

**MODELLING INNOVATION SUSTAINABILITY AND
TECHNOLOGIES
CONFERENCE ABSTRACT PROCEEDINGS**

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1.2. Research on the innovation culture in companies that affect managers' decision making

Nature of paper: Conceptual/Theoretical

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Abstract: In the era of innovation, more and more companies' CEO's are aware that innovation stays the top priority for their development and increasing the competitiveness. In the 2014 ranking of the 50 most innovative companies, all of the five top spots, seven of the top 10, and twenty one of the top 50, are occupied by technology and telecommunications companies. Consumer industries, capturing ten of the top 50 spots, represent the second-largest share. This is important to spot that ICT and digital industries are fastest-growing connected with innovation. This is correlated with Digital Agenda for Europe targets in creating the digital society.

Consumer industries have strong organizational culture oriented towards innovation, thus represent a significant part of the market that has strong tendency for fast-growing. It is indicative that only nine auto companies are in the near top 50 of most innovative in 2014. This is the direct result of the 26% of decline in innovation priorities. There is a strong correlation of companies' commitment to innovation culture with the growth and achievement competitiveness and top-rank at global market. In order to achieve big success, breakthrough innovation is needed.

It is very demanding to achieve big success immediately by adapting breakthrough innovation. Only very few companies dare to use breakthrough innovation in their everyday business processes.

It is a big challenge for managers to create suitable organizational culture that promotes innovation as top business priority. The Open Innovation 2.0 paradigm plays an important role in the changing of traditional linear innovation policies towards modern and more effective approach with multiple benefits to different stakeholders. Innovation culture is strongly linked to the Industry 4.0 concept. Characteristics for industrial production in an Industry 4.0 environment are the strong customization of products under the conditions of high flexible (mass-) production. The required automation technology is improved by the introduction of methods of self-optimization, self-configuration, self-diagnosis, cognition and intelligent support of workers in their increasingly complex work. The research will show the interdependence of Open Innovation 2.0 and Industry 4.0 concepts.

Key words: open innovation; sustainability; decision-making.

1.3. German law covering the public participation in planning and building infrastructure projects

Nature of paper: Conceptual/Theoretical

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Large size infrastructure projects, such as airport, rail and road extensions, are particularly likely to encounter frequent citizens' protests. The experience with the enhancements of the Stuttgart train station is an especially relevant example, since it has motivated the economic stakeholders, as well as the German federal and regional legislators and administrations, to rethink the project. In this case, which has become known as "Stuttgart 21", massive resistance only materialized after the planning approval procedure. As a consequence, the "Law for broadening the public participation and for the standardization of the procedures for determining sectorial plans" was introduced in the German legislature in 2012. Among other elements in this law, public participation is now required prior to the formal opening of the procedure for planning and approval of sectorial plans, as described in Article 25, paragraph 3, of the Administrative Procedure Code.

In 2013, the Association of German Engineers developed standards governing the communication and public participation in planning and building infrastructure projects. These standards are directed at project sponsors, general and specialist design contractors, project managers, executing companies and their officials. In the same year, regional governments produced binding administrative provisions to intensify public participation in the planning and licensing procedures of large infrastructure projects. These standards and administrative provisions establish several mandatory steps and procedures within the regional planning and approval processes: these mandatory steps include scoping the previous and present participation of the public and their interaction, both at formal and informal levels, conducting an official investigation to show just cause for the project, establishing internet access to the project allowing for on-line search of the detailed plans by the public, a requirement to request and enable public participation periodically as the planning process develops, and a need to re-evaluate these new rules as appropriate.

Similar rules have been introduced since the 1980's by the European Union to advance and implement environmental protection.

The main objective of these mandatory steps is a more efficient harmonization of the different interests involved in spatial planning. In order to establish a more solid foundation for a critical analysis of several of the elements in these rules, this paper discusses the essential factors impacting these types of plans, the skills required in their preparation, the strategies leading to acceptance of those plans, and the possible dynamics affecting their implementation. Nevertheless, these legal, administrative and private rules have come under some criticism, as listed below:

- several basic aspects of these rules are not sufficiently focused on the associated extra-legal problems that they raise;

- some elements are voluntary rather than mandatory, while others are not precisely defined so as not to scare away potential investors;
- while aiming at achieving more efficiency, several new obligations limit, qualitatively as well as quantitatively, the holding of successive stages of public participation, partly due to a clause that excludes the discussion of public rights which have not been presented during prior public participation;
- concerning environmental protection interests, the obligations of evaluation and participation focus only on the processes themselves, but do not aim at avoiding any resulting environmental harm.

Key words: public participation, spatial planning, licensing procedure of infrastructure projects.

1.4. Management of local innovation through creative entrepreneurship: case study of Sunrise Pashmina¹

Nature of paper: Case Study Research

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Abstract: This study analyzes the dynamics of innovation management through creative entrepreneurship. We have studied the recent innovations of small industries of Cashmere in the mountain region of Nepal. Cashmere (from the Himalayas) is one of the most popular mountain handicrafts in the world.

Most of the tourists visiting Nepal want to buy cashmere products as a special souvenir. This study has investigated the potential of developing organic cashmere with special focus on the management of local innovations in handicrafts production. Most of the cashmere industries in Nepal are operated at small-scale in the mountain villages of Nepal. They are operated by traditional hand-loom technology (THLT). Hand-loom technology is an innovation of traditional farmers and artisans in the Himalayas.

The case study of Sunrise Pashmina (organic cashmere from the Himalayas) depicts that local innovation of traditional hand-loom technology (THLT) can be highly effective to produce organic cashmere products. Of course, local innovations in the organic cashmere are found to be highly appreciated by the customers in international markets. Sunrise Pashmina has specialized in distribution of organic cashmere in international market by developing business collaboration with local innovators and international organic networks. This is a creative entrepreneurship of selling the products by managing local innovations and building a story on specialties.

The study concludes that management of local innovations and development of special products through a creative entrepreneurship can enhance local economy and conserve social, ecological and cultural values as well.

¹ Sunrise Pashmina is a marketing company established by creative entrepreneurs in Kathmandu, Nepal. It has specialized in marketing of organic cashmere in international market by expanding organic business and innovation networks.