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Non-technological innovation creation process in the creative sector

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Abstract. Technological and non-technological innovations are highly interconnected. The commercialization of technological product innovations often requires the development of new marketing methods. There is a growing need to reconcile the global discourse around the cultural and creative industries, with the needs of the local community to build both creative places and initiatives. Creation of social innovation will contribute to building social capital which refers not only to the institutions and relationships, but also to the norms that shape the quality and quantity of a society's social interactions.

Introduction

Technological innovations are usually associated with product and process innovation, whereas non-technological innovations are generally associated with organizational and marketing innovations. Technological and non-technological innovations are highly interconnected, as shown by firm-level innovation data (*Technological...*, 2015).

The ambiguity of the concept of innovation provides many opportunities for its interpretation. This aspect offers the possibility of examining innovation on many

levels, in a way convenient for many customers. Thus it brings the opportunity to grow economies through innovation and creative skills, not only through scientists and researchers, but also other members of societies, in different forms, not only technological developments, but also social (Olejniczuk-Merta, 2013).

Process of creation of nontechnological innovation

The broad definition of innovation includes four types of innovation: product, process, marketing, and organizational innovation. Product innovation and process innovation are closely related to technological innovations. Non-technological innovations refer to marketing innovation and organizational innovation which are defined as follows (Hyard, 2014):

- a marketing innovation is the implementation of a new marketing method involving significant changes in product design or packaging, product placements, product promotion, or pricing,
- an organizational innovation is the implementation of a new organizational method in the firm's business, workplace organizations, or external relations.

By analyzing models of innovation, we can see that innovation is not only the result of the evolution of economic phenomena, but also social processes involving people on many levels and from different backgrounds, not only in economical approach. We can observe rapid development of the concept of innovation in a social context. Just as a general term, innovation and also social innovation is defined broadly and in many ways.

According to the European Commission's concept, social innovation means developing new ideas and services, with the participation of public and private stakeholders, including a civil society, to better solve social problems and improve social services. Considering the social innovation wider in general, it should be interpreted as new ideas, products, or models for the actions that meet societal needs, and create new social relations and cooperation between different interest groups in a society (Kwaśnicki, 2013).

Social innovations are a special type of innovation which fits in non-technological innovation as a separate type of innovation which is not based on technology. In the opinion of the European Commission, actions in the context of social innovation can be used on the issues presented in Figure 1 (*Social innovation*, 2013):

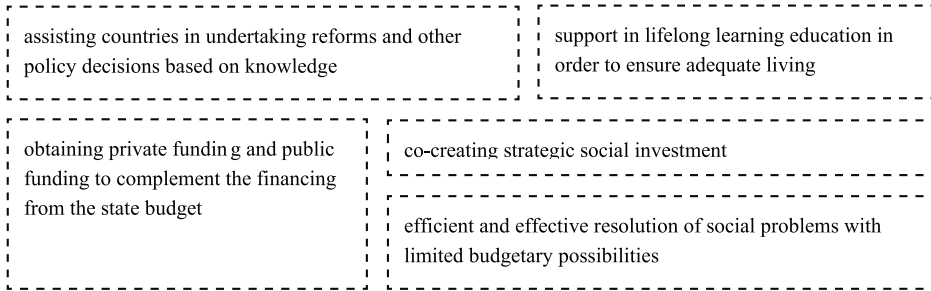


Figure 1. Possible areas of social innovations application

Source: *Social innovation*, 2013.

It is noted that in order to ensure sustainable development, a socially, economically, and environmentally new idea at social policy, health, and employment policy is necessary. It is therefore necessary to develop an innovative approach towards education, training and skills development, supporting entrepreneurship, development of cities, regions, and many other issues. Social innovation can be an appropriate solution in this area. Social innovation will play a crucial role in addressing several key areas presented in Figure 2.

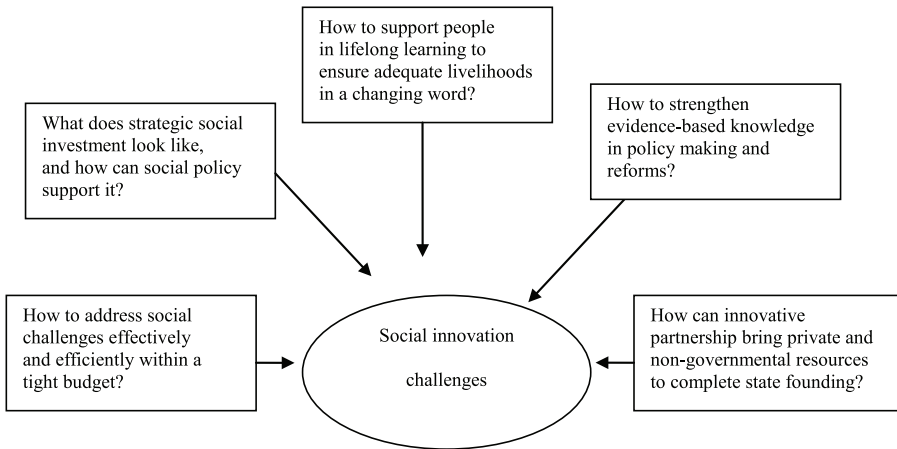


Figure 2. Social innovation challenges

Source: *Social innovation* (2013).

Development of social innovation, particularly in the long term, can reinforce social attitudes among scientists, politicians, and business practitioners so that they can operate at various levels in the conditions of greater confidence in each other. Development of social innovations enhances in companies corporate social responsibility activities and the concept of shared value, which is a measurable business value by identifying and addressing the social problems that intersect with their business. Shared value can be also used in marketing communication.

The process of creating social innovation is not particularly entrenched by numerous methodological requirements. According to the European Commission, social innovativeness measures those activities that are based on the original use of the resources shown in Figure 3.

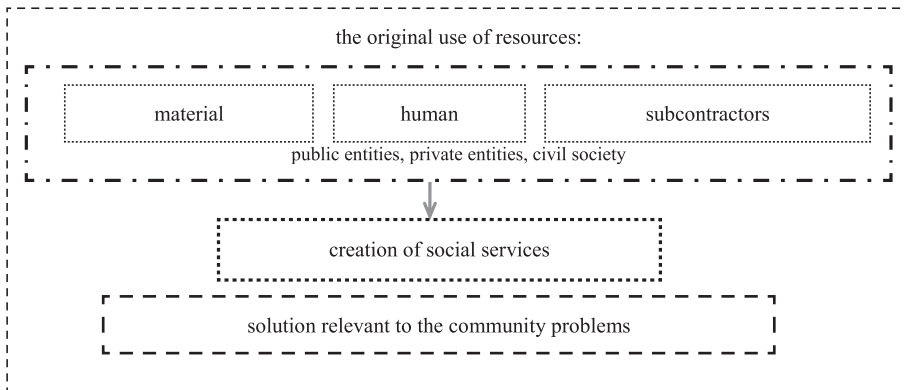


Figure 3. The process of creating social innovations

Source: own elaboration based on: Olejniczuk-Merta, 2013, p. 21.

A characteristic feature of social innovation should be no restrictions in proposing new solutions. They should break the existing schemes, should be innovative in their approach to solving social problems. This may involve the use of both proven solutions for new social groups or an activity area, as well as fresh, and even experimental solutions for well-known but still important issues (Dąbek, 2015). From year to year, more and more examples of social innovation both in the European Union as well as in Poland can be observed (*Social innovation*, 2015).

Sustainable development can be achieved not only through innovations in the field of technology or the economy, but also in the social activities directed to residents. Thus in the model approach for creating social innovation, activities of several entities are needed (entire communities, not just private or public entities,

but also local activists, workers, municipal institutions, NGOs, and all the local stakeholders). Each project which aims to improve community life can be socially innovative, it only depends on the creativity of its executors. In order to promote development and implementation of social innovation, more and more programs appear to offer local and national support.

Still, there is a need for gaining understanding in the area of theoretical, empirical, and policy foundations for developing the field of social innovation in Poland. The aim should be to identify what works in terms of measuring and scaling innovation, engaging citizens, and using online networks to maximum effect in order to assist policy makers, researchers, and practitioners working in the field of social innovation (*The theoretical, empirical...*, 2015).

Social innovation in the creative sector

Creative industry covers actions which stem from individual creativity and talent, and which are both potential wealth and employment creation through the generation and exploitation of intellectual property rights (*Podwójna ochrona...*, 2015). The creative sector has been recognized for several years as the sector that is going to be a motor for development in Europe, being also one of the largest employers in Europe.

Creativity is crucial not only for marketing activities, but also for the whole sector, and contributes actively to the creation and development of social innovations. What is more, the creative sector includes in its scope a number of industries that can naturally create social innovations based on the novelty, the use of new media, art, and social inclusion.

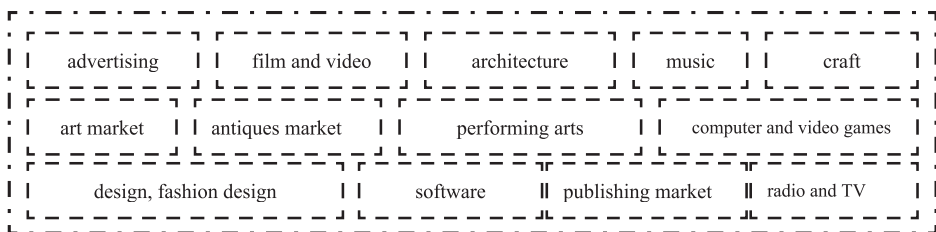


Figure. 4. Areas included in the creative sector

Source: own elaboration based on: Roodhouse, 2006.

Multidimensionality is needed for development of innovation, social innovation, as well as in the creative industries so that they can become an instrument of multiple layers of socio-economic development. The role of interaction design and interaction designers in social innovation is very important, and should cover the areas of activates creating creative communities, collaborative services, collaborative consumption, sustainability – ecological, social, and economical, designing networks, policy, and governance. Creative industries have social, economic, and cultural aspects, as well as the one related to sustainable development, which is presented in Figure 3.

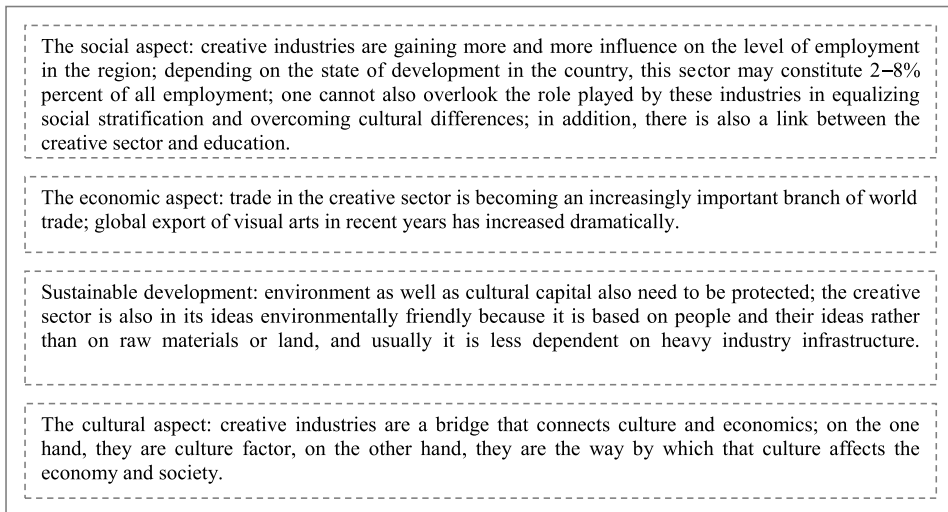


Figure 3. Dimensions of the creative industries

Source: *Przemysły kreatywne*, 2015.

Social innovation, through its interdisciplinary and innovative character, is present in the creative sector entities not only in theory, but also in practice. This connection can be observed through the application of design thinking tools in the development of social innovations. This application is relatively natural because successful implementation of innovative solutions in the social space cannot be done without empathy and a thorough understanding of the needs of society (*Design thinking...*, 2014).

Designers have traditionally focused on enhancing the look and functionality of products. Recently, they have begun to use design techniques to tackle more complex problems, such as finding ways to provide low-cost healthcare or

environmentally friendly production. Businesses were the first to embrace this design thinking approach, and nonprofits organizations are beginning to adopt it too (Brown, Wyatt, 2010).

Many social enterprises already intuitively use some aspects of design thinking, but most stop short of embracing the approach as the way to move beyond today's conventional problem solving. Certainly, there are impediments to adopting design thinking in an organization. Perhaps the approach is not embraced by the entire organization, or maybe the organization resists taking a human-centered approach, and fails to balance the perspectives of users, technology, and organizations.

Conclusions

Creativity plays a fundamental role not only in marketing innovation, but also in all the non-technological as well as in social innovation. Creative spill-over is a process by which the interactions between artists, creative professionals, industries, and/or cultural organisations contribute to economic and/or social innovation in other sectors of the economy or society. The spill-over process takes place when creativity originating from culture, creative professionals, and industries influences innovation in the sectors where culture and creative professionals do not usually evolve. Spill-over is about the processes questioning rigidity and contesting the systematic, relying on the unpredictable or unwanted surprises born from the meeting of diverse skills and competences (*Impact of culture on creativity*, 2014).

It is an imperative that all countries take advantage of their creative industries and do their part to strengthen the greatest assets of the industries – people, through offering policy guidance, entrepreneurial training, and marketing programs, sharing best practices of other countries, and financing creative industry start-up companies (Farmakis, 2014).

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Proces kreowania innowacji nietechnologicznych w sektorze kreatywnym

Słowa kluczowe: innowacje nietechnologiczne, innowacje marketingowe, innowacje społeczne, sektor kreatywny

Streszczenie. Innowacje technologiczne i nietechnologiczne są ze sobą silnie powiązane. Komercjalizacja innowacji produktowych będących innowacjami technologicznymi wymaga często rozwoju nowych metod marketingowych, czyli właśnie innowacji nietechnologicznych. Istnieje rosnące zapotrzebowanie na pogodzenie potrzeb oraz działań sektora kultury i branży twórczej z potrzebami lokalnych przedsiębiorstw, jak i samych społeczności lokalnych. Twórcze inicjatywy, w tym tworzenie innowacji nietechnologicznych, mogą czynnie przyczyniać się do wprowadzania zmiany innowacyjnej oraz budowy społecznie odpowiedzialnego biznesu i lokalnego kapitału społecznego.

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