



4th Regional Conference on Innovation Journalism

STANFORD AFTER STANFORD 2009

Ljubljana, September 3rd 2009

InJo Award

Awards and Recognitions for Innovation Journalism

Estera Lah, InJo Award project manager, Vibacom
Polona Pibernik, member of the InJo Award jury, Mediade



PURPOSE OF THE AWARD

- to encourage reporting on innovation in Slovenian media
- to recognize the role of media on the development of innovative society
- to highlight the authors and their contributions, reporting on innovation and innovation processes
- to contribute to the globalization of innovation journalism

COORDINATOR:

- VIBACOM – initiator and coordinator
- jury (Dušan Snoj, Violeta Bulc, Polona Pibernik, Marko Milosavljevič, Lidija Honzak, David Nordfors, Jan Sandred)
- partners (LUI, IPRK, Mediade, PRSS, TIA, VINNOVA Stanford Research Center of Innovation Journalism at Stanford University)



Awards and Recognitions for Innovation Journalism

InJo Award

2007-2009



Journalists
(public media)



PR
(internal media)



TYPES OF AWARD



Elementary
school

Secondary
school

Students



CATEGORIES OF AWARD:

- The award for the best journalistic contribution on innovation in Slovenian media
- The recognition for best contribution on innovation in internal media of Slovenian organizations
- The award for best student contribution on innovation
- Recognitions for high-quality secondary school contributions on innovation
- Recognitions for high-quality primary school contributions on innovation
- Special recognition for a systematic approach to raising awareness of innovation in the Slovenian media

JURY

- Dušan Snoj as chairman of the commission (the office of President of the Republic of Slovenia)
- Violeta Bulc, MSc. (Vibacom d.o.o.)
- Polona Pibernik (Mediade d.o.o.)
- Marko Milosavljevic, PhD.(Faculty of Social Sciences)
- Lidija Honzak, PhD. (Ljubljana University Incubator)
- David Nordfors, PhD.(VINNOVA Stanford Research Center of Innovation Journalism at Stanford University)
- Jan Sandred, MSc. (Swedish Government Agency for Innovation Systems - VINNOVA).



Awards and Recognitions for Innovation Journalism

InJo Award

2007-2009

Media	Applied contributions for InJo Award	Applied contributions for InJo Award	Applied contributions for InJo Award
	2007	2008	2009
Delo		1	10
Dnevnik			7
Večer	12		1
Revijo Manager	11	12	15
Finance	4	7	7
RTV Slovenija	3		
Profit	2		
TV Pika	8		
Blogiade	7		
IRT3000	2		
Podjetnik	24		
Prepletanje		4	2
MQ		1	3
Slovenian Business Report		2	1
Promis			2
Revija Gea			1
rest	1		5
Total	73	27	54

**PUBLIC MEDIA
APPLICATIONS**



Awards and Recognitions for Innovation Journalism

InJo Award

2007-2009

Internal media	COMPANY	Applied contributions for InJo Award	Applied contributions for InJo Award	Applied contributions for InJo Award
		2007	2008	2009
Pika na G	Gorenje	6	2	8
Novice Acroni	Acroni	2		
Škrjanček	Telekom	1	1	10
Srečno	Rudnik Trbovlje-Hrastnik	1		
Pri nas ZMleto	Zavarovalnica Maribor	2		
E-novice	Oria Computers	5		
ŠkraAtech	Atech		7	8
Cimosov forum	Cimos		12	
BTC	BTC		6	
Total		17	28	26

INTERNAL MEDIA APPLICATIONS

WINNERS

2007:

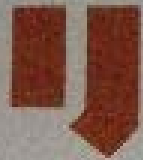
- Public media: Nataša Koražija, Manager Magazine (award sponsored by TIA)
- Internal media: Vesna Petkovšek, Gorenje

2008:

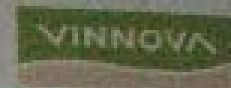
- Public media: Bojana Humar, Manager Magazine (award sponsored by Vibacom)
- Internal media: Matej Peternejl, Produktni management

2009:

- Public media: Samo Kranjec, Finance (award sponsored by Vibacom)
- Internal media: Maruša Bertoncelj, Mediade
- Student: Žiga Vavpotič (award sponsored by LUI)



INNOVATION
JOURNALISM



IJ-5 THE FIFTH CONFERENCE ON INNOVATION JOURNALISM

JOURNALISM ON INNOVATION, INNOVATION IN JOURNALISM

21 - 23 MAY

Sponsors & Partners





CRITERIA

1. The contribution stresses the importance of innovation
2. The contribution clarifies the role of the subject of observation in the innovation process.
3. The contribution has made the linkages between participants (stakeholders) of innovation space (science, economy, state, local communities, educational systems, the arts and creative industry, NGOs, media)
4. The contribution represents one or more of the potential impacts on the future of the individual, organization or society as a whole.

THEME SELECTION

- Tech innovation vs. non-tech innovation.
- Innovation as a scientists, engineers and developers domain.
- Covering innovation without being aware of.
- Positive trend.

APPROACH

- Daily media vs. weekly and monthly.
- Understanding innovation process.

CHALLENGES

- Wired passion and opinion maker's role.

Thank you 😊

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