



Aalto University

H2020 CO- CREATION-02-2016

3.12.2015 meeting

User-driven innovation: value creation through design-enabled innovation

EU call

With competitiveness being increasingly based on intangibles and a mix of products and services that respond to users' needs, applying design thinking tools and methods can improve performance and efficiency in the commercial and public sector. Design-enabled innovation can be considered as a prominent example of “user-driven” innovation, where user involvement in the process is central, as in many cases innovation can better succeed through co-creation. User-centered design thinking and the application of design tools and methods, when applied to services, systems and organizations, enable structured service and business-model innovation, organizational innovation as well as other intangible forms of innovation. The focus is on applying design tools and methods, since this offers a systematic approach to conceive user-driven innovations.

EU defined goals

- gather **data and metrics on the impact of design** related policies and programmes in terms of user benefit and business impact (we add design skill to increase transfer)
- develop a **transferable methodology to evaluate the effectiveness** of design in the innovation process,
- develop a **networked co-creation based methodology to enable different sectors better connect with design-enabled innovation** to increase efficiency and competitiveness in their respective sectors
- develop a common **design impact evaluation methodology and respective indicators**, to be applied across sectors and scalable to organisational, regional, national and European level

Our basic idea

Benchmark past 3 years of co-creative industry projects from the partner universities

- Collect data on barriers and enablers as well as success stories.
- Mapping specific approaches, identifying and showcasing best practices

Selecting and running partner projects for each partner university (in PDP, CBI, or similar framework)

- Selection based on breadth and inclusiveness to ensure a representative set of projects
- Funding will be allocated to selected projects (discount to course fee?)
- Running projects in co-creative manner (added support during/afterwards?)

Developing assessment metrics on user involvement, business impact and design learning (to increase transferability, mainstreaming design)

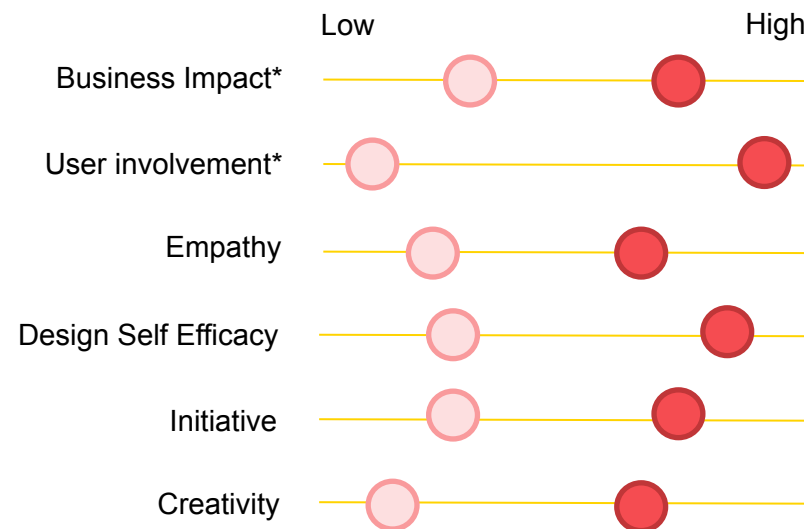
- Selecting appropriate measures to study, validation
- Analyzing data collected from course projects
- Compiled into evidence-based evaluation methodology (scorecards for different methods?)

WPs

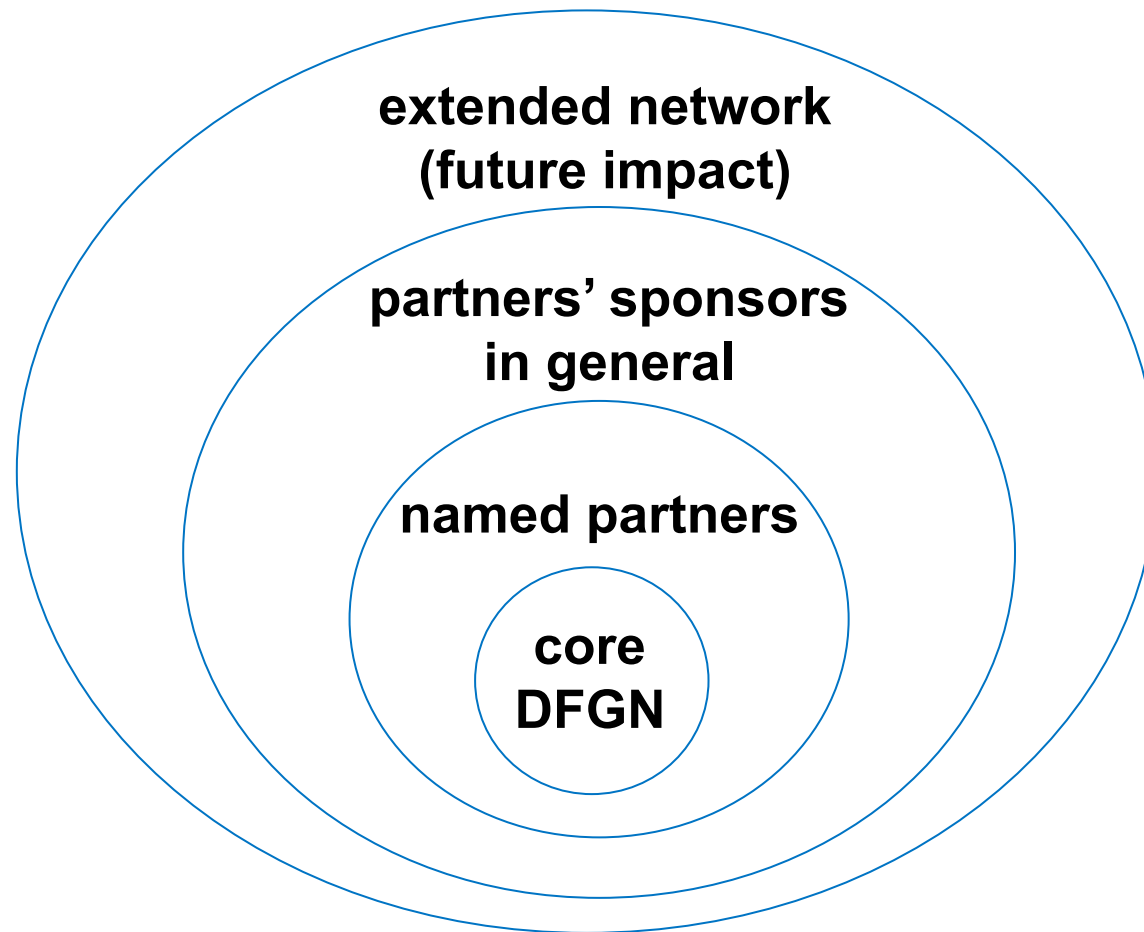
- **WP1 Governance**
- **WP2 Benchmarking (barriers & enablers, best practices)**
- **WP3 Impact assessment (metrics)**
- **WP4 Select and allocate funding to projects**
- **WP5 Prototyping (running the PDP, CBI, ... projects)**
- **WP6 Risk (if needed)**
- **WP7 Capitalization (toolkit, synthesis, ..)**
- **WP8 Dissemination (deliverables, white paper, bootcamp..)**

WP3 Impact assessment

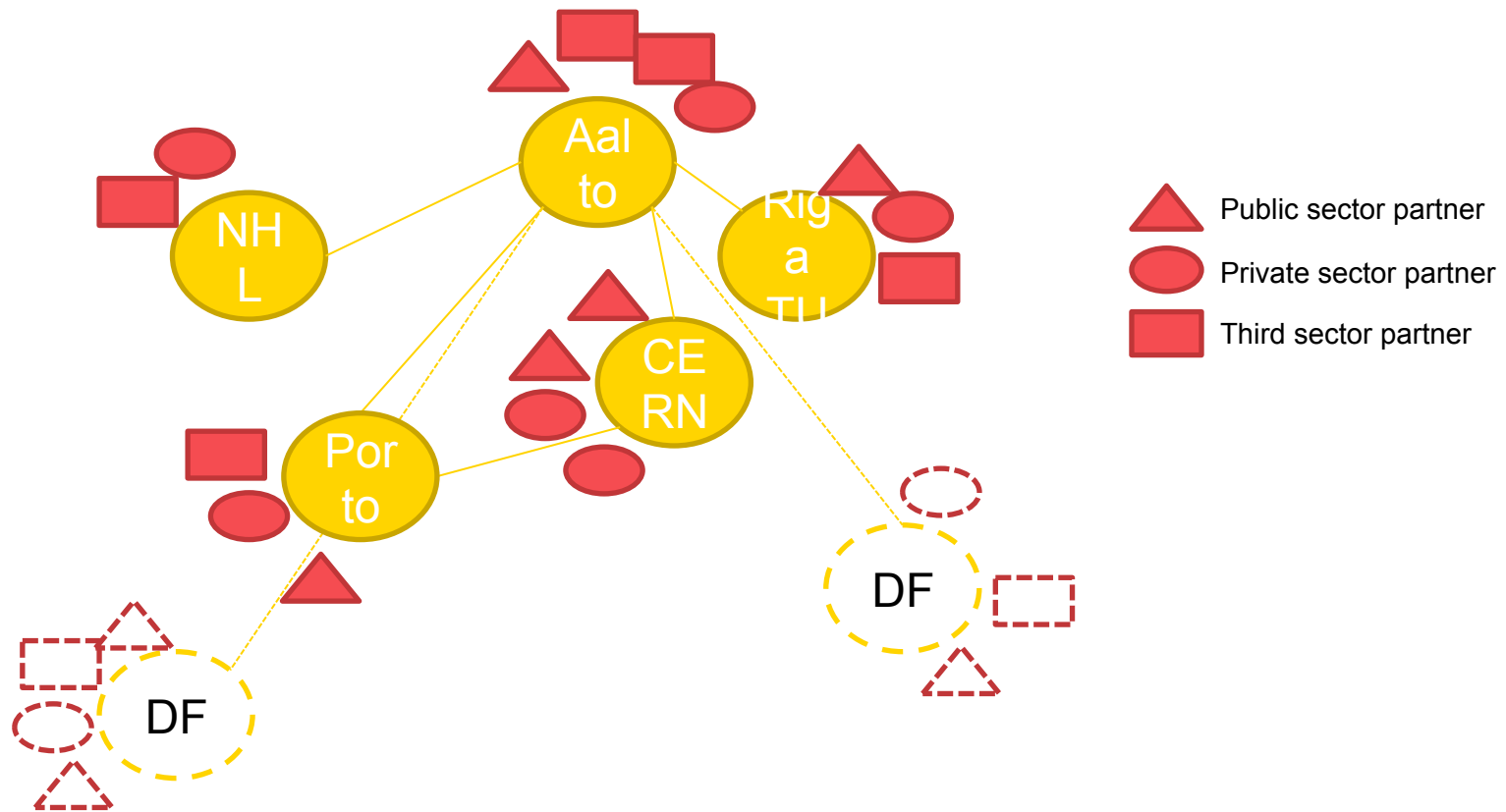
before and after metrics of business impact, user involvement and design skills



*to be further defined



Consortium structure example



EU expected impact	Realization through work packages
<p>Robust and commonly accepted guidance on embedding design in value-creating networks and identification of barriers and enablers;</p>	<p>WP2 : Identification of barriers and enablers for use and adaptation of user centered design in co-creation networks WP2: A collection of proven best practices on the incorporation of diverse user-driven perspectives, methodologies and tools into the innovation process at public, private and third sector</p>
<p>Creation of data, data sets and metrics to evaluate impact regardless of sector;</p>	<p>WP3: Creation of metrics to assess impact WP3&4: Collection of data from national and collaborative projects network wide to be analyzed with the above metrics</p>
<p>The methodology developed and the analysis will contribute to incorporating diverse user perspectives into design policies and practices and for their further development and implementation. The results, e.g. the impact evaluation methodology, should be applicable and give clear guidance particularly to SMEs and public administrations;</p>	<p>WP3&4: The diverse set of pilots across the network in Europe will result in a rich set of examples and success stories, as well as data on their impact.</p>

EU expected impact	Realization through work packages
<p>Development of new approaches and solutions which translate into new products, services and processes increasing public sector effectiveness and private sector competitiveness, and sustaining innovation capabilities and processes;</p>	<p>WP7: a toolkit for implementing design-enabled innovation processes to increase efficiency and competitiveness in their respective sectors; WP3&4: The various practices across the network vary in terms of length, immersion, user and client involvements etc. Analysis of these will help identify how they work and which is most suitable</p>
<p>Producing assessment and simulation tools to verify results in the increase of efficiency and/or effectiveness through the use of design;</p>	<p>WP3: The metrics will be incorporated in to a scorecard to enable a transferable assessment tool to assess effectiveness of design regardless of sector. WP7: An acceleration program for user-driven innovation initiatives in public, private and third sector (that can go beyond the concept phase);</p>
<p>Mainstreaming design, making it an integral part of value creation and a self-sustaining element of innovation processes;</p>	<p>WP3-4: Co-creation projects (teach the partner and the student) WP8</p>
<p>Integration of design and user-driven innovation into innovation policies and support mechanisms, including funding programmes.</p>	<p>WP8: A “white paper” for user-driven innovation in Europe, with policy recommendations to the European Commission and member states</p>

Interests and hopes?

WPs

- **WP1 Governance**
- **WP2 Benchmarking (barriers & enablers, best practices)**
- **WP3 Impact assessment (metrics)**
- **WP4 Select and allocate funding to projects**
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WP2 Benchmarking

- **Identification of barriers and enablers (interview past and current sponsors)**
- **Identification of best practices and case studies – to showcase success stories**
- **Producing best practices and case studies reports and papers, with detailed analysis;**
- **Impact analysis (according to common analysis metrics to be defined in WP3)**

WP3 Impact assessment

- **Collection and development of metrics to evaluate impact: business, user involvement & transferability (= design skill development)**
- **Collection of data from the sub-pilot projects (WP5)**
- **Analysis**
- **Assessment instrument calibration & scalability (turn evidence based data into a more scalable score card?)**

WP4 Project selection and funding

- **Establish a robust selection process (breadth, mentor commitment, future commitment, what else??)**
- **Highlight how current external partners open to all, select some to ensure more inclusiveness & new partners – allocate funding to these. Public, private, thirs, esp. SMEs.**
- **Allocate funding to the pilots - existing mechanisms in form of PDP, ME310, CBI, ...**

WP5 Prototyping (running projects)

- **Public, private and 3rd sector projects (esp. with SMEs)**
- **Given the variety of programs across the network, we will also have pilots of different length (6 hrs to a year) and with different levels of user involvement etc.**

(Acceleration sub-pilot(s) – this could be the simulations – test accelerated vs full semester or year projects.)

WP7-8 Capitalization & dissemination

- **Toolkit**
- **Acceleration program development**
- **General synthesizing activities**
- **Producing deliverables (digital and paper)**
- **Widespread events in European cities, to present results / White Paper Compiling all the results from WP into the “European White Paper for User Driven Innovation”**
- **DF bootcamp as yet another means of spreading all over the worlds, esp. Europe**
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