



“Towards a European Innovation Ecosystem”  
**3rd European Innovation Summit**

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knowledge <sup>4</sup> innovation



Ministry of Science  
and Higher Education  
Republic of Poland



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Session: Operational Requirements and  
Delivery Mechanisms



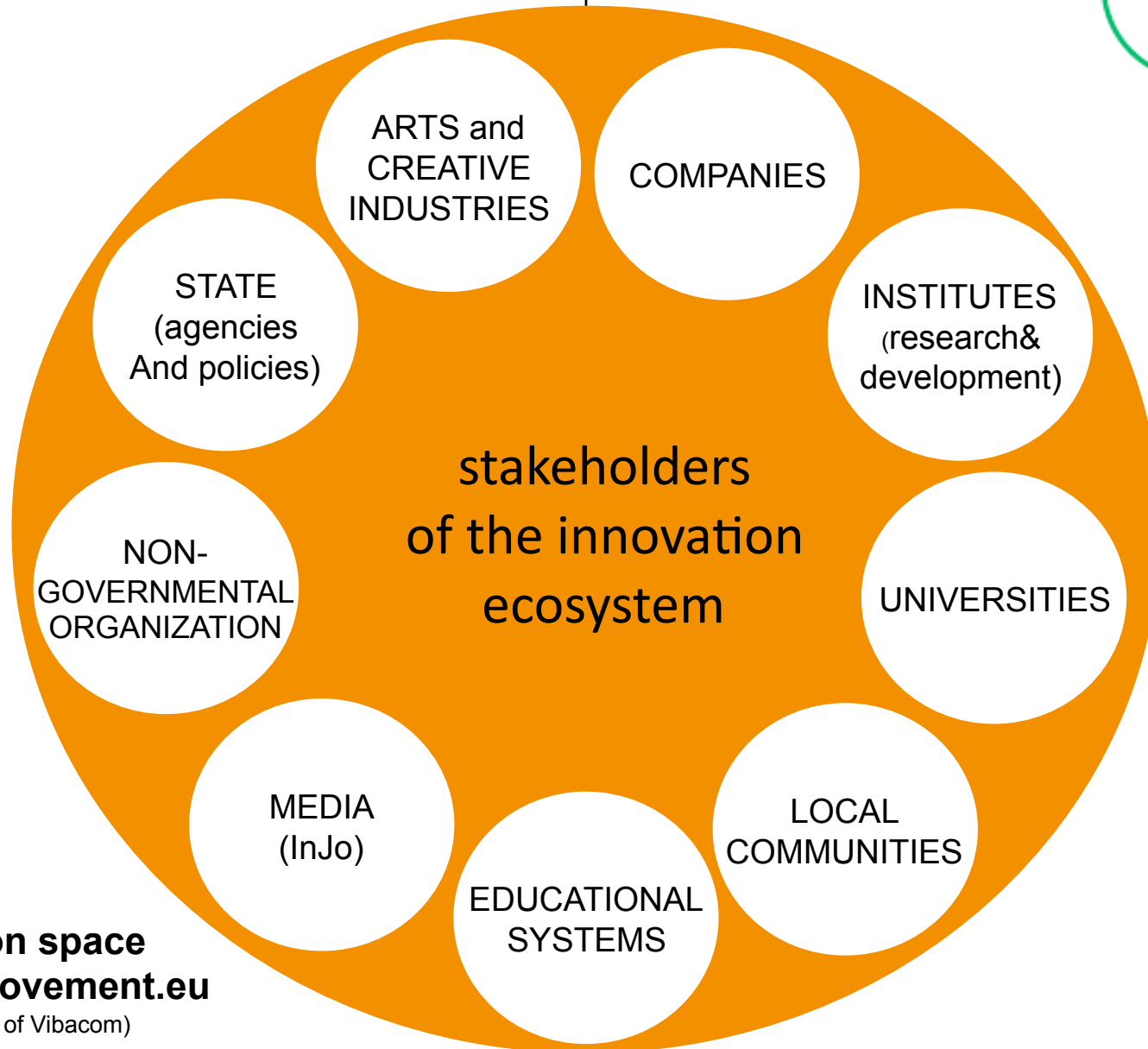
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# Innovation Communication



**InCo model  
of innovation space  
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# Mass involvement in innovation can lead to higher performance.



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, a 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 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).

Thank you!

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