



What has been achieved through LEADER innovation?

Experiences of innovation from LAG Midt-Nordvestsjælland, Denmark.



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Our take on innovation

Innovation is not just a way of thinking – it needs to be a way of acting, on a daily basis.

Innovation is achieving desired effects by doing something new.

As a local action group, we aim to be “innovation architects” by creating an environment that boost innovative behavior, focusing on both the physical, social and professional environment.



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Focus rather than total freedom

- The local development strategy creates the necessary focus on ideas, that means something to the area.
- To wide – focus – to narrow.
- Guidance.



”Life/live in the backyard”

Mid-Northwest Zealand is Copenhagen's creative backyard, which retains and attracts settlement and tourism through:

- local communities
- active use of the local resources
- nature and outdoor life
- foods
- many active seniors
- art and design
- cultural history
- new use of leftover buildings and land

Mid-Northwest Zealand is a breeding ground for innovative solutions that optimize living conditions and create jobs.

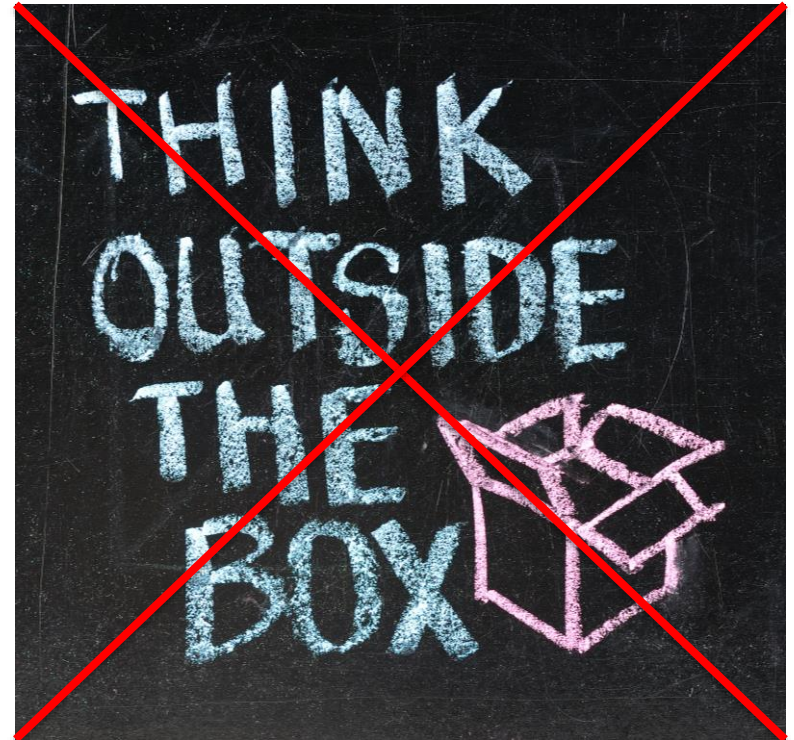


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Innovate on the edge of the box, rather than think outside the box

- Innovating on top of an existing frame, rather than taking a big leap into totally new and unknown space, increases the success rate.
- The frame could be:
 - Local resource, i.e. Landscape.
 - Experience
 - Network
- Again, innovation requires actually doing it, not just imagining it.



Landscape as a innovation-frame

New companies, services, products, jobs, inhabitants

Approved UNESCO Geopark

Glacial landscape and rich cultural history



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Experience as a innovation-frame

New ways of teaching children about bees, ecosystems and biodiversity

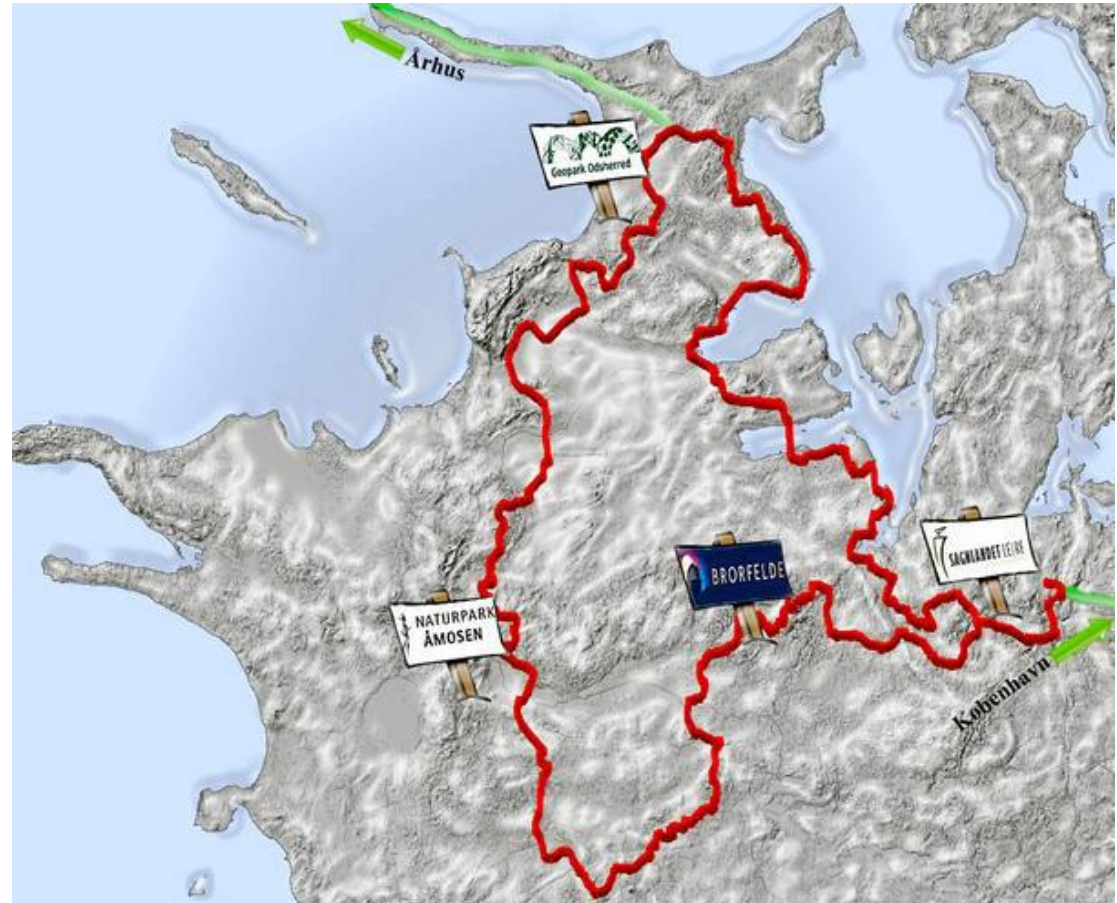
Expanding academic literature collection with a school apiary

Librarian and hobby beekeeper



Welcome to the backyard

Now, we try to build the frame to innovate on at the same time, as we try to foster, select and mature innovative ideas that, when realized, will lead to the desired effects of creating the new frame.



How we intend to do it

- Focused brainstorm on specific topics.
- Select the right ideas using prototyping.
- Mature the best ideas in collaboration with scientists and practitioners on experience management and business development (mini Masters of Experience Leadership).

