



A new type of communication as an catalyst of sustainable innovation ecosystems

“More we are connected, more we are free”

Violeta Bulc, M.Sc., PMBA

www.vibacom.si

www.violeta.si

www.incomovement.eu



Bled, 2012

vibacom

A new type of communication as an catalyst of sustainable innovation ecosystems



Innovation ecosystems seem to be the next strong propellant for the **sustainable development** of systems in many, and diverse strata as business, community. They **challenge** fundamentally the perception of, and the role of innovation culture in our society, and additionally hierarchical organizations and all forms of linear management.

Such new communication systems seem to be a great **catalyst** of core competences of individuals, teams, and communities. They bring a new culture of hope, diversity, and of communication. It is apparent that

communications seem to be the element of innovation ecosystems that have been most neglected over the years, thus, it is this area that can grow, develop and contribute immensely to the evolution of innovation ecosystems and the society as a whole as of the moment, now.

I will show and argue that **innovation** journalism and communication, hand in hand with **innovative** journalism and communication, are one of the key proponents of **mass innovation** and the proliferation of an innovative culture, and as such, one of the most dynamic and exciting areas for research and exploration in a modern society. I will share the experiences and wisdom that have been gained over the last 6 years of field work in this area, and illustrate where the next quantum step of evolution may lead us.

Come and discuss with me, challenge my views and help us all to learn, and to move forward.

~~Step "out of the box"~~



Get rid of the box

**More we are connected,
more we are free.....**

What does it mean to you?
(work in pairs, report....)

“Believe in what you see

.VS.

see what you believe in”

What does it mean to you?

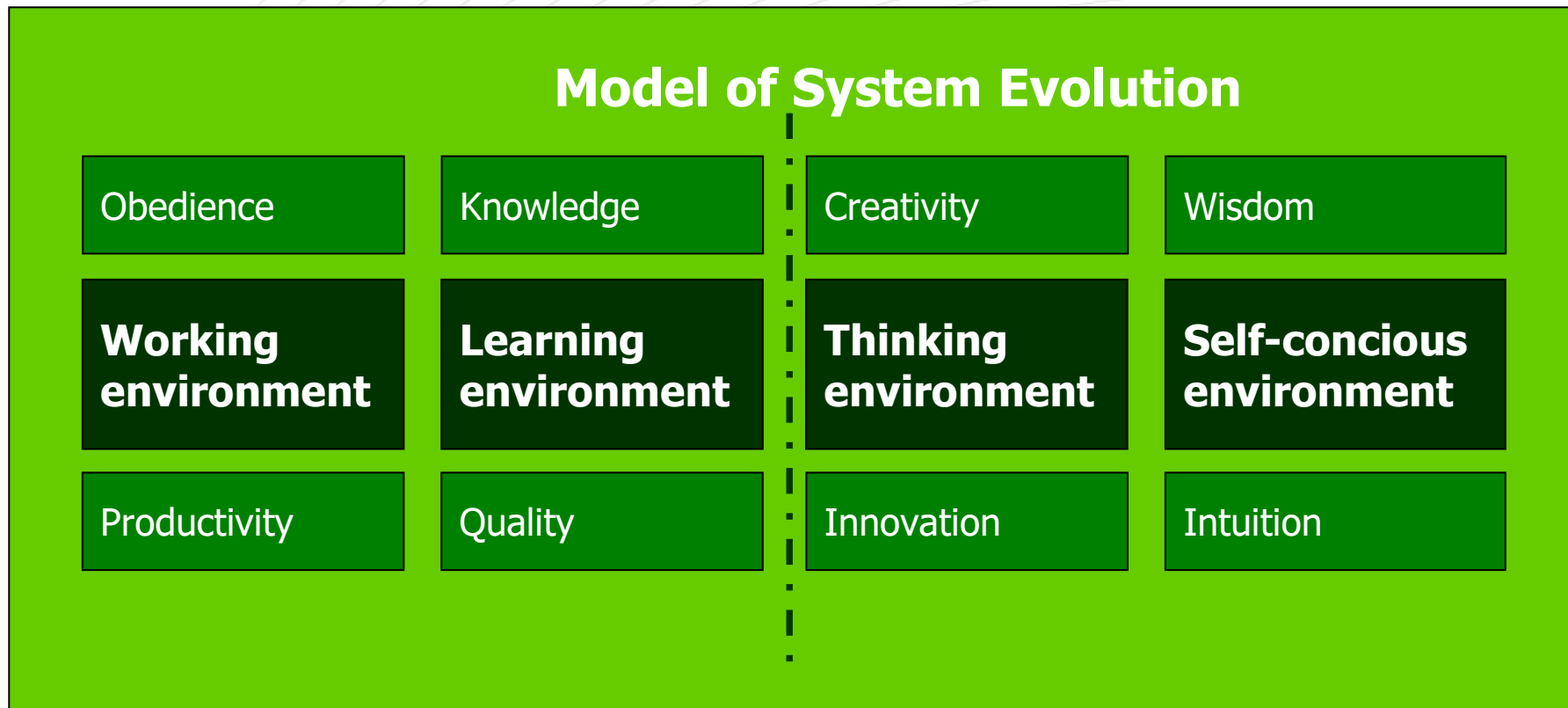
you?

report....)

Which one applies to

(work in teams,

Evolution (social, business)



*intellectual property of Vibacom d.o.o.
Past

Present

Future

Are we driven by the density of time or the consciousness?

How do you act?

you?

report....)

Which one applies to

(work in pairs,

Video "density of consciousness":

<http://www.youtube.com/watch?v=18VM3pXiA9U>

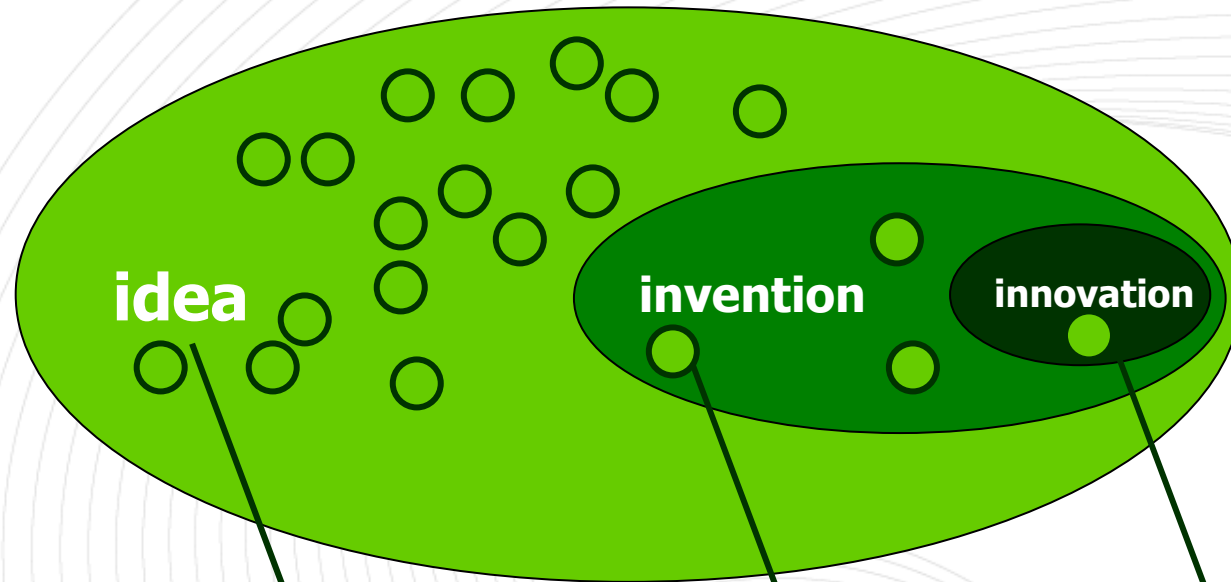
Evolution (social, business)

Model of System Evolution			
Obedience	Knowledge	Creativity	Wisdom
Working environment	Learning environment	Thinking environment	Self-conscious environment
Productivity	Quality	Innovation	Intuition
Steep hierarchy	Flat hierarchy	Networks	Spider net
Production facilities	Process	People	Opportunities
Top-down	In-front	Within	Be
Discipline	Co-operation	Co-creation	Co-existence

»Vibacom © 2011«

VIDEO: <http://www.youtube.com/watch?v=NxABDkVcdW0>

What is an innovation?

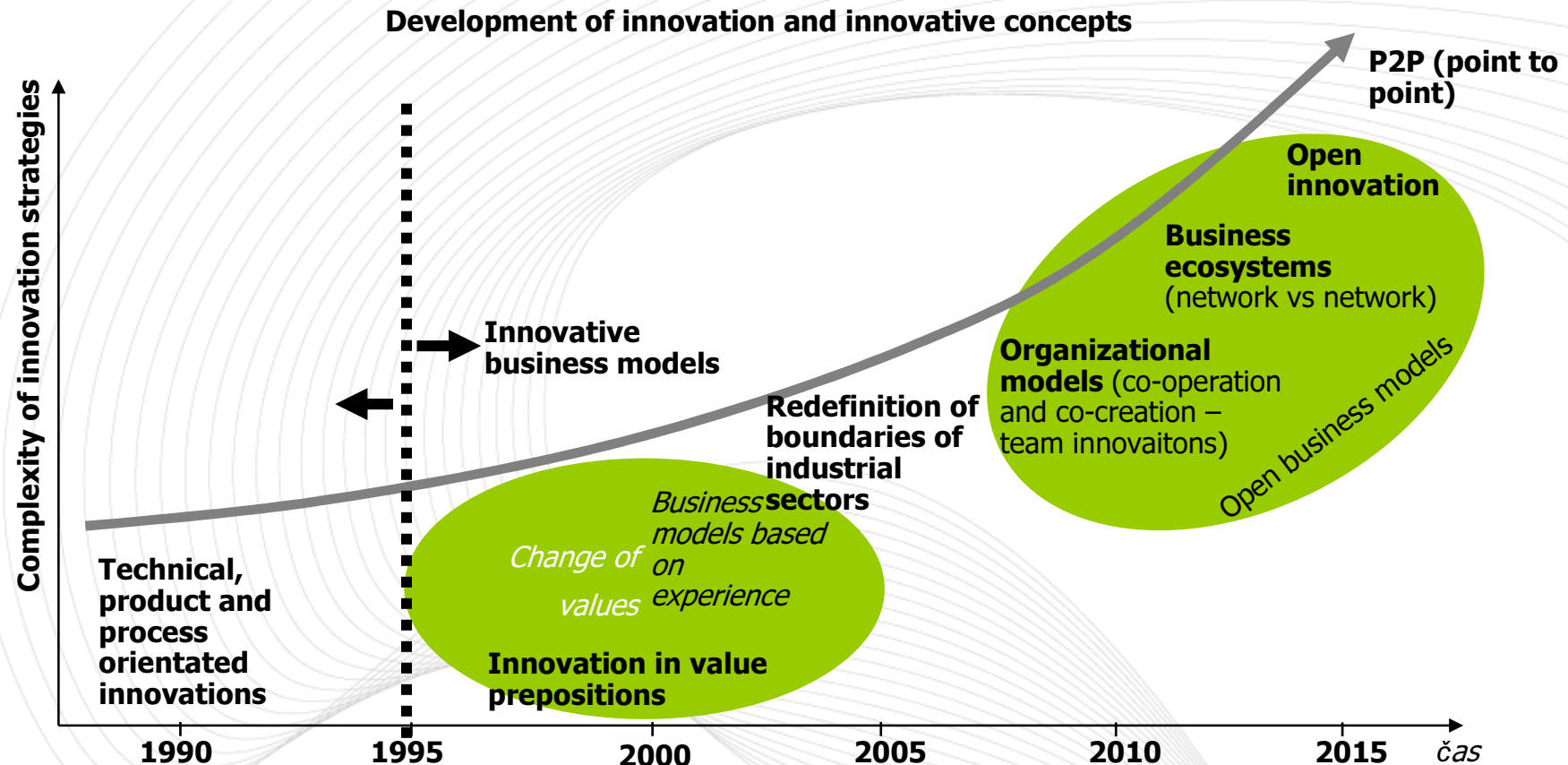


Something new

Something new
that works (prototype)

Something new
that works (prototype)
and that generates
additional value
for the customer

Evolution of the innovation concepts



Technical innovation is NOT prerequisite for innovation breakthrough. Successful market manifestation of innovation is related to innovative business modeling.

vibacom



challengefuture



amazon.com



ibacorr



pavement



Why innovation ecosystems?

Mass innovation



“Mass involvement in innovation can lead to higher performance”.

V.Bulc, 2012

Experience is encouraging me to believe that, for innovation to become a value facilitator of change on a community level, we need to launch a comprehensive system of policies, enablers, tools and deployment mechanisms that will support **strong horizontal cooperation**, combining of top down and bottom up approaches. Top down approaches will be effective only when strongly supported by **mass, bottom up innovation movements**. I will share the experiences of the InCo movement in Slovenia that directly involved over 5000 people over 5 years, in diverse innovation related activities. **The InCo movement** is a prime example of how different participants of the innovation ecosystem can successfully cooperate together to serve the higher good. I will argue that EU should stimulate mass innovation engagement by the public, including social innovation, in order to facilitate a breakthrough into innovation excellence. I will propose that more cultural characteristics and local core competences be included in the bottom up innovation approach. In addition, I argue that international practice should be adopted locally, with a **high level of sensitivity for local culture and local experiences**, with a greater engagement (on innovation).

Innovation journalism

Content	2005 (number of hits)	2010 (october); 2012 (january) (number of hits)
Innovation journalism in Google	0	439.000; 10.700.000
Innovation communication	N/A	98.800.000; 633.000.000
Inovacijsko novinarstvo (Slovenia)	0	2.870; 6.550
Inovacijsko komuniciranje (2008) (Slovenia)	0	7.800; 11.600
Number of articles on innovation (Dnevnik) 2006	2	417; 629
Number of articles on innovation (Delo) 2006	0	160; 223
Number of articles on innovation (Finance) 2006	0	1.536; 2.273

Figures 2011

5021 Participants
51 schools
7 types of awards
2 publications
5 yearly events
13 Products

NO PUBLIC FUNDING

What have we learnt



- Leadership from within requires a high level of self-discipline, internal strength and constant reinforcement of key values
- Participants largely, still need to be lead from top down or from the “front rows”

The call: *personal growth is our own responsibility! The future of leadership is to energise the grid.*

- Increased emphasis of the importance, and the role of innovation in social and economic development in public media

The call: *journalists, require specific training and education* and with critical but professional stance, help to create success in society

- In business, the understanding of innovation is still in most cases limited to a group of developers and marketing

The call: *managers, leaders start innovating; organisational innovations create much larger value than product innovations*

- The current ecosystem is lacking experience and understanding of the importance of communication and co-creation

The call: *create your own methods, models, way of creation*

- Creation and innovation are still not strongly represented in our educational system

The call: *teachers learn how to communicate and connect.* Create conditions where individual talents and competence can be recognized and connected for a higher good.

- More and more people are aware of the importance of cross-structural and cross-hierarchical co-operation and thus - co-creation.

The call: *The more we are connected the more we are free!*

InCo – 2005-2011

From Sweden via Stanford to
Slovenia and beyond

From Sweden via Stanford to Slovenia and beyond



Why innovation ecosystems?



Innovation communication

Is communication **about innovation**,
Innovations, innovative people,
Conditions and consequences of innovation,
About their impacts on present time and the future,
About the impact on the ecosystem.

Innovative communication

Is a communication in an **innovative way**.



The key enablers –

A **point access**, multichannel approach;
to spread the same **information**
to different target **groups**
via group authentic communication **channels**,
with using the group authentic **language/jargon**.

vibacom

Find a good example of an innovation ecosystem....explain the social aspects of it....

1. Get organized (5/team)
2. Discuss the subject
3. Search for a good example
4. Discuss the case
5. Report (2min)

The final thoughts



Successful organizations create **new opportunities**...

Create a **safe** place

There is **no predefined** shape or a structure to a successful organization – be sensitive for the local/cultural characteristics

It is all about the **relationship** between the participants

It is all about **perceptiveness, affirmations**

It is all about **the needs, behavior, vision, intuition and a good story**

It is all about **being real**, sincere, knowledgeable, and present



Thank you,

Violeta

www.vibacom.si
www.incomovement.si
blog:www.violeta.si

vibacom

Violeta Bulc, MSc, PMBA

Violeta Bulc, founder and director of Vibacom (www.vibacom.si), expert on balanced sustainable development strategies, organic growth and innovation ecosystems. She believes in the power of networks, holistic individual, and positive energy. She has received 8 national awards for business innovations, as well as, together with her clients, 4 national FENIKS Awards for consulting projects (2004, 2006, 2008, 2010). As entrepreneur she gets invited to different EU strategy and action groups. She is a member of management and supervisory boards of several professional associations (UN Chapter of Global Compact in Slovenia, Manager Association, Umanotera, Change the Game global initiative). She is also a member of Slovenian National Council for innovative society and an honorary member of Association of Slovenian Innovators. Among her special achievements is initialization and coordination of "InCo movement" which is a civilian initiative, connecting Slovenian professional community, as well as, systematically raising the awareness on innovation among youth (www.incomovement.eu). With partners she initiated 7 national rewards for innovation communication and journalism, and 4 yearly conferences on innovation: InLoCom (innovative local community), Innovation in education, InCo (innovation communication) conference, and InJo workshop for journalists and PR professionals. Ms. Bulc is an author of a popular business book "Ritmi poslovne evolucije", and co-author of several other professional publications and books. She is also a co-author of TV business series "Poslovni Ritmi". She regularly contributes her thoughts and comments to local media on organic growth of organizations, progressive sustainable models, innovation ecosystems, and social entrepreneurship. She runs blog on innovation and intuition (www.violeta.si). She was a member of the Program Advisory Board of Stanford Research Center of Innovation and Communication (<http://injo.stanford.edu>) at Stanford University, and an outspoken promoter of its mission in the Balkan region (2006-2011). She is a lecturer at DOBA University (www.DOBA.si) on Innovative and Innovation Management and a visiting lecturer at MCI in Innsbruck, Austria. At DOBA she received an award for the lecturer of the year by the student vote.

Violeta Bulc continue....

Formal education:

PMBA, IEDC Bled School of Management, 2004
MSc, Information Systems, Golden Gate University,
San Francisco, California, 1991
Elektro Fakulteta, Univerza v Ljubljani, Ljubljana, 1988

Other certifications:

Sundoor trainer certification for personal growth
and development, Sierra Nevada, California, 2008
Shamanic Academy, Scotland, 2008
Academy of Martial Arts (black belt in Tae Kwan Do & Hap Ki Do),
California 1994



Key links:

www.vibacom.si
www.movement.si, www.incogibanje.si
www.violeta.si, www.aktualno.biz
<http://www.youtube.com/watch?v=NxABDkVcdW0>
<http://www.youtube.com/watch?v=yvbW02JGDq4>
<http://www.youtube.com/watch?v=18VM3pXiA9U>