



### Open Society

An open society allows individuals to change their roles and to benefit from corresponding changes in status. Open science depends to a greater or lesser extent on digital technologies and innovations in structural processes by an open society. When realized, open science research and innovation can create investment opportunities for new and better products and services and therefore increase competitiveness and employment. Open science research and innovation is a key component of thematic open science priorities. Central to the open science digital infrastructure is enabling industry to benefit from digital technology and to underpin scientific advances through the development of an open society. Open science research and innovation can also contribute to society as a global actor because scientific relations can flourish even where global relations are strained. Open science has a critical role across many areas of decision making in providing evidence that helps understand the risks and benefits of different open science choices. Digital technology is making the conduct of open science and innovation more collaborative, more global, and more open to global citizens. Open society must embrace these changes and reinforce its position as the leading power for science, for new ideas, and for investing sustainably in the future.

It is apparent in open society that the way science works is fundamentally changing, and an equally significant transformation is taking place in how organizations and societies innovate. The advent of digital technology is making research and innovation more open, collaborative, and global. These exchanges are leading open society to develop open science and to set goals for research and innovation priority. Open science goals are materializing in the development of scientific research and innovation platforms and greater acceptance of scientific data generated by open science research. Open science research and innovation do not need help from open society to come up with great ideas, but the level of success ideas ultimately reach is undoubtedly influenced by regulation, financing, public support, and market access. Open society is playing a crucial role in improving all these success factors.

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Open science represents a new approach to the scientific process based on cooperative work and new ways of diffusing knowledge by using digital technologies and collaborative tools. These innovations capture a systemic change to the way science and research have been carried out for the last fifty years. Science is shifting from the standard practice of publishing research results in scientific publications after the research and reviews are completed. The shift is towards sharing and using all available knowledge at an earlier stage in the research process. Open science is to science what digital technology is to social and economic transactions: allowing end users to be producers of ideas, relations, and services and in doing so, enabling new working models, new social relationships and leading to a new modus operandi for science. Open science is as important and disruptive as e-commerce has been for the retail industry. Just like e-commerce, the open science research paradigm shift affects the whole business cycle of doing science and research. From the selection of research subjects to the carrying out of research, to its use and re-use, to the role of universities, and that of publishers are all dramatically changed. Just as the internet and globalization have profoundly changed the way we do business, interact socially, consume culture, and buy goods, these changes are now profoundly impacting how one does research and science.

The discussion on broadening the footprint of science and on novel ways to produce and spread knowledge gradually evolved from two global trends: Open Access and Open Source. The former refers to online, peer-reviewed scholarly outputs, which are free to read, with limited or no copyright and licensing restrictions, while open source refers to software created without any proprietary restriction and which can



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be accessed and freely used. Although open access became primarily associated with a particular publishing or scientific dissemination practice, open access already sought to induce a broader practice that includes the general re-use of all kinds of research products, not just publications or data. It is only more recently that open science has coalesced into the concept of a transformed scientific practice, shifting the focus of researchers' activity from publishing as fast as possible to sharing knowledge as early as possible. Open science is defined as the idea that scientific knowledge of all kinds should be openly shared as early as is practical in the discovery process. As a result, the way science is done in the future will look significantly different from the way it is done now. Open science is the ongoing evolution in the modus operandi of doing research and organizing science. This evolution is enabled by digital technology and is driven by both the globalization of the scientific community and increasing public demand to address the societal challenges of our times. Open science entails the ongoing transitions in the way research is performed, researchers collaborate, knowledge is shared, and science is organized.

Open science impacts the entire research cycle, from the inception of research to its publication, and on how this cycle is organized. The outer circle reflects the new interconnected nature of open science, while the inner circle shows the entire scientific process, from the conceptualization of research ideas to publishing. Each step in the scientific process is linked to ongoing changes brought about by open science, including the emergence of alternative systems to establish a scientific reputation; changes in the way quality and impact of research are evaluated; the growing use of scientific blogs; open annotation; and open access to data and publications. All institutions involved in science are affected, including research organizations, research councils, and funding bodies. The trends are irreversible, and they have already grown well beyond individual projects. These changes predominantly result from a bottom-up process driven by a growing number of researchers who increasingly employ social media in their research and initiate globally coordinated research projects while sharing results at an early stage in the research process.

Open science is encompassed in five schools of thought:

- the infrastructure school, concerned with technological architecture
- the public school, concerned with the accessibility of knowledge creation
- the measurement school, concerned with alternative impact assessment
- the democratic school, concerned with access to knowledge
- the pragmatic school, concerned with collaborative research

According to the measurement school, the reputation and evaluation of individual researchers are still mainly based on citation-based metrics. The h-index is an author-level metric that attempts to measure both the productivity and citation impact of the publications of a scientist or scholar. The impact factor is a measure reflecting the average number of citations to articles published in an academic journal and is used as a proxy for the relative importance of a journal.

Numerous criticisms have been made of citation-based metrics, primarily when used, and often misused, to assess the performance of individual researchers. These metrics:

- are often not applicable at the individual level
- do not take into account the broader social and economic function of scientific research
- are not adapted to the increased scale of research
- cannot recognize new types of work that researchers are performing

Web-based metrics for measuring research output, popularized as altmetrics, have recently received much attention: some measure the impact at the article level, others make it possible to assess the many outcomes of research in addition to the number of scientific articles and references. The current reputation and



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evaluation system has to adapt to the new dynamics of open science and acknowledge and incentivize engagement in open science. Researchers engaging in open science have growing expectations that their work, including intermediate products such as research data, will be better rewarded or taken into account in their career development. Vice-versa, the use, and reuse of open data will require appropriate codes of conduct requiring, for example, the proper acknowledgment of the original creator of the data.

These ongoing changes are progressively transforming scientific practices with innovative tools to facilitate communication, collaboration, and data analysis. Researchers that increasingly work together to create knowledge can employ online tools and create a shared space where creative conversation and collaboration can occur. As a result, the problem-solving process can be faster, and the range of problems that can be solved can be expanded. The ecosystem underpinning open science is evolving very rapidly. Social network platforms for researchers already attract millions of users and are being used to begin and validate more research projects.

Furthermore, the trends towards open access are redefining the framework conditions for science and thus have an impact on how open innovation is produced by encouraging a more dynamic circulation of knowledge. It can enable more science-based startups to emerge thanks to the exploitation of openly accessible research results. Open science, however, does not mean free science. It is essential to ensure that intellectual property is protected before making knowledge publicly available in order to subsequently attract investments that can help translate research results into innovation. If this is taken into account, fuller and broader access to scientific publications and research data can help to accelerate innovation. Investments that boost research and innovation in open science would benefit society with fewer barriers to knowledge transfer, open access to scientific research, and greater mobility of researchers. In this context, open access can help overcome the barriers that innovative organizations face in accessing the results of research funded by the public.

### Open innovation

An open society is the largest producer of knowledge, but the phenomenon of open science is changing every aspect of the scientific method by becoming more open, inclusive, and interdisciplinary. Ensuring open society is at the forefront of open science means promoting open access to scientific data and publications alongside the highest standards of research integrity. There are few forces in this globe as engaging and unifying as science. The universal language of science maintains open channels of communication globally. Open society can maximize its gains through maintaining its presence at the highest level of scientific endeavor, and by promoting a competitive edge in the knowledge society of the information age. The ideas and initiatives described in this publication can stimulate anyone interested in open science research and innovation. It is designed to encourage debate and lead to new ideas on what and open society should do, should not do, or do differently.

An open society can lead to a research powerhouse; however, open society rarely succeeds in turning research into innovation and in getting research results to the global market. Open society must improve at making the most of its innovation talent, and that is where open innovation comes into play. The basic premise of open innovation is to open up the innovation process to all active players so that knowledge can circulate more freely and be transformed into products and services that create new markets while fostering a stronger culture of entrepreneurship. Open innovation is defined as the use of purposive inflows and outflows of knowledge to accelerate internal innovation. This original notion of open innovation was primarily based on transferring knowledge, expertise, and even resources from one company or research institution to another. This notion assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as they seek to improve their performance. The concept of



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open innovation is continually evolving and is moving from linear, bilateral transactions and collaborations towards dynamic, networked, multi-collaborative innovation ecosystems. This means that a specific innovation can no longer be seen as the result of predefined and isolated innovation activities but rather as the outcome of a complex co-creation process involving knowledge flows across the entire economic and social environment. This co-creation takes place in different parts of the innovation ecosystem and requires knowledge exchange and absorptive capacities from all the actors involved, whether businesses, academia, financial institutions, public authorities, or citizens.

Open innovation is a broad term, which encompasses several different nuances and approaches. Two main elements underpin the most recent conceptions of open innovation: the users are in the spotlight and invention becomes an innovation only if users become a part of the value creation process. Notions such as user innovation emphasize the role of citizens and users in the innovation processes as 'distributed' sources of knowledge. This kind of public engagement is one of the aims of open science research and innovation. The term 'open' in these contexts has also been used as a synonym for 'user-centric'; creating a well-functioning ecosystem that allows co-creation and becomes essential for open innovation. In this ecosystem, relevant stakeholders are collaborating along and across industry and sector-specific value chains to co-create solutions for socio-economic and business challenges. One important element to keep in mind when discussing open innovation is that it cannot be defined in absolutely precise terms. It may be better to think of it as a point on a continuum where there is a range of context-dependent innovation activities at different stages, from research to development through to commercialization, and where some activities are more open than others. Open innovation is gaining momentum thanks to new large-scale trends such as digitalization and the mass participation and collaboration in innovation that it enables. The speed and scale of digitalization are accelerating and transforming the way one designs, develops, and manufactures products, the way one delivers services, and the products and services themselves. It is enabling innovative processes and new ways of doing business, introducing new cross-sector value chains and infrastructures.

Open society must ensure that it capitalizes on the benefits that these developments promise for citizens in terms of tackling societal challenges and boosting business and industry. Drawing on these trends, and with the aim of helping build an open innovation ecosystem in open society, the open society's concept of open innovation is characterized by:

- combining the power of ideas and knowledge from different actors to co-create new products and find solutions to societal needs
- creating shared economic and social value, including a citizen and user-centric approach
- capitalizing on the implications of trends such as digitalization, mass participation, and collaboration

In order to encourage the transition from linear knowledge transfer towards more dynamic knowledge circulation, experts agree that it is essential to create and support an open innovation ecosystem that facilitates the translation of knowledge into socio-economic value. In addition to the formal supply-side elements such as research skills, excellent science, funding and intellectual property management, there is also a need to concentrate on the demand side aspects of knowledge circulation, making sure that scientific work corresponds to the needs of the users and that knowledge is findable, accessible, interpretable and reusable. Open access to research results aims to make science more reliable, efficient, and responsive and is the springboard for increased innovation opportunities, e.g. by enabling more science-based startups to emerge. Prioritizing open science does not, however, automatically ensure that research results and scientific knowledge are commercialized or transformed into socio-economic value. In order for this to happen, open innovation must help to connect and exploit the results of open science and facilitate the faster translation of discoveries into societal use and economic value.



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Collaborations with global partners represent important sources of knowledge circulation. The globalization of research and innovation is not a new phenomenon, but it has intensified in the last decade, particularly in terms of collaborative research, international technology production, and worldwide mobility of researchers and innovative entrepreneurs. Global collaboration plays a significant role both in improving the competitiveness of open innovation ecosystems and in fostering new knowledge production worldwide. It ensures access to a broader set of competencies, resources, and skills wherever they are located, and it yields positive impacts in terms of scientific quality and research results. Collaboration enables global standard-setting, allows global challenges to be tackled more effectively, and facilitates participation in global value chains and new and emerging markets.

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