

SELIS Innovative Thinking Workshop in IBM

This autumn the Innovation Exchange (IIX) Team will host an **Innovative Thinking Workshop** on the IBM campus for one of the largest and most ambitious projects in the European H2020 portfolio. The event will be made possible by utilizing the professional services and facilities provided by our excellent European Briefing Centre team. The project in question is called SELIS (<http://www.selisproject.eu>) which has 42 consortium partners and a budget of 19 M€. The workshop will result in 60 key representatives from the SELIS consortium congregating on campus for a 3-day IBM led workshop. IBM is a major contributor across all areas of the project including Cloud Architecture & Governance, Innovation Management and Commercialisation Strategies. The primary IIX team members working on SELIS on behalf of IBM are **Ida Srdic** (Innovation Manager & Senior Business Analyst), **Gary Thompson** (Senior Consultant), **Kieran Flynn** (Cloud & Performance Engineer) and **John Farren** (Technical Lead).

The SELIS project vision is to enable accelerated digital transformation of the logistics sector through **shared logistics intelligent information spaces offered as a service** to every logistics community in Europe. In more technical terminology SELIS will establish a **'digital platform' as an infrastructure for a 'new generation of logistics applications'**, to be created and used via sharing resources (i.e. services, APIs, and data). The SELIS digital platform constitutes an 'out of the box' technology enabling stakeholders in the logistics sector to create and maintain innovative collaborative environments referred to as **SELIS Community Nodes (SCNs)**.

The Innovative Thinking Workshop has key objectives, first one is to validate the SELIS methodology for Innovation Management created in IBM as a tailored version of design thinking methodology. One of the definitions of Design Thinking (DT) come from Stanford's D school. It is a "a continuous evolving process through the stages: *Empathize, Define, Ideate, Prototype and Test*. Within each stage, problems are framed; questions emerge, along with more ideas, until the best answers are evident and chosen. The steps can be simultaneous or linear and they are repeatable (Mickahail 2014)¹. For the SELIS project the imperative is that the solution is innovative, but at the same time to have the potential to commercialize. The idea behind the SELIS methodology lies in early commercial potential detection and validation so the prototype and test phases are provided only to those solutions with proven commercial value.

¹ Anderson, L., & Krathwohl, D. A. (2001). *Taxonomy for Learning, Teaching and Assessing: A Revision of Bloom's Taxonomy of Educational Objectives*. New York: Longman.

Fisher, R. (2002). Creative minds: Building communities of learning in the creative age. Paper presented at the Teaching Qualities Initiative Conference, Hong Kong.

Mickahail, B (2014) Design Thinking Blog,, retrieved: <https://research.phoenix.edu/research-centers/center-workplace-diversity...>

At the same time solution needs to prove that it is innovative and connected with EU green logistics strategies. How we are planning to do that?

We will introduce Creative, Critical and Common Sense thinking under first three stages of the DT process. To do that we need to go into people skills mirrored with Bloom's Taxonomy defined as "creative/critical/common sense thinking skills". The assumption is that creation comes from research, critical thinking from experience in business and common sense with knowledge and expertise in technology. The combination of different people profiles in each of the three sessions (one per day): problem definition, innovative thinking to solve that problem and solution validation will give the radical collaboration outcome with clear confirmation of all inhibitors that prevents such collaboration, explained in detailed in many research papers.²

Also, to do that we need to solve the mutual understanding problem as people with different skills and profiles communicate in different terminology and they are using different schematics diagrams/presentations for communication even when they all have the same technical, formal education and background. We will do that in capacity building program incorporated in SELIS.

For the purpose of this workshop, it is best to state critical, creative and common sense thinking work together to create innovation. These thinking people will all work together and they will be equally involved in all process phases.

To define the logistic sector and EU green logistic strategy for a starting point for problem definition we need to collect the information from eight living labs in SELIS project representing eight different logistic communities: Freight forwarders centered communities; Port centered communities; Urban logistics communities; Hinterland hub communities; Rail, truck and terminal network communities; Shipping communities; Transport and logistics authorities and Shippers and retailer centered communities working together with seven EU green logistics strategies: Collaborative planning and synchronomodality; Collaboration risk and value sharing; Supply chain visibility and CAPA; Supply chain financing; KPIs and environmental performance management; Logistics optimization and E-compliance for customs and applicable regulations.

In the first day, the focus will be on three Use Cases in three living labs with attention to the alignment of the Living Labs needs and how these will be addressed by the SELIS technology offer through the mapping with SELIS set Objectives & Strategies. The second day will focus on

² <http://www.sciencedirect.com/science/article/pii/S1462901112002134> Collaboration between the natural, social and human sciences in Global Change Research, Authors: Poul Holm, Michael EvanGoodsite^b..SierdCloetingh^c..MauroAgnoletti^d. BedrichMoldan^e..Daniel J.Lang^f. ikLeemans^g. OerstroemMoeller^h.

<http://www.emeraldinsight.com/doi/abs/10.1108/09593849910301621> Trying to improve communication and collaboration with information technology: An action research project which failed Author(s): Karin Olesen (Auckland Institute of Technology, New Zealand) Michael D. Myers

driving radical collaboration and innovation and the third day will evaluate the solutions and define the capacity gaps and inhibitors and possible barriers to adoption.

The expected outputs of the workshop will help in building an 'EU logistics as a network of SELIS Community Nodes' which addresses all technical aspects, while setting the path of the commercialization approach.

