InJo Award
Awards and Recognitions for Innovation Journalism

Estera Lah, InJo Award project manager, Vibacom
Polona Pibernik, member of the InJo Award jury, Mediade
Awards and Recognitions for Innovation Journalism
InJo Award
2007-2009

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)
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Types of Award

- Journalists (public media)
- PR (internal media)
- Elementary school
- Secondary school
- Students
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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
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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

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<th>Media</th>
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## Awards and Recognitions for Innovation Journalism
### InJo Award
2007-2009

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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 Peternelj, Produktni management

2009:
• Public media: Samo Kranjec, Finance (award sponsored by Vibacom)
• Internal media: Maruša Bertoncelj, Mediade
• Student: Žiga Vavpotič (award sponsored by LUI)
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.
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THEME SELECTION

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

• Daily media vs. weekly and monthly.

• Understanding innovation process.
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CHALLENGES

• Wired passion and opinion maker's role.
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Thank you😊
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