

NOTES overall

Workshop:

Sargasso – Cocreating Solutions for the Future

Date: Wednesday, November 15th, 2023

Theme: Business

The Sargasso is an open innovation and collaboration platform, which is free of charge to use. The developers RISE are happy to get feedback as it's constantly in development. This workshop is part of annual Sargasso innovation day.

The Sargasso tool is funded by Nordic innovation and region Västergötland and focuses on networks rather than companies, acting as a "maritime tinder", connecting different networks of companies.

If an organization is interested in connecting (f.e. looking for project partners), you can fill in form, which send out to networks which in turn send it out companies. Choose which organization, you would like to work with and then ROSE sets up a meeting.

Michael Hatrick from Volvo points out that innovation is a driver of growth but also difficult to reach and sustain. Innovation lifecycle only lasts 1-3 year and means complete transformation. To be innovative you must love change, including uncertainty and stress. The starting point is people. People innovate not a company strategy.

Ethan Faghani from the start-up Cetasol points that innovation is all about people and the level of risk taking. For him innovation is mixture of creativity and implementation. Information is the most important part of innovation, the pace of information will be the bottle neck.

Tobias Husberg highlighted that a complex problem can have several solutions, you just have to deselect the worst ones. Multiple alternatives mean we have fallbacks and can shift track if necessary. Requirements are not fixed, everything is negotiable. Stakeholder management and decision-making is extremely important. We can't always wait for the decision but have to make decision on the knowledge available.

During the discussion, people agreed that in order to achieve innovation, companies / organisations have to let people fail but find the motivation of each one. Don't blame the team because then you kill innovation.