VOP&C's and Regional Development

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Virtual Open Projects and Communities (VOP&C) provide outstanding outcomes. They have special characteristics[1], which make them unique: the way they are organised, how they operate and the membership relationship.

VOP&C exploitation is becoming necessary for global competition of regions
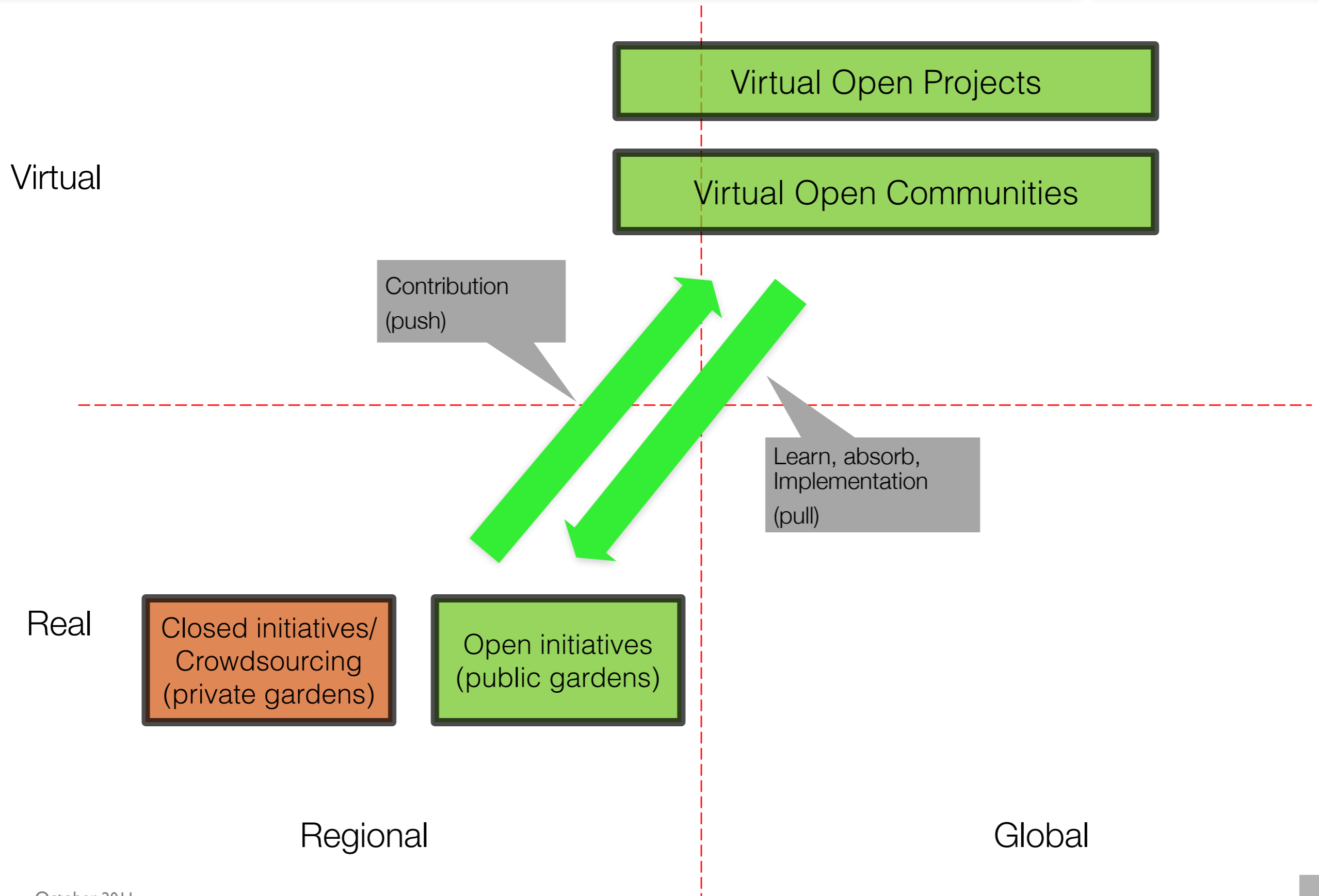
[1] See: evoREG Research Note #17

http://www.evoreg.eu/downloads.php?cat=shno&lg=fr

i.e. open social projects

Analyse how Virtual Open Projects and Communities (VOP&C) can make a positive impact on Regional Development

Understanding the dynamics to provide a useful framework to systematise the use and exploitation of VOP&C on any region

Private gardens

NO ACCESS

Foto: bob the lomond (flikr)

A. There is a positive relationship between virtual open projects and communities with regional development:

- Analysing the case of Entrepreneurial VOP&C's and how they impact on different regions development (focus). Specifically improving and increasing entrepreneurial activity, which generates real wealth*

- This impact can be also measured using some key performance indicators**

B. There are some patterns on the way VOP&C interact with regional ecosystem

C. Can they be systematised? Deducing a framework for exploiting them will

Real wealth is not self-employment for surviving
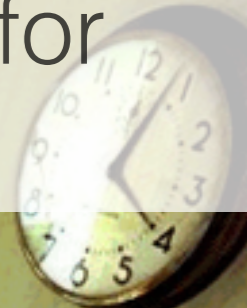
- About VOP&C. The case of Virtual Open Communities for entrepreneurs

- Work dynamics. Pull and push

- Field work for some regions (France, Germany and Spain). Measuring impact of VOP&C:

  Assessing how entrepreneurs and investors use and benefit from VOC

  Interviewing entrepreneurial community managers

- Deducing a framework of best practices on exploiting VOP&C's

Scientific papers, surveys and analysis

- About VOP&C. The work dynamics, useful resources and forums, learning networks, peers exchanging knowledge

- The case of entrepreneurial virtual communities

- Measuring impact of OP&C. A suggested set of indicators and framework

- Field work analysis and conclusions

- Suggesting a framework for a new tool for regional development: VOP&C

Practical works and applications

- Getting support from institutions and policy makers in different regions

- Innovation capacity assessment panel. How global talent enhances innovation capacity of a region

- Putting it in practice. An VOP&C for Regional Development. Creating a wiki and leadership for real testing in some regions (France, Germany and Spain)

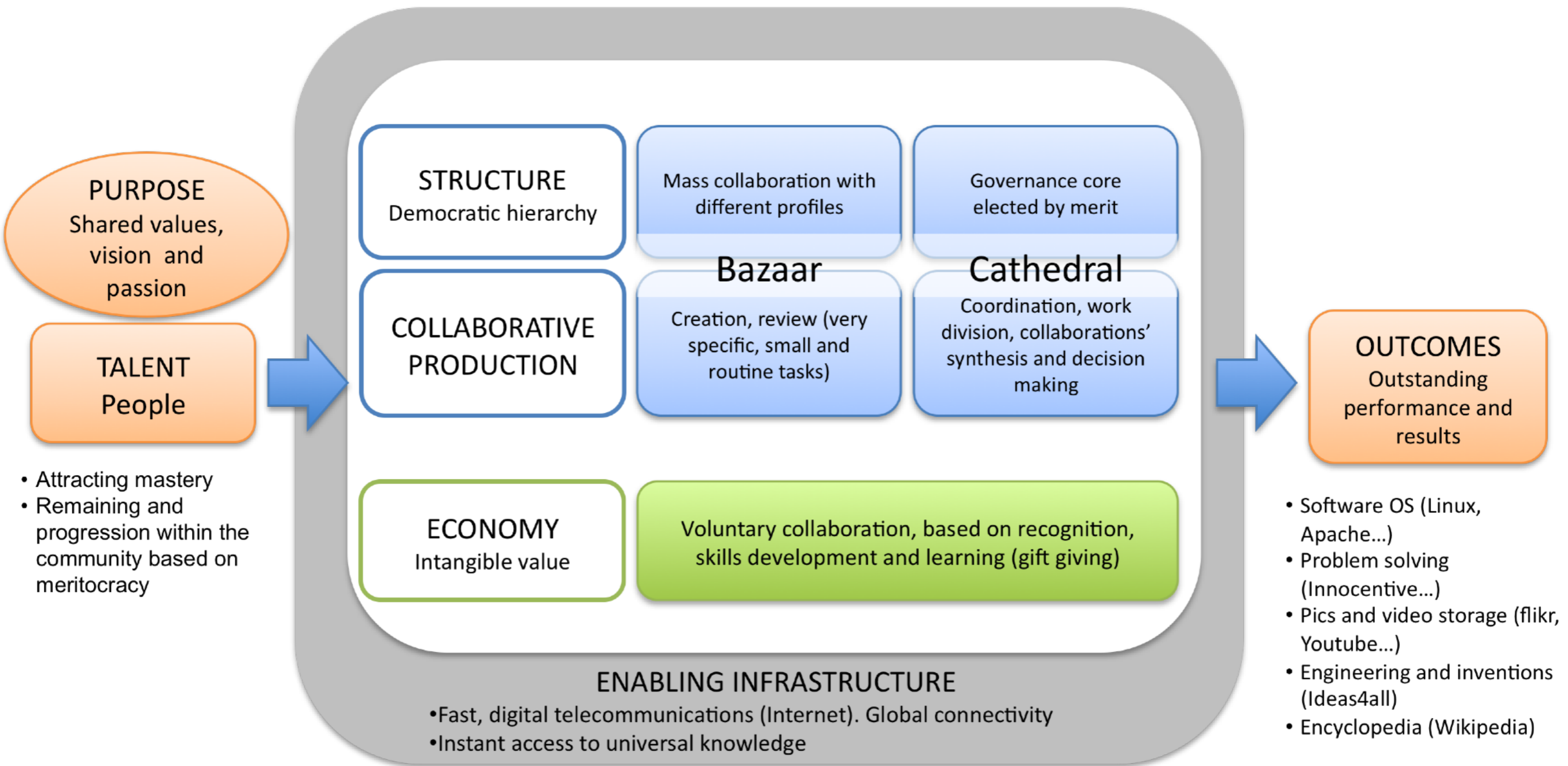| Task |
| --- |
| Desktop research on VOP&Cs |
| Identifiying most popular entrepreneurial VOP&C |
| Look for resources and support for the project |
| Field work: surveys, interviews |
| First papers and publications |
| Field work: innovation capacity assessment |
| Analysis and conclusions |

Thank You!

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DETAILED INFORMATION

BACK- UP

PURPOSE
Shared values, vision and passion

TALENT
People

- Attracting mastery
- Remaining and progression within the community based on meritocracy

STRUCTURE
Democratic hierarchy

COLLABORATIVE PRODUCTION

ECONOMY
Intangible value

Mass collaboration with different profiles

Governance core elected by merit

Bazaar

Cathedral

Creation, review (very specific, small and routine tasks)

Coordination, work division, collaborations' synthesis and decision making

Voluntary collaboration, based on recognition, skills development and learning (gift giving)

ENABLING INFRASTRUCTURE
- Fast, digital telecommunications (Internet). Global connectivity
- Instant access to universal knowledge

OUTCOMES
Outstanding performance and results

- Software OS (Linux, Apache…)
- Problem solving (Innocentive…)
- Pics and video storage (flikr, Youtube…)
- Engineering and inventions (Ideas4all)
- Encyclopedia (Wikipedia)

- Purpose. Vision, strategy and values. Common passion
- Economy. Recognition and gift giving
- Production:
  - Members only need to have Talent (no machinery or facilities). Home made contributions.
  - Small modules and thousand "eyes" for reviewing and improving
- Structure and Organization:
  - Bazaar and Cathedral
  - Democracy
  - Collaborative Hierarchy elected by positive Meritocracy for coordination, control and decision making
- Enabling Infrastructures

Issue	Traditional Business	OS Communities	Why and where can be good for business?
Purpose	Corporate strategy Board of directors interests and profit	Shared vision, strategy and values Common passion to improve or create outstanding products or services	Any business activity or organizational function intensive in knowledge
Production	Physical infrastructures (factories, warehouses, logistics, transportation…) Productivity efficiency tools: BPR, TQM, six sigma…	Members only need to have Talent (no machinery, facilities or material goods) Home made contributions. Small modules and thousand "eyes" for reviewing and improving	Collaborators who want family conciliation and flexible timetables Works with lot of routine that can be done by a variety of profiles
Structure and Organization	Evolution from hierarchical, functional, matrix, flat, hypertext, collaborative (hybrids). Cathedral	Bazaar Democracy Collaborative Hierarchy elected by meritocracy for coordination, control and decision making	Avoid Management mediocrity thanks to Meritocratic progression in hierarchy Talent and mastery reverses old Maslow Pyramid factors
Economy	Manager- employee relationship	Recognition Self development "gift giving"	Very high talented people look for self development rather than incomes or short term earns
Enablers	Technological advances Advances in management practices	Same and: Digitalization Internet (fast global connectivity)	Global collaboration across borders in multinationals Open innovation, ousourcing of non nuclear capacities…

Management Innovation. Hamel, G. 2007

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The cathedral and the bazaar. Raymond, E. 1997

Meritosismo (spanish, difussion). Ramos, JC. 2009