Towards an

Innovating Innovation Manifesto

(Draft version – restricted circulation)

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Innovating Innovation Manifesto

The Genesis

- **BIVEE (Business Innovation in Virtual Enterprise Environment) European Project** – [www.bivee.eu](http://www.bivee.eu)
- **Various Innovating Innovation national Stakeholder Conferences:**
  - Bremen, Valencia, Vienna, Ancona, Rome, and next Ankara
- **Stakeholders Involved:** from academia, SMEs, LE, Public Administration, Entrepreneurs’ syndicates (e.g., Confindustria)
- **Tech-Sci Committee on Innovating Enterprise Innovation:** 30+ experts. And a **constituency** on the way
- But the key statements came from the **Genie of the Innovation Lamp,** who proposed **20 Theses** for a ‘Perfect Innovation World’, primarily addressed to SMEs, but also to the other stakeholders
Innovating Innovation Manifesto - Prelude

**Thesis 1 - Culture of innovation.** You will promote initiatives to trigger a cultural leap: the culture of innovation should permeate the socio-economic system, the whole enterprise fabric, impacting also with the management styles and the organizational models. International cooperation for SMEs will be an important component.

**Thesis 2 - Training and education.** You will promote focused programs, conceived by academia and enterprises together, to improve the innovation culture and skill, starting from younger people and providing a continuous education to adults.

**Thesis 3 - Open Innovation Ecosystems (OIE).** You will promote (virtual) territories where all the players can easily interact to build cooperations, sharing knowledge, protected by new forms of IPR. In a OIE we should find:

- **3a – Virtual Innovation Factories (VIF).** You will support the creation and management of innovation networks that will include enterprise, academia, domain experts, etc. with defined innovation objective
- **3b - Innovation Service Hubs.** You will promote organisations where SMEs can go to look for support to solve (any) issues related to innovation programs, from partner search to legal and economic advice.
- **3c - Open Innovation Observatory,** You will organize services for gathering and diffusing knowledge, best practices, scientific achievement, projects outcome, etc.

**Thesis 4 - Sustainability.** Your innovation projects will carefully consider sustainability as a priority, in its three dimensions: social sustainability, environmental sustainability, and economic sustainability

**Thesis 5 - New Applications & Markets.** You will move closer to existing markets and explore new markets, inventing new applications and services.

**Thesis 6 – New Role of PA.** Public project funding will be organised according to the EC method, having starting from clear strategies and priorities; the PA will take part in OIE and innovation projects
Organizational Theses

**Thesis 7 - Open Innovation Networks.** You will promote the creation of open networks, including representatives of all stakeholders, to collaboratively pursue innovation objectives.

**Thesis 8 - New enterprise models.** You will experiment new business and organizational models (e.g., olonic-virtual enterprise, networked rather than hierarchical) more geared towards innovation.

**Thesis 9 - Flexibility.** You will adopt a flexible organizational paradigm that will allow the enterprise to quickly respond to the challenges of the market and the evolution of the technology.

**Thesis 10 - Diffused innovation.** You will find the way to unleash the innovation spirit available in all the staff of the enterprise.

**Thesis 11 – Multidisciplinary cooperation.** You will form innovation teams characterised by a blend of competencies, experiences, genders, and generations. You will promote contamination of cultures.

**Thesis 12 - Innovation Management.** You will develop new management styles, conceived to facilitate the emerging of ideas, ensuring their matutation until their market exploitation.

**Thesis 13 – Sharing.** You will promote the free exchange of experiences, knowledge, best practices, within and across enterprises, also through a smooth flow of information and knowledge, within and across organizations, with wise IPR management.

**Thesis 14 – Taxation and administrative burden.** You will enjoy a simple bureaucracy, smooth interaction with Public Institutions, a collaborative attitude of administrative offices, and a special tax regime and fiscal facilitations for innovation activities.
Technological Theses

**Thesis15 - Technological infrastructures.** You will enjoy of high speed connectivity and efficient technological equipments and infrastructures. In particular:

- **15a – Cloud computing.** You will adopt the cloud technology and leverage on the *Service Oriented Architecture* paradigm
- **15b – Data Analytics.** You will fully exploit the value of Big Data adopting advanced Data Analytics solutions
- **15c – Mobile computing.** You will adopt advanced mobile solutions to allow for enhanced flexibility in idea fostering and innovation management

**Thesis16 - Cooperation technologies.** You will adopt cooperation platforms, specialised social media, to improve cooperative innovation activities, within and across enterprises.

**Thesis17 – Semantic technologies.** You will adopt Semantic technologies and advanced knowledge management services.

**Thesis18 – Virtual Innovation Factory System.** You will complement the traditional ERP systems with this new generation of systems, offering services like: creativity and idea support, innov KPI management and monitoring, continuous innovation management.

**Thesis19 – Decision Support System.** You will adopt Recommendation and Decision Support Systems specialised to help managers and team leaders in innovation projects

**Thesis20 – Open Innovation Observatory System.** You will be supported in searching new research outcomes, technological achievements, innovative results worldwide.
The draft *Innovating Innovation* Manifesto has been elaborated starting from the work of BIVEE project and Stakeholder Conferences.

This is a first draft to disseminate expecting comments and feedbacks.

In parallel we wish to promote the *Innovating Innovation Manifesto Constituency*, articulated in national sections and a EU level intersection.

A first *Innovating Innovation Manifesto Workshop* is planned mid February in Rome.

An official presentation to the EC, DG Connect, Unit A3, will take place next February 25th.

Questions...?