

HIDDEN FINAL CONFERENCE

FRENCH EXPERIENCE

Ionnina, 17 MAY 2013

Speaker : Martine Egelé, CCIMP

ACQUIRED SME's ABILITIES

SME's real interest and motivation to learn about soft innovation (means they took time to understand, to learn about it)

By exchanges with partners, SME's discovering ideas & practices of soft innovation

SME's willingness to practise, to test HIDDEN self assessment questionnaire even for small & very small enterprises he is too academic

RESULT INDICATORS

SOME DIFFICULTIES

First of all in term of wording: do we speak of innovation as new business, real added value for the customer, the distributor or the manufacturer?

Remove the obstacles: companies do not like to talk about their projects (secret), nor reveal their strategy. The difficulty is to have their confidence in a framework of strict confidentiality.

Companies often suffer from a lack of self-confidence. They are often poor judges of their innovation.

HIDDEN POSITIVE ASSETS

Some HIDDEN tools helps to identify

- a characteristic SME's regional group of Agro food & tourism which are now sensitive on hidden innovation & ready to start on
- to understand Initial or incremental innovations as opportunities for SME's to grow in a context of crisis

The use of the self assessment questionnaire : clearly a tool of diagnostics.
But it is important to rewrite partly the tool, less academic to be also useful for VSE'S

What could be ameliorated?

SME's low level of information /because badly informed

➤ with regard to what should be required in order to perform in fields of marketing, strategy, prospective and innovative competition

Tracks to reveal the hidden innovation

Provide tools for SMEs / VSEs to detect actual competitors

Provide information more clear, less academic and precise aids scope

Finalize a mapping, data base of soft innovation competitors in the Mediterranean

FRENCH BEST PRACTICES EXAMPLES

FRENCH PROFITABLE INTERACTION ACTIVITIES

The question is: how much changes/novelties are we able to identify after 36 months project & especially with a late starting to promote & testing HI tools by SME's.

BUT FOR SURE, HI TOOLS are ways of guiding, making things little bit differently, starting from the use of new combinations of tangible and intangible inputs.

BUT ALSO, HIDDEN TOOLS create linkages between food & tourism industry

FRENCH BEST PRACTICES EXAMPLES

Profitable HI interactions 1

HI give the opportunity to managers & staffs to start discussions about internal & external hidden innovation means between process & services/products as well ressources management.

The mainly questions discussed

- How you distinguish between an invention and an innovation?
- What are the key market failures surrounding investment in innovation?
- Does the creation of intellectual property rights help or hinder the markets for innovative goods and processes?

FRENCH BEST PRACTICES EXAMPLES

Profitable interaction 2

HI gives self confidence to managers to start to think, to introduce soft innovation by incremental innovation process such one which don't need too much time & money.

Profitable interaction 3

- strengthening regional identity and stimulating growth in variable sectors.
- Local food, new packaging create a sense of 'place' and identity
- Local produce & services adds authenticity and provides motivation to strength activity & business development.

THANK YOU !!

MORE ABOUT IT ??

WWW.SOFT-INNOVATION.EU