

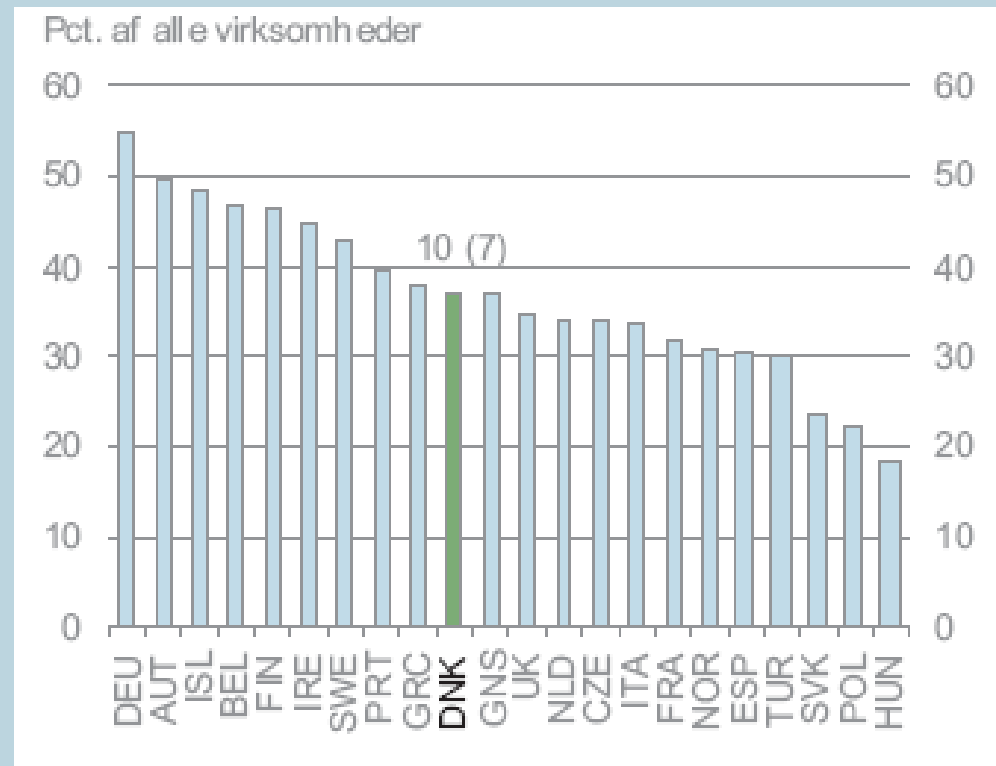
# Danish Programme for User Driven Innovation



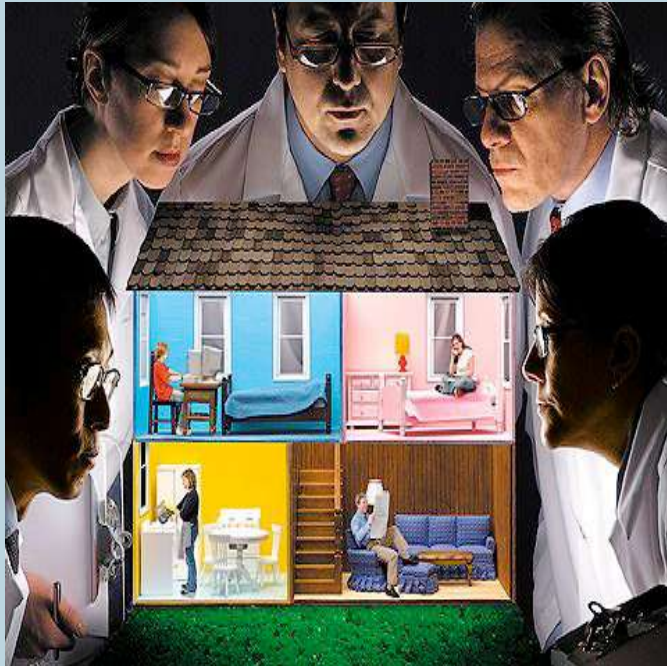
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## Innovation goals and status

- Danish companies should be among the most innovative.
- Latest status 2004-2006: Denmark 10<sup>th</sup> among CIS countries
- MEB/DECA should contribute to creating the best framework possible for innovation in Danish companies



## Why user-driven innovation?



- Innovation is not only a question of R&D investment
- Can uncover the consumers needs in new ways and lead to new products that better meets these needs
- Improve the “hit rate” of innovations and increase the return on investment

## Program for user driven innovation



- The budget for the program is € 13,5 mill. pr. year, totaling € 54 mill.
- Funds 50 pct of expenses
- Administration by the Danish Enterprise and Construction Authority
- Board of 12 members from the private and public sector, who have knowledge of innovation.

## What do we hope to achieve?

- Significantly contribute to more innovation in Danish companies and public institutions.
- Increased economic growth
- Increased user satisfaction
- New products, services and concepts are developed
- Strengthen the qualifications of employees to actively engage in innovation processes



# Case study 1

## Using cell phones for games and exercise

- Gym teacher as lead users
- Virtual games for kids based on GPS technology
- Outcome 2-3 mill DKK in 2009.
- Universities, private companies and organization.
- Unique product with great marked potential.



## Case study 2

# Improving the life quality of elderly people



- Development of products and services based on the needs of the elderly people.
- Identification of business opportunities together with private companies.
- Large business potential

## **Case study 3:** **All In One – Energy Solution**

- One system for controlling and monitoring the consumption of energy in houses
- Functions developed and tested through user needs
- Possible functions include automatic power saving and heat saving
- Testing in Portugal under different climatic conditions



## Midway evaluation

- **72 %** of the Companies have or expects to develop new services or products.
- Large amount of **private companies** participate in the program (2/3)
- Over 50% of the companies have **less than 50 employees**
- **59 %** of the companies are from knowledge service and IT sectors
- High degree of cooperation **across sectors**
- 75 % of the projects involve **public-private innovation** partnership



DANISH ENTERPRISE AND CONSTRUCTION AUTHORITY

# Thank you for your attention

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DANISH PROGRAMME FOR  
**USERDRIVEN  
INNOVATION**

