

# Innovation ecosystem as a driver of (social) change

Introductionary thoughts

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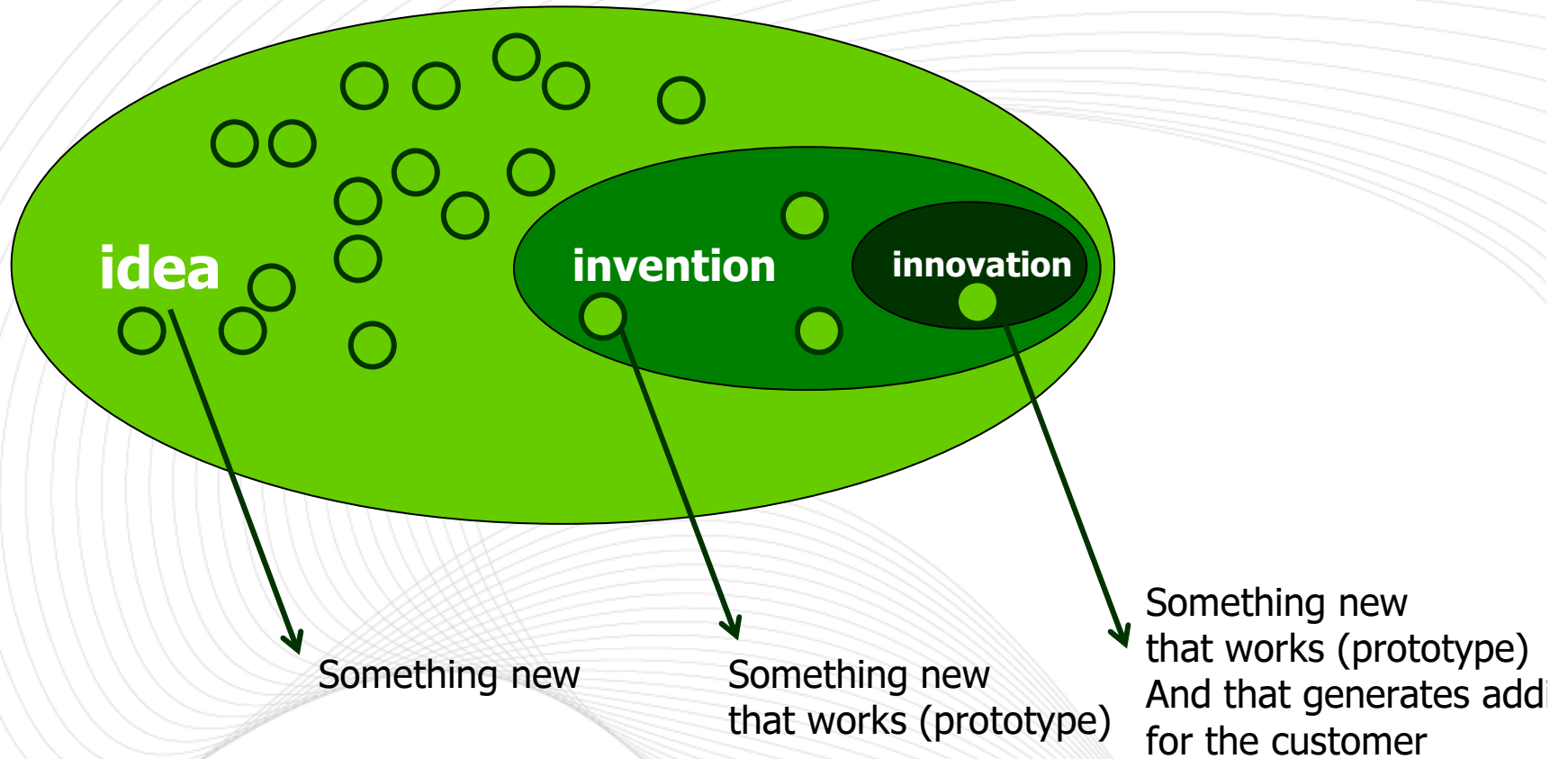
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Lift@Hungary

Pecs, September 2010

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# What is an innovation?



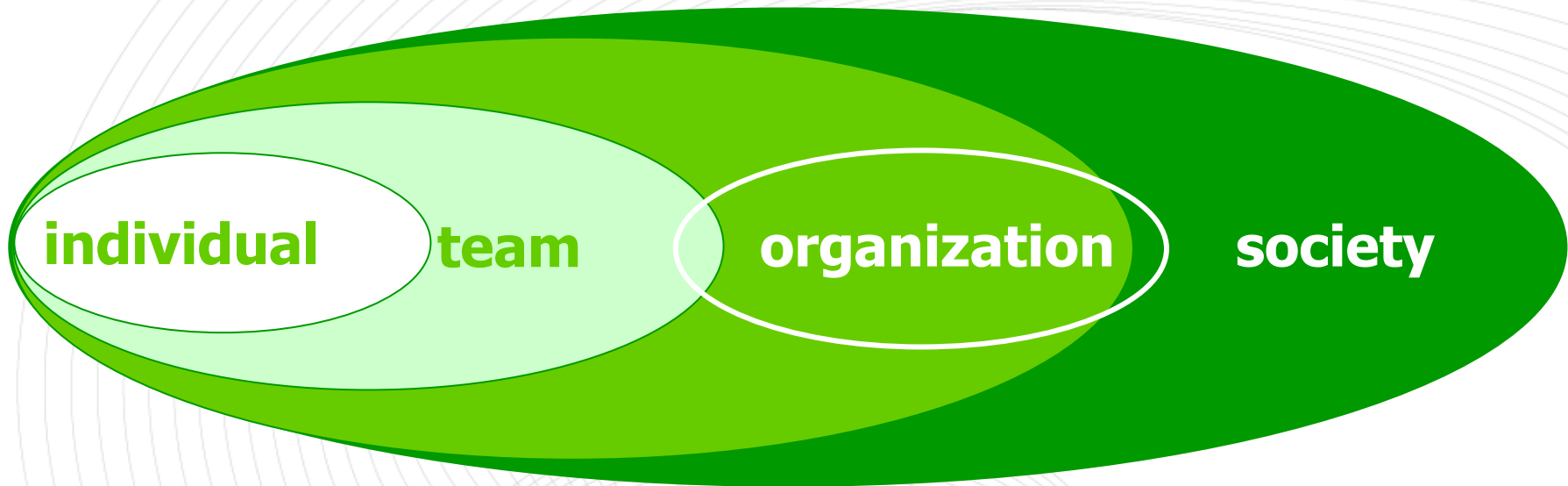
# Why innovation?

**People** have always been **creative and innovative**. Innovation has always been a **driver of change**.

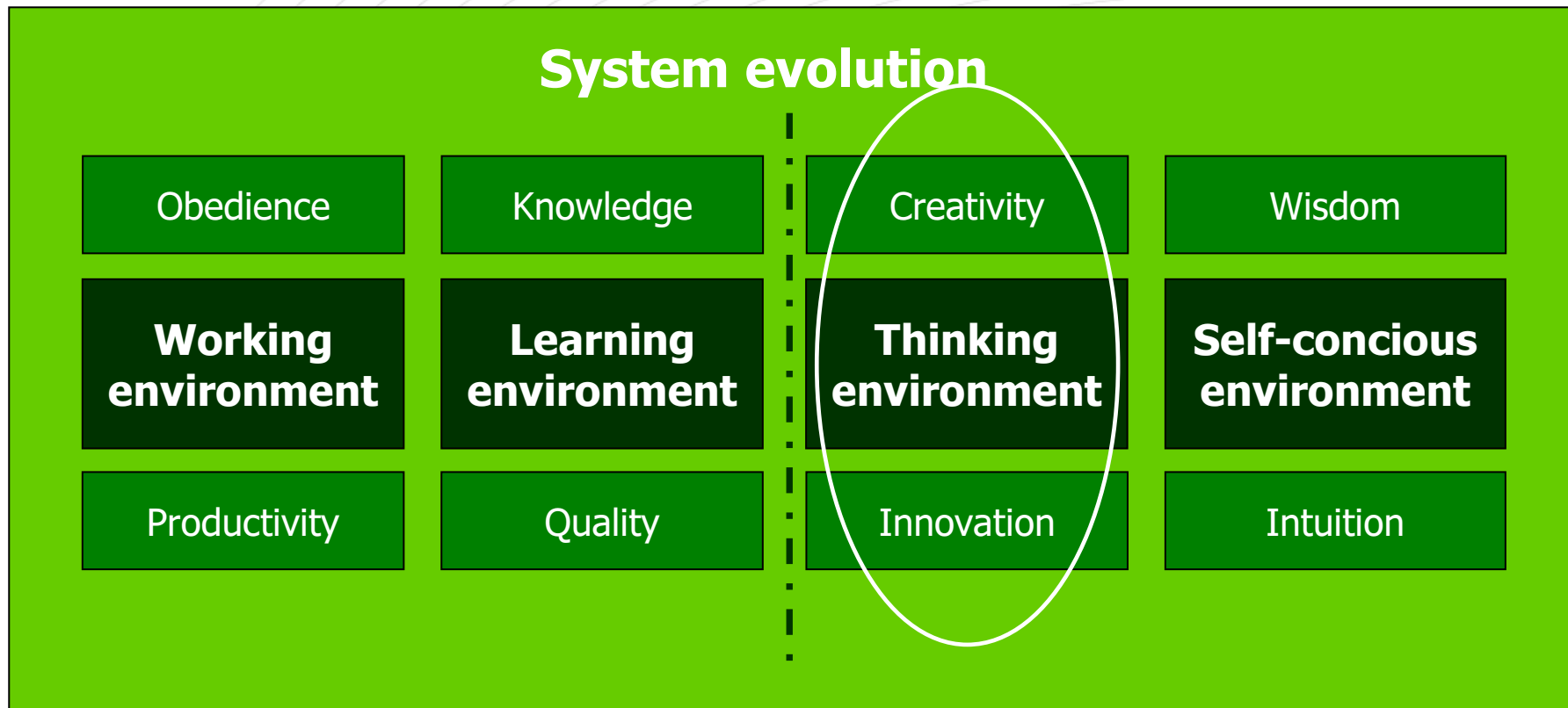
For the **first time** innovation is also the **primary driver of economical wealth, of value creation**.

It puts **humans** in the **center** of system **development;** (people step in front of financial and material capital)

# Point of view



# Model of system evolution



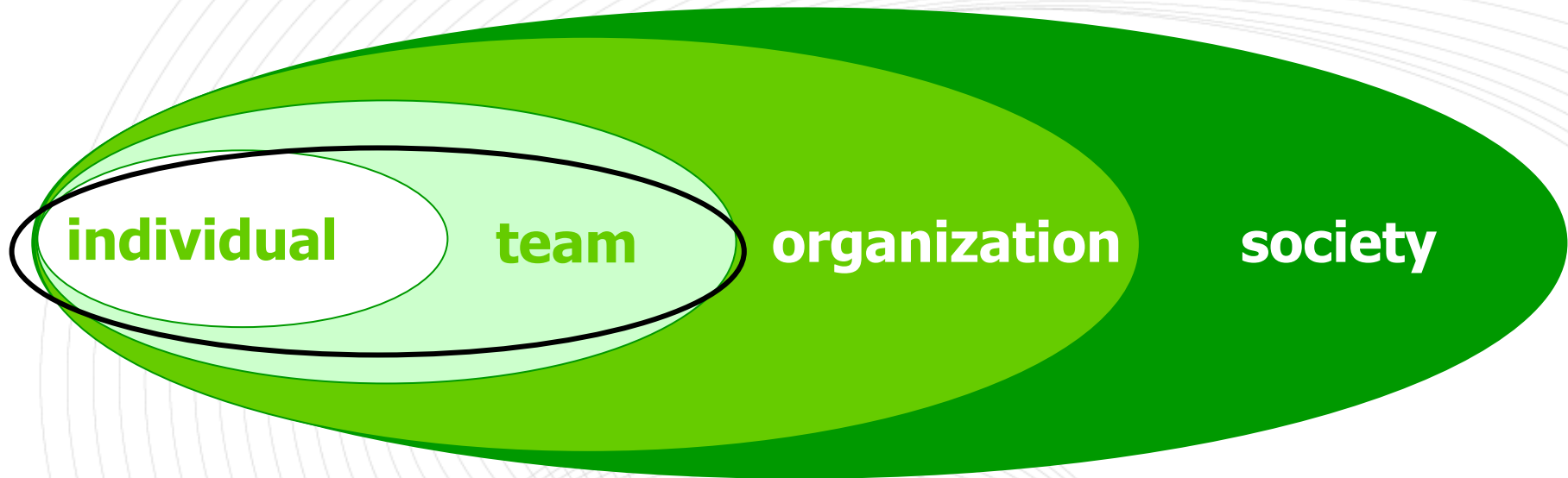
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Past

Present

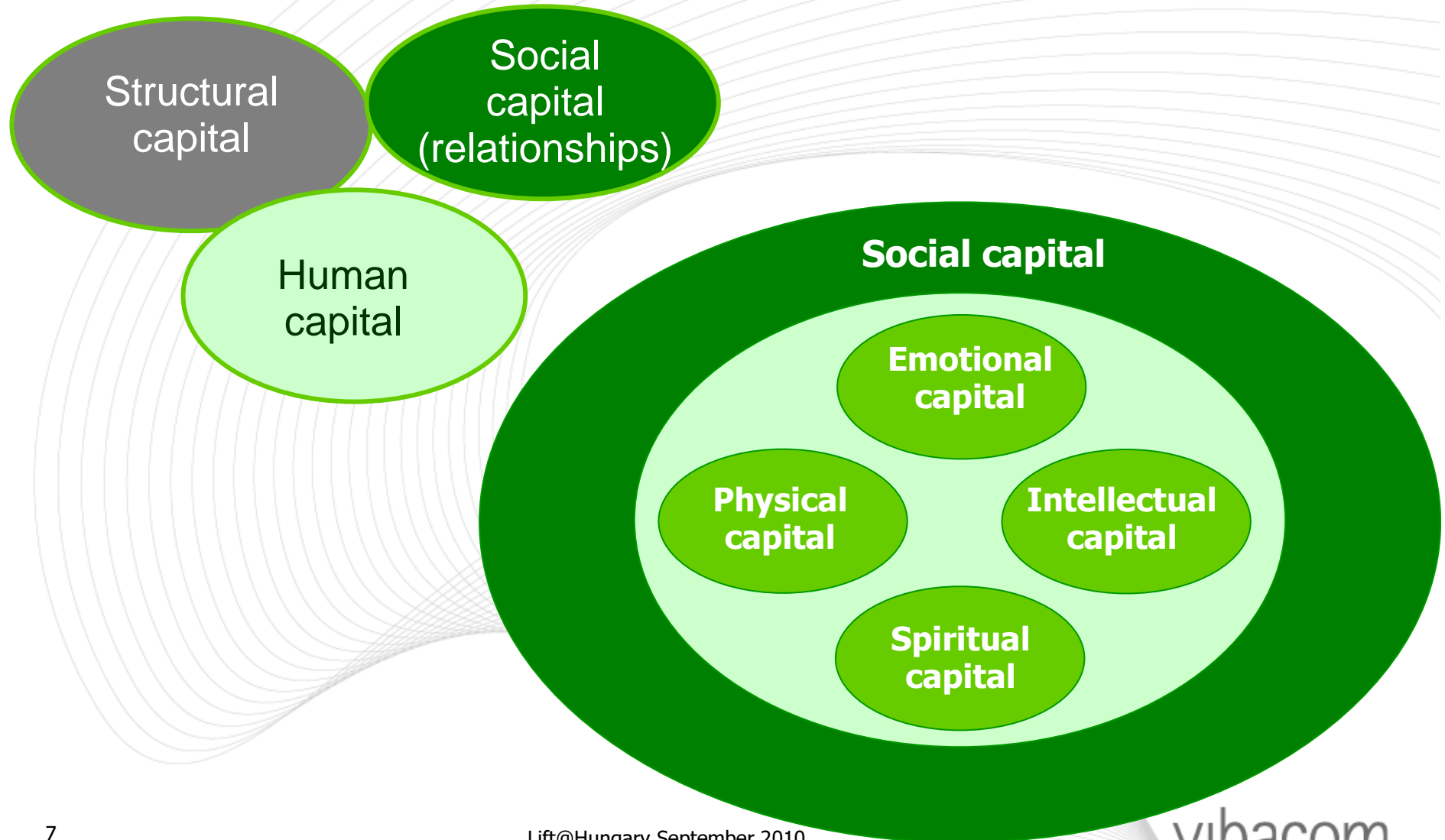
Future

# Point of view





# Individual, team – source of strenght



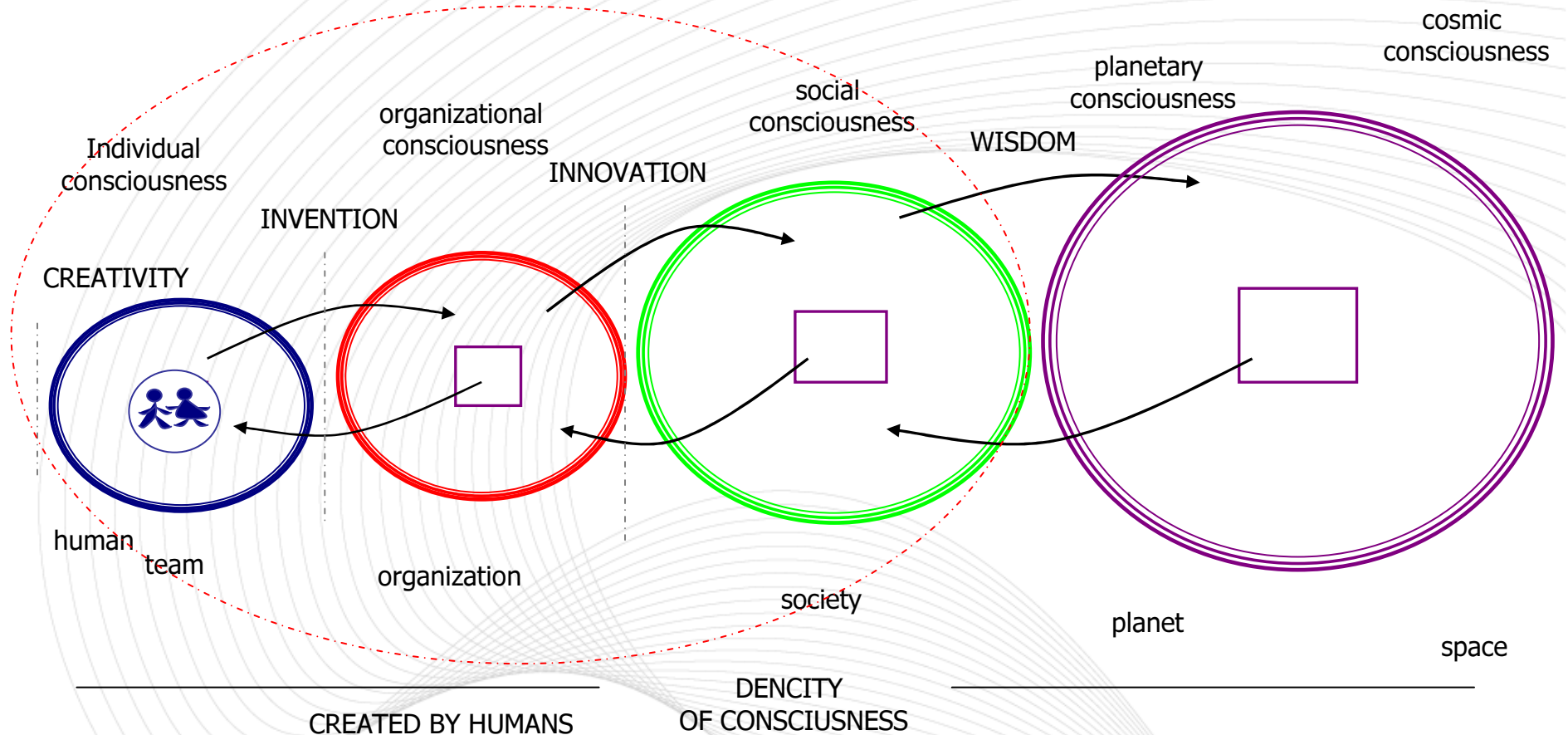
# Point of view





# Model Of Sustainable Cohesion (MSC)

More we are connected, More we are free



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# Short explanation of the model

Imagine the Model of Evolution of (business) ecosystem (MEE) being spiral envelope. Inside that envelope the circles/balls of the Model of Sustainable Cohesion (MSC) is spinning. Smaller the circle/ball faster it spins in relation to the larger one.

Even the MEE is not static but is regenerating around its own spiral center, e.g., the working space can be repeated, yet re-adjusted, based on evolution experience of the prior levels.

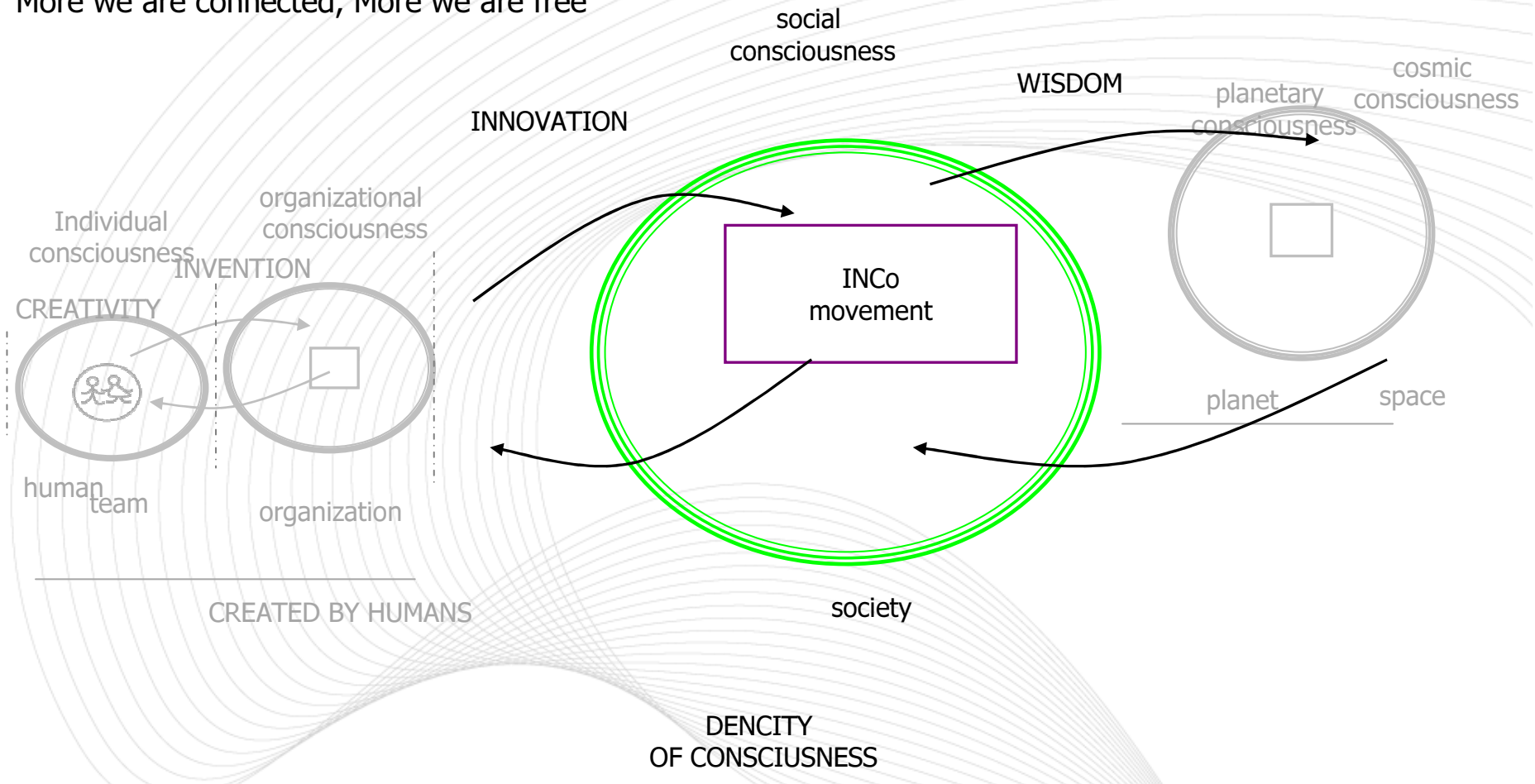
Due to the forces between the structures (0 space within and among the balls) the real speed and direction is unpredictable for those within a particular ball.

MSC seem to be driven by the level of density of consciousness of everything there is.

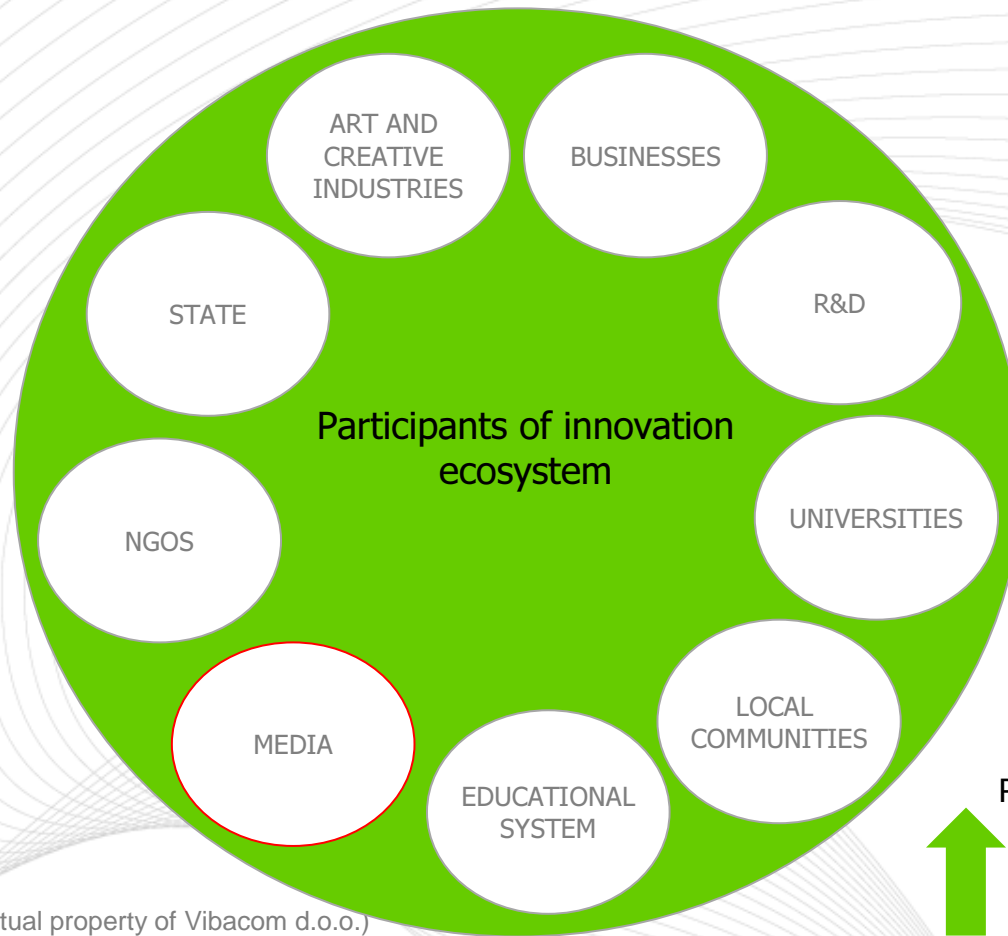
The level of energy and engagement of elements of MSC seem to correlate with the phase of MEE.

# Model Of Sustainable Cohesion (MSC)

More we are connected, More we are free



# Example 2: InCo movement



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<http://www.incogibanje.si/>

↑  
RELATIONSHIPS/  
DIALOGUE

←  
PARTICIPANTS

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# InCo movement – open innovation

- Leadership from within requires a high level of self-discipline, internal strength and constant reinforcement of the 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!***

- 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; organizational innovations create much larger value than product innovations***

## What have we learnt?

- 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

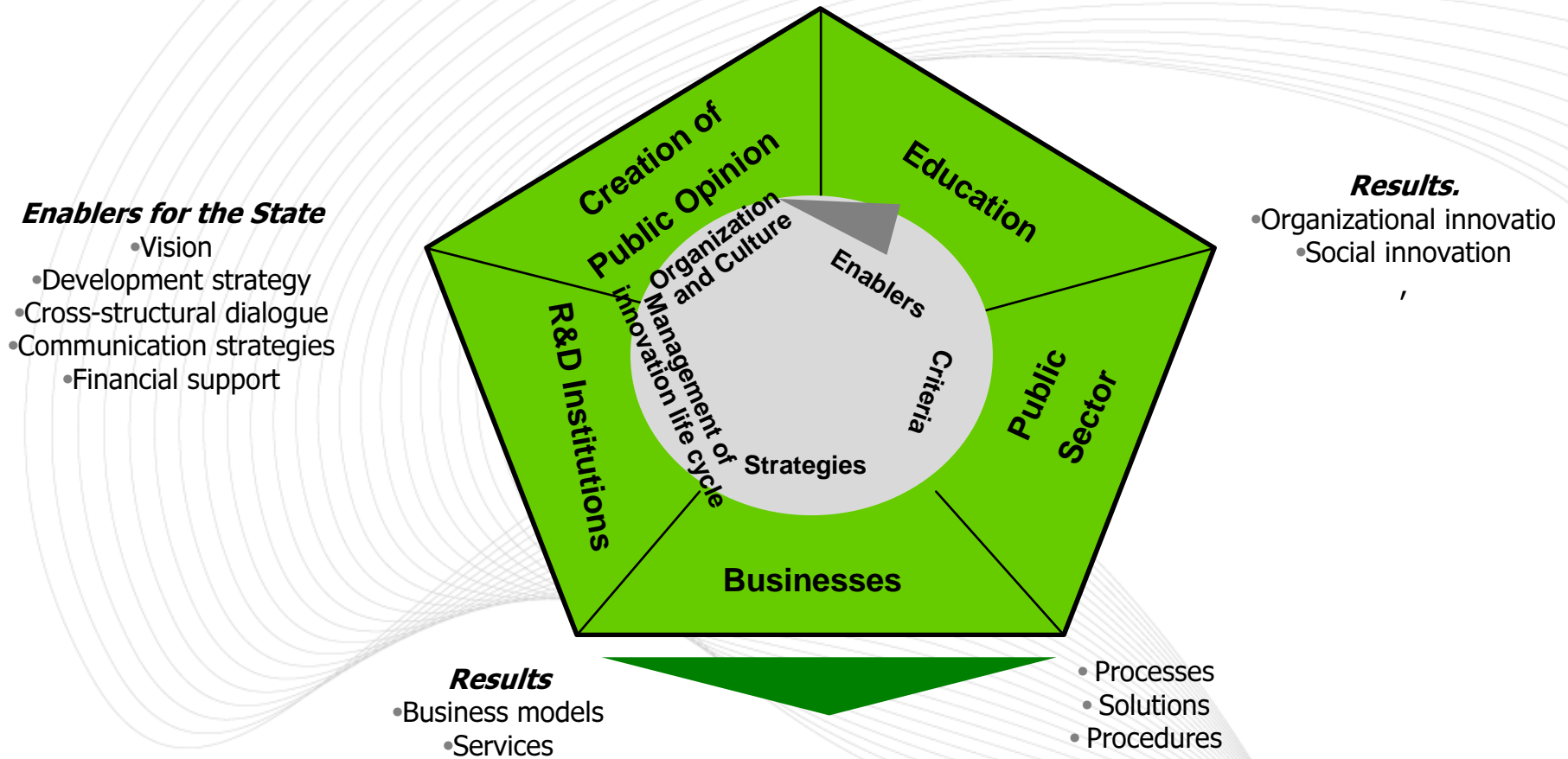
**The call: *teachers learn how to communicate and connect.*** Create conditions where individual talents and competence can be recognized and connected for a higher good.

- 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!***

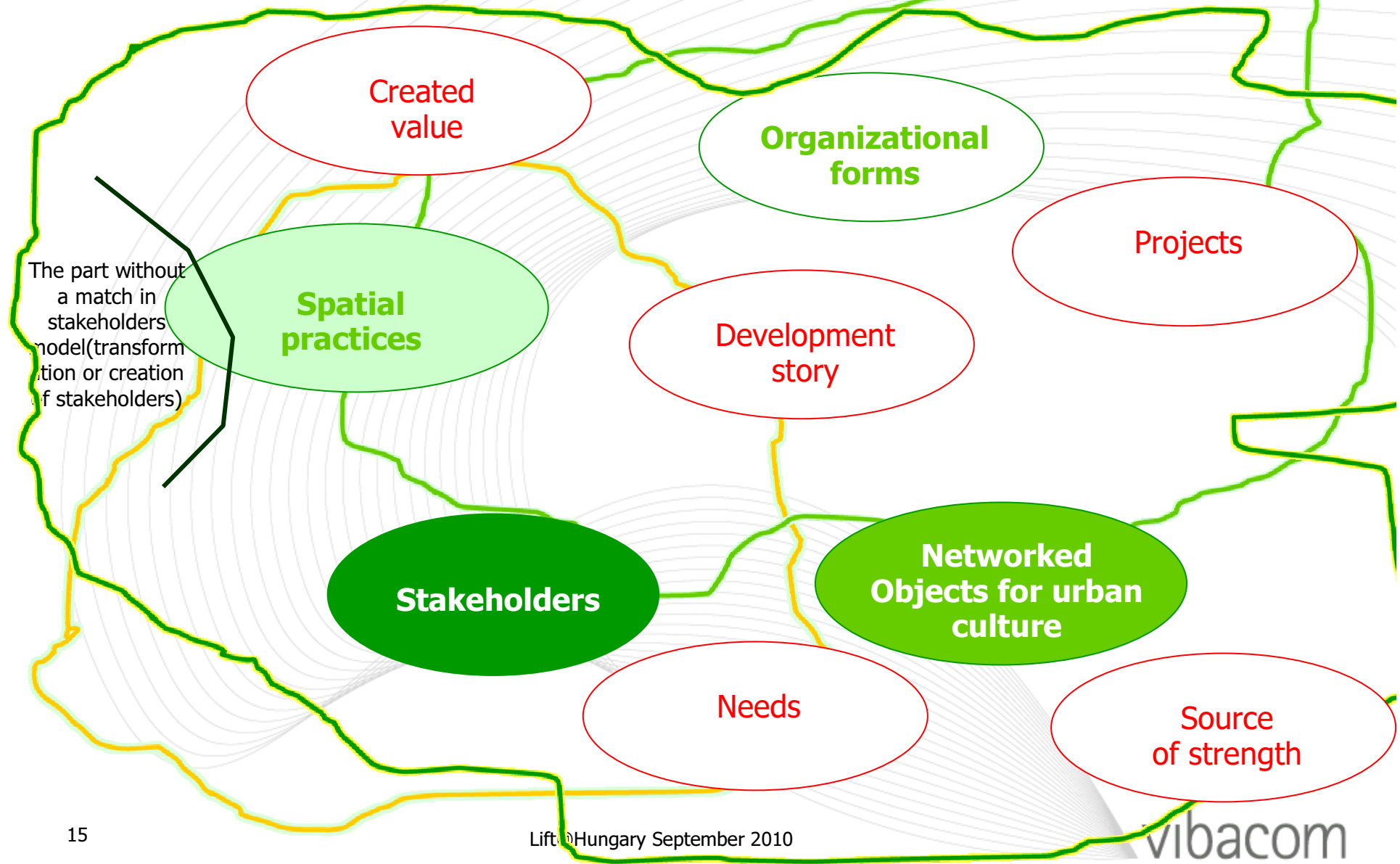


# Model of participants/actors



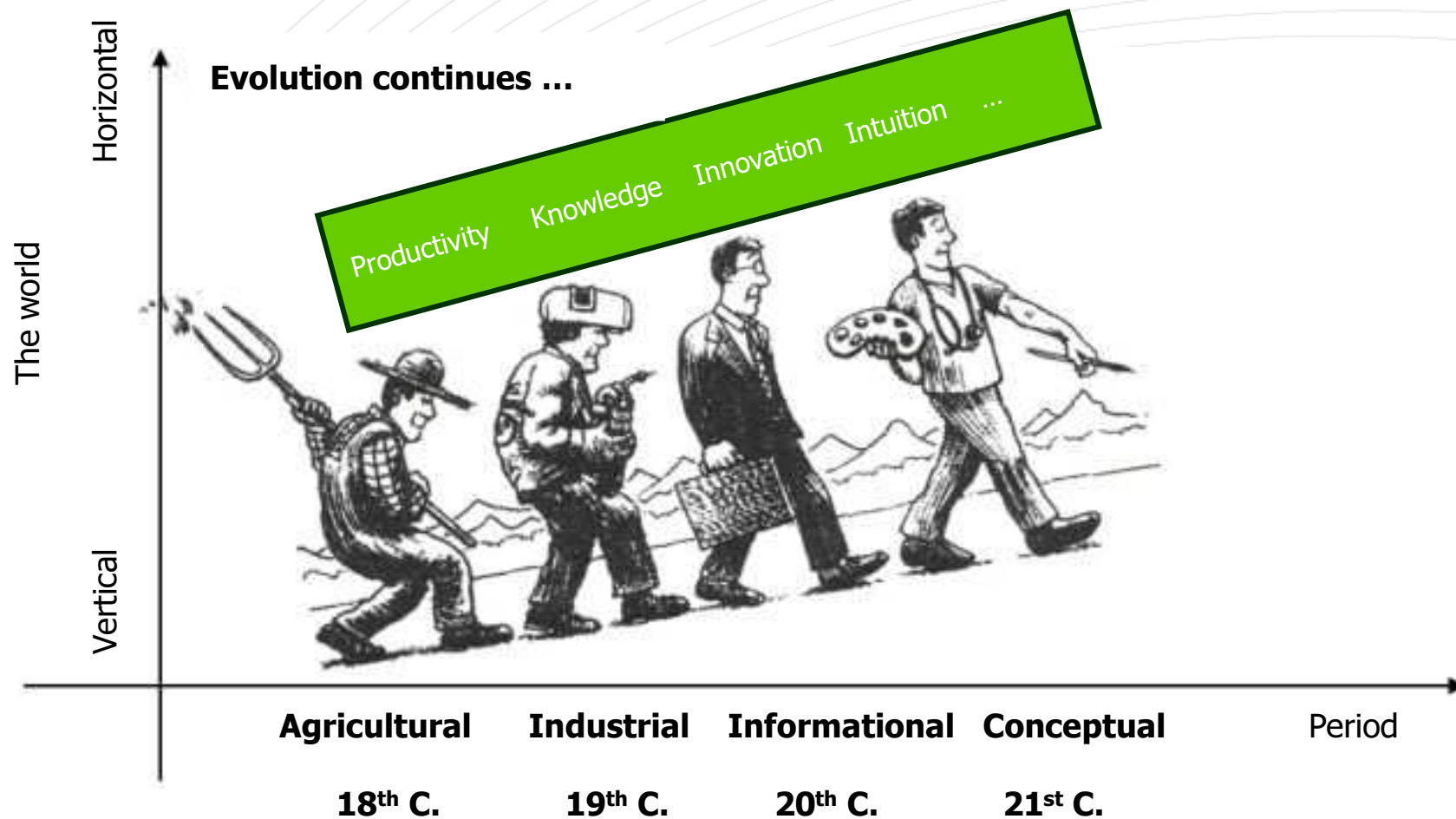
\* Intellectual property of Vibacom, AT Kearny, Ekonomski Inštitut, 2009

# Innovation ecosystem blocks





# Evolution continues...



Nadgradnja Vira: A whole new mind, Daniel, H. Pink, str 50.; M. Dermastja & V.Bulc, feb 2006

# The workshop

1. Who are the stakeholders, the participants of the Pecs innovation ecosystem (PIE)?
2. What is the development story of PIE? (vision, mission, values)
  1. What are the needs of each of the participants of the PIE?
  2. What can we offer to support those needs (projects, content, infrastructure, awareness)
  3. What kind of value can we create with our propositions for the identified needs?
  4. Who are the champions and followers?
  5. Which are the winning propositions? (scenarios, action plans)



**Let's connect, let's create!**

**Violeta**

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