

INNOVATION



What is innovation?

The process of creating value by applying novel solutions to meaningful problems.

Mindset for Innovation

Break the rules!

Innovation constantly needs new ideas to overcome obstacles, change concepts, and to optimise strategies.

Believe in the impossible!

Innovation needs the diversity of various competencies and diverse ways of thinking.

Explore new paths and challenge the status quo consistently!

Collect ideas everywhere!

Believe that you will be able to overcome all obstacles on the way to the realisation of your idea.

Gather a team!

SEVEN PHASES

An idea usually starts off small and spreads as the process as innovation progresses.

The phases can be repeated more than once.

Each phase prioritises other activities, and usually involves other actors.

Knowledge processes and innovation are rarely linear, which is why the model is shaped like a spiral.

Initial idea phase

Generated by one's response to their own environment. Their experiences, knowledge, dreams and anxieties, creativity and intuition.

Planning phase

Starts with creating space and ends with concrete agreements about the action that needs to be taken and the effort required by each of the participants.

Realisation phase

Starts when the network knows what it wants and how to achieve it.

Embedding phase

Starts when the actors agree about structural changes to their mutual relationships, prompted by innovation.

Inspiration phase

Initial idea takes shape as the concept inspires others. This process takes place when the initiator discusses the idea with others.

Development phase

The network takes the initial idea a stage further by developing it into technique or a procedure.

Dissemination phase

Starts when the new practice or technique has become familiar in the environment and is being replicated.

INNOVATION SPIRAL



For the most innovative companies today, innovation isn't a linear process. Rather, it's a continuous cycle with ups and downs, inputs from different places, repetitions, failures, and many steps back and forth.

Small & Young, <http://www.soy.com>



This infographic has been created within the project "beeB - Foster for beekeeping bridges through innovative and participative training", co-funded by the Erasmus+ Programme of the European Union.



Sources:

Spruijt, Jan. "The Innovation Spiral: A Closer Look on Ernst & Young's Innovation Model." Open innovation, 19 Nov. 2012, <https://openinnovation.eu/19-11-2012/the-innovation-spiral-a-closer-look-on-ernst-youngs-innovation-model/>.

"What is innovation? Introduction and Definition for Practitioners." Analytics, 10 Mar. 2020, <https://analytics.net/what-is-innovation/>.

Wielinga, Eelke, et al. Networks with Free Actors: Encouraging Sustainable Innovations in Animal Husbandry by Using the Fan Approach (Free Actors in Networks): Networking is Sensing Opportunities!, edited by Eddy Teerstra, translated by Agrolinjus, Wageningen UR, Wageningen, 2008, pp. 71-88.