



# The story of InCo

[www.incogibanje.si](http://www.incogibanje.si)  
[www.incomovement.si](http://www.incomovement.si)

Poslovni ritmi, 2005 – InJo was happening before we knew about the official concept at Stanford



The 1st Stanford after Stanford Conference, Ljubljana 2006





InJo at the Festival on Innovation, Ljubljana 2006



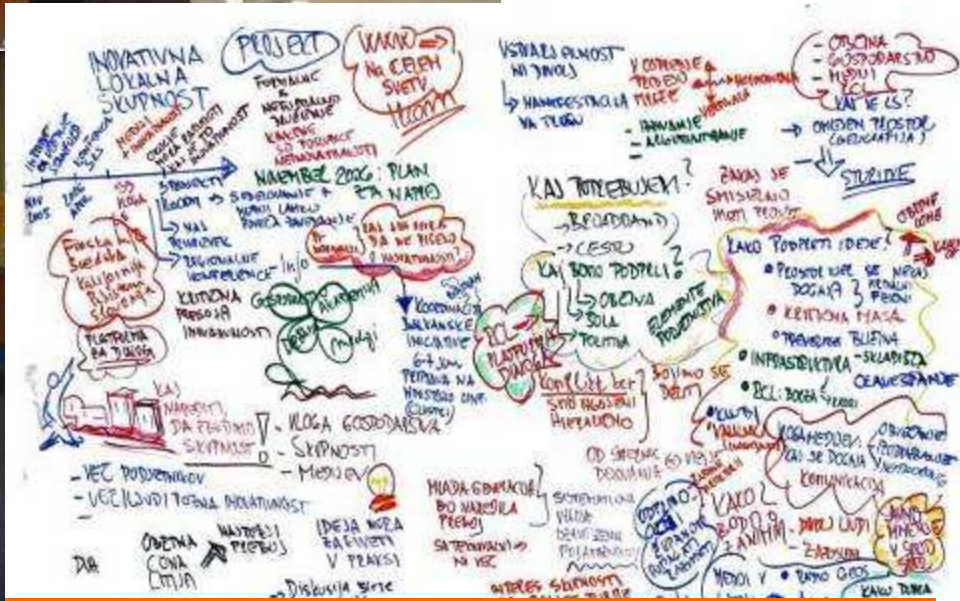
1st Media  
Conference on  
Innovative Local  
Community  
(InLoCom) in  
Litija,  
Avgust 2006



Local Communities – Workshop in front of the local  
off the street, Mona Liza pub, October 2006







The first workshops on innovation for the local entrepreneurs in Litija, October 2006



Introduction of InLoComm and InJo at the University of Stanford, 2007



Stanford after Stanford Conference, Ljubljana 2007



Stanford after Stanford, Ljubljana 2007





Stanford after Stanford Conference, Ljubljana 2007, the first InJo awards



# Stanford Conference, Palo Alto 2008



Stanford after  
Stanford  
Conference,  
Ljubljana 2008 –  
The InCo concept  
was born; the brand  
name was  
introduced



**IN** Inovacijsko novinarstvo/komuniciranje  
**Stanford po Stanfordu 2008**  
 3. regionalna konferenca  
 2. in 3. junij 2008

ORGANIZATORIA

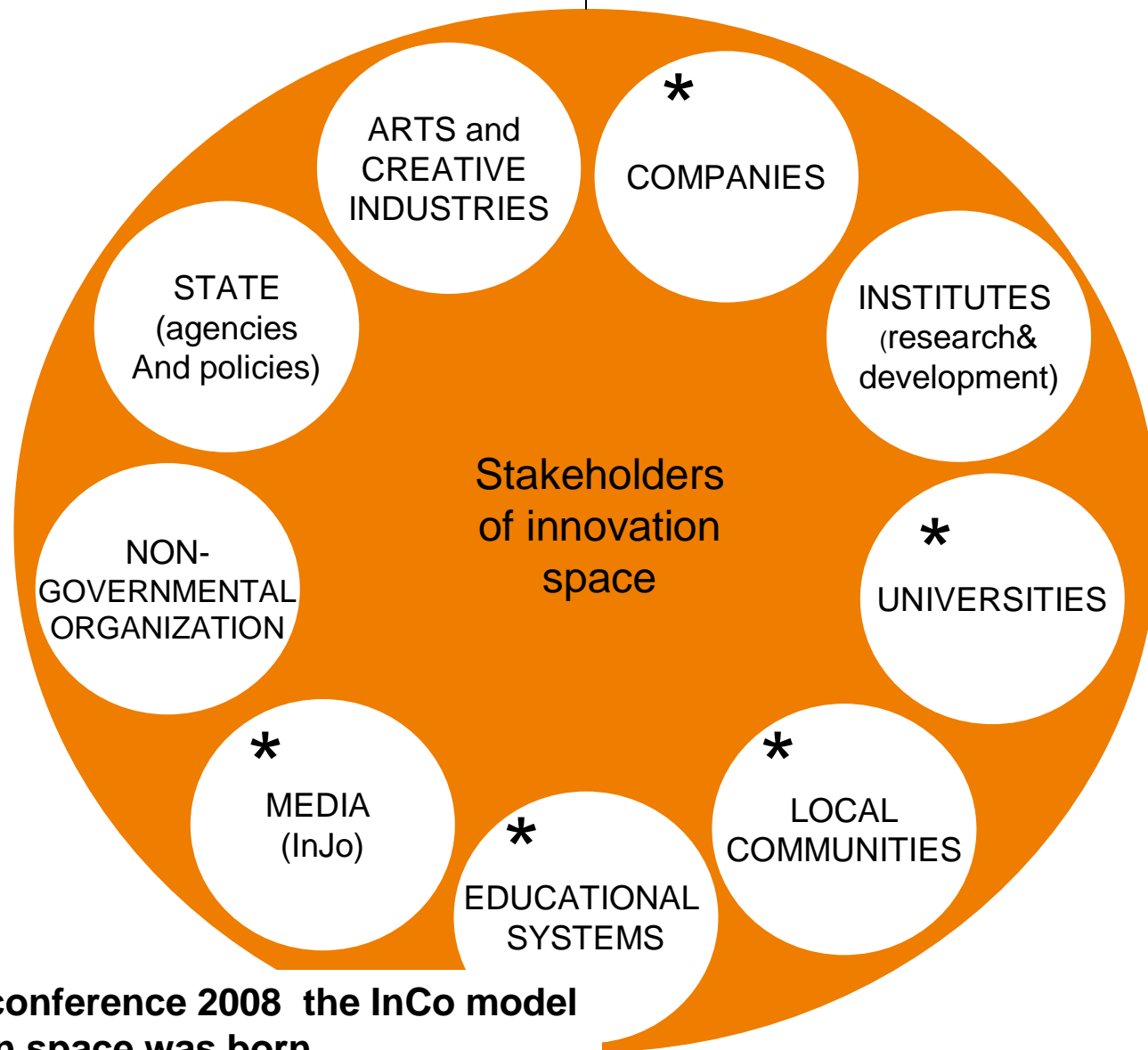


PARTNERI



Stanford after Stanfordu Conference, Ljubljana 2008 – The InCo concept was born; the brand name was introduced

# Innovation Communication



**At the InJo conference 2008 the InCo model of innovation space was born**

(intellectual property of Vibacom)



The first "Ozimnica", an review of results and an announcement of new steps, Ljubljana 2008



The concept of Manifesto was born



InCo Conferenca, Ljubljana 2009





InCo Conferenca, Ljubljana 2009



# InCo Jr. Conferenca, Ljubljana 2009



# Stanford Conference, Palo Alto 2009



Fellowship program, Stanford 2009 provided by  
“Javni sklad RS za štipendije”; Sabina Vrhnjak

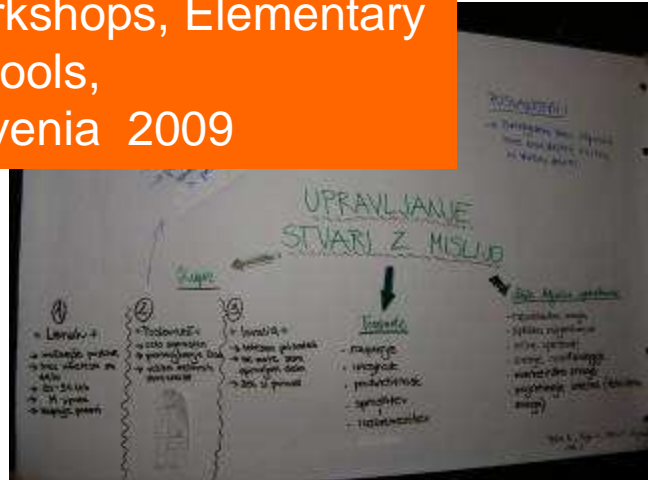




InCo Jr,  
Innovation day at  
TRIMO, 2009



InCo Jr., Innovative  
Entrepreneurship  
Workshops, Elementary  
Schools,  
Slovenia 2009



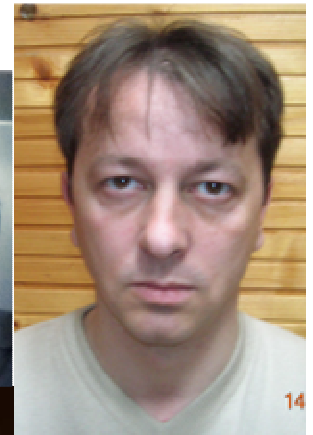
1st Innovative Local Community (InLoCom) Conference, Poušnik 2009







11 countries present either in the room or over the videoconference



Stanford after Stanford, Ljubljana 2009





Manifesto 2009,  
New page for InCo



15.09.2009

### MANIFEST InJo-InCo 2009

Prepovedi InCo gibanje in inovacije prihod Slovenije  
z letnim pregledom dogodkov in projekтов



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InJo/InCo., "Ozirnica" Ljubljana, 2009





InCo Conference,  
Ljubljana 2010





InCo Conference,  
Ljubljana 2010

# Fellowship program, Stanford 2010 provided by “Javni sklad RS za štipendije”



Matej Praprotnik,  
RTV Slovenija



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# 2010 what a year for InCo

- “Change the Game” Conference, Salzburg
- Lift@Austria, Vienna
- Council for Innovative Slovenia, Ljubljana
- Social Capital and Innovation, Doba, Maribor
- InCo India, Bangaluru
- Lift@Hungary, Pecs
- InCo Austria
- Discussions with representatives in Serbia, Hungary, Israel
- Monthly appearances at Slovenian conferences and professional meetings

# What a change

	<b>Content</b>	<b>2005 (number of hits)</b>	<b>2010 (october) (number of hits)</b>
The world	Innovation journalism in Google	0	439.000
	Innovation communication	N/A	98.800.000
Slovenia	Inovacijsko novinarstvo (Slovenia)	0	2.870
	Inovacijsko komuniciranje (2008) (Slovenia)	0	17.800
	Number of articles on innovation (Dnevnik) 2006	2	417
	Number of articles on innovation (Delo) 2006	0	160
	Number of articles on innovation (Finance) 2006	0	1.536

It does not mean that there was no article on innovation in public media; however, they were just not tagged or available to be reached by the internet tools for general public

# Figures 06/010

4526	participants
46	schools included
7	types of awards
2	publications
5	yearly events
13	products



# Evolution

**I.PART: the** need for innovation to be recognized as a value creation

**2005** (Poslovni ritmi, TV Show) – needed to create a market for innovation;  
**promotion** of innovation and entrepreneurship;

2005 Fall – meeting at Stanford – InJo as a concept introduced to VB;

**2006- 2007** – promotion of **InJo as an active participant of an innovative society**  
to Slovenian media;

2008 – InCo brand; **InCo** model as an **horizontal platform** for innovative  
ecosystems; Manifesto 2008; Inco model

2009 – InCo/InJo fulfilled its mission – innovation became an important topic in  
Slovenian media; all InCo model participants have been addressed and re-  
connected; Manifesto 2009

**II. PART:** a need for civil initiatives as a proactive part in the creation of open  
innovation ecosystems

2010 – **InCo** moves into the **infrastructure for testing new innovation  
ecosystems models** and processes (leadership, organisations, co-operation  
and co-creation)

# How it happened

- A genuine need, and a project that created a value for that need
- Vibacom's people, customers and networks
- Violeta's passion and beliefs and personal networks
- Great partners, members, sponsors, friends
- Great results at every stage of InCo evolution
- Slovenian uniqueness and core competences on participation, collaboration
- Many NGOs and civil initiatives for an open society
- Global trends and weak indicators
- The energy that is with us today

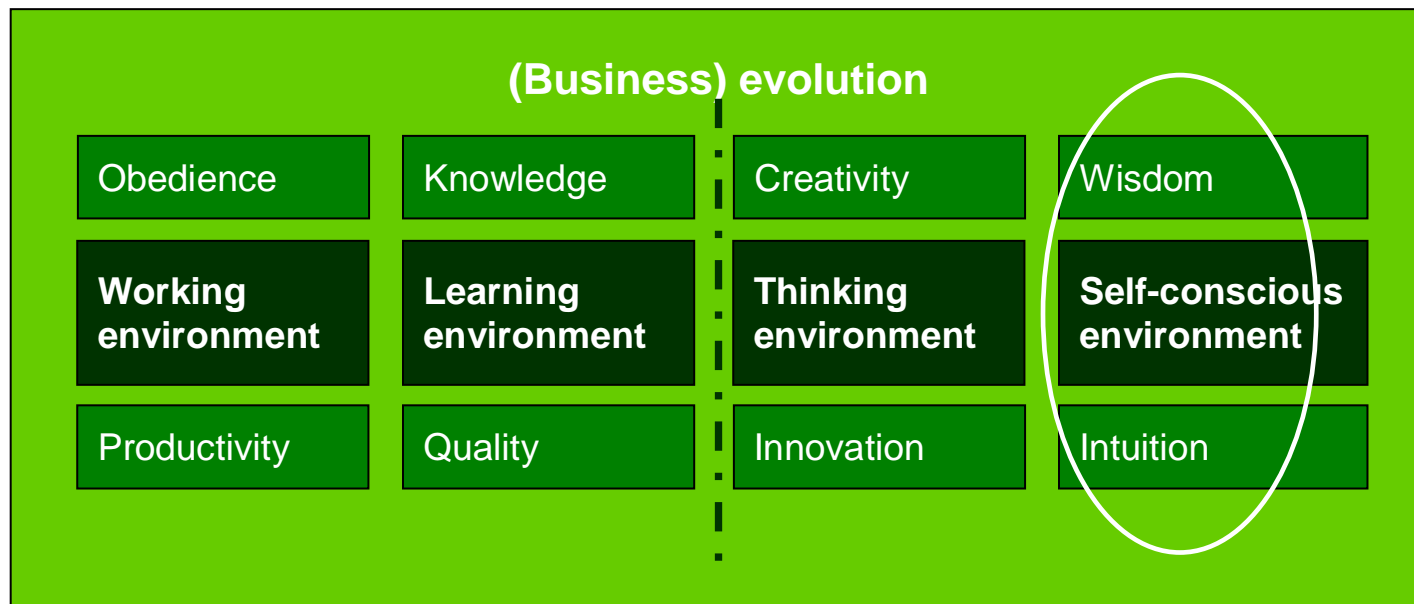
# What have we learnt

- 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 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!***

# Where to go next

**InCo** – an **infrastructure for testing new open innovation ecosystems models** and processes (leadership with-in, dynamic structures, innovative services and solutions, models for co-operation and co-creation; new models for internationalisation, etc.)

Self- consciousness environment, movements, civil initiatives, open innovation ecosystems

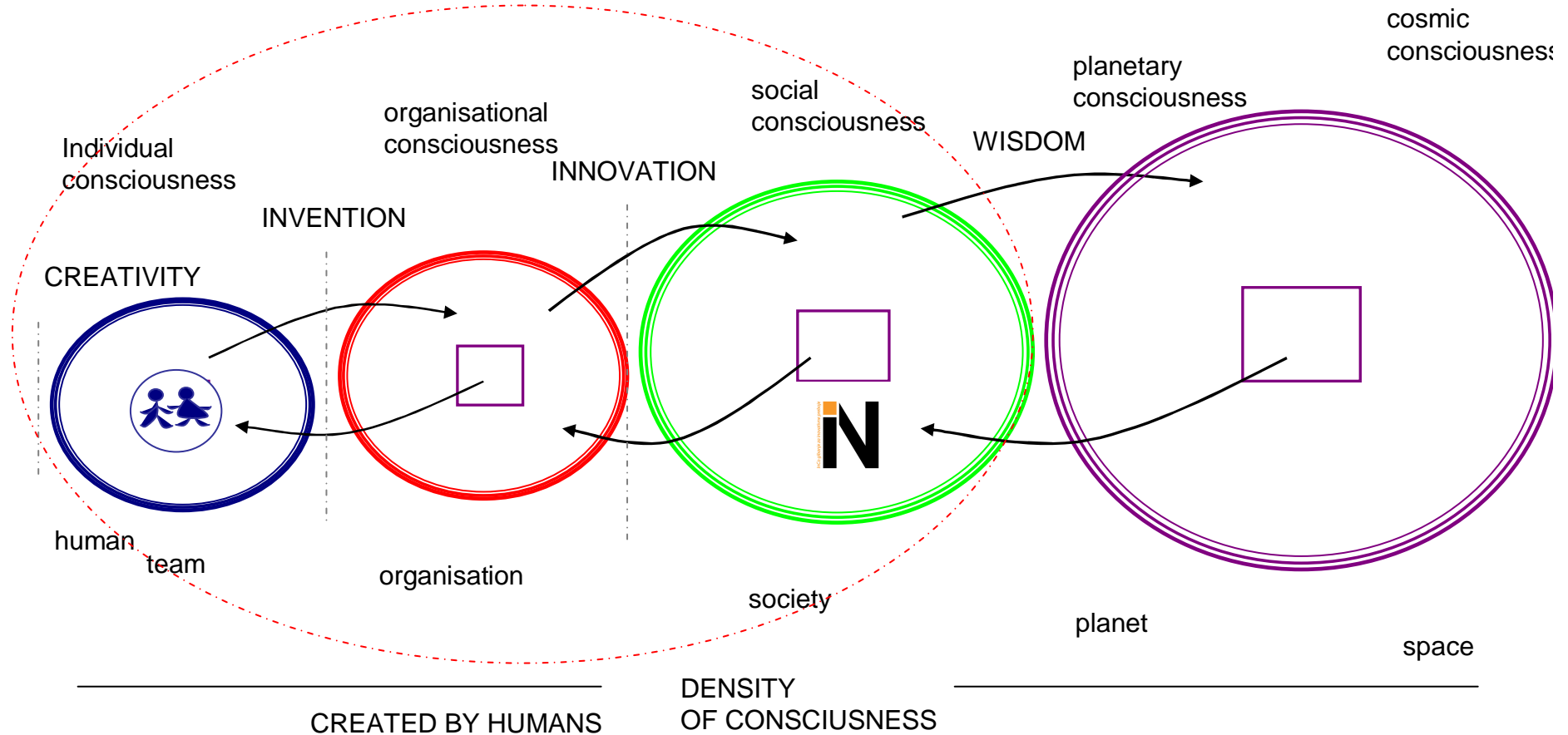


\*intellectual property of Vibacom d.o.o.

# Where to go next

## Model Of Sustainable Cohesion (MSC)

More we are connected, More we are free



*InCo gibanje za inovativne preboje*



THANK YOU

Violeta

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[www.incomovement.si](http://www.incomovement.si)