

unhonen

The Innovators – why?

- 2009 was the European Year of Creativity and Innovation
- Ingenjörssamfundet (The Engineers' Society) wanted to make a difference
- The Innovators is the result of an innovative process (creativity+persuasiveness+guts+decision-making)

The Innovators – what?

- Twelve TV programmes (30 minutes)
- Broadcast on TV8
- Each program was broadcast 4 times (Sunday, Monday, Wednesday, Saturday)
- More than one million viewers

The Innovators – how?

- Kaj Mickos ("The Innovation Professor") and Hans Björkman ("The Creativity Doctor") as external change agents
- A three-days process in each organisation: problem mapping, creative design exercises, networking and business creation, formulation of action plan...

What's in it for a union?

- When people are taken seriously and their ideas are taken care of, everyone can contribute to the development of the business.

Ekvall on creative climate

- Challenge
- Freedom
- Idea Support
- Trust/Openness
- Dynamism/Liveliness
- Playfulness/Humour
- Debates
- Conflicts
- Risk-taking
- Idea time

Unions on workplace climate

- Challenge
- Freedom
- Idea Support
- Trust/Openness
- Dynamism/Liveliness
- Playfulness/Humour
- Debates
- Conflicts
- Risk-taking
- Idea time

What is innovation?

- Innovation = creativity *
(local/networked innovation systems +
intra/entrepreneurship)

Building a trade union strategy for creativity and innovativeness

- Which are the most important elements?
- Individual, group, workplace, industry, national, and European levels
- Work individually for 5 minutes, in pairs for 10 minutes, and then together
- *Not just statements, please; give us ideas about what to DO!*

A check-list for trade unionists in works councils, company boards etc.

- Which questions or propositions should trade unionists put forward in order to boost creativity and innovativeness?

A check-list for trade unionists in works councils, company boards etc.

- Use the same work procedures this time!
- I want one check-list from each group
- I will use the results to write a check-list we will publish in a magazine for our trade union representatives
- I promise to send you a version in English

My message!

- You can find and foster creativity and intrapreneurship in all workplaces!
- We need to find Trade Union roles related to co-creation of workplace innovativeness!
- Many people will not believe their eyes!

Want to see more?

- www.ingenjorsamfundet.se