Innovation and empowerment as two sides of the same coin

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This contribution relates to experimentation, digital skills and multi-disciplinarity in DSI.

It focuses on contemporary innovation culture and how we can make links to empowerment and especially self-empowerment. Creativity and arts and design approaches are key drivers as part of inclusive digital innovation.
Innovation Ecosystem and Digital Transformations

Beyond Binaries?

Market

Society
Digital Pathways
Entrepreneurial Learning
Inclusive Innovation
Empowerment and Self-Empowerment
Individual
Person or entity
For profit or not

Networks
Communities

Strategies
Practices
Governance

Values
Goals
Culture

Co-creators
Customers
Users
Individual Ambition and Aspiration

Technologies and other Resources

Flexible spaces to gain knowledge and apply it including collaboratively
# Top 10 skills

<table>
<thead>
<tr>
<th>in 2020</th>
<th>in 2015</th>
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<tr>
<td>1. Complex Problem Solving</td>
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<td>2. Critical Thinking</td>
<td>2. Coordinating with Others</td>
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<td>3. Creativity</td>
<td>3. People Management</td>
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<td>4. People Management</td>
<td>4. Critical Thinking</td>
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<tr>
<td>5. Coordinating with Others</td>
<td>5. Negotiation</td>
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<td>6. Emotional Intelligence</td>
<td>6. Quality Control</td>
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<td>7. Judgment and Decision Making</td>
<td>7. Service Orientation</td>
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Source: Future of Jobs Report, World Economic Forum
Most in demand occupations did not exist five to 10 years ago.

65% of primary school children will be in job types that don’t exist now.
Turning the technology as driver picture upside down?

Creativity

User Focus

Technology
FuseBox24 project

- Focus on innovators rather than innovation
- Creative arts and design combined with lean business approaches
- Honing the proposition – lean and fat paths
- Cross flow between self-reflexivity and group work mutually reinforcing in iterative potential
- Co-creative role of research as integral to improving the process while in process
- Creativity as productive in sustainable innovator development
Key Publications by Gillian Youngs Include:

*FuseBox24 Report* (AHRC-funded research on radical business support programme for innovators in creative and digital economy) January 2015.
http://arts.brighton.ac.uk/projects/brighton-fuse-fusebox-knowledge-exchange-project-2014-15

Internet of Place: Innovation in the data-rich experiential economy. February 2016. Resource paper for research, business and policy communities prepared as part of applied research work with the Digital Catapult Centre Brighton. [http://eprints.brighton.ac.uk/14947/](http://eprints.brighton.ac.uk/14947/)