CREATIVITY AND COLLABORATION TO GROWTH

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TAGS: Pull, Web 2.0, Social Media, Open Innovation, Enterprise 2.0, Open Government, Internet of Things

Lisbon (PT), 29 june 2010

Index of contents

University of Cantabria
Dto. Transportes, Tecnologías y Procesos

Selected as International Excellence Campus

The UC is considered one of the ten best universities in Spain with regards to quality and scientific productivity

More than 100 research groups and 1200 researchers

Dto. Transportes, Tecnologías y Procesos:

Internet of People

Internet of Things

→ FUTURE INTERNET

Relevant Projects to Knetworks

TRANSMODALBOTS – Intelligent Multiagent Platform to search and aggregation of knowledge at the Internet

COMODALWEB 2.0 – Web 2.0 Tools and Platforms to develop Comodality and Collaborative Logistics. New model of Port Community Systems based in comodality

ECOMODALUMLANDPORT – Develop a Pull Collaborative Platform to Green and Efficiency Logistics Corridors

Transmodalbots A SME company specialized about develop of automatic technological surveillance systems based in content search and aggregate unattendance intelligent platform

CONCEPTUAL Knowledge Logistics and Technology focuses on the design and implementation of strategies in order to generate, transmit and apply the knowledge to organizations and institutions for their technological and logistic development, likewise R&D related to the implementation of new technologies in the organizations linked to internet of people and internet of things

• Creation of European Knowledge Center (EKC) working multidisciplinary about new topics of the Knowledge Socity and the Internet of Future

• Develop a network of excellence and best practices about new topics of the Knowledge Society as

- Open Government

- Open Innovation

- Social Media

- Internet of Things

- Web squared and ….

"Creative Class"

1. Science and engineering;

2. Research and development;

3. Technology-based industries;

4. Aesthetic and design industries;

5. Culture, arts and music;

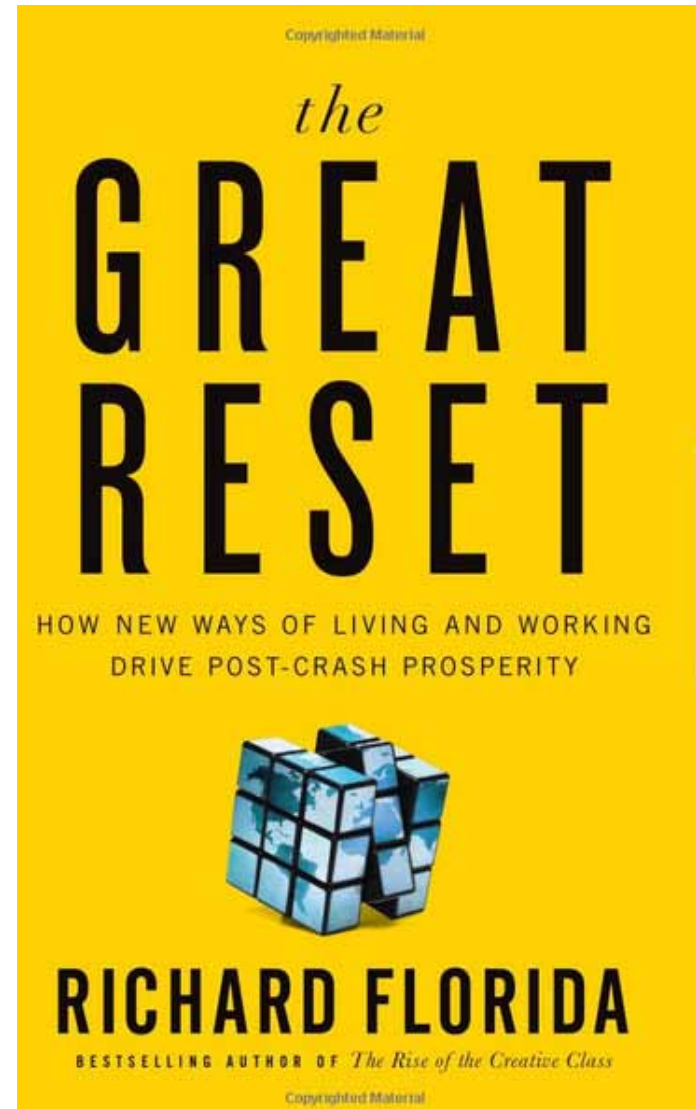**6.** Knowledge-based professions of health care, finance and law.

"Engage in complex **problem solving** that involves a great deal **of independent judgement** and requires high levels of **education or human capital".**
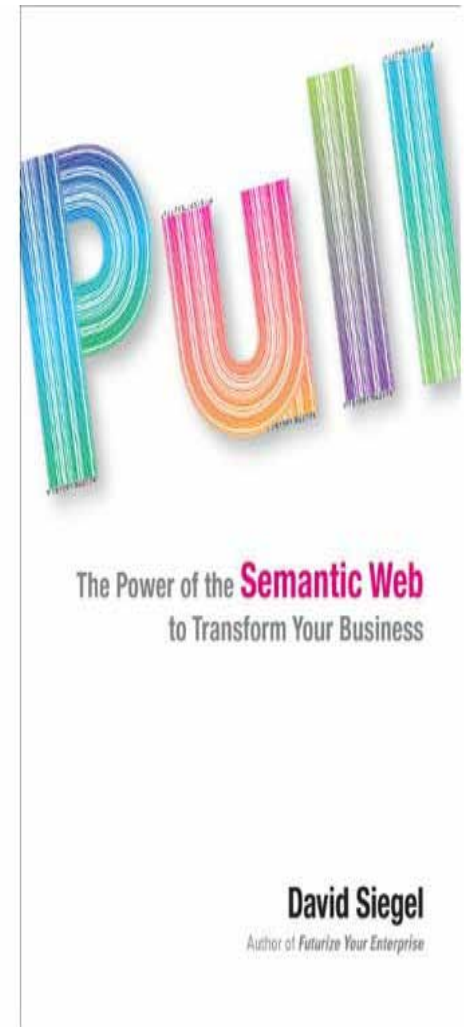
Talent, Technology and Tolerance

• **Talent,** that regions, cities or countries must have, attract or retain through setting the appropriate conditions that satisfy all types of expectations and lifestyles and offer permanent incentives to creative people.

• **Technology,** associated with research and substantial investments in new companies and businesses.

• **Tolerance,** is the third T to shape creativity. It is important because it shows the ability of a nation or region to attract and mobilize creative talent.

DO NOT WASTE THIS CRISIS

FROM PUSH PROGRAMS TO PULL PLATFORMS

The Power of the **Semantic Web** to Transform Your Business

David Siegel

Author of *Futurize Your Enterprise*

Push Programs	Pull Platforms
Demanda can be anticipated	Demand is highly uncertain
Top down design	Emergent design
Centralized control	Decentral ized initiative
Procedural	Modular
Tightly coupled	Loosely coupled
Resource centric	People centric
Participation restricted Few participants	Participation open Many diverse participants
Efficiency focus	Innovation focus
Limited number of major re- engineering efforts	Rapid incremental innovation
Zero sum rewards Extrinsic rewards dominate	Positive sum rewards Intrinsic rewards dominate

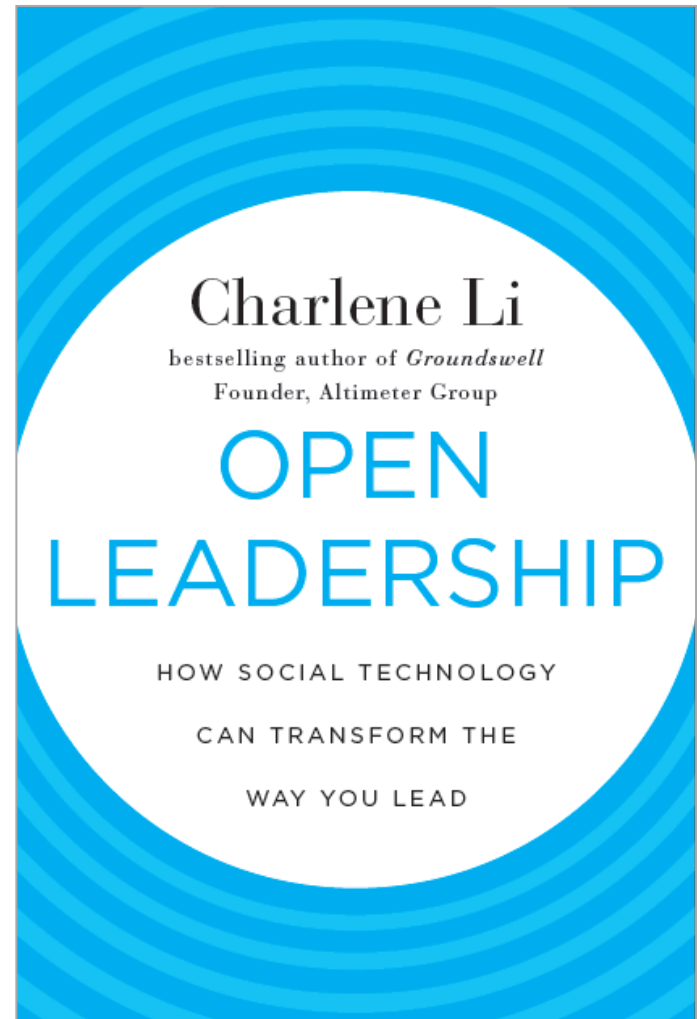TRUTH AND COLLABORATION TO WIN.

THE CREATIVE POWER OF COLLABORATION
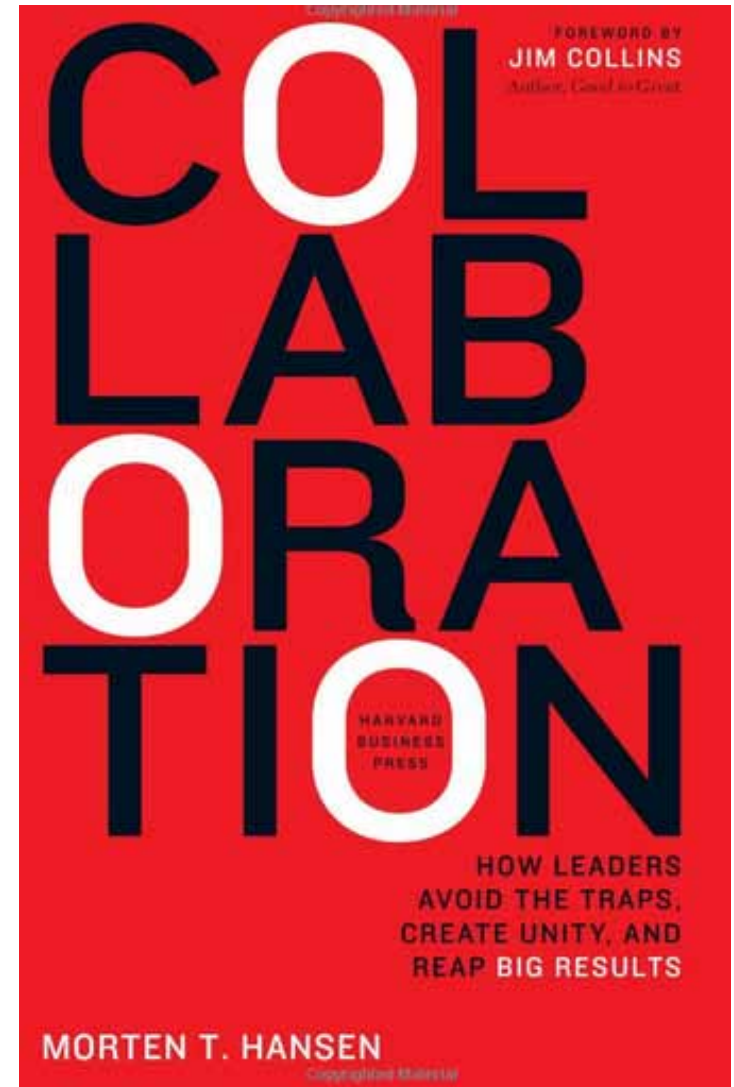
SHARE AND SHAKE INTERNAL AND EXTERNAL IDEAS TO INCREASE THE GROWTH

HOW TO GIVE UP CONTROL, AND BE IN COMMAND

Charlene Li
bestselling author of *Groundswell*
Founder, Altimeter Group

OPEN
LEADERSHIP

HOW SOCIAL TECHNOLOGY

CAN TRANSFORM THE

WAY YOU LEAD

UIMP 2.0

CONCEPTUAL KLT

knowledge social NETwork

¡¡creativity!!

Integrating academic and social aspects in the context of **creative economy**

Blogs, Wikis, Youtube, Flickr, Slideshare, Social Networks...
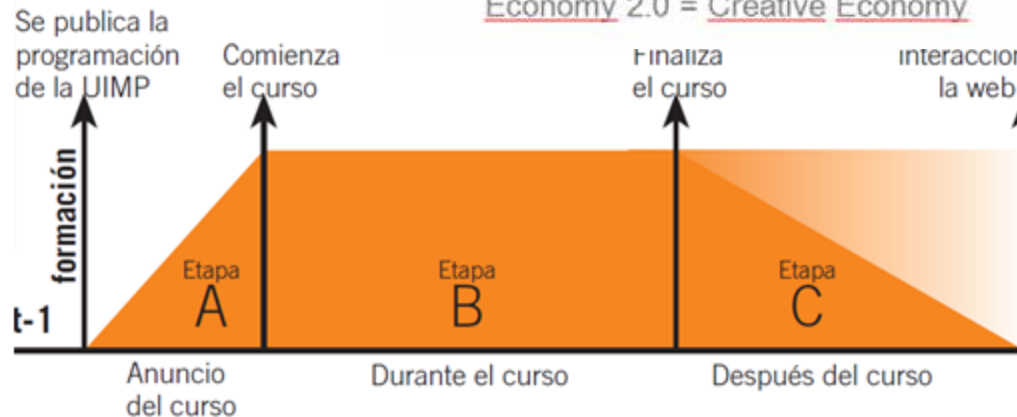
Temporal stages

Se publica la programación de la UIMP

Comienza el curso

Finaliza el curso

Interacción la web

formación

t-1

Etapa **A**

Etapa **B**

Etapa **C**

Anuncio del curso

Durante el curso

Después del curso

Economy 2.0 = Creative Economy

Results obtained and forecasts

6.000 MEMBERS UIMP 2.0

3.200 FANS FACEBOOK

600.00 VIS

Project description

UIMP 2.0 is a new teaching model, where simultaneous to the delivery of traditional classroom lectures, teachers and students, have had a social network of knowledge.

The method of use of UIMP 2.0 is **easy**. What are needed are ideas, **knowledge to share** and benefit equally from it provided by the other members of the Social Network of Knowledge.

Everyone in your space, you can upload photos, videos, create discussions and forums, share their ideas on his blog, calling an event or activity, share a presentation, talk with other members, share content via RSS interest on those the course, advertise a specific content on other networks like Facebook or Linkedin generalist and an infinite number of additional activities, limited only by the time that each one dedicates him.

Join us at www.uimp20.es