

The Scandinavian model of the learning region particularly takes advantage of creativity and innovation development. Social platforms of innovation and organisations like CITY Conversity form the nucleus of LRs with the aim of creating interfaces for innovation policy and adult education. They act as brokerage between academia, industry, public authorities and civic stakeholders. The company operates with an Enterprise 2.0 business model allowing people to learn, work and play in collaborative forms where participants are able to experiment with new ideas, products, services, institutions and new solutions to current problems. The company offers their clients a virtual societal laboratory that can increase their foresight and innovation capacity. The company and its staff have a broad and deep experience of eLearning and modern pedagogies to take advantage of modern ICT for collaborative learning in the glocal context (thinking global – acting local).