

INNOVATION for the Future

Navigation Map for Open Innovation Lab of Norway



Visjon:

Vi skal bidra til at våre medlemmer og Norge blir verdensledende på åpen innovasjon og bærekraftig vekst.

Målsetting:

Å skape økt verdiskapning ved å bygge nye relasjoner, stimulere til bedre innovasjon og fjerne tradisjonelle barrierer.

Målgrupper og interessenter:

Open Innovation Lab henvender seg kun til virksomheter med ledere som har erkjent at åpen innovasjon innebærer at man samarbeider på måter som gjør alle mer konkurransedyktige og nyskapende.

Våre kjerneverdier:

- Vi tar initiativ
- Vi fremmer samarbeid
- Vi skaper innovative resultater

Global oversikt – lokal innsikt:

Vi definerer innovasjon som nye produkter, tjenester, prosesser eller modeller som skaper økonomiske fordeler eller annen samfunnsmessig verdi. Innovasjon skjer i alle næringer og sektorer, også innen offentlig forvaltning. Målet er å generere merverdi for våre medlemmer.

Open Innovation Lab of Norway charter

Innovation is the engine of new value creation everywhere in society. Any organization's organic growth and development depends on its innovation capabilities. It is not an easy endeavor for most organizations. When faced with innovation challenges, a clearer understanding of the following will help you plan the organization's innovation journey:

- Where are we currently in our innovation efforts?
- What are our strengths and weaknesses?
- How do we define a winning sustainable innovation strategy based on measurable data?
- Who can we team up with to improve our innovation?
- Where should we focus our efforts to best lead positive change?

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Norway has consistently won the UN global rank as the world's best country to live in, and leads in important categories such as digitalization, equality and work/life balance. Yet Norway keeps falling on the Global Innovation Index, this year we're only number 22, down from 15th 2 years ago.

To the extent that any country's innovation capability says anything about its future it's fair to state that Norway currently is eroding and that we're living off its heritage based on resources that truly belong to the next generation. This is alarming! As Norwegians we need to do something! This is our call to action! We need a navigation map for the future!

Among the questions the new era gives Norway, few are more challenging than these:

- How does Norway increase the value of all current innovation efforts?
- How does Norway grasp the role as the global leader in combinatoric open innovation?
- How to make Norway a living lab for the new world?

Instead of regarding this as a mere political responsibility we believe that the speed and agility of an independent network operating outside of traditional boundaries can be of help. That's why we've created Open Innovation lab of Norway. New combinations give us new possibilities and new results.

Participation has been drawn from several industries including transport, commerce, technology, energy, sharing economy, service, education and the government sector.

As a result, Open Innovation Lab of Norway has become a unique group of leading Norwegian innovative corporations across different industries joining forces with the best academic resources and the leading Innovation networks of the world in order to solve this challenge. We have a unique position that we should leverage: Norway is small enough to do experiments and to move quickly. At the same time, Norway is big enough to matter and to act as a springboard for scale-up of proven practices.

Our call to action needs a clear navigation map and there's nobody better to hand us such a roadmap than United Nations. We suggest to make the 17 sustainable goals of UN our guiding light.

Here are the 17 UN goals:



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As a result we will base our work on 7 key principles, we call it our Digital Innovation Agenda;

- We learn from the best, work with the best, steal with pride and share with delight!
- We love open innovation, rapid prototyping and the power of collaborating intelligently across boundaries!
- We nurture teamwork, shaping and educating structural capital in the ways of combinatoric innovation in order to help solve each other's problems. Alone, you might be faster, but together we get further.
- We prepare for the future, act independently and move fast, thus maximizing the value to our members.
- We are digital innovators and believe that we're only beginning to grasp the true potential of digitalization.
- We have fun and celebrate those that challenge status quo and acknowledge those that lead the way.
- We use the best tools and value-increasing insights to help our members prepare for the future.

In order to avoid being faced with the formula: NT+OS=EOS (New Technology + Old Society = Expensive Old Society), Combinatoric Innovation is the selected approach in which Technological and Social Innovation both play their roles. Digital Innovation without the skills and the acceptance with people and organizations simply won't work.

Open Innovation Lab is an on-and offline journey, where we focus on connecting great people, innovative events and building a visionary community. A key ingredient is our international partners that help us interact with the best, and we will do our utmost to bring value to our key partners SRIL, Stanford Peace Innovation Lab and Centre for Creative Leadership.

In order to help our members succeed we suggest these 7 STEPS to Innovation Insight;

1. Choose creativity. You have to decide to make it happen!
2. Think like a traveler. Expose yourself to new experiences and ideas!
3. Empathize with your end users – it will help you come up with better ideas!
4. Do observations in the field. Observe others, and ask « Why » questions to discover new opportunities!
5. Reframe challenges. The first step toward the solution is sometimes to reframe the question!
6. Build a creative support network. Have a group of people to bounce ideas off!
7. Take Action !

Coming up with new ideas is only a first step, the hard part is making the best ideas succeed. As a member here's how the Open Innovation lab program will help you :

- 1. Create innovative and meaningful new products, services and positive learning experiences:**
 - Be a part of our quarterly workshops where you get to work with the best brains.
 - Host a yearly 24 hour innovation jam where we help you make sure everyone gets involved.
- 2. Utilize open innovation as a competitive weapon, an instrument for sustainable transformation:**
 - Take part in our quarterly executive breakfast briefings where you learn from the best.
 - Share great content with 25 000 + readers of InnoMag - Norways' leading innovation magazine.
- 3. Engage in collaboration with illuminaries that will help you prepare for the future:**
 - Gain insight from our OIL Advisory Board with leading world change agents.
 - Collaborate with our 15 experienced Open Innovation Ambassadors.

Open Innovation Lab of Norway is a strong believer in the power of positive human collisions. We're ultimately about preparing for the future and making sure that our members and our partners become world leaders in the fine art of open innovation.