

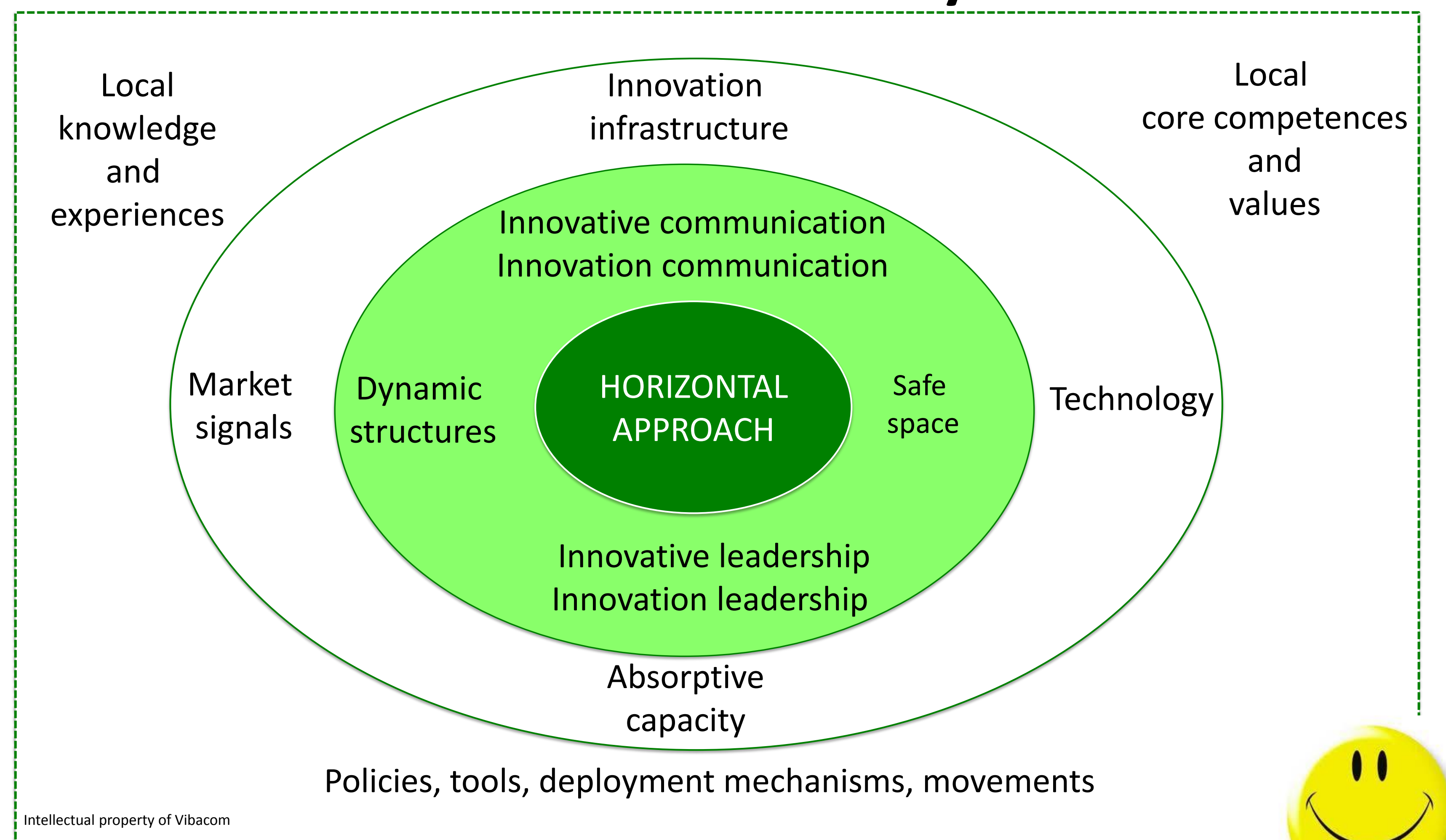
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Mass innovation – an enabler for an open, happy society

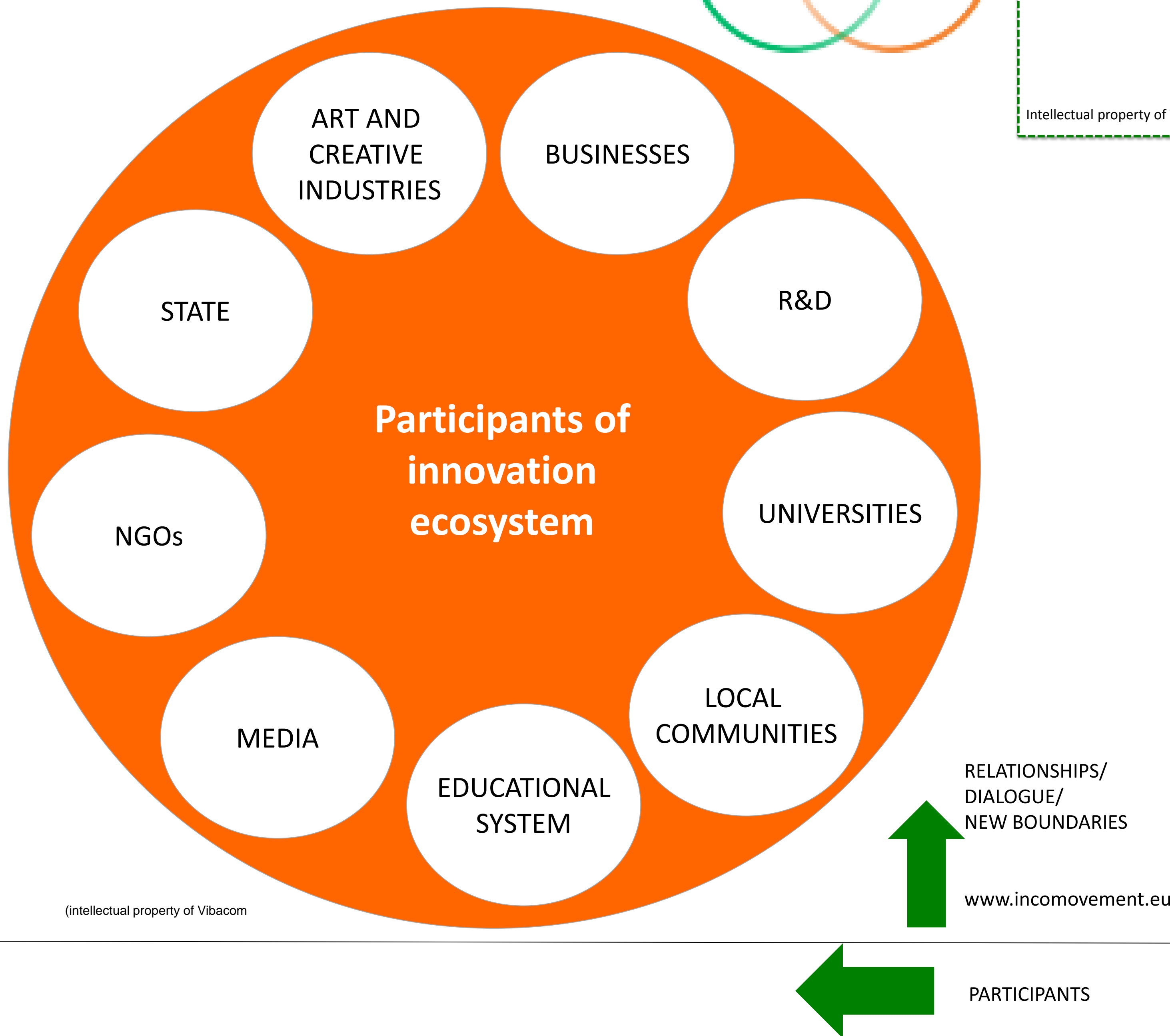
Experience is encouraging me to believe that, for innovation to become a value facilitator of change on a corporate or a community level, we need to develop and to launch a comprehensive system of policies, enablers, tools and deployment mechanisms that will support **strong horizontal cooperation, combining 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 mass innovation is an important enabler for an open, happy society, for sustainable development and success. In addition, I will encourage governments to stimulate **mass innovation engagement by the public**, including social innovation, in order to facilitate **a break-through 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).



Mass innovation catalysts



InCo movement



Mass innovation – a catalyst for an open, happy society

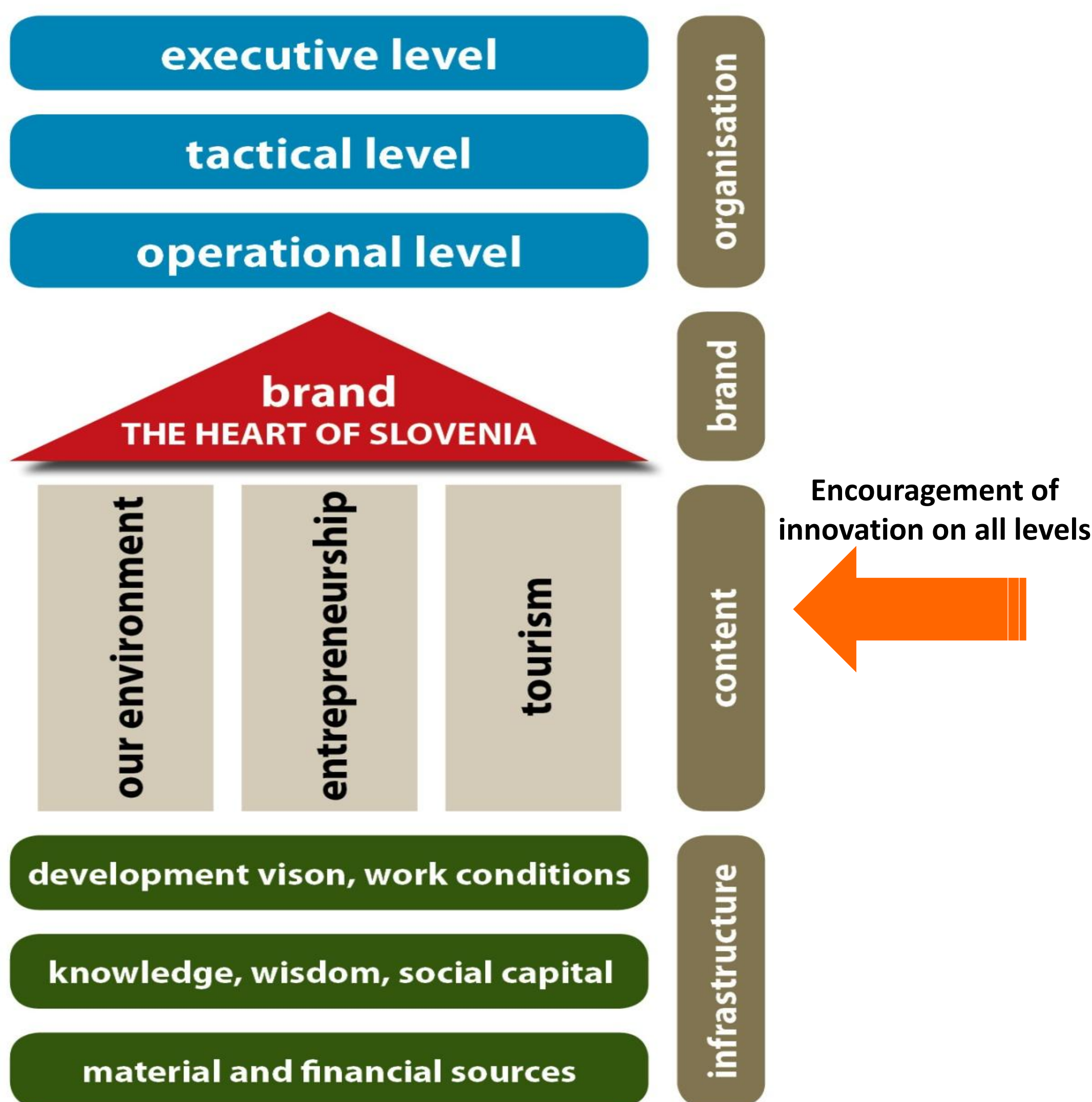
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**Innovative local community
THE BUSINESS MODEL
of the Heart of Slovenia
regional development partnership
(16 municipalities)**



Mass innovation – a catalyst for an open, happy society

Experience is encouraging me to believe that, for innovation to become a value facilitator of change on a corporate or a community level, we need to develop and 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 mass innovation is an important enabler for an open, happy society, for sustainable development and success. In addition, I will encourage governments to stimulate **mass innovation engagement by the public**, including social innovation, in order to facilitate a **break-through 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).