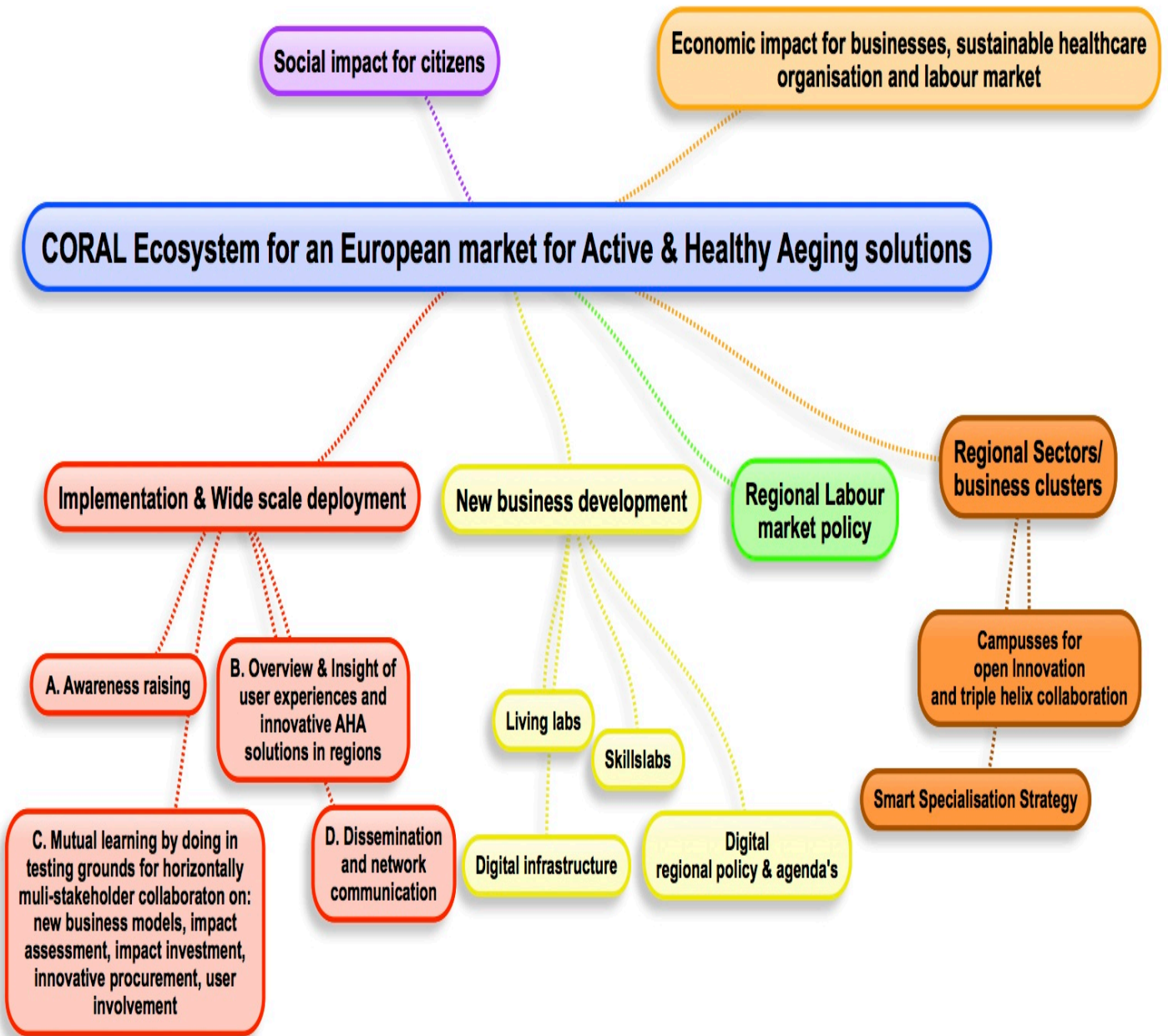
That is why the model below is starting with the impact from the citizens' perspective and a wide scale deployment approach. When you look from this view to all the innovations we come to different solutions that are more easily to adopt and to implement in different regional contexts.

It is all about regions with all the proper stakeholders on board that are ready for doing and acting together in stead of talking about barriers for innovation.

It is important to identify the businesses (SME's) that are ready for the next stage of implementation as well as connecting new players of the financial world and procurers and bigger companies with a global scale. Also end-users that are aware and competent we need on board. They need to collaborate on the development of new business models that are needed to realise the re-design of services. And at least but not last researchers that are competent to develop and monitor the impact of innovative AHA solutions.

Based on the notions above the ideal regional ecosystem consists of three main innovation components. Based on this model we can profile the CORAL regions and can identify in which stage of development each region is. This is necessary to improve the collaboration between CORAL regions and to connect regional ecosystems.

By connecting the ecosystems of CORAL regions we can develop a European learning economy together. As CORAL consists of almost 35 regions including regional governments and innovation and business clusters we have the potential to achieve this.



Model for a regional ecosystem for a AHA market