



Ljubljana, 21. april 2011

IDÉSTAD
B

***INNOVATION IN PUBLIC SECTOR – Municipality
level – Platform presentation***

Strategy to strengthen and grow a small municipality

Ensure future success

by implementing an open innovation platform

Who am I?

- ❑ Employed at the University of Ljubljana 20%, work 100% in project at Ibestad municipality, owner of Visionlab d.o.o.
- ❑ Master of Innovation Mgt. – University of Karlstad, Sweden + misc. Mgt.mt. Education at BI Executive School, Oslo, Norway
- ❑ Have worked with innovation and especially innovation processes the last 8 years.
- ❑ 43 years old, married (to a Slovene), 2 dogs, live in Ljubljana but work mostly in Norway.

The Challenge

Our biggest problem...



“The best way to predict the future is to create it!”

- Peter Drucker

If you meet with the right people in a meeting room, take away all external noise and give these people the right incentives; you might achieve lots of creativity, get many ideas as well as some solutions to your problem...

...but, what happens when they leave the room?

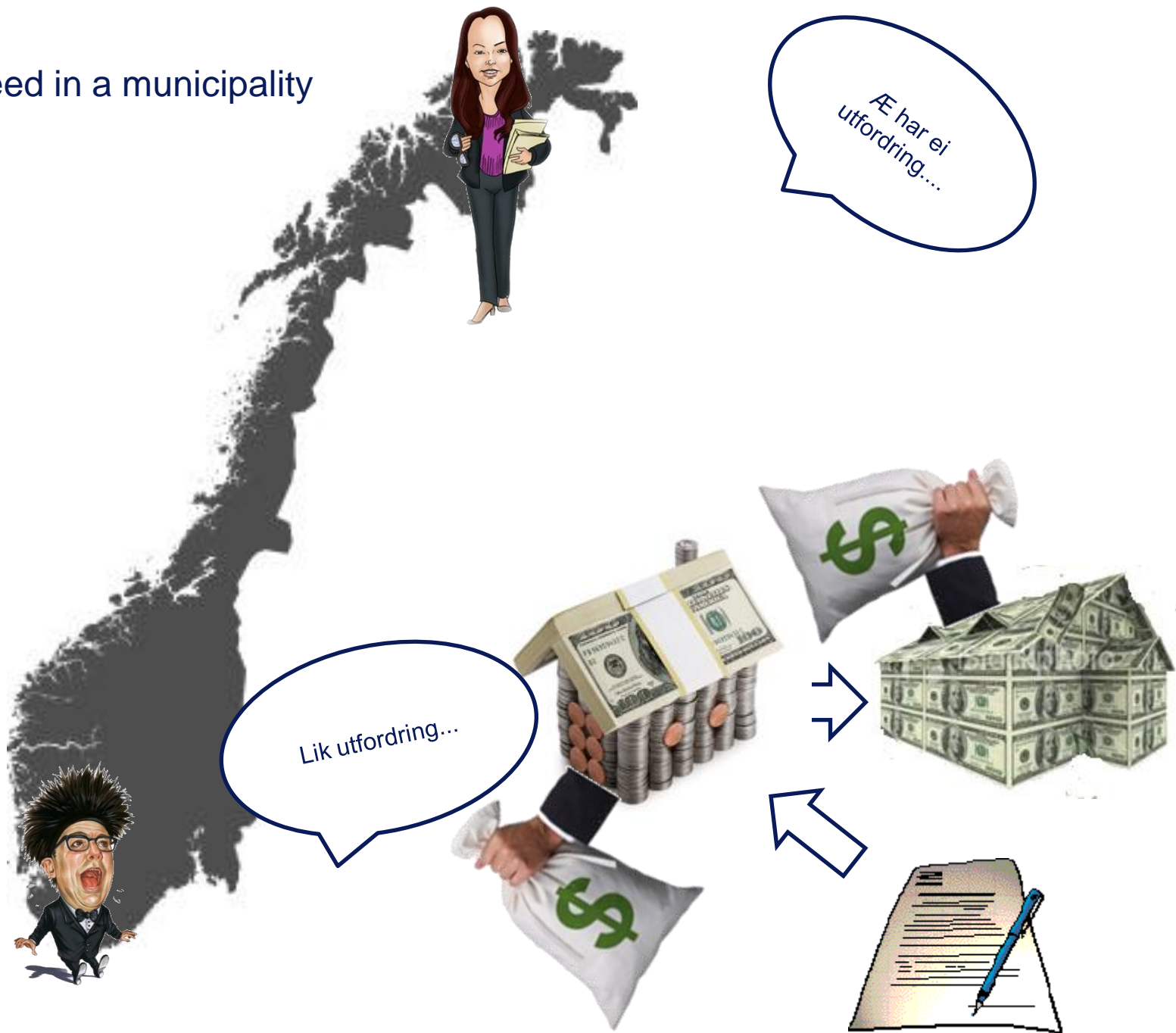
Innovation in practise



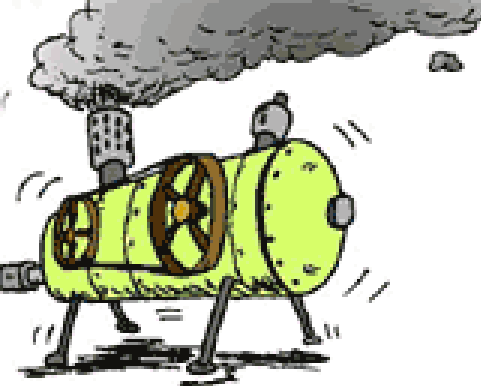
“We have an e-mail account where you can send in your ideas!”

- Large Norwegian financial institution

A typical need in a municipality

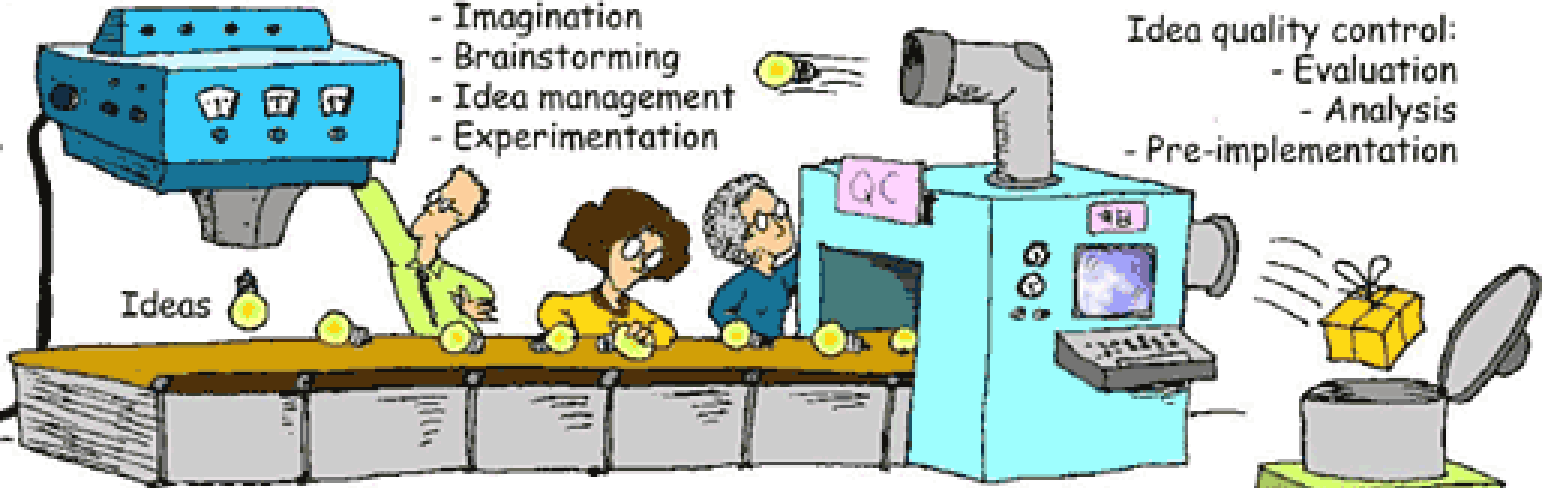


Powered by management

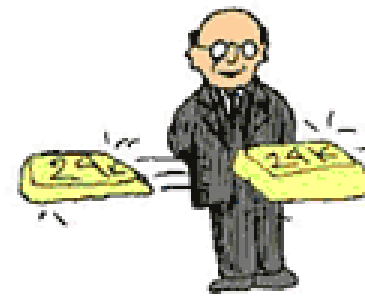


Idea generator
- Imagination
- Brainstorming
- Idea management
- Experimentation

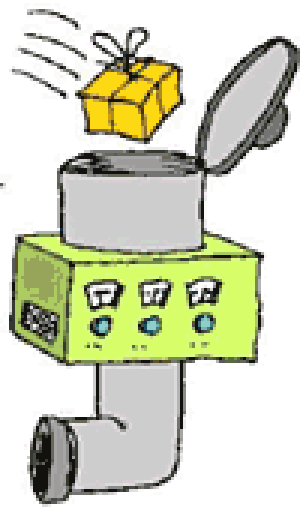
Idea quality control:
- Evaluation
- Analysis
- Pre-implementation



Profits fuel management



Implementation = Profit



The Corporate Innovation Machine

Meeting our challenge

A meeting place for innovation

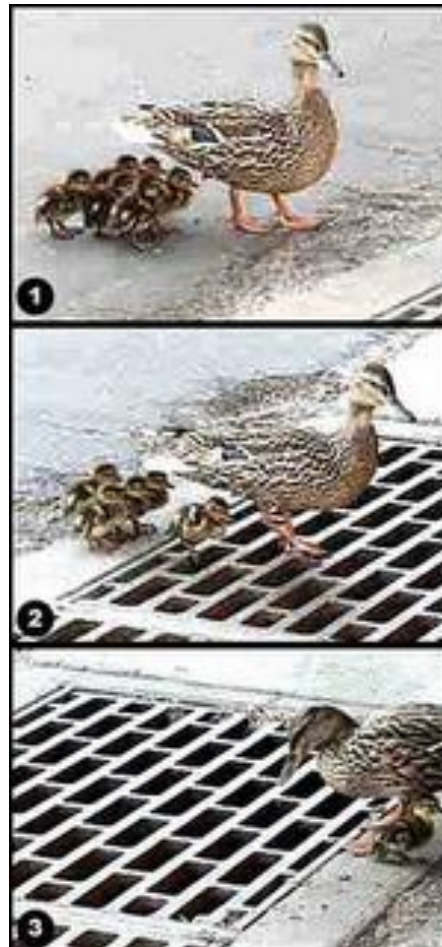


“I am very proud to be a part of the advisory board to Induct”

- Henry Chesbrough

Before we start the
live demo of the
tool...

Let your employees, users, customers and inhabitants come up with the ideas...



..... Because it's not only the managers that know what's best!



Thank you for your attention!

Erik Holm Melby

erikhm@ibestad.kommune.no