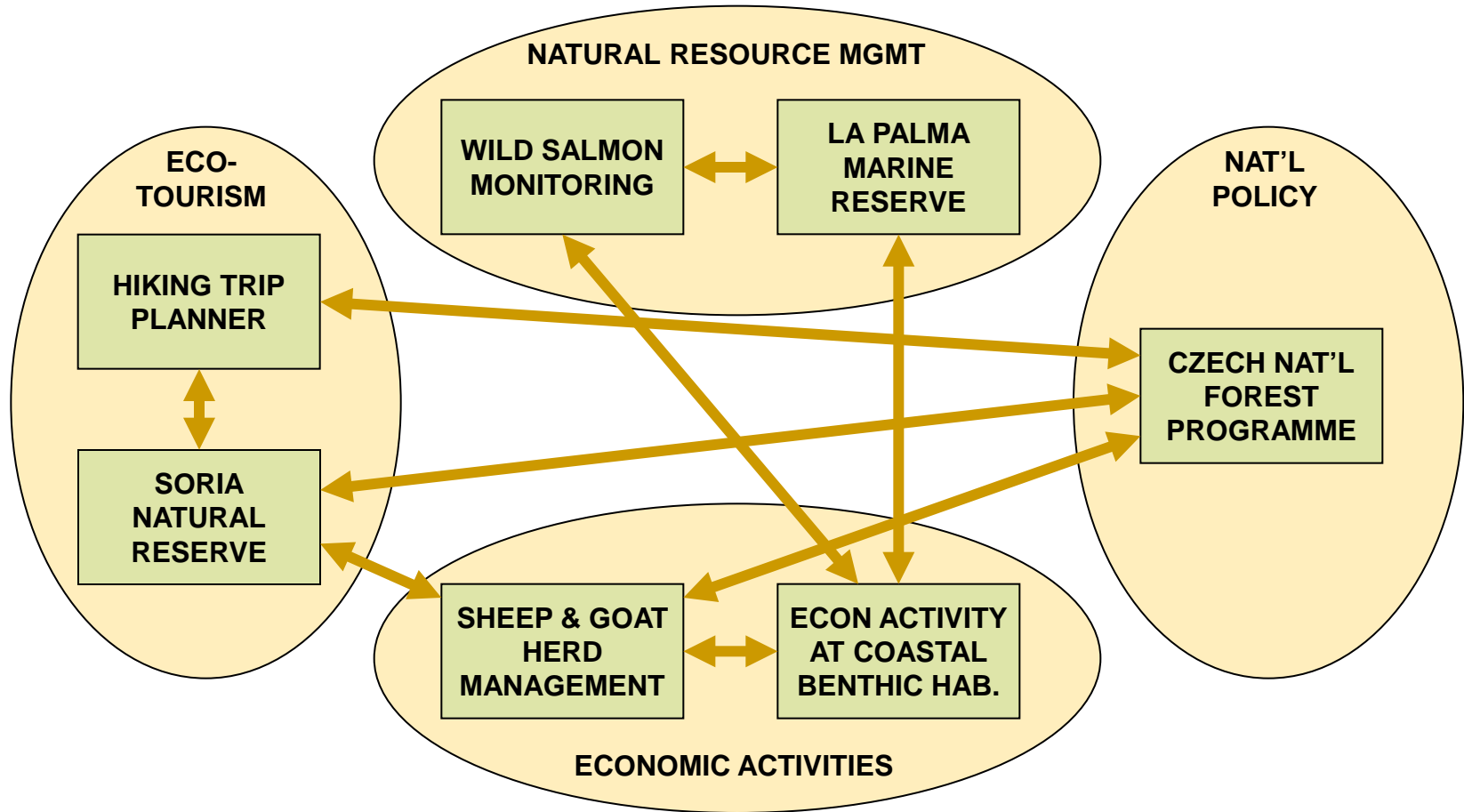

The Role of the Public Sector in Promoting Innovation through INSPIRE

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HABITATS Pilots



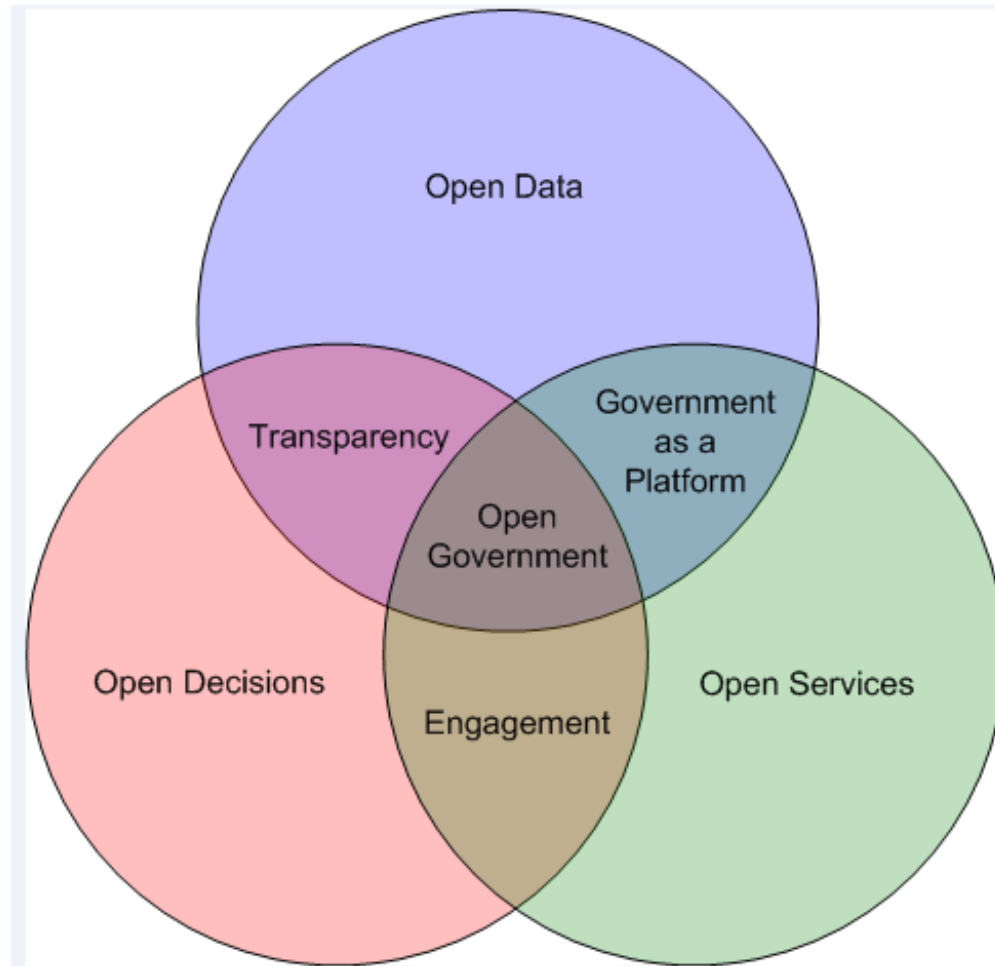
Impact Scenarios

- Environmental stewardship
 - Main path to INSPIRE adoption
- Environment for pleasure and learning
 - Emergent trend, especially with smartphone LBS
- Economic activities affecting the environment
 - INSPIRE supporting new participatory processes and market models

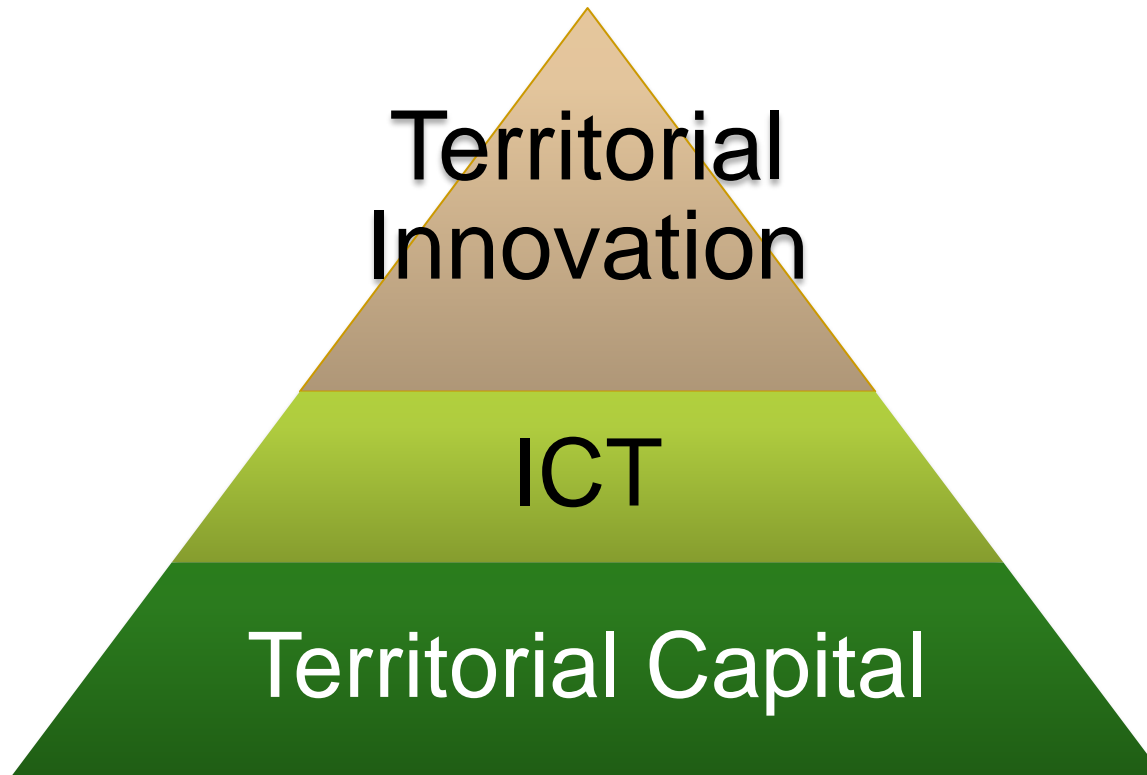
Emergent issues

- Engagement of end users
- Standards definition vs standards adoption
- Driving role of mobile platforms
- Added value of INSPIRE beyond data
- New role for public sector

Open Government

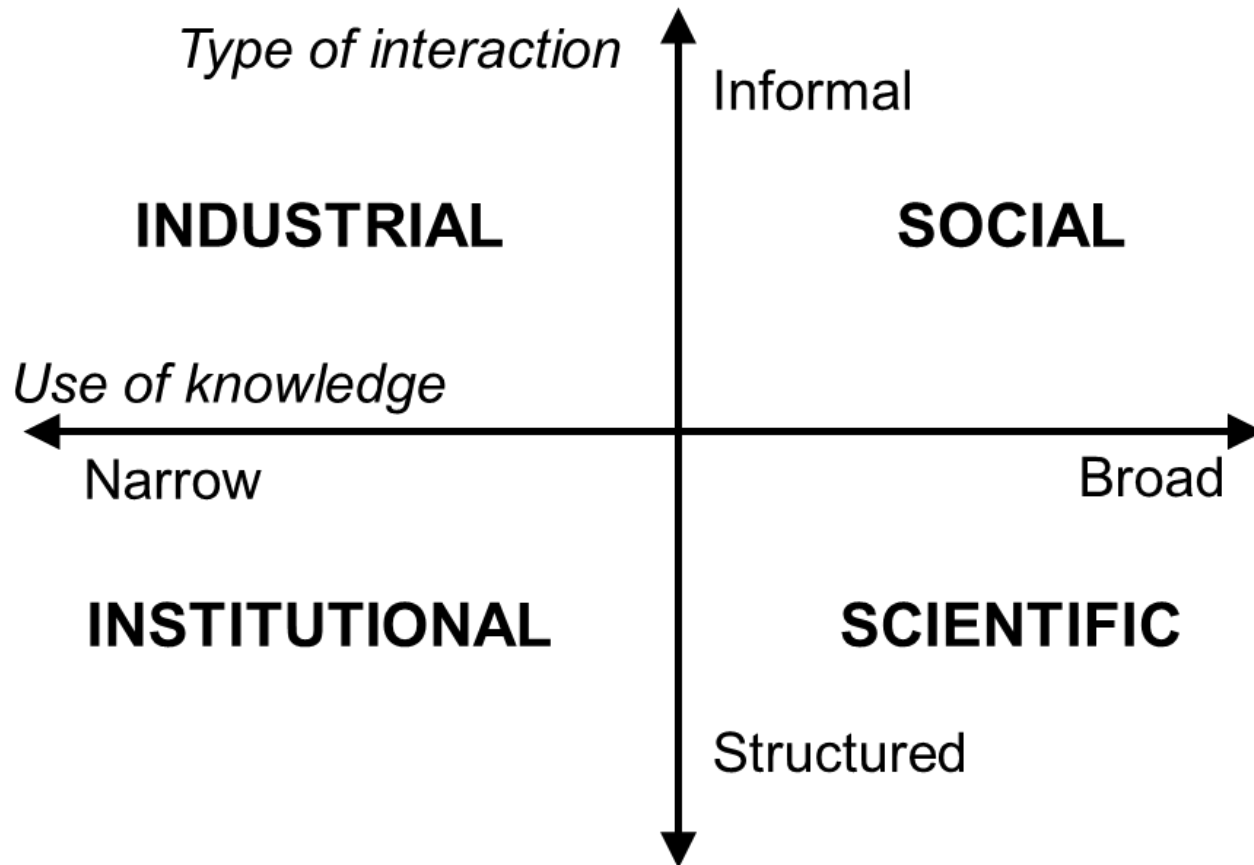


Territorial Innovation



Source: Marsh 2011 (ERDF TC MED MedLab Project)

Innovation Landscape



Source: Marsh 2013 (FormezPA – S3 Sicily)

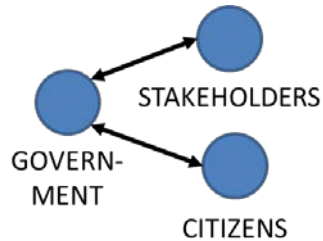
Government as Policy Maker

- Promote best practices and benefits that stem from Open Innovation
- Highlight the examples of successful Living Labs and lessons learnt
- Encourage involvement of entities from the whole value chain into the innovation process
- Stimulate end-user involvement in all innovative processes that are supported by a region
- Encourage practical application of innovations
- Support active involvement of SMEs into the innovation process
- Build upon the existing LEADER structures
- Promote and utilize the 'LEADERS' approach to Living Lab development
- Iteratively align the model to local conditions
- Demonstrate local success stories

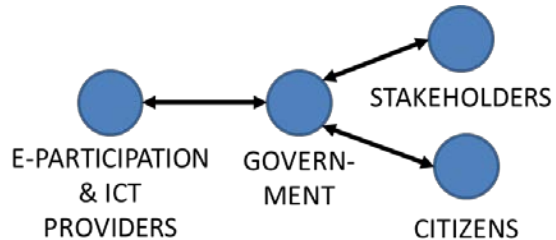
Source: Turowiec 2013 (CentraLab Project)



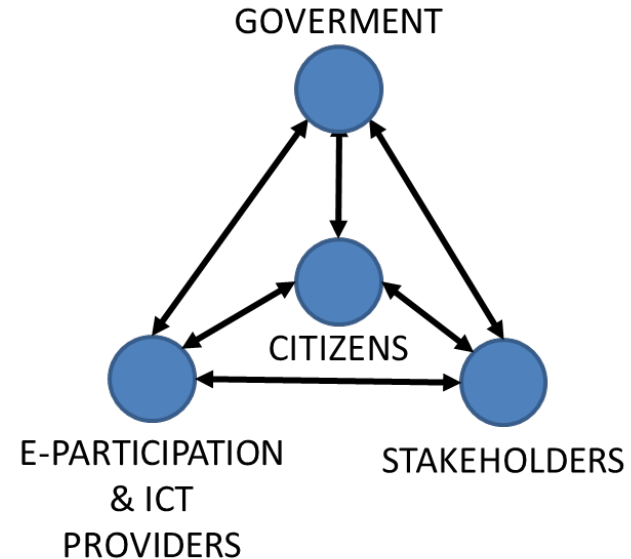
Government as Mediator



TRADITIONAL PLANNING



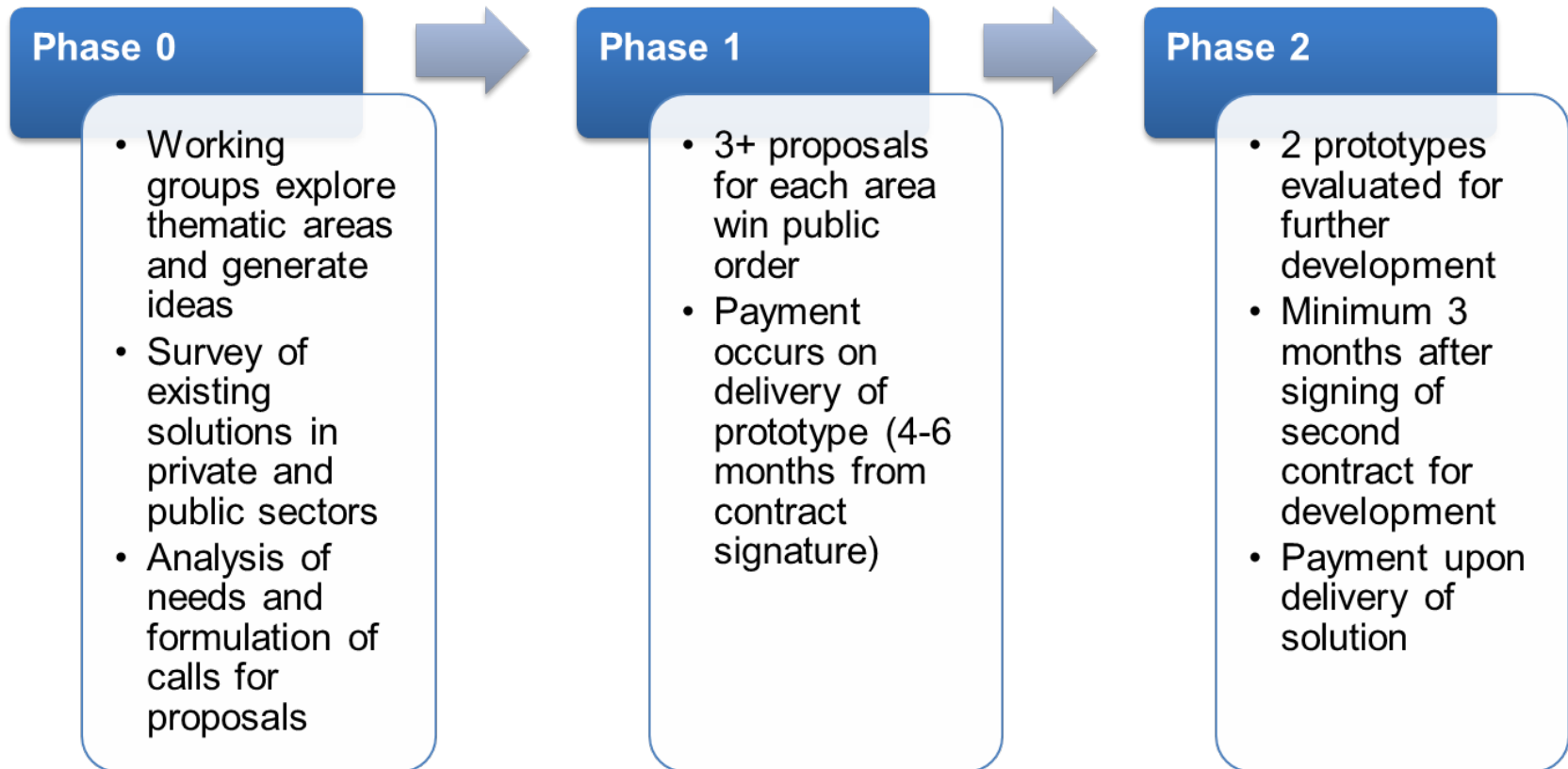
«TRADITIONAL» E-PARTICIPATION



LIVING LAB

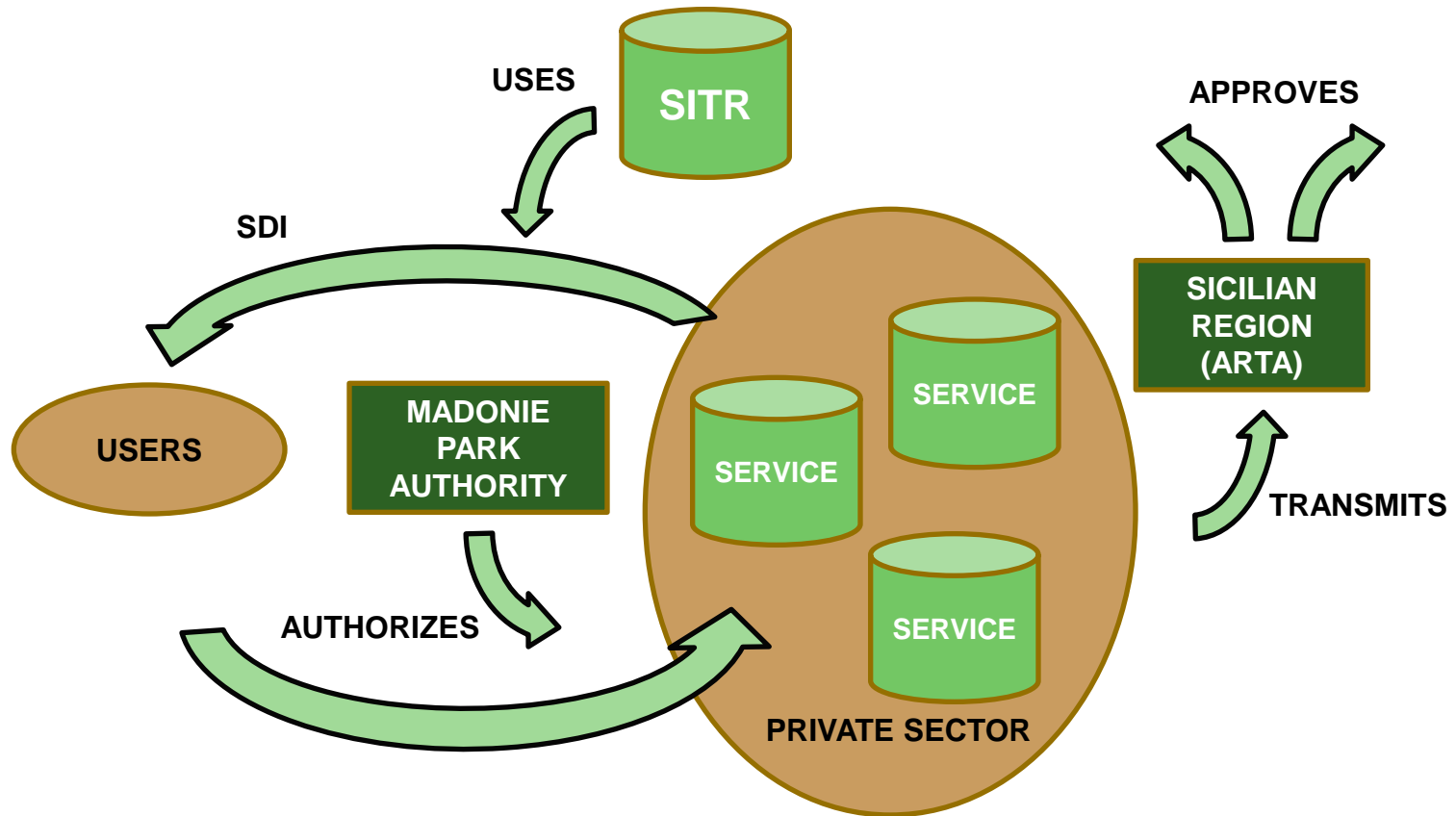
Source: Marsh 2012 (Parterre Project)

Government as Procurer



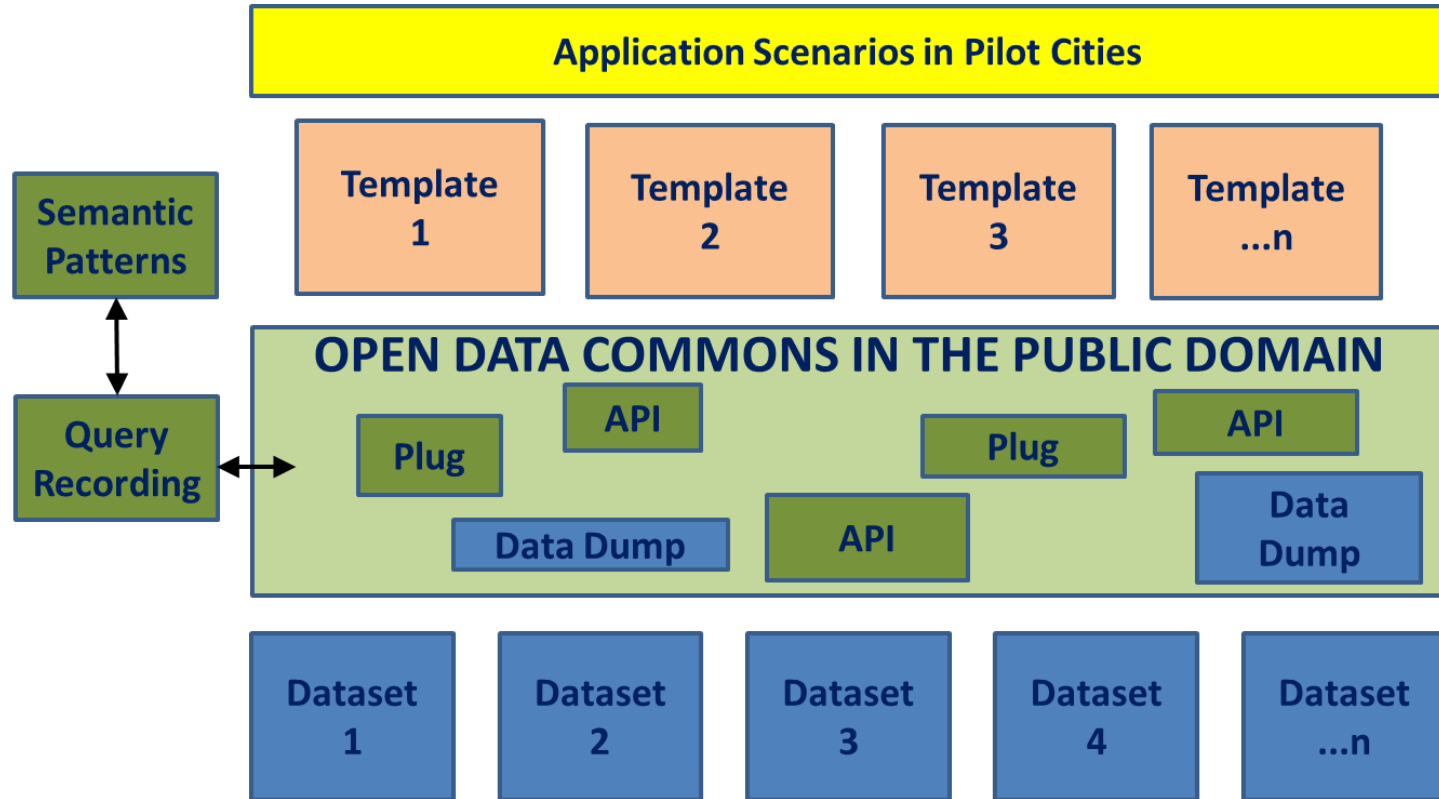
Source: Molinari 2013 (Alcotra Innovation Project)

Government as Partner



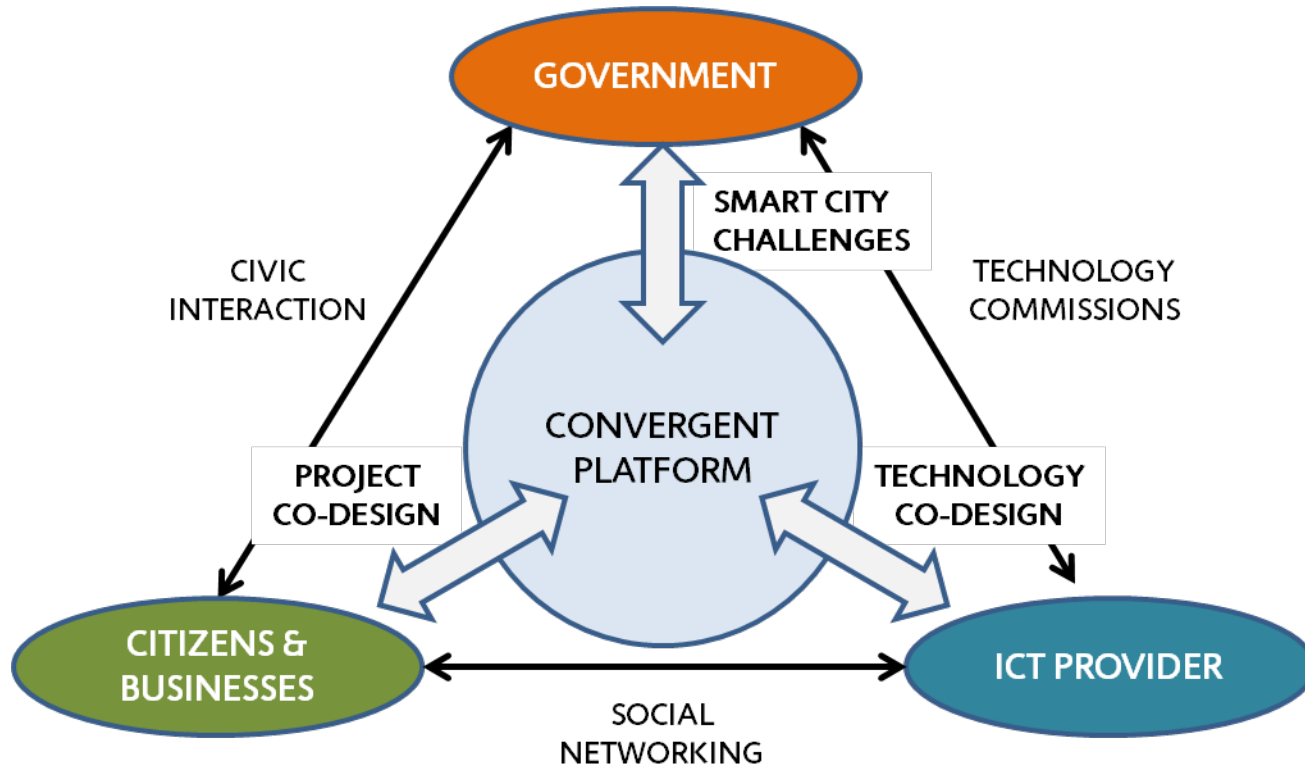
Source: Marsh 2012 (Habitats Project)

Government as Caretaker



Source: Marsh 2012 (Citadel Project)

Government as Peer



Source: Marsh 2011 (Periphèria Project)

Conclusions

- Social validation for INSPIRE highlights the importance of adoption processes
- This requires extending and exploring impact scenarios from the citizen/end user perspective
- In order to drive social innovation, the public sector must itself experiment and innovate
- New and promising models are being explored for future policy scenarios
- INSPIRE is thus a potentially significant driver for social and institutional innovation



Thank you for your attention

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