



# NATURE OF INNOVATION

4 REGIONS  
3 YEARS  
2 GOALS  
1 QUESTION

**WHAT IS THE NATURE OF INNOVATION?**

**ENRD workshop Extending LEADER INNOVATION, 22.02.17 Brussels**

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- Founder “Children`s University Upper Austria“

MIT UNTERSTÜTZUNG VON BUND, LAND UND EUROPÄISCHER UNION



Open Innovation  
Strategie für Österreich



# BACKGROUND

netzwerk  
zukunftsraum  
land  
LE 14-20

steyr2030  
OPEN INNOVATION

Gemeinsam arbeiten.

# PROJECT IDEA 2015

## We start a Supra-Regional Innovation Process...

- 4 regions together
- 3 years: 2016-2018
- 4 main topics:
  - **Tourism**
  - **Economics**
  - **Rural Areas**
  - **Cities & Rural Surroundings**
- Process method: **DESIGN THINKING**
- Accompanying events, workshops, conferences,...

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LE 14-20  
Leitungs- und Innovationskonzept



Europäischer  
Landwirtschafts- und  
Ruralentwicklungsfonds  
Hier werden die Chancen in  
die Zukunft investiert

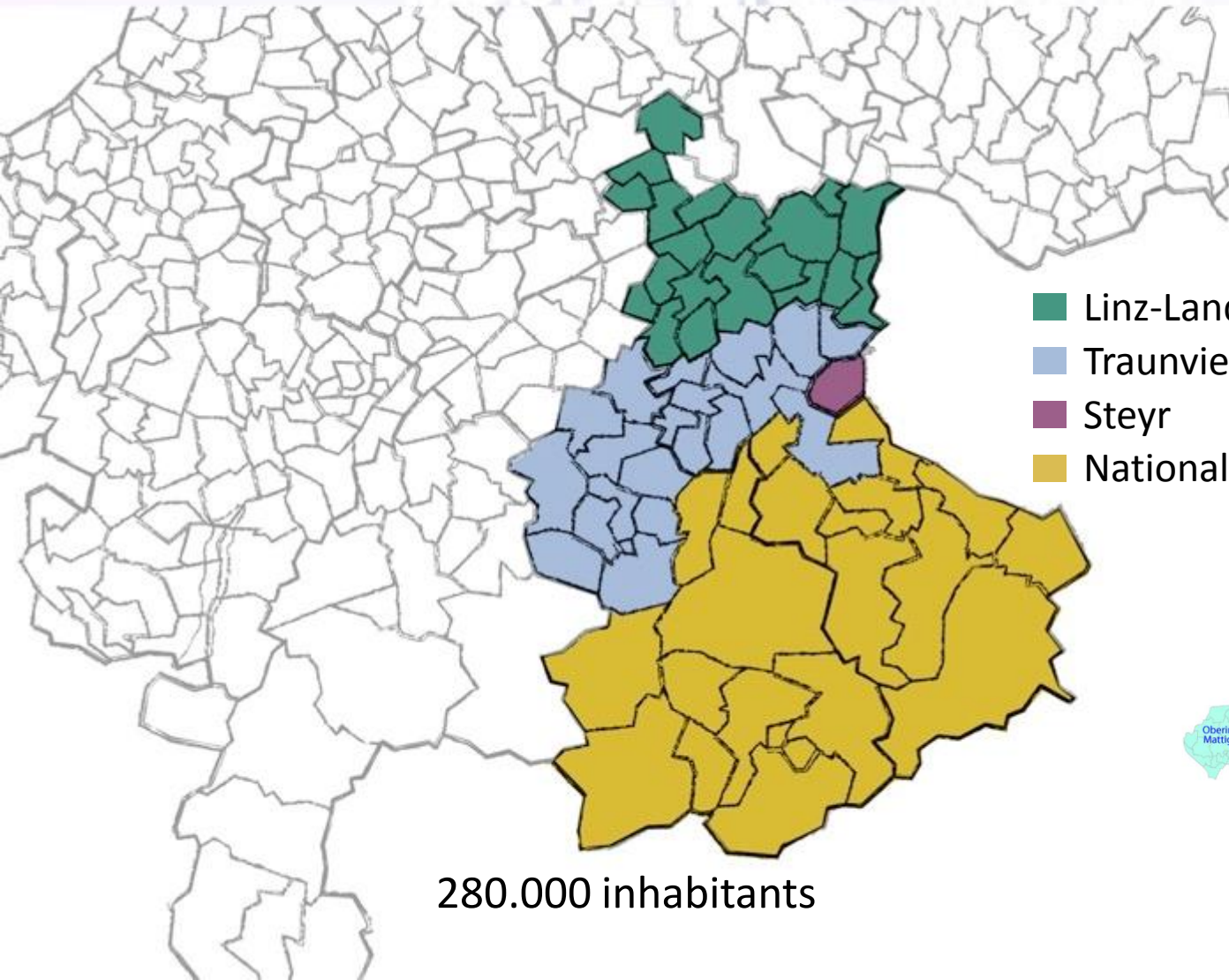




**NATURE OF INNOVATION**

4 REGIONEN

# SUPRA-REGION



- Linz-Land
- Traunviertler Alpenvorland
- Steyr
- Nationalpark Region OÖ Kalkalpen

280.000 inhabitants



# WHY A SUPRA-REGIONAL INNOVATION PROCESS?

## Three LEADER Regions and on City...

- ... have many connections, common features and challenges
- ... want to **cooperate** and boost the **innovation culture**
- ... are searching innovative solutions for their **key-topics**
- ... found out: tricky to create **new solutions** with common methods and instruments
- ... found out: there are always the **same persons/actors** in processes – since many years!
- ... want with NOI **more user-orientation** – more knowledge about problems and needs
- ... hope, that supra-regional working bring **more diversity, more exchange and new experiences**

# WHY A SUPRA-REGIONAL INNOVATION PROCESS WITH LEADER?

**Christian Schilcher, LAG Traunviertler Alpenvorland**

„....after an intensive participation process to create the LEADER strategies we intend now to realize our projects with new, user-orientated innovation methods.“



**Felix Fößleitner, LAG Nationalpark Kalkalpen Region**

„Regions need more innovation and more innovation culture. We have to concentrate the creative potential and we have to create a climate of openness. NOI should help us reaching this goals. “



# OUR GOALS & OBJECTIVES

## PUSHING BOUNDARIES

**Four regions** are working together!

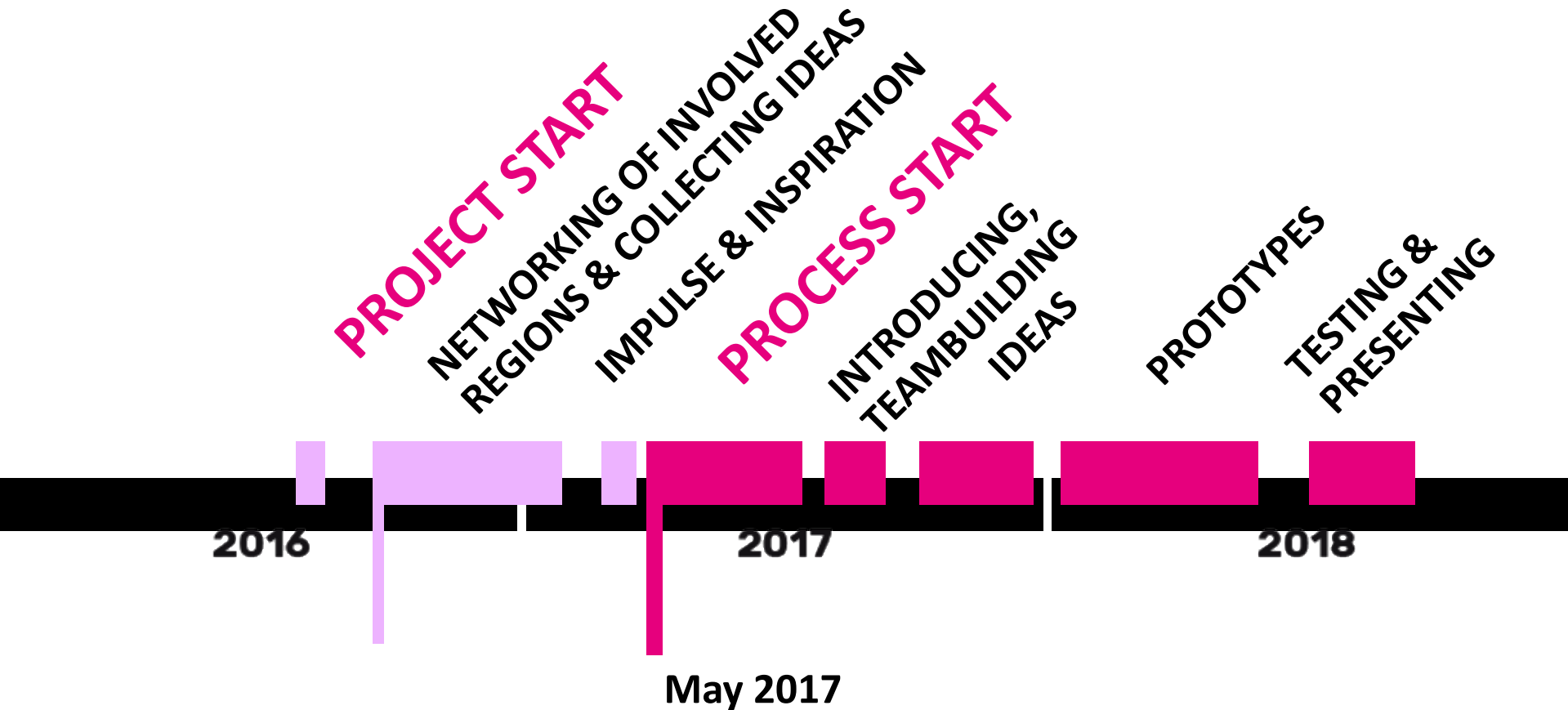
Players from **different disciplines** are cooperating.

## DRIVING INNOVATIONS

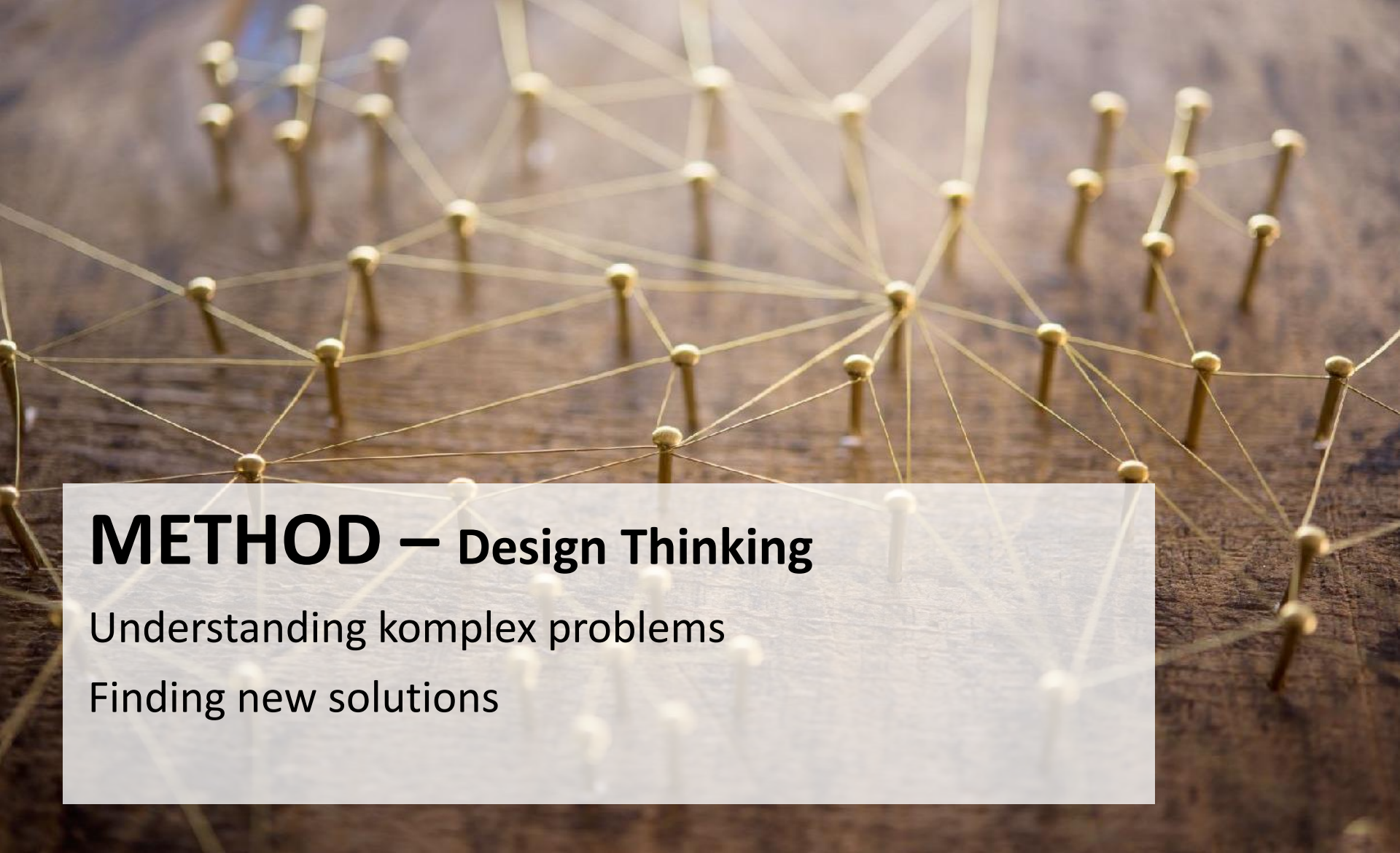
We strike out in new direction with **Design Thinking!**

Implementing **10 concrete, innovative future projects.**

# THE PROJECT PLAN & TIME TABLE





A photograph of a network of gold pins connected by thin gold wires, set against a dark, textured wooden background. The pins are arranged in a complex, interconnected pattern, with some pins being more prominent than others. The lighting is warm, highlighting the metallic sheen of the pins and wires.

## **METHOD — Design Thinking**

Understanding komplex problems

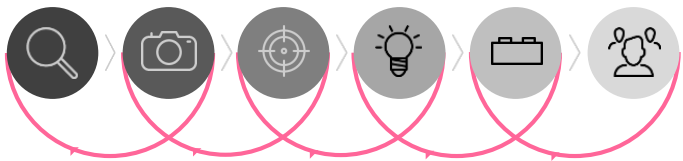
Finding new solutions

# DESIGN THINKING...

## ... Mind-set

- Innovations for and by people
- Combination of divergent/convergent thinking
- Willingness to experiment
- positive dealing with mistakes
- Iterations and constant development

## ... Process



## ... Toolbox

- A wide range of methods and tools (AEIOU, Persona, Empathy Map, Storytelling, User Journey, etc.)

## Essential factors of success of *Design Thinking* are ...

- ... **interdisciplinary** und **user-centered**
- ... parallel thinking in **spaces of problems and solutions**
- ... constant reflection in the process
- ... exploration of **different perspectives.**
- ... development of a range of solutions.
- ... fast **implementation and testing by prototypes**
- ... iterative and creative approach

# THE PROCESS

The **Innovation Process** is held in **4 regions** with in advanced selected questions.

COMPREHENSION

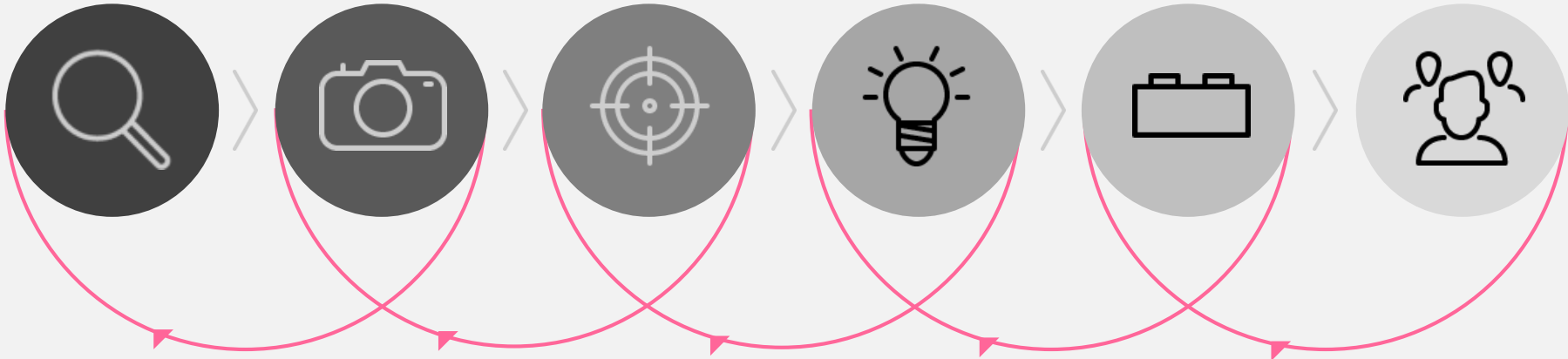
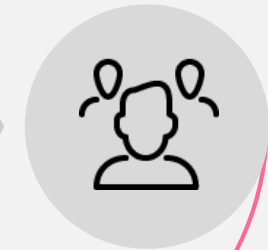
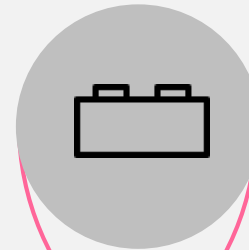
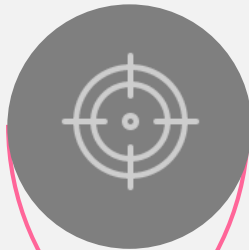
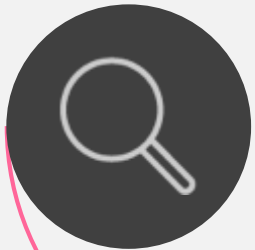
EMPATHY

FOCUS

IDEAS

PROTOTYPES

TEST



Problem space

Solution space

# STARTING Inspiration & Information

09-12/2016



**Maker Faire**



**Young Designers**



**First Workshops**



**Conferences**

# COLLECTING PROJECT IDEAS

01-03/2017



## 5 Innovation Workshops

- Test “Creative Country“: 19.11.16 / Weyer
- TOURISM, 25. 1.2017 / Schlierbach
- RURAL AREA 2.2.2017 / Maria Neustift
- ECONOMY, 9.2.2017 / Waldneukirchen
- URBAN & RURAL, 13.2.2017 / Ansfelden

# SELECTION OF THE PROJECTS

03/17

## NOI THEME CONGRESS

- **13.3.2017** – supervisory group
- 10 projects - 1 pilot project & 1 cultural project
- Probably more project by dividing!!??

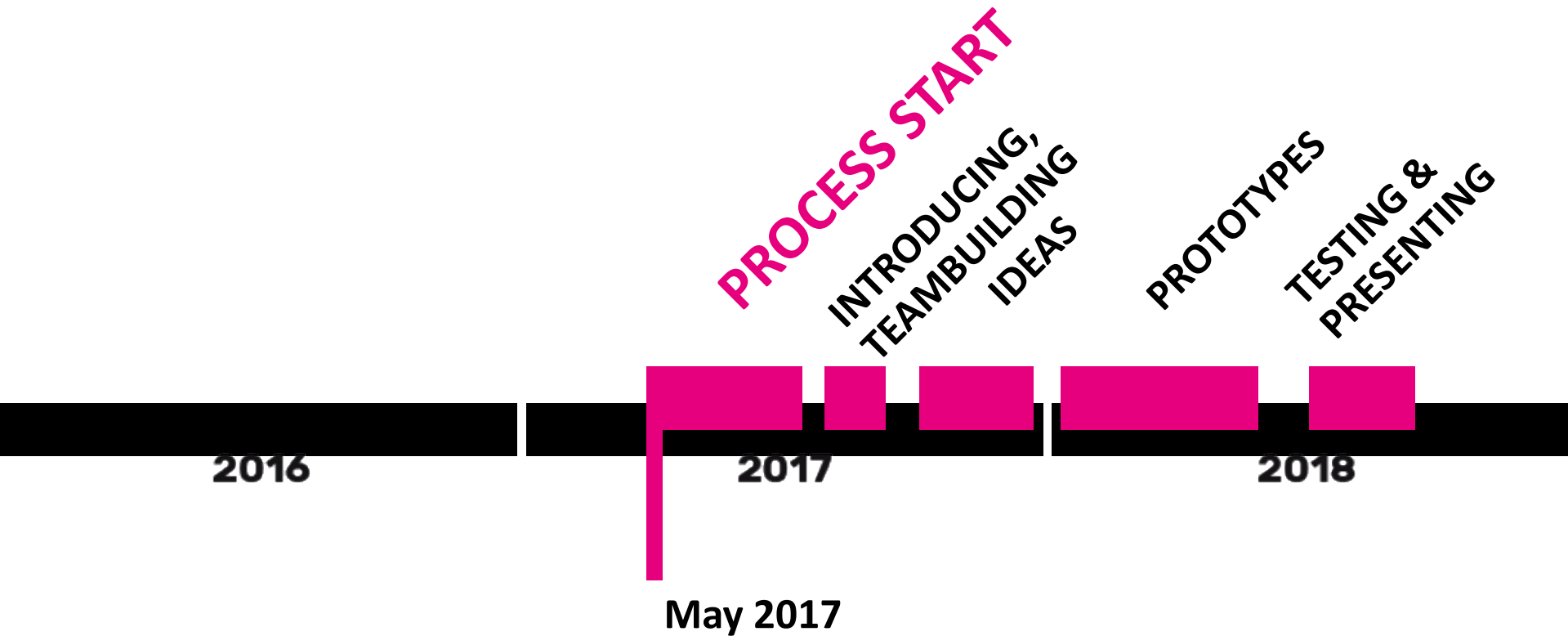
## NOI PROCESS START

**NOI CONFERENCE – May 4, Museum Arbeitswelt**

- **May/ June: Regional events**

Introducing the project – external view – Impulse & Inspiration - **Teambuilding**

# INNOVATION PROCESS





## How we work...

### The INNOVATION PROCESS is starting in May 2017

- Striking out new paths, applying **DESIGN THINKING** as method – using, experimenting with the toolbox of methods
- Ensuring the highest level of quality with the support of **FH Steyr-Logistics**
- Working in creative Workshops at **unusual places**  
- taking advances of the potential of the regions

# FINAL PRESENTATION

## Who will see the results?

- people from the regions
- (international) experts - maybe you?
- at the second ...

## NATURE OF INNOVATION CONGRESS

in autumn 2018



# Thank you!

[www.nature-of-innovation.com](http://www.nature-of-innovation.com)