



# Insights on Innovation to meet the global challenges of Agenda 2030

## Perspectives on bottom-up innovation

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# When we talk about innovation



## Traditional

- Permanent problem solution
- Systematized, planned process
- More tangible
- Easier to transfer (?)
- Long timeframe
- Costly

## Other: frugal, social, open, co-creation <sup>3,9</sup>

- Day-to-day problem solution
- Learning-by-doing
- Learning-by-experiencing
- More tacit
- Difficult to transfer (?)
- Short timeframe
- Less costly

# New challenge <sup>1,2,5</sup>

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- Innovation is not limited to the technical and issues
- To be useful, it must involve the entire organization.
- It requires a change in mindset...of the leaders (industry, governments, universities, citizens).





# Managing innovation

5,6,7,8

## Top-down

- Innovation initiated and fueled by a strong vision, most often of the company's founder (Elon Musk, Steve Jobs)
- Organization's vision-to-reality
- It begins with the organization's strategic direction: "what we will be and what goals we need to achieve"
- It focus on bringing new products/services to the marketplace to solve a specific problem.

## Bottom-up

- Innovation fueled by the many ideas initiated by employees (Google)
- Can-do culture
- It begins with an individual initiative in pursuit of some value-adding activity
- It focus on a day-to-day problem solution. It originates anyplace and by anyone in the organization

# Bottom-up leaders <sup>4</sup>

01

Seek, organize,  
and channel  
organizational  
creativity

02

Identify,  
recognize, and  
support  
innovation  
champions

03

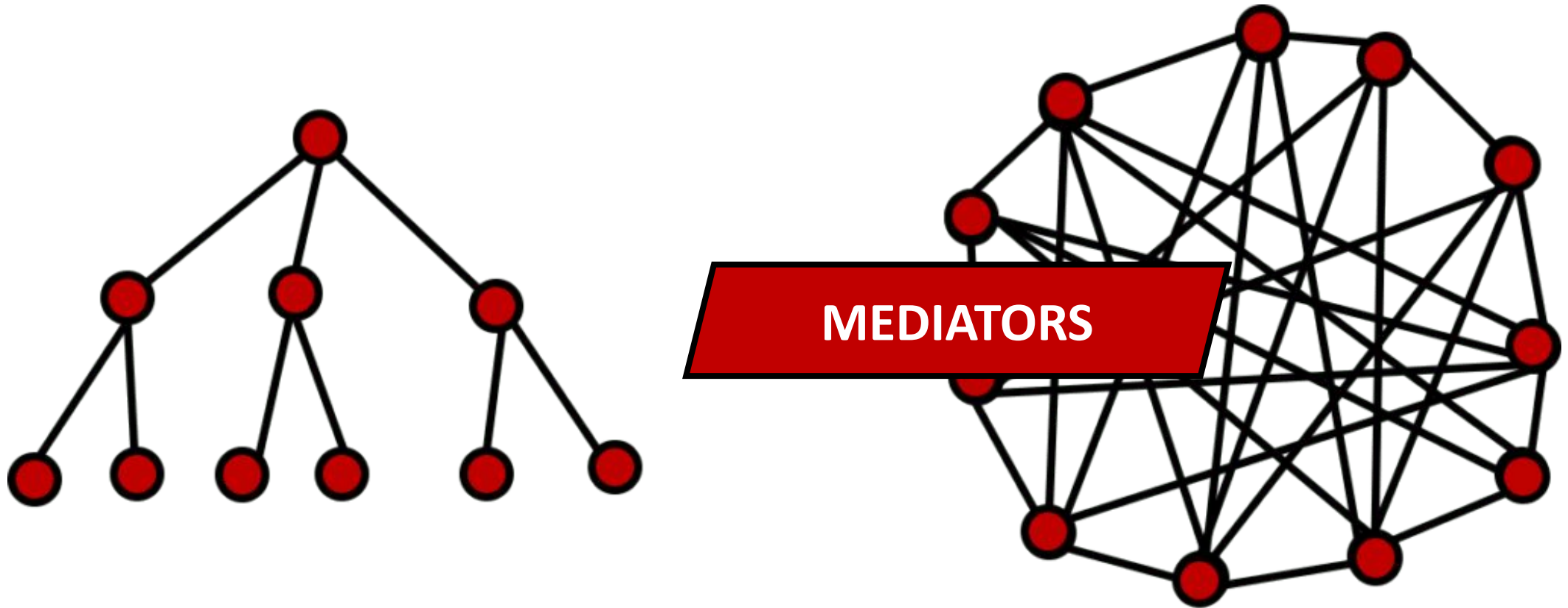
Attract,  
develop, and  
reward  
entrepreneurs

04

Understand  
the essence of  
the can-do  
culture



# Another alternative



“Top-down”

Middle-bot  
tom-up

“Bottom-up”

**Thank you!**  
**¡Gracias!**

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