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The City as a Lab: Open Innovation meets the Collaborative Economy

Guest Editors

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Much of today's innovation is happening in cities. Perhaps this could be explained by the trending urban migration patterns which will lead to 70% of the world's population living in cities by 2050¹. Yet, there is something much bigger happening in cities. Cities are becoming a platform for the innovation economy. The urbanist, Richard Florida, has demonstrated that cities able to attract and retain creative citizens are better positioned for sustained growth, while innovation ecosystems are migrating from suburban areas and tech parks, such as Silicon Valley, to more vibrant urban locations, such as San Francisco.²

Under the growing pressure on municipal infrastructure, a new breed of smart cities are looking towards open innovation and new technologies to more efficiently manage services and infrastructure while improving quality of life and incenting local innovation.³ The global spending on smart city technology is expected to grow to a total of \$39.5 billion annually by 2016.⁴ By embracing sensors in transit and building infrastructure, cities are enabling the accessibility of real-time data on everything from congestion and energy efficiency to crime and pollution. In the U.S. alone, more than 40 cities have open data portals for use by citizens and private firms. Hackathons and open app competitions are encouraging civic entrepreneurs to develop services that improve quality of life while hopefully creating a sustainable business model. Collaborative economy business models like crowdfunding star Kickstarter, are being adapted by startups such as Neighbor.ly, Spacehive and Citizeninvestor as a way to crowdfund civic projects.

The collaborative economy, driven by a convergence of numerous factors including the global economic recession, growing environmental consciousness and the growing ubiquity of information communication technologies (ICTs) is booming, with more than \$2 billion in investment raised from venture capitalists⁵ and \$3.5 billion generated for users in P2P models in 2013.⁶ The collaborative economy is impacting life throughout the globe, but its impact has been highest in cities. Carsharing and bikesharing projects have burst onto the global scene, with each having been implemented in more than 500 cities. AirBnB offers most of its 600,000 shared housing listings in 34,000 cities worldwide. Crowdsourcing tools are being used to influence designs for 3D printing projects which may have significant implications for the development of localized manufacturing ecosystems in cities.

In short, the majority of the world's population is living in cities, putting pressure on cities to be smarter in the provision of basic needs while trying to stimulate the local economy. Emerging collaborative economy concepts such as carsharing, crowdfunding, crowdsourcing, big data and open data are merging with the smart cities movement to create an interesting mashup and leading to new forms of innovation ecosystems in urban environments.

With this in mind, the special issue in *California Management Review* seeks to encourage authors to consider the growth of the collaborative economy in the context of emerging trends in smart cities. Aside from recognizing the significant economic opportunities for private firms to enter this arena, with this special issue we aim to uncover unique perspectives on the emergence of cities as platforms for open innovation. We aim to attract scholarly contributions that address (but are not limited to) the following research questions:

□ **Cities as Platforms for Civic Entrepreneurs and Multinationals**

- What distinguishes civic-minded entrepreneurs from traditional or sustainable entrepreneurs?
- What can be learned from the growing number of civic accelerators and their startups?
- How do civic entrepreneurs scale their innovations from one city to the next?
- What are the promising business models and strategies for civic crowdfunding platforms and app developers?
- What are the emerging smart city ecosystems and business models?

□ **Disruptive Corporate Strategies**

- How should firms engage with public entities for the delivery of collaborative services such as carsharing which require access to public infrastructure?
- How are corporate governance models transforming from that of service providers to ecosystem managers and what are the associated implications for corporate strategy?

□ **Open Innovation and the Collaborative Economy in Cities**

- How can established firms engage with urban innovation ecosystems to capitalize on the collaboration economy?
- How can crowdsourcing be used to transform localized manufacturing through collaborative 3-D printing?

□ **The Potential Role of Open & Big Data in Smart Cities**

- What collaborative business models exist for capitalizing on open and big data in cities?
- What are the barriers and challenges for private sector involvement in Open and Big Data in Smart Cities?

Submission and Deadlines

To submit your manuscript for the special issue, **please email your paper to bcohen@udd.cl by November 15, 2014**. Papers should meet the content and style guidelines of CMR, which can be found here: http://cmr.berkeley.edu/submission_guidelines.html All submissions will undergo an initial, internal review by the Guest Editors. At the conclusion of this first review, a maximum of 15 manuscripts will be chosen for official submission through CMR's online submission/review portal and sent out for further review. Authors whose papers are chosen for official submission will be invited to a special developmental conference organized by the Guest Editors in Barcelona to be held concurrently with the Smart City Expo World Congress November 18-20th, 2014.

Please note that while Guest Editors make recommendations, all final publication decisions will be made by the CMR editorial team. For further information, please contact the CMR co-guest editor for this special issue, Boyd Cohen: bcohen@udd.cl

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