

# **“OPEN & SOCIAL INNOVATION - KNOWLEDGE CREATION IN THIRD PLACES”**

**“Open & Social Innovation - Knowledge Creation in Practice”  
Roundtable**

*Saturday 23 June - 10:45am - 12:15pm*

*Imadegawa Campus: Ryoshinkan Building RY422*

**NETWORK F: Knowledge, Technology, and Innovation**

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***<https://halshs.archives-ouvertes.fr/halshs-01512929>***

# CREATING KNOWLEDGE TO ADAPT



**« In an economy where the only certainty is uncertainty, the one source of lasting competitive advantage is knowledge »**

**Nonaka, I. (1991). « The Knowledge-creating company », *Harvard Business Review*, 69(6).**

# FROM OPEN INNOVATION TO DEMOCRATIZING INNOVATION

- **“The presence of many *smart people outside your own company* is not simply a problem for you or a fact of life to be regretted. It poses an opportunity for you”.**

Chesbrough H.W. (2003), *Open Innovation: The New Imperative for Creating and Profiting from Technology*, Harvard Business Press.

- **“Users’ ability to innovate is improving radically and rapidly as a result of the steadily improving quality of computer software and hardware, improved access to easy-to-use tools and components for innovation, and access to a steadily richer *innovation commons*”.**

Hippel E. von (2005), *Democratizing Innovation*, MIT Press.

# TWO WAYS TO SOLVE PROBLEMS

## *ENGINEER VS BRICOLEUR*

Claude  
Lévi-Strauss

THE  
SAVAGE  
MIND

1962





# TWO EPISTEMOLOGIES



**Knowledge is valid  
if 'true'**



**Knowledge is valid  
if it fits**

# **THIRD PLACE AND THE SPIRIT OF 'BRICOLAGE'**

# THIRD PLACES (1)



**Ray OLDENBURG (1989) « *The great good place: Cafes, coffee shops, bookstores, bars, hair salons and other hangouts at the heart of a community* »**

# THIRD PLACES (2)

"[...] daily life, in order to be relaxed and fulfilling, must find its balance in three realms of experience. One is **domestic**, a second is gainful or **productive**, and the third is **inclusively sociable**, offering both the basis of **community** and the celebration of it" (p. 14).

# THIRD PLACES (3)

## *A Neutral Ground*

- "In order for the city and its neighborhoods to offer the rich and varied association that is their promise and potential, there must be **neutral ground** upon which people may gather". (p. 22).
- "A place that is a **leveler** is, by its nature, an **inclusive place**" (p. 24).
- "Neutral ground provides the place, and leveling sets the stage for the cardinal and sustaining activity of third places everywhere. That activity is **conversation**" (p. 26).

# THIRD PLACES (4)

## *The Regulars*

- "The third place is just so much space unless the **right people** are there to make it come alive, and they are the regulars" (p. 33).
- "Every regular was once a newcomer, and the **acceptance of newcomers** is essential to the sustained vitality of the third place" (p. 34).
- "Since public life in America is relatively devoid of those connecting rituals that in other cultures serve to ensure the introductions of strangers, the order of welcome is doubly important" (p. 35).

## *The Mood is Playful*

- "Whether pronounced or low key, however, the playful spirit is of utmost importance. Here **joy** and **acceptance** reign over anxiety and alienation" (p. 38).

## *A Home Away From Home*

- "Though a radically different kind of setting from the home, the third place is remarkably similar to a good home in the psychological comfort and support that it extends" (p. 42).



# THIRD PLACES 2.0



# LEARNING FROM THIRD PLACES 2.0

**New work practices**

**New learning practices**

**New knowledge creation practices**

**Open and distributed innovation**

**...**

**Because of a **new culture**.**

# “2.0”

## Analogy with ‘Web 2.0’

- **C**ontent producer
- **C**ommunity maker
- **K**nowledge worker  
(Collaboration)

# "MAVERICK" COMMUNITIES

*“This process of development is inherently innovative. “Maverick” communities of this sort offer the core of a large organization a means and a model to examine the potential of **alternative views of organizational activity** through spontaneously occurring experiments that are simultaneously informed and checked by experience”.* (Brown & Duguid, 1991)

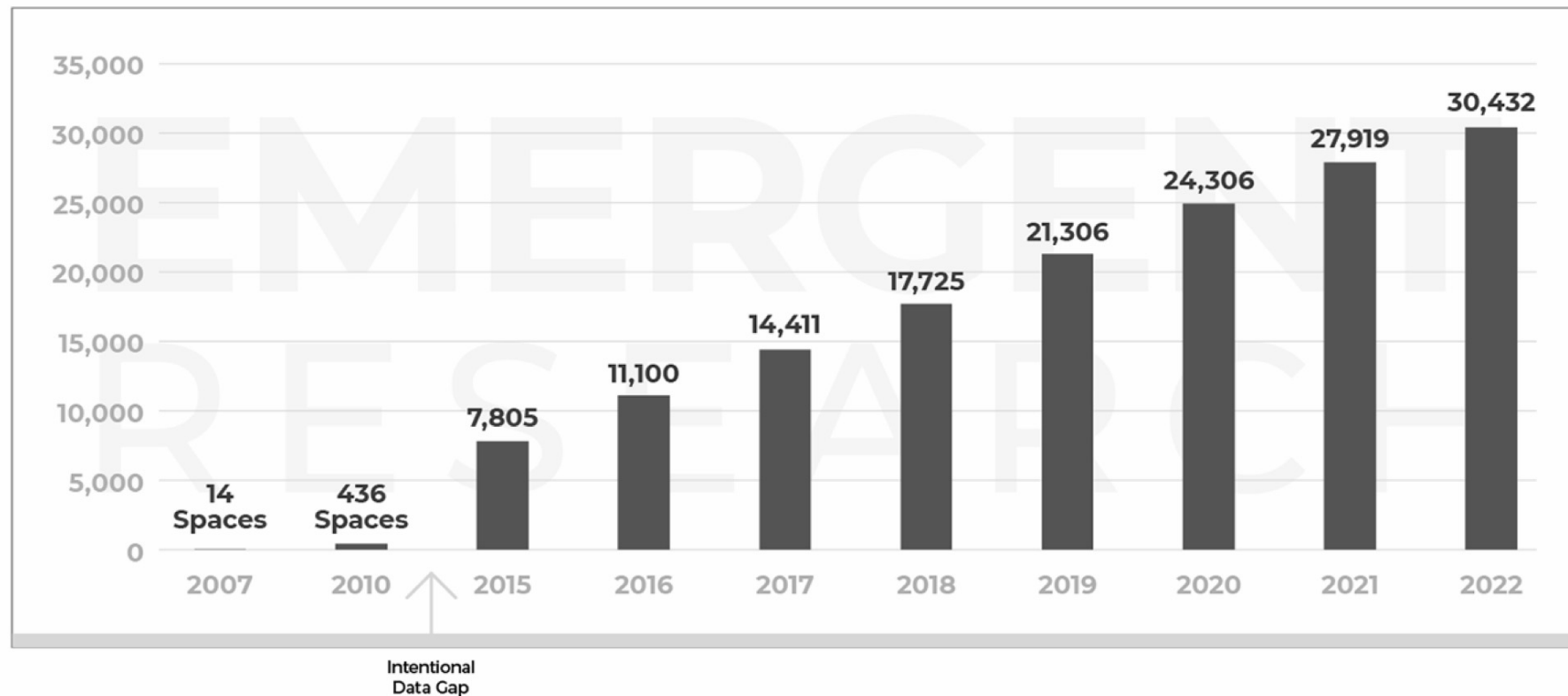
Brown J.S. & Duguid P. (1991), "Organizational learning and communities-of-practice: toward a unified view of working, learning, and innovation", *Organization Science*, vol. 2, n°1, p.p. 40–57.

# SOME NUMBERS

- **Coworking space** ([coworking.com](http://coworking.com)):
  - 1 in 2005
  - 14 000 in 2017
- **Fab Lab** (<http://fabfoundation.org/about-us/>):
  - 1 in 2001
  - 1186 in 2017
- **Hackerspace** (<https://wiki.hackerspaces.org>):
  - The first one in ???
  - 1271 in 2016
  - 1413 in 2018

# COWORKING SPACES

## Global Number of Coworking Spaces 2017 FORECAST







# THE HACKER CULTURE

*“[...] collaborators make technology at the same time that they experiment in the making of a social commonwealth; it is there where the **hard work of freedom** is practiced.”*

Coleman E.G. (2012), *Coding Freedom: The Ethics and Aesthetics of Hacking*, Princeton University Press, p. 210.

# HACKER PRACTICE

*“Hackers who are seen (and at times portray themselves) as quintessentially individualistic often **live this individualism through remarkably cooperative channels**”.* (Coleman, 2012)

*“To manage the **complexity** of the technological landscape, **hackers turn to fellow hackers** (along with manuals, books, mailing lists, documentation, and search engines) for constant information, guidance, and help.”* (Coleman, 2012)

# OPEN ACCESS CULTURE

***“Open access is the name of the revolutionary kind of access these authors, unencumbered by a motive of financial gain, are free to provide to their readers. Open access (OA) literature is digital, online, free of charge, and free of most copyright and licensing restrictions”.*** (Suber, 2012, p. 4)

Suber P. (2012), *Open Access*, MIT Press.

# FAB LAB CHARTER (MIT)

## **What is a fab lab?**

- Fab labs are a global network of local labs, enabling invention by providing access to tools for digital fabrication

## **What's in a fab lab?**

- Fab labs share an evolving inventory of core capabilities to make (almost) anything, allowing people and projects to be shared

## **What does the fab lab network provide?**

- Operational, educational, technical, financial, and logistical assistance beyond what's available within one lab

## **Who can use a fab lab?**

- Fab labs are available as a community resource, offering open access for individuals as well as scheduled access for programs

## **What are your responsibilities?**

- safety: not hurting people or machines
- operations: assisting with cleaning, maintaining, and improving the lab
- knowledge: contributing to documentation and instruction

## **Who owns fab lab inventions?**

- Designs and processes developed in fab labs can be protected and sold however an inventor chooses, but should remain available for individuals to use and learn from

## **How can businesses use a fab lab?**

- Commercial activities can be prototyped and incubated in a fab lab, but they must not conflict with other uses, they should grow beyond rather than within the lab, and they are expected to benefit the inventors, labs, and networks that contribute to their success







# WHAT CAN WE LEARN? (1)

## Producing = Sensemaking

- Aristotelian Philosophy: PRAXIS vs POIESIS
- POIESIS: activity to produce something
- PRAXIS: activity engaged for itself (to improve oneself) => **'bricolage' / hacker culture**

## Community Building (collaboration)

- Inclusive Philosophy (the 'Commons') / 'inclusive label' (MIT Charter)
- Concierge / Community Manager
- Political agenda
- **New Management Practices**

## Open Innovation

- 'Neutral Ground'
- Partnerships with Universities
- **Third Place as middleground**

# WHAT CAN WE LEARN? (2)

## Distributed innovation

- Community Organization
- Rise of Spaces for Creativity in the City
- Development of a Global Infrastructure for Coworkers, Mobile Workers, Teleworkers, Makers in the city
- Design Thinking
- Civic Tech

<http://superpublic.fr/en/>

## Socialization at the core

- 'The Mood is Playful'
- 'A Home Away From Home'
- Concierge / Community Manager
- Kitchen
- Culture of Discussion



# WHAT CAN WE LEARN? (3)

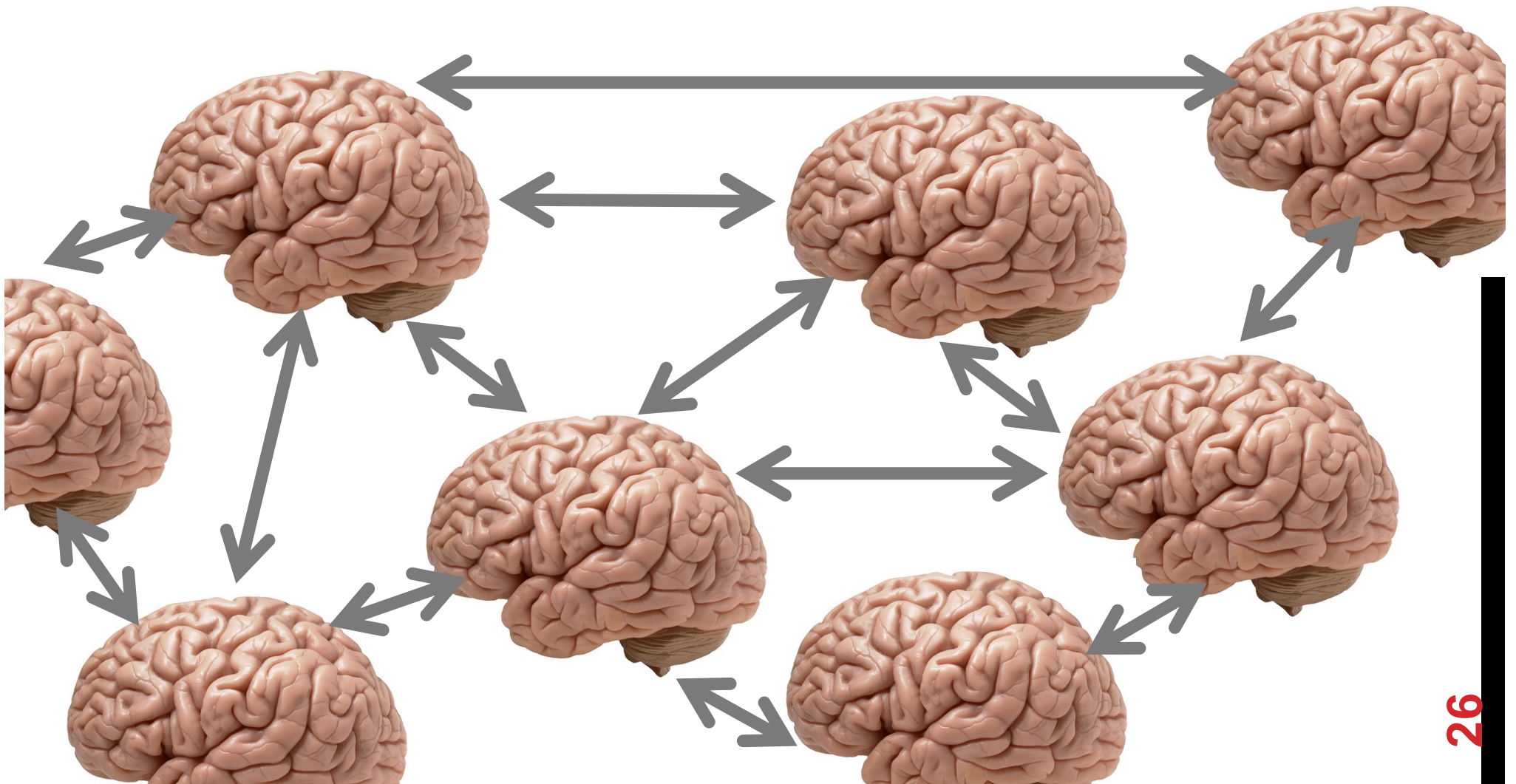
## New Place for Science and Creativity

- A Renewed Academic Presence in the City
- A More Distributed and 'Experiential' Logic (A New Epistemology => 'bricolage')
- New Methodologies (*shared experience*):
  - Learning Expedition (knowledge co-creation)
  - Documentation (collaborative documentation, live tweet, narration)
  - Pedagogical Innovation (Simulation/Experience)

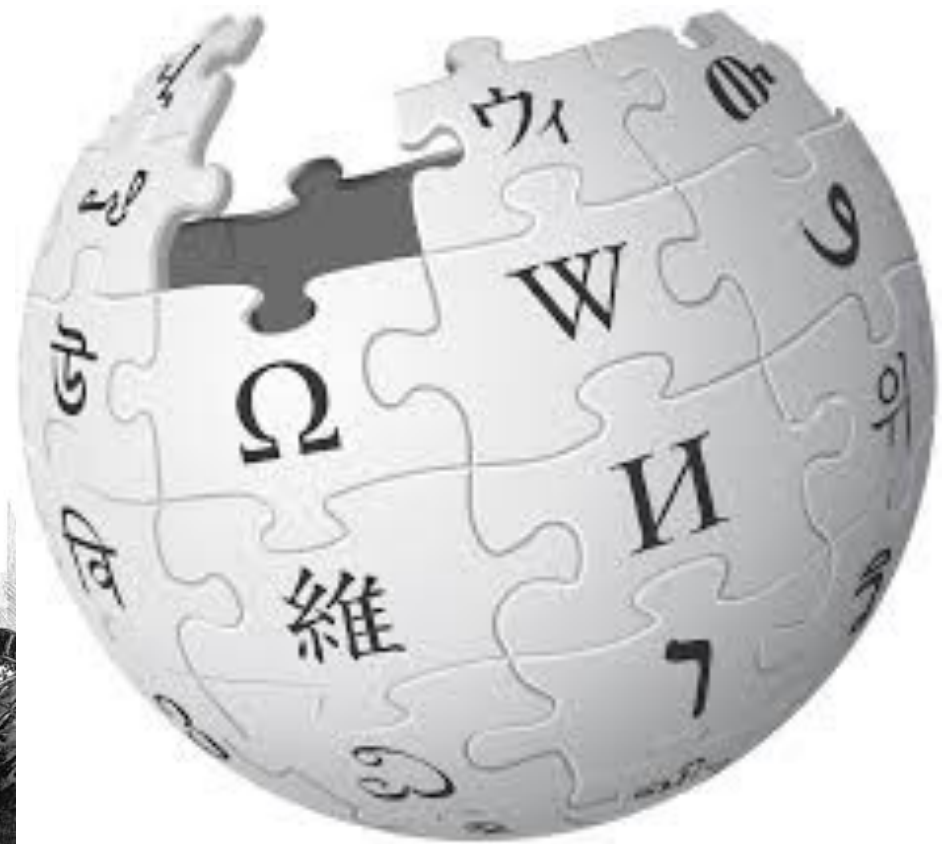
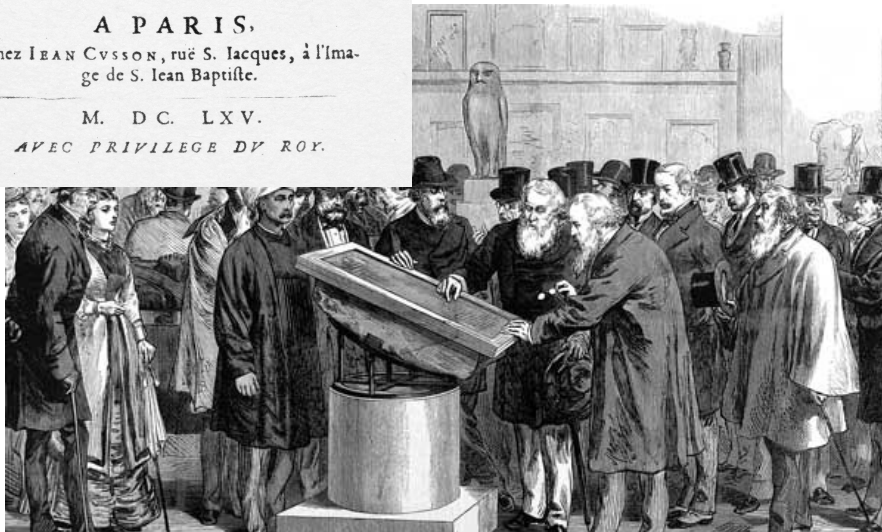
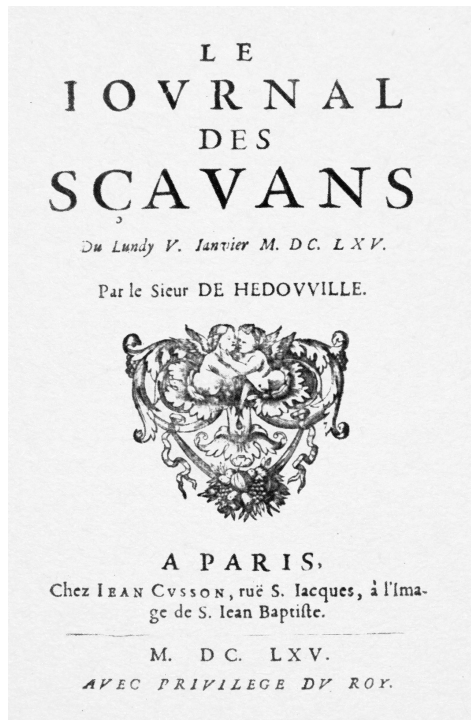




# ORGANIZING FOR KNOWLEDGE CREATION: AN OBJECTIVE



# ORGANIZING FOR KNOWLEDGE CREATION: A MODEL?



# A NEW MANAGEMENT PRACTICE: THE COMMONS

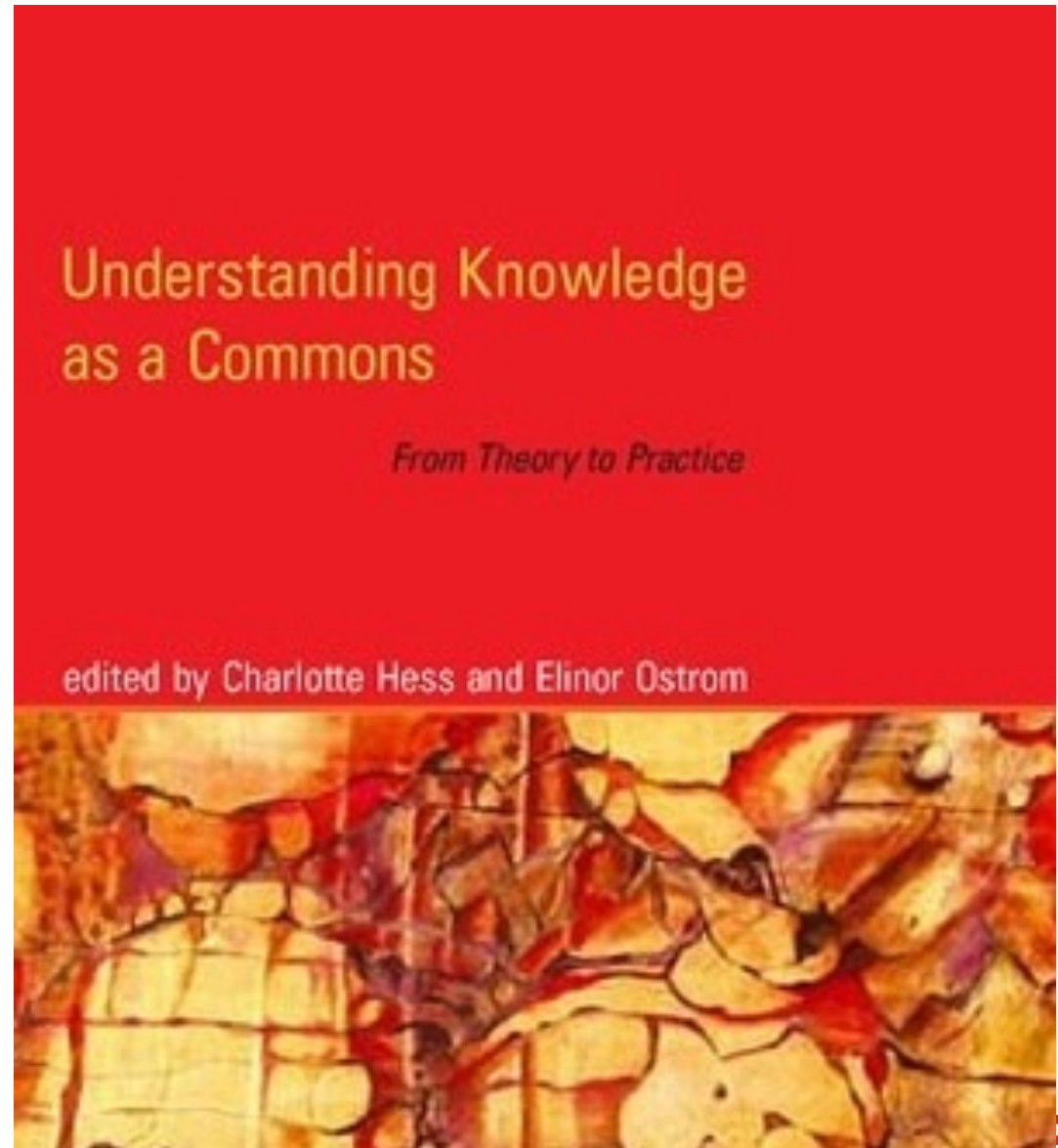
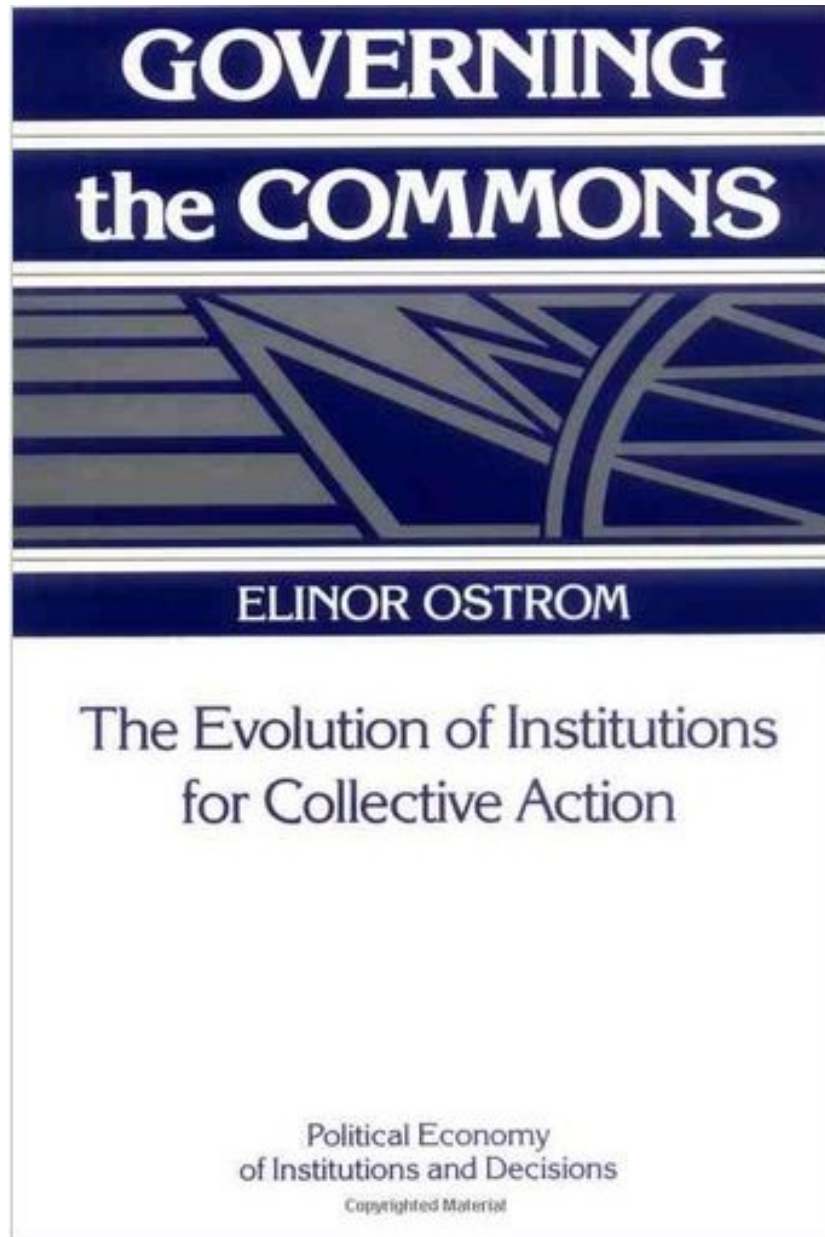




# THE COMMONS

- “**Commons** is a general term that refers to a **ressource shared by a group of people**. In a commons, the ressource can be small and serve a tiny group (the family refrigerator), it can be a community-level (sidewalks, playgrounds, libraries, and so on), or it can extend to international and global levels (deep seas, the atmosphere, the internet, and scientific knowledge). The commons can be well bounded (a community park or library); transboundary (the Danube River, migrating wildlife, the Internet); or without clear boundaries (*knowledge, the ozone layer*).” Hess C. & Ostrom E. (2011), *Understanding Knowledge as a Commons: From Theory to Practice*, MIT Press, pp. 4-5.
- The ressource becomes a commons when it is **managed**.

# A NEW MANAGEMENT PRACTICE FOR KNOWLEDGE CREATION



MIT Press