The story of InCo

www.incogibanje.si
www.incomovement.si
Poslovni ritmi, 2005 – InJo was happening before we knew about the official concept at Stanford
InJo at the Festival on Innovation, Ljubljana 2006
1st Media Conference on Innovative Local Community (InLoCom) in Litija, Avgust 2006
Innovation in Local Communities – Workshop in front of the local pub off the street, Mona Liza pub, October 2006
The first workshops for youngsters in Litija, 2006
The first workshops on innovation for the local entrepreneurs in Litija, October 2006
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
Stanford after Stanford Conference, Ljubljana 2008 – The InCo concept was born; the brand name was introduced
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
Fellowship program, Stanford 2009 provided by “Javni sklad RS za štipendije”; Sabina Vrhnjak
InCo Jr., Innovative Entrepreneurship Workshops, Elementary Schools, Slovenia 2009

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.
Konferenca Stanford po Stanfordu, 2006
Konferenca Stanford po Stanfordu, 2007
Konferenca Stanford po Stanfordu, 2008
InJo/InCo 2008
InCo konferenca 2009
InCo Jr., 2009
Inovativno podjetništvo, 2009
InLoCom, 2009

Manifesto 2009,
New page for InCo

InJo/InCo., “Ozimnica” Ljubljana, 2009

MANIFEST InJo-InCo 2009
Higovairi na izobraževanje na inovacijski podjetništvi
v kritičnem položaju slovencev in podjetnikov

Inovativno podjetništvo

vibacom
InCo Conference,
Ljubljana 2010
Fellowship program, Stanford 2010 provided by “Javni sklad RS za štipendije”
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

<table>
<thead>
<tr>
<th>Content</th>
<th>2005 (number of hits)</th>
<th>2010 (October) (number of hits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovation journalism in Google</td>
<td>0</td>
<td>439,000</td>
</tr>
<tr>
<td>Innovation communication</td>
<td>N/A</td>
<td>98,800,000</td>
</tr>
<tr>
<td>Inovacijsko novinarstvo (Slovenia)</td>
<td>0</td>
<td>2,870</td>
</tr>
<tr>
<td>Inovacijsko komuniciranje (2008) (Slovenia)</td>
<td>0</td>
<td>17,800</td>
</tr>
<tr>
<td>Number of articles on innovation (Dnevnik) 2006</td>
<td>2</td>
<td>417</td>
</tr>
<tr>
<td>Number of articles on innovation (Delo) 2006</td>
<td>0</td>
<td>160</td>
</tr>
<tr>
<td>Number of articles on innovation (Finance) 2006</td>
<td>0</td>
<td>1,536</td>
</tr>
</tbody>
</table>

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 within, 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

*Intelectual property of Vibacom d.o.o.*
Where to go next

Model Of Sustainable Cohesion (MSC)

More we are connected, More we are free

CREATIVITY

INVENTION

INNOVATION

WISDOM

DENSITY OF CONSCIOUSNESS

CREATED BY HUMANS

CREATED BY NATURE

Intellectual property of V.BULC, VIBACOM, 2009
THANK YOU
Violeta
www.incogibanje.si
www.incomovement.si