



“Facilitating sustainable growth”

CLIC INNOVATION ekosysteemittoimijana ja
“Playbook” ekosysteemipalvelut

CLIC

CLIC Innovation, yhtiö

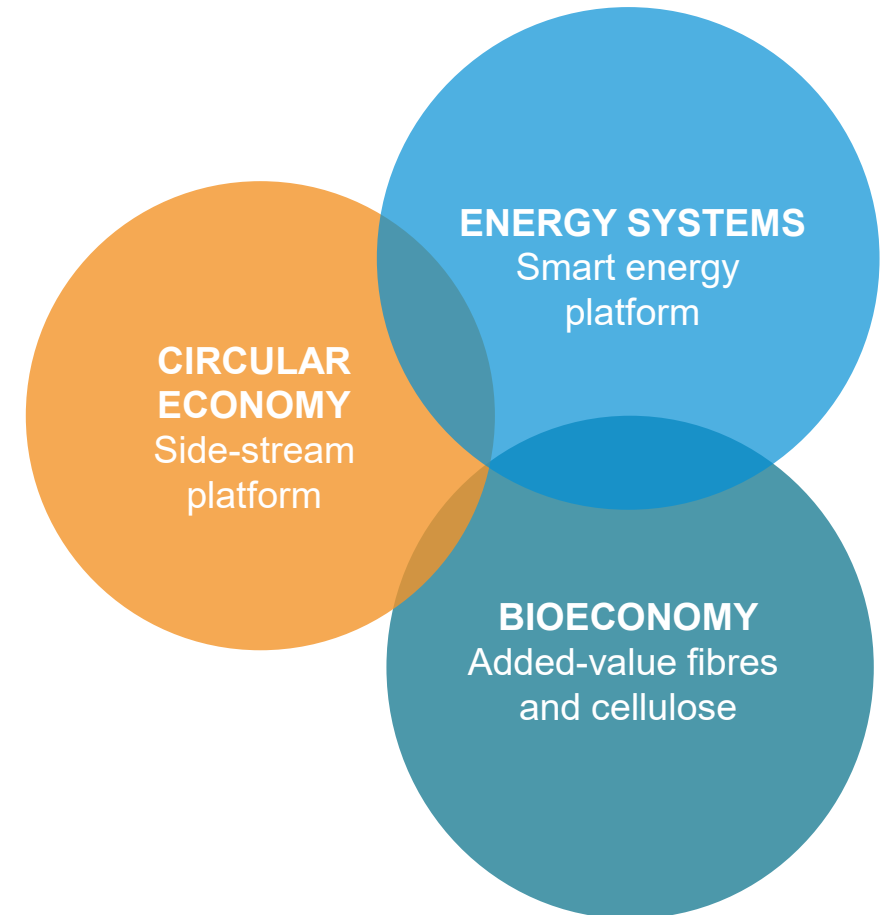


- Voittoa tavoittelematon yhtiö, jonka omistavat 30 kansainvälistä yritystä ja 16 suomalaista yliopistoa ja tutkimus- laitosta
- Fasilitoimme & koordinoimme ja rakennamme yritys- vetoista TKI-yhteistyötä
- Toimimme PPP (public/private/partnership)-mallilla

CLIC Innovation, mitä teemme

- Kehitämme ja fasilitoimme yritysten ja tutkimuslaitosten välistä tutkimus- ja innovaatio yhteistyötä **yhteiskehittämisen työkaluilla ja prosesseilla.**
- Rakennamme ekosysteemejä, kumppanuuksia, verkostoja ja hankkeita uuden osaamisen, tiedon ja ratkaisujen tuottamiseksi.
- Operoimme avoimen innovaation periaatteilla, mutta kunnioittaen organisaatioiden yksityisyyttä.
- Työskentelemme huippututkijoiden kanssa eri osaamisalueilla sekä eri kokoisten ja eri toimialoilla toimivien yritysten kanssa. Enenevässä määrin ekosysteemeissä toimii myös muunlaisia organisaatioita kuten kuntia ja kaupunkeja.

Our thematic focus areas



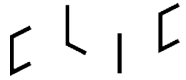


Toiminta-ajatuksemme ”building sustainable growth”

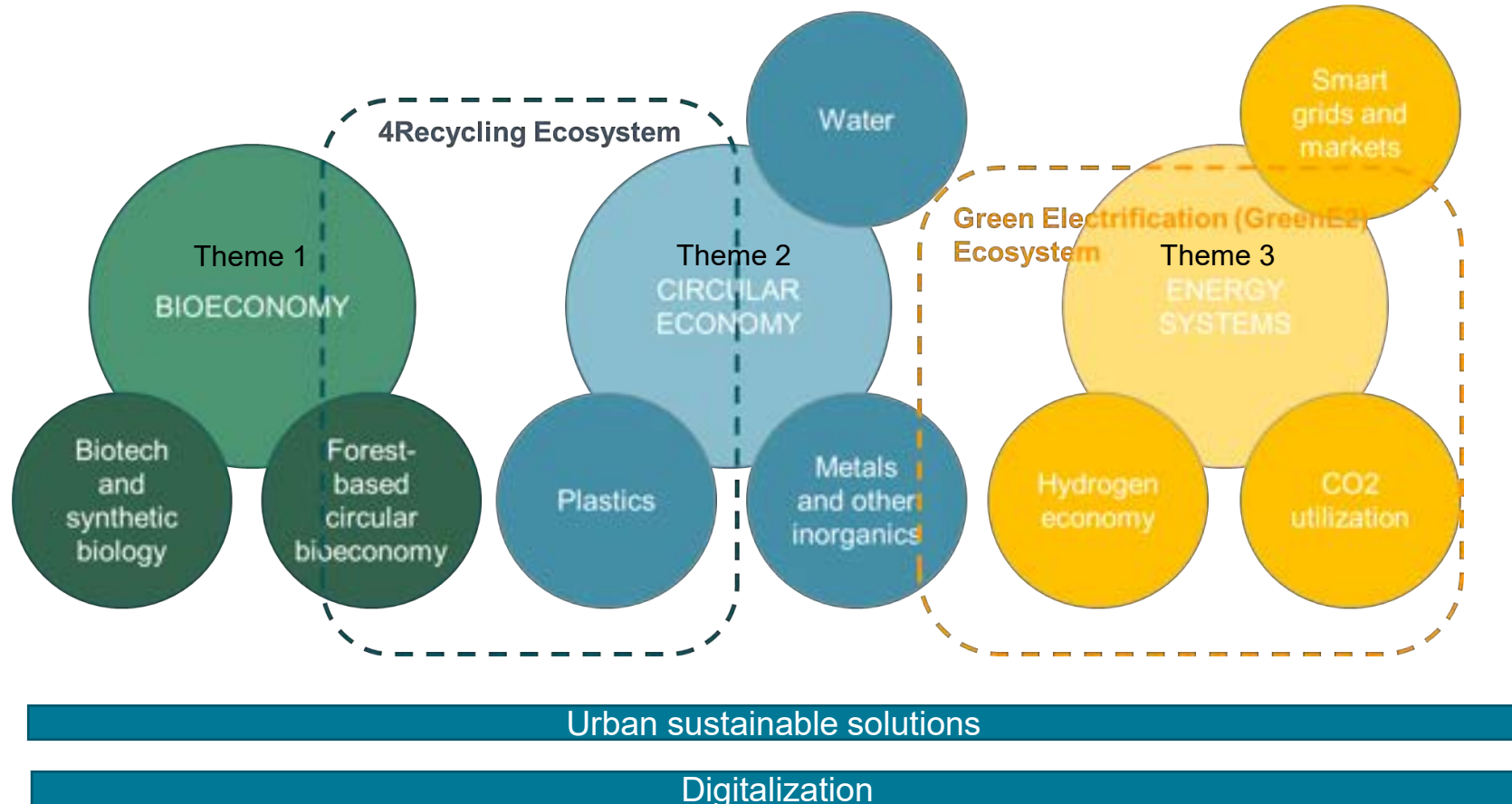
MISSIO

Verkostotoimijana edistämme kestävän kehityksen ratkaisujen osaamis pohjan vahvistumista sekä innovaatioiden ja uuden liiketoiminnan syntymistä

- Rakentamalla ratkaisuja merkittäviin globaaleihin tarpeisiin ja systeemiin haasteisiin
 - Toimimme poikkitieteellisesti ja toimialariippumattomasti
- Painopisteenä erityisesti tutkimus- ja yritystoimintaa yhdistävä toiminta (soveltava tutkimus)
 - Toimimme avoimen innovaation toimintamalleilla
 - Olemme riippumaton ja puolueeton toimija
 - Hyödynnämme yhteiskehittämisen prosesseja ja työkaluja (Playbook)



Teemaryhmät ja avoimen innovation ekosysteemit

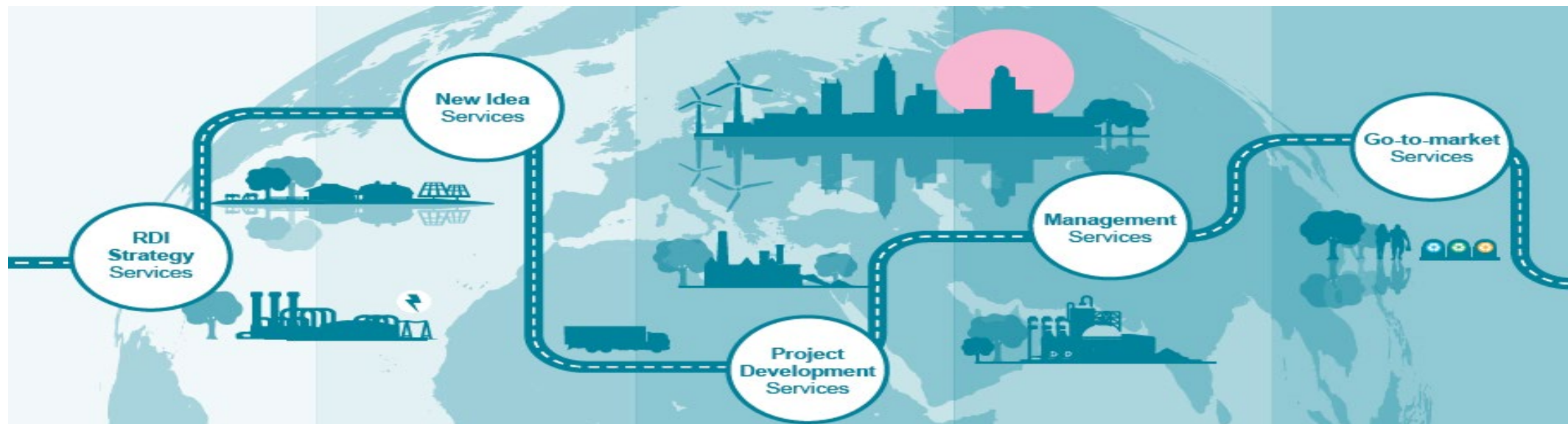


Ekosysteemien rakentaminen

- Systemien haasteiden ratkaisemiseksi on pystyttävä toimimaan poikkitoimialaisesti ja uusissa arvoketjuissa. Rakennamme näitä ekosysteemejä:
 - **GreenE² ecosystem**: GreenE² on avoimen innovaation ekosysteemi kaikille organisaatioille, jotka ovat kiinnostuneet kehittämään vedyn hyödyntämistä energiatransitiossa. Kehitämme osaamista, tietoa, ja liiketoiminnan ratkaisuja liittyen power-to-X-to-power teknologiaan, prosessiin ja tuotteisiin.
 - **4Recycling ecosystem**: ekosysteemi pyrkii ratkaisemaan osaltaan muovihaastetta kehittämällä uusia biopohjaisia tuotteita ja uudenlaista kierrätysteknologiaa.



CLIC palvelut



Tutkimus- ja innovaatiostrategiat (SRIA)
(teemakohtaiset tiekartat)

Ennakointi- ja skenaariotyöskentely

Sidosryhmätoiminta (pyritään vaikuttamaan kotimaassa ja EU:ssa tutkimus- ja innovaatiopolitiikan, rahoituksen ja kehitysohjelmien kestäväseen kehitykseen)

CLIC teematapahtumat

CLIC Start-up/ SME verkostoitumistapahtumat

CLIC Challenge Camps
Hackathon, Designthon ym. yhteiskehittämisen mallit ja aktiviteetit yhteistyössä yliopistojen ja koulujen kanssa

CLIC Projektiboosteri
prosessityökalut, joilla rakennetaan uusia tutkimus- ja kehityshankkeita yhteiskehittämisen keinoin

Hankepalvelujen tuki
Rahoitushakemusten kirjoitus, konsortioiden kokoaminen ja sopimukset

Projekti- ja ekosysteemi johtamisen palvelut

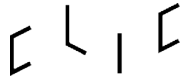
Playbook työkalut ekosysteemien rakentamiseen/kasvattamiseen (**explore/build vaihe**), yrityksille räätälöidyt työpajat sekä koulutuspalvelut ekosysteemien **fasilitoijille**

Playbook

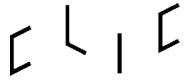
Erilaiset innovaatioiden kaupallistamisen esivaiheen palvelut (grow-vaihe)

(liiketoimintasuunnitelmat, go-to-market suunnitelmat, markkinatutkimukset jne.)

Kaupallistamisen muut tukipalvelut ("Capture" tiimi)
Ratkaisujen viennin tukeminen uusille markkinoille



Kysymyksiä? Kommentteja?



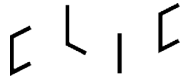
Avoimen innovaation Playbook koulutus- ja työpajapalvelut ekosysteemien johtamiseen sekä sisältöpalvelu työkaluille

The screenshot shows the homepage of the 'Open Innovation Ecosystem Playbook'. At the top, there is a navigation menu with links for 'HOME', 'TOOLBOX', 'STORIES', 'WORKSHOPS', and 'ABOUT US'. The main heading is 'Open Innovation Ecosystem Playbook'. Below it, a sub-heading reads: 'The playbook is an online service that offers facilitation tools to help and guide emerging and existing ecosystems.' A yellow button says 'See our full offering here'. A large image shows a man in a light blue suit pointing at a whiteboard while two women look on. Below this, a section titled 'How does the playbook work?' features three images: a laptop, hands typing on a keyboard, and a tablet. A vertical sidebar on the right lists 'DISCOVER', 'TOOLBOX', 'CANVASES', and 'WORKSHOPS' with corresponding icons. At the bottom, there is a paragraph: 'The service is provided by OJC Innovation Ltd, a leading ecosystem enabler for bioeconomy, circular economy and energy systems.' and another paragraph: 'The playbook supports you as an ecosystem facilitator to define your own way of working successfully with ecosystems and allows you to create your own facilitation Playbook with guiding activities, working concepts, methods, instructions and tools. The playbook tools have been created with co-design methods with existing working ecosystems. Our tool offering is based on several years of experience working with ecosystems and research on open innovation ecosystems from our research partners.'

This section is titled 'Playbook tools' and 'BROWSE THE EXPLORE PHASE TOOLS'. It features a grid of tool cards, each with a title, a small image, the word 'EXPLORE', a brief description, and a 'Read more' button. The tools include:

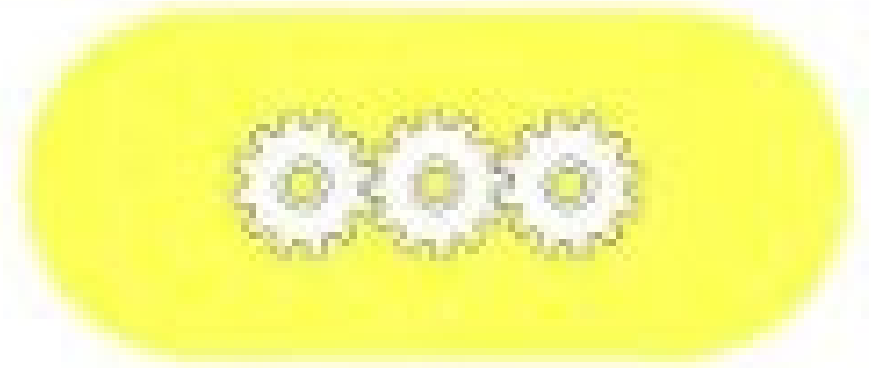
- Creating a purpose for an ecosystem:** Every ecosystem needs a purpose. Co-creating it with the ecosystem is the first task for a facilitator.
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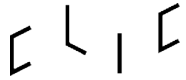


What is Open innovation?

Open innovation is “a distributed innovation process based on purposively managed knowledge flows across organizational boundaries, using pecuniary and non-pecuniary mechanisms in line with the organization's business model”



To manage the knowledge flows, organisations are using both monetary and non-monetary mechanisms



What is Open innovation?

- **Collaboration** refers to the joint development of knowledge through relationships with external partners to achieve the value proposition – Shared innovation process
- **Commitment** to a common mission, such as the joint development of new products and innovations
- Open innovation dependent on successful **design and management** of the ecosystem
- Ensuring **open and free mobility of knowledge and competences** between various partners and collaborators emphasized

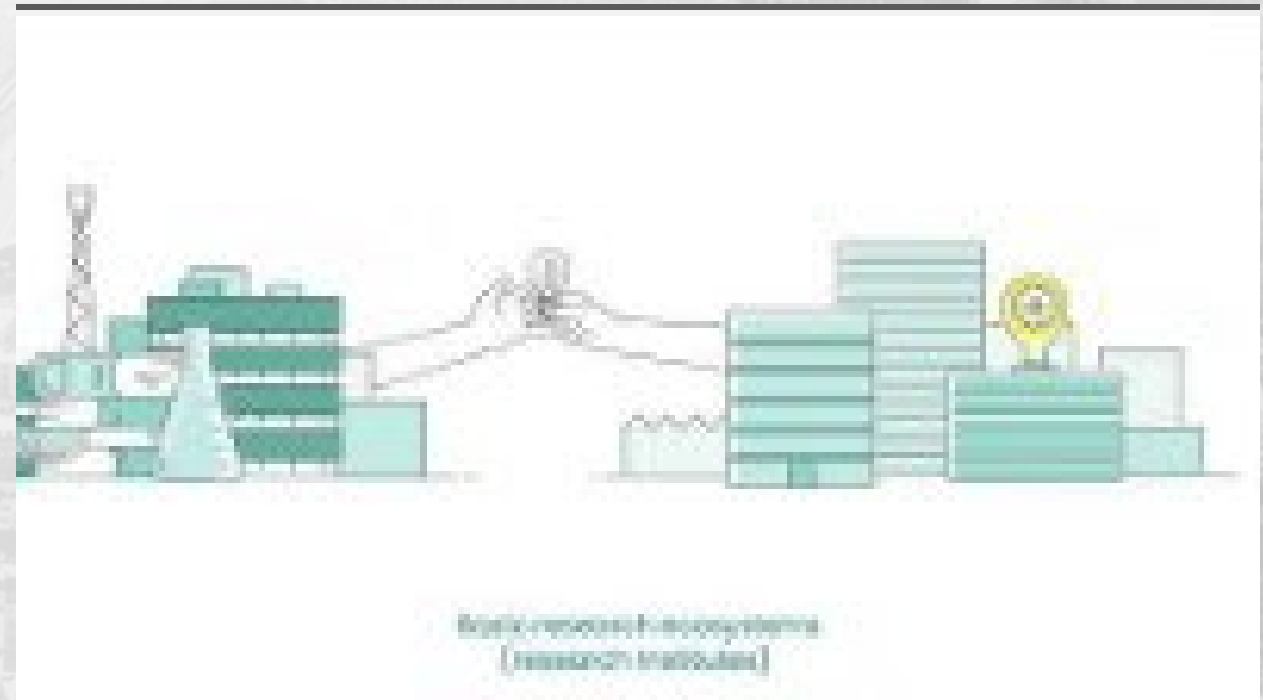


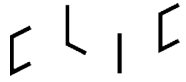


What is an ecosystem?

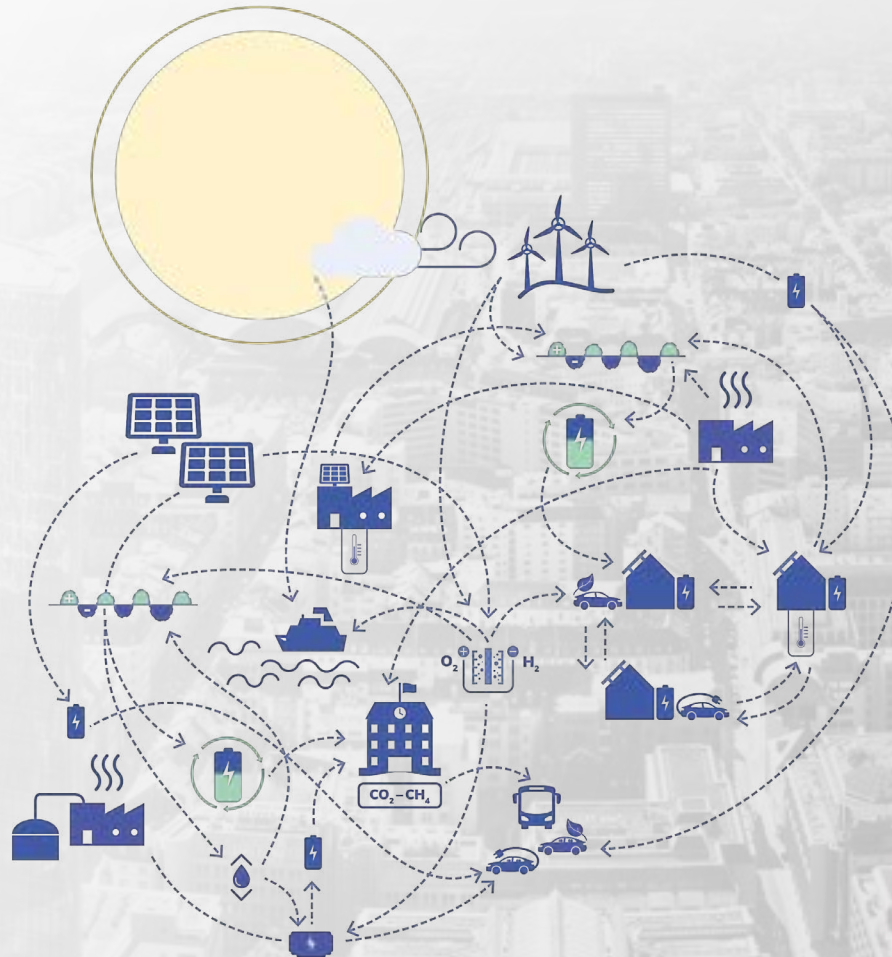
- Knowledge ecosystem** • New research knowledge
- Innovation ecosystem** • New solutions for systemic challenges
- Business ecosystem** • New business solutions for systemic challenges
- Business Networks** • Efficient development and implementation process

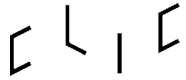
*Ref. VTT



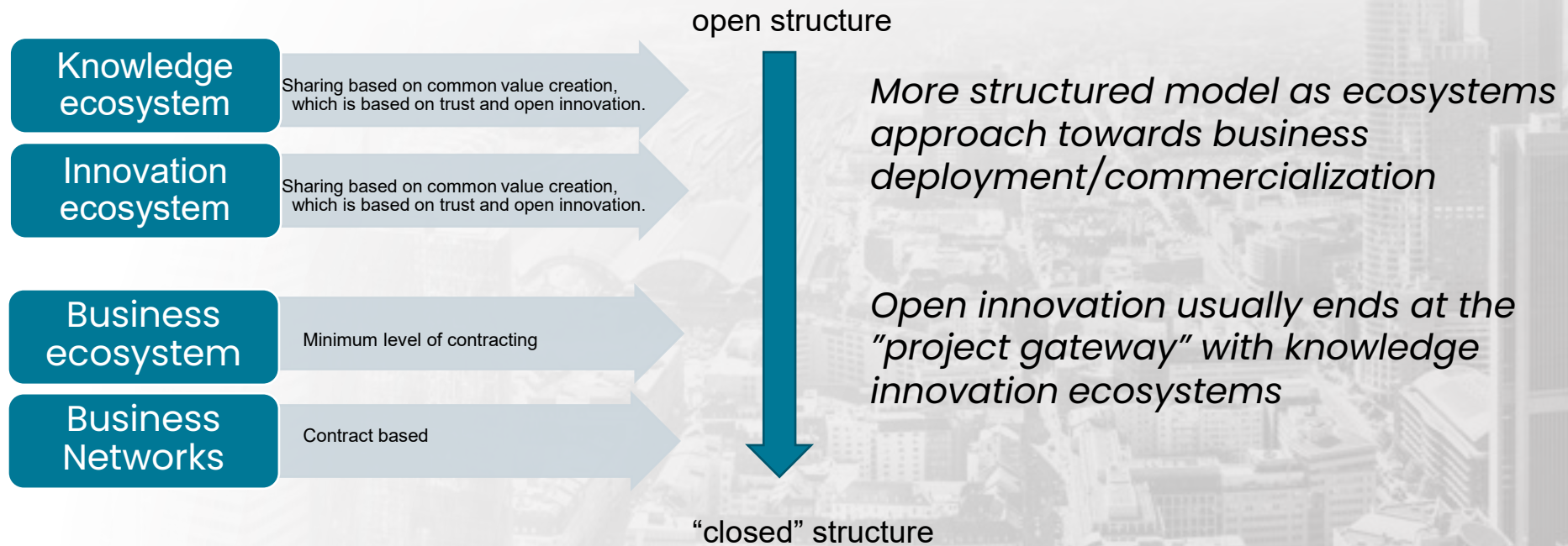


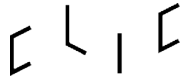
What an ecosystem is not: supply chain, project organization





Ecosystem vs. network



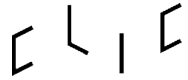


Ecosystem vs. clusters

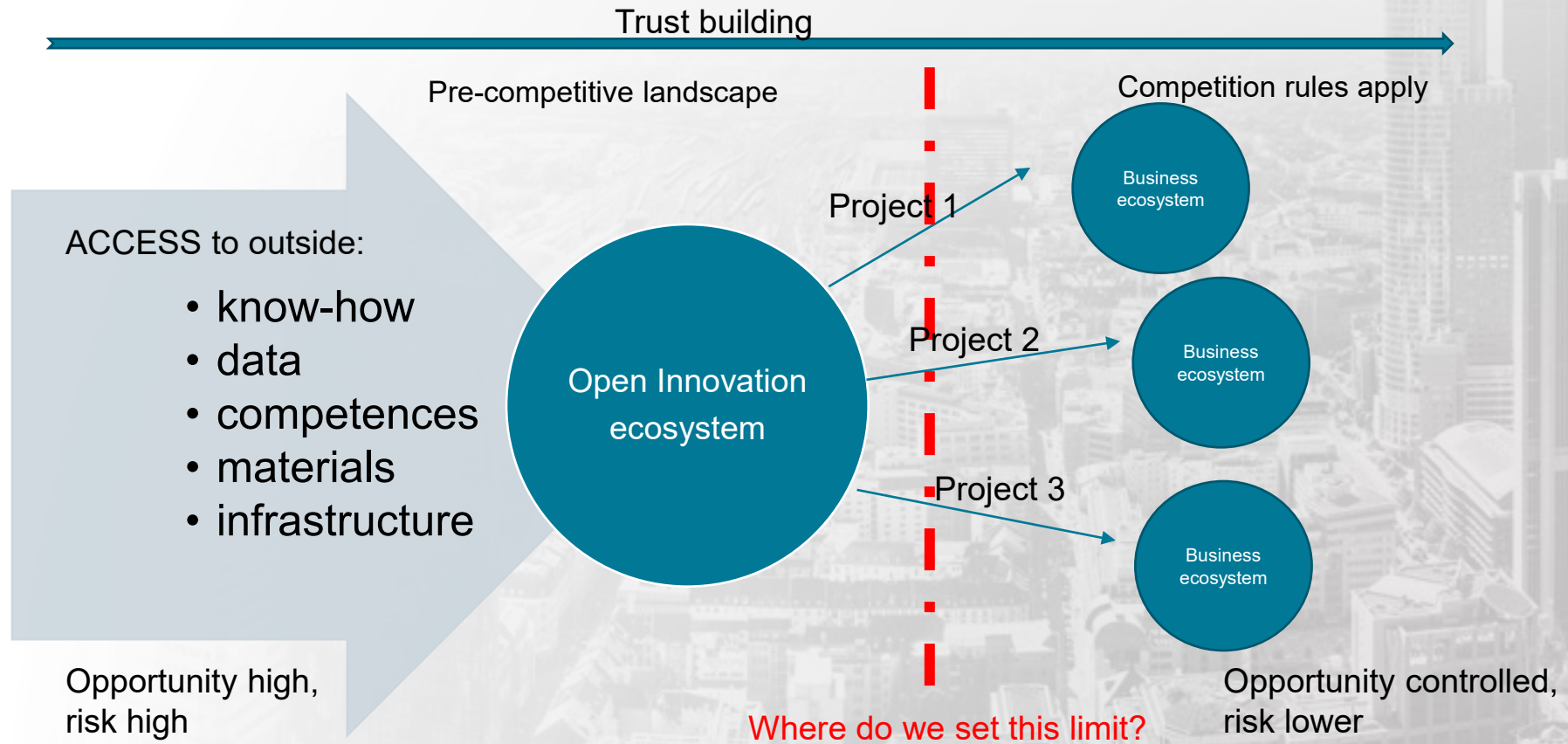
What is a cluster?

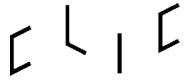
Clusters should be considered as regional ecosystems of related industries and competences featuring a broad array of inter-industry interdependencies¹.

They are defined as groups of firms, related economic actors, and institutions that are located near each other and have reached a sufficient scale to develop specialised expertise, services, resources, suppliers and skills. Clusters are referred to both as a concept and a real economic phenomenon, such as the Silicon Valley, the effects of which, such as employment concentration, can be measured.



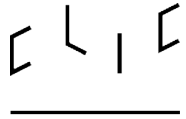
Value creation in open innovation ecosystems





Why Open Innovation ecosystems

- **New innovations, products and services** are often being created in global value networks as a result of **co-operation** between several operators
- Development of radical new innovations that solve **systemic challenges** require **openness, systemic approach, co-operation** between different organizations, different value chains and
→ hence tight co-operation is needed and open Innovation ecosystems are born between companies, research institutes, public sector, consumers and other operators
- The main target for innovation ecosystems is to develop solutions that can become **profitable commercial solutions** and innovation ecosystems to develop into **business ecosystems.**



Innovation ecosystems benefits

Our R&D is only one

vs.

The world is our R&D
department



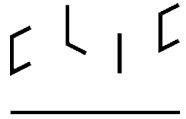


Open Innovation ecosystems benefits

Access to new

- Resources/skills
- Knowledge
- Platforms
- Infrastructure
- Shared risk
- Technology
- Research
- Multidisciplinary know-how
- Data
- Reduced cost
- New talent
- Reduced innovation creation cycle
- New partners





Innovation ecosystems benefits

Six of the world's top seven companies are ecosystem companies.

Top 7 companies by market capitalization,¹ \$ billion



¹As of August 5, 2020.
Source: S&P Capital IQ; McKinsey analysis



Change management is necessary in organizations

Ecosystem 2.0: Climbing to the next level

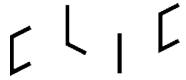


To participate successfully in ecosystems, traditional companies must often change the way they think about customers.



New opportunities, new ways of working

In theory, participating successfully in ecosystems can sound like a high-wire act. In practice, it may not feel as daunting.



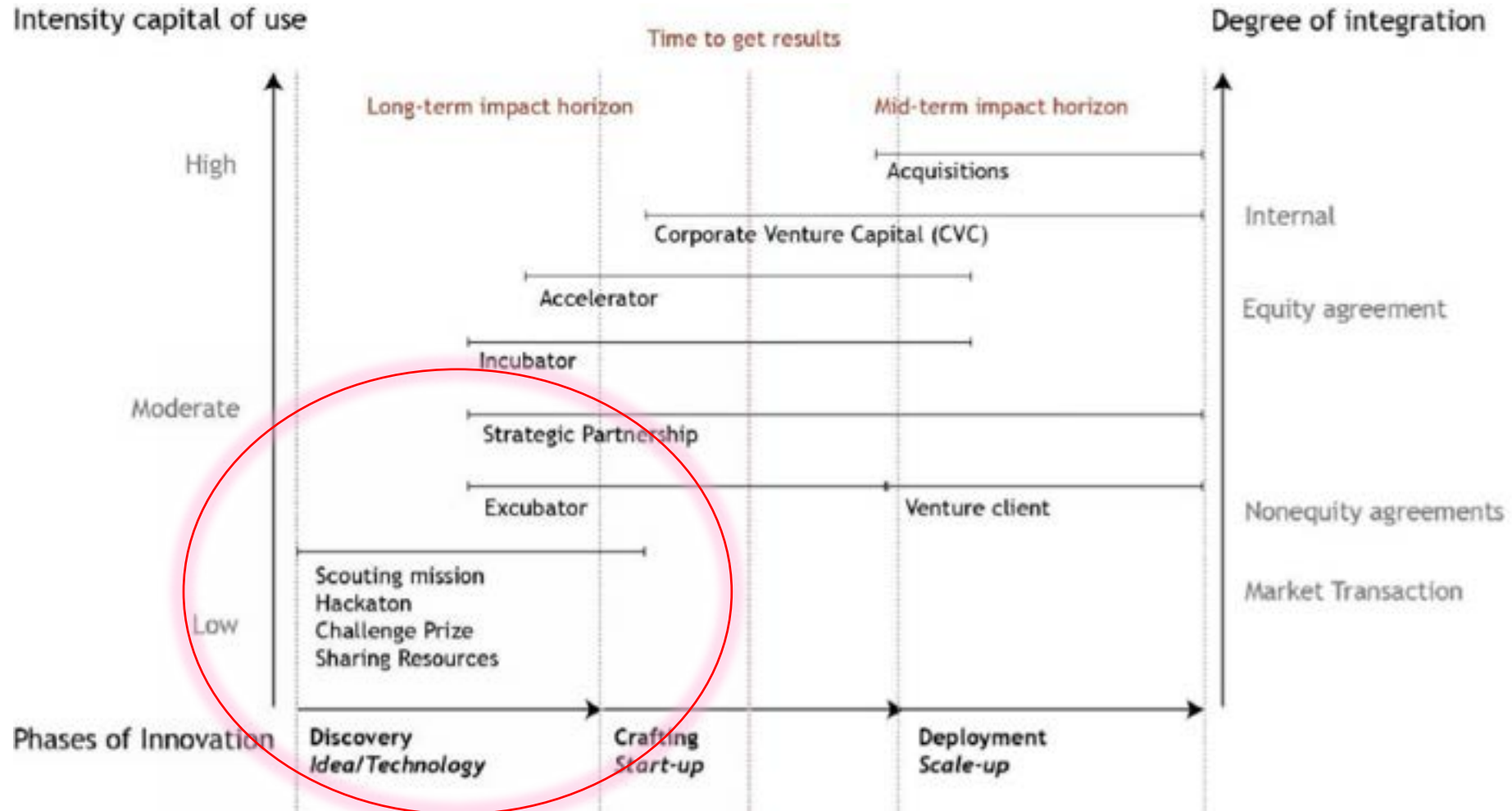
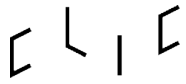
Open innovation process approaches

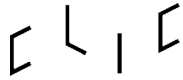
Outside in process:

The firm seeks to enhance its own knowledge base through the integration of external knowledge

Inside out process:

Earning profits by bringing ideas to market, selling IP and multiplying technology by transferring ideas to the outside environment





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Lisätietoa

www.clicinnovation.fi

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