

Values-Based and Sustainable Innovation SIG (Video):

Introduction to the Special Interest Group of the International Society for Professional Innovation Management (ISPIM) by Prof. Dr. Henning Breuer & Kiril Ivanov, edited by Kerry O'Connor, transcript of the video recorded on June 10th 2024 in Tallin, Estonia

Question 1: Could you please introduce your SIG and its essential topics?

*HB: In this **Special Interest Group**, we focus on values-based and sustainable innovation. Let me briefly explain the key terms: The International Standards Organization (ISO 5600 and following) defines innovation as an outcome (such as a new product, service, process, model or method).*

Traditionally entrepreneurs and innovation managers were just looking for any business or market opportunity. In this SIG we care about what these outcomes are good for, and what their impact should be. And we explore how to bring about more desirable outcomes that contribute to regenerative and sustainable development.

KI: We try to understand the stakeholder values that are inevitably involved in any innovation activities, and that heavily affect their failure or success. Together with companies, entrepreneurs and students we create and experiment with new tools and methods to drive values-based and sustainable innovation.

HB: And we study sustainable business models and innovation cultures that generate economic benefits, but also social and ecological value on a regular and reliable basis.

Question 2: I get it, quite these are fascinating and quite relevant topics! Could you also your SIG's objectives and which members or potential members you are addressing?

KI: We want to foster collaboration among innovation professional to better understand and drive values-based and sustainable innovation. So far, we worked a lot with large and mid-sized companies and universities in Europe and the US, but we are open for any cooperation.

HB: As founders of the SIG, we are involved in European research and education projects, but we also work in consulting and professional development with a lot of active members from different industries.

Question 3: Ok, let us also feature the excellent work you have been doing since the inception of the SIG, as well as cross-fertilization across communities.

KI: Sure, we regularly draw from members of the ISPIM community to set up international research consortia. We were quite successful to initiate a series of European Projects, one on Gamification, one on Values-Based Innovation Cultures, and one on Strategic Foresight for Sustainability. In these projects we work intensively with other Special Interest Groups, so far especially with the ones for "Teaching and Coaching", and "Futures and Foresight".

Question 4: Do you have any future plans for your SIG?

HB: Apart from sustainability foresight, we are now looking into sustainability-oriented business ecosystems. We are running an active LinkedIn Group with now more than 350 members. There, we regularly share resources and updates from our community.

Core members of our SIG published journal papers and books on “Gamification for Innovators and Entrepreneurs” and on “Sustainable business model patterns”, and a Special Issue on “Managing Values for Innovation”. Currently we are writing about Sustainable Innovation Culture. And we look for new international projects in this domain.

KI: If you like to share your ideas, cases, or methods, or if you have any questions about the SIG, please email us at: sig(at)valuesbasedinnovation.com, or visit one of our websites.

HB: You are very welcome to contact us.

Related resources:

- LinkedIn Group: <https://www.linkedin.com/groups/12419289/>
- SIG Website: <https://www.ispim-innovation.com/sig-values-based-innovation>
- Open Access Tools: <https://www.uxberlin.com/sustainable-innovation-toolkits/>
- The IMPACT project: www.impact-project.site
- Strategic Foresight for Sustainability Project: www.sf4s-project.com