

TAKING  
**COOPERATION**  
FORWARD



ROSIE Train the Trainer Capacity Building  
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## Innovation Pipeline



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# 1. Getting to know each other

# GETTING TO KNOW EACH OTHER



## 2. Innovation

# SIGNIFICANCE OF INNOVATION

- ❖ The lifecycle of products / services is shortened  
 the market increasingly requires new products/  
services
- ❖ Competition is on the rise → companies are on the market  
with knowledge that changes the basics of competition
- ❖ Companies need to develop and adapt to survive  
"*... not to innovate is to die*" (Freeman 1982)
- ❖ Innovation is at the heart of economic change

Main objective: quality improvement and cost reduction



## Innovation (Oslo manual):

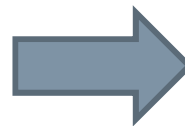
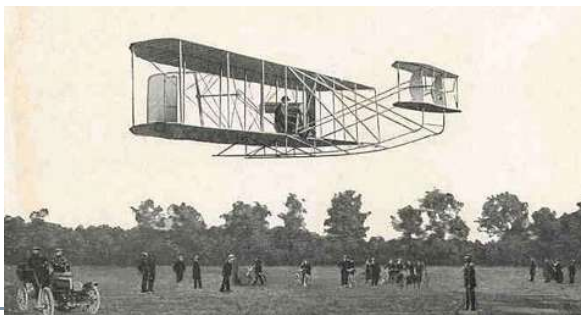
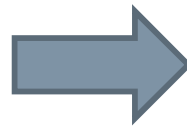
*„a new or significantly improved product (good or service), or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations.”*





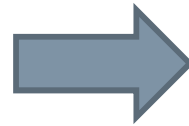
The Oslo Manual defines four types of innovation:

- 1. Product innovation:** A good or service that is new or significantly improved. This includes significant improvements in technical specifications, components and materials, software in the product, user friendliness or other functional characteristics.



TAKING C

2. **Process innovation:** A new or significantly improved production or delivery method. This includes significant changes in techniques, equipment and/or software.

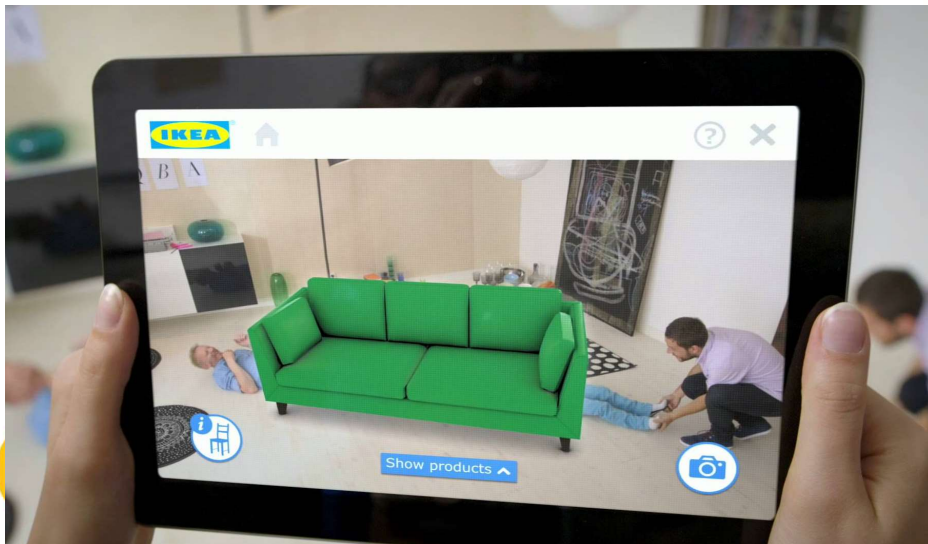


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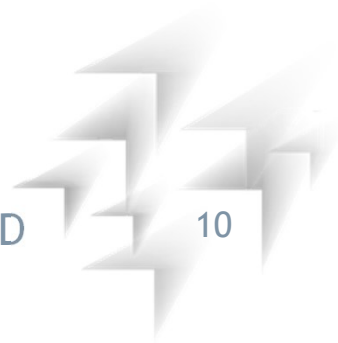


3. **Marketing innovation:** A new marketing method involving significant changes in product design or packaging, product placement, product promotion or pricing.



- 4. Organisational innovation:** A new organisational method in business practices, workplace organisation or external relations.

Eg. Corporate Governance System



- ❖ Incremental innovation
- ❖ Radical (or breakthrough) innovation
- ❖ Transformational ( or disruptive) innovation



**Innovate:** think about new and better ways of doing things and try them out in practice

**Innovative organisation:** any organisation that implemented at least one product, technology, organisational or marketing innovation in the examined period.





*„I think there is a world market for about five computers”*

*Tom Watson, IBM, 1943*

*„There is no reason for any individual to have a computer in their home”*

*Ken Olson, DEC, 1977*



# 3. Changed context of innovation

# INNOVATION IN THE 21TH CENTURY

technological  
advances



1. pace of the change
2. the reach of impacts
3. brand-new social patterns



changed context for  
innovation



influence all spheres of life



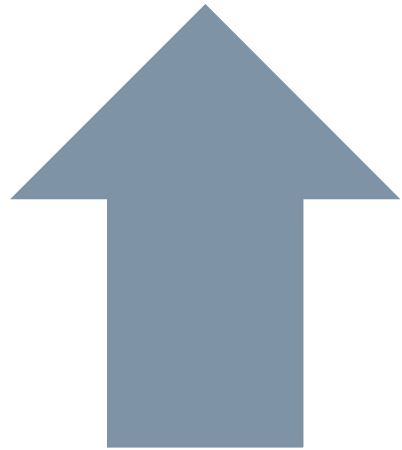
## 21th century innovation is

- ❖ more complex
- ❖ more unpredictable
- ❖ requires new directions from science and innovation





# INNOVATION IN THE 21TH CENTURY



source of development and  
knowledge of value to society



it also raises dilemmas and  
may cause unwanted side  
effects



**responsibility-driven innovation** RD

# Assignment

What kind of innovation does the example refer to?