



13th **Bled Forum on Europe**

**Mass involvement in innovation
can lead to a higher cohesion**
"More we are connected, more we are free"

Violeta Bulc
www.vibacom.si
www.violeta.si
www.incomovement.eu

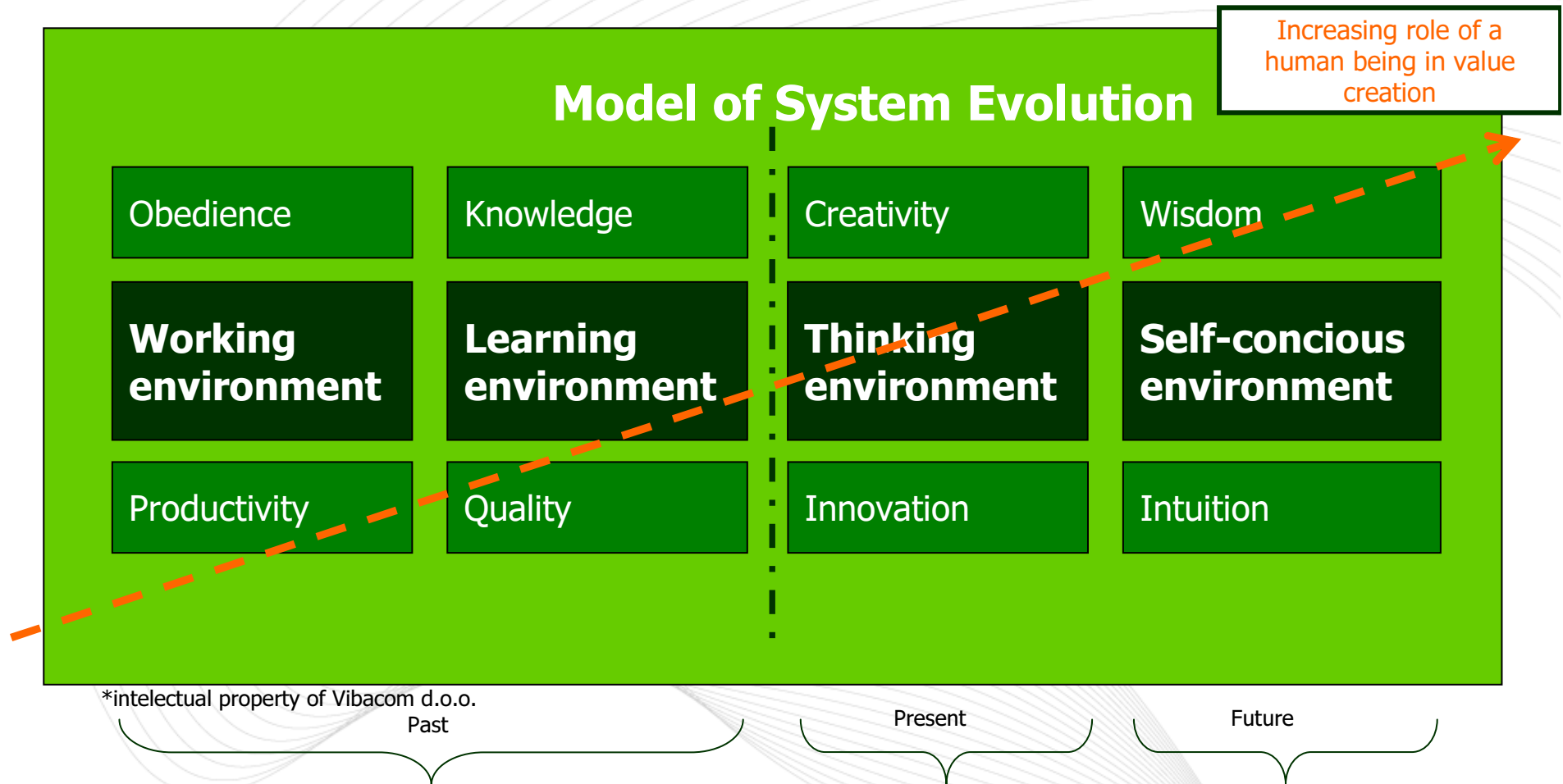
Bled, Slovenia 2012

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Summary

In order to move towards **greater regional cohesion** and co-creation, we need to have a much more **massive approach to innovation** as the key driver for value creation. For innovation to become a value facilitator of change on a community or regional level, we need to launch a comprehensive system of policies, enablers, tools and deployment mechanisms that will support **strong horizontal cooperation, 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. In addition, I will show, based on the experience of the global "Change the game" initiative, how new conceptual models (top down approach) can co-create an open, inter-exchangeable environment that paves the road for the manifestation of mass innovation. I will propose that **more cultural characteristics and local core competences be included** in the bottom up and top down innovation proliferation approach.

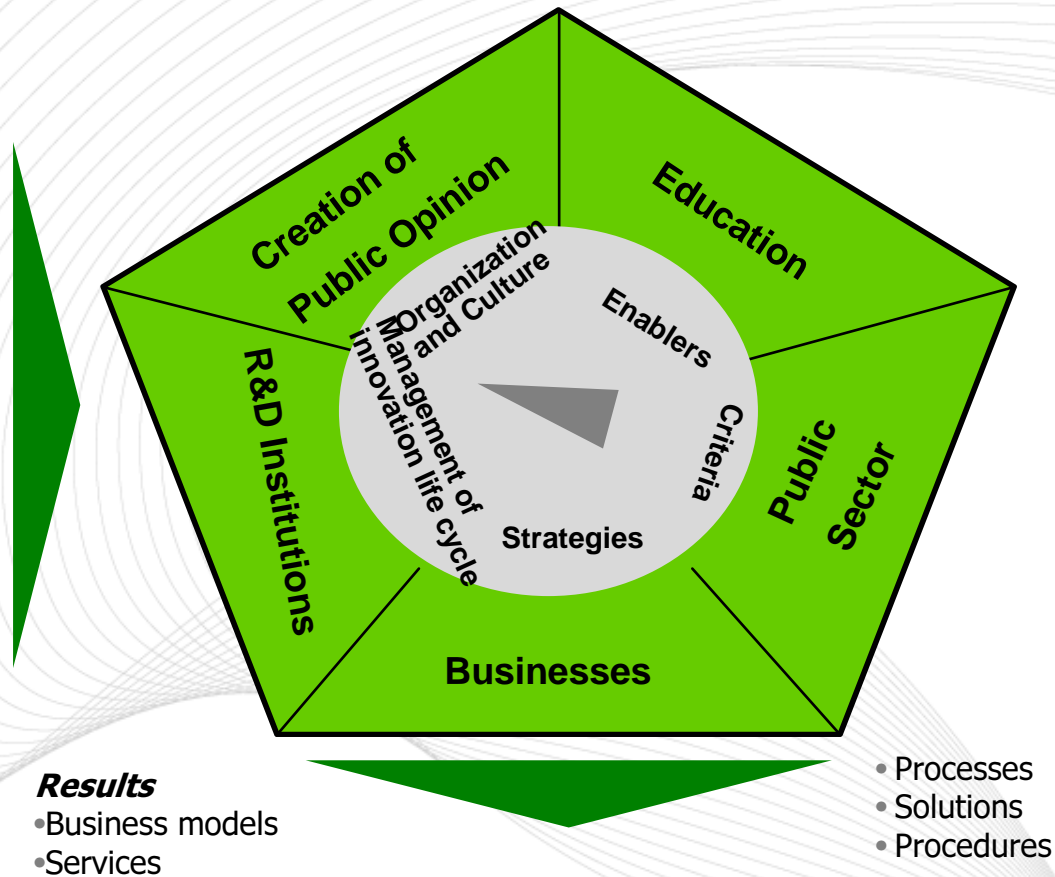
Evolution (social, business)



National/Regional Model of Participants

Enablers for the State

- Vision
- Development strategy
- Cross-structural dialogue
- Communication strategies
- Financial support



* Intellectual property of Vibacom, AT Kearny, Ekonomski Institut, 2009

Model of participants



First level measures five types of participant



***Businesses** are the foundation in the process of innovation (companies and associations)*



***Public sector** creates legal and formal environment (government and local communities).*



***Educational system** responsible for the development and dissemination of knowledge (Universities, high schools, elementary schools, kindergardens).*

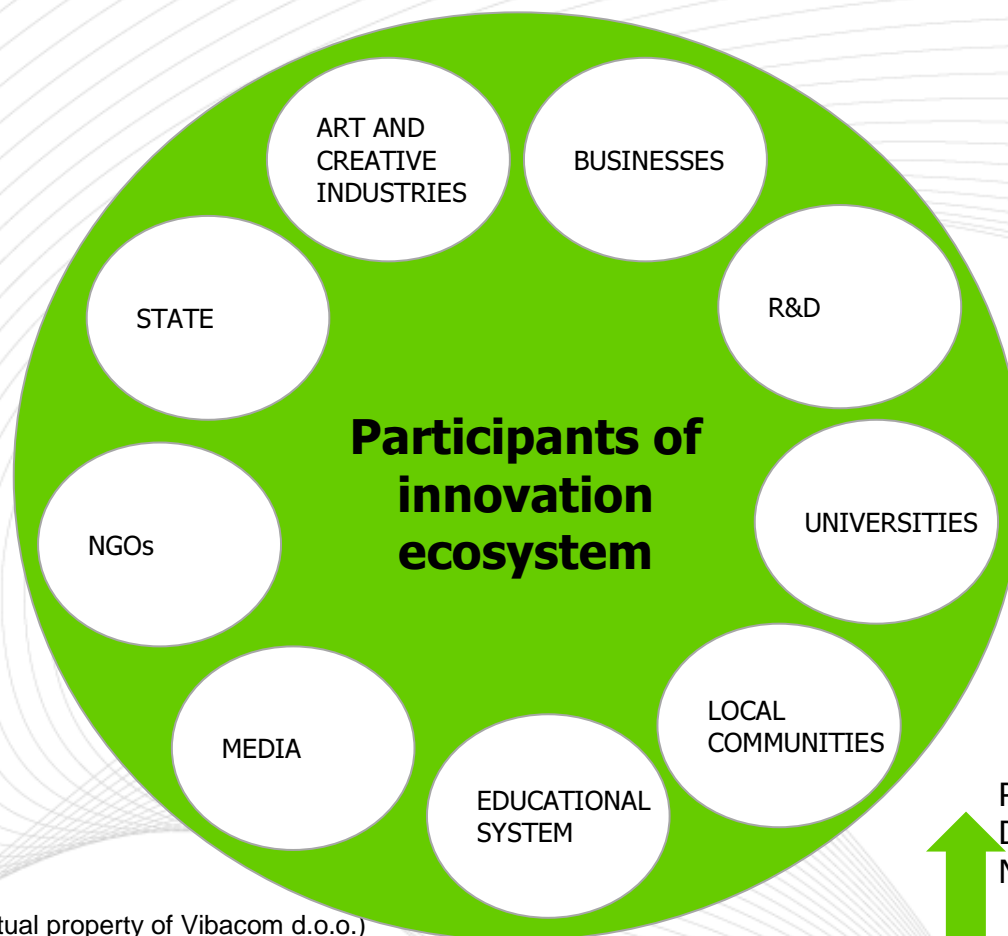


***Institutes;** develop and integrate new knowledge.*



***Creators of public opinion.** Provide emotional and spiritual energy. (media, artists, creative industries, NGOs)*

InCo movement - 6 years of experiences



(intellectual property of Vibacom d.o.o.)

↑
RELATIONSHIPS/
DIALOGUE/
NEW BOUNDARIES

←
PARTICIPANTS

<http://www.incomovement.si>

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Innovation journalism as an effective tool for a cultural shift towards innovation

Content	2005 (number of hits)	2010 (october); 2012 (january) (number of hits)
Innovation journalism in Google	0	439.000; 10.700.000
Innovation communication	N/A	98.800.000; 633.000.000
Inovacijsko novinarstvo (Slovenia)	0	2.870; 6.550
Inovacijsko komuniciranje (2008) (Slovenia)	0	7.800; 11.600
Number of articles on innovation (Dnevnik) 2006	2	417; 629
Number of articles on innovation (Delo) 2006	0	160; 223
Number of articles on innovation (Finance) 2006	0	1.536; 2.273

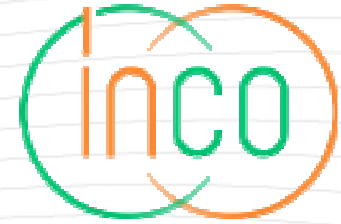
Figures 2011

5021 Participants
51 schools
7 types of awards
2 publications
5 yearly events
13 Products

NO PUBLIC FUNDING

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What have we learnt



- Leadership from within requires a high level of self-discipline, internal strength and constant reinforcement of key values
- Participants largely, still need to be lead from top down or from the “front rows”

The call: *personal growth is our own responsibility! The future of leadership is to energise the grid.*

- Increased emphasis of the importance, and the role of innovation in social and economic development in public media

The call: *journalists, require specific training and education* and with critical but professional stance, help to create success in society

- In business, the understanding of innovation is still in most cases limited to a group of developers and marketing

The call: *managers, leaders start innovating;* *organisational innovations create 8 much larger value than product innovations*

- The current ecosystem is lacking experience and understanding of the importance of communication and co-creation

The call: *create your own methods, models, way of creation*

- Creation and innovation are still not strongly represented in our educational system

The call: *teachers learn how to communicate and connect.* Create conditions where individual talents and competence can be recognised and connected for a higher good.

- More and more people are aware of the importance of cross-structural and cross-hierarchical co-operation and thus - co-creation.

The call: *The more we are connected the more we are free!*

InCo – 2005-2011

From Sweden via Stanford to
Slovenia and beyond

From Sweden via Stanford to Slovenia and beyond



1st Media Conference on
Innovative Local
Community (InLoCom)
in Litija, introduction of
the concept
Litija, Avgust 2006



1st Innovative Local Community (InLoCom) Conference, Poušnik 2009



2nd Innovative Local Community (InLoCom) Conference, Šentrupert 2011





THE BUSINESS MODEL OF THE HEART OF SLOVENIA – regional development partnership (16 municipalities)

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executive level

tactical level

operational level

organisation

brand

THE HEART OF SLOVENIA

brand

our environment

entrepreneurship

tourism

content

development vision, work conditions

knowledge, wisdom, social capital

material and financial sources

infrastructure



**Encouragement
of innovation
on all levels**



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Our environment



Entrepreneurship



viva.com



Kids/You th Teachers



vloacom

Mayors



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The final thoughts

Successful organizations create **new opportunities**...

Create a **safe** place

There is **no predefined** shape or a structure to a successful organization – be sensitive for the local/cultural characteristics

It is all about the **relationship** between the participants

It is all about **perceptiveness, affirmations**

It is all about **the needs, behavior, vision, intuition and a good story**

It is all about **being real**, sincere, knowledgeable, and present

Thank you,

Violeta

www.vibacom.si

www.incomovement.si

blog:www.violeta.si

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Violeta Bulc, MSc, PMBA

Violeta Bulc, founder and director of Vibacom (www.vibacom.si), expert on balanced sustainable development strategies, organic growth and innovation ecosystems. She believes in the power of networks, holistic individual, and positive energy. She has received 8 national awards for business innovations, as well as, together with her clients, 4 national FENIKS Awards for consulting projects (2004, 2006, 2008, 2010). As entrepreneur she gets invited to different EU strategy and action groups. She is a member of management and supervisory boards of several professional associations (UN Chapter of Global Compact in Slovenia, Manager Association, Umanotera, Change the Game global initiative). She is also a member of Slovenian National Council for innovative society and an honorary member of Association of Slovenian Innovators. Among her special achievements is initialization and coordination of "InCo movement" which is a civilian initiative, connecting Slovenian professional community, as well as, systematically raising the awareness on innovation among youth (www.incomovement.eu). With partners she initiated 7 national rewards for innovation communication and journalism, and 4 yearly conferences on innovation: InLoCom (innovative local community), Innovation in education, InCo (innovation communication) conference, and InJo workshop for journalists and PR professionals. Ms. Bulc is an author of a popular business book "Ritmi poslovne evolucije", and co-author of several other professional publications and books. She is also a co-author of TV business series "Poslovni Ritmi". She regularly contributes her thoughts and comments to local media on organic growth of organizations, progressive sustainable models, innovation ecosystems, and social entrepreneurship. She runs blog on innovation and intuition (www.violeta.si). She was a member of the Program Advisory Board of Stanford Research Center of Innovation and Communication (<http://injo.stanford.edu>) at Stanford University, and an outspoken promoter of its mission in the Balkan region (2006-2011). She is a lecturer at DOBA University (www.DOBA.si) on Innovative and Innovation Management and a visiting lecturer at MCI in Innsbruck, Austria. At DOBA she received an award for the lecturer of the year by the student vote.

Violeta Bulc continue....

Formal education:

PMBA, IEDC Bled School of Management, 2004
MSc, Information Systems, Golden Gate University,
San Francisco, California, 1991
Elektro Fakulteta, Univerza v Ljubljani, Ljubljana, 1988

Other certifications:

Sundoor trainer certification for personal growth
and development, Sierra Nevada, California, 2008
Shamanic Academy, Scotland, 2008
Academy of Martial Arts (black belt in Tae Kwan Do & Hap Ki Do),
California 1994



Key links:

www.vibacom.si

www.movement.si, www.incogibanje.si

www.violeta.si, www.aktualno.biz

<http://www.youtube.com/watch?v=NxABDkVcdW0>

<http://www.youtube.com/watch?v=yvbW02JGDq4>

22 <http://www.youtube.com/watch?v=18VM3pXiA9U>

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