

**MULTI-STAKEHOLDER NATIONAL WORKSHOP**

**BRIDGING THE  
DIGITAL INNOVATION DIVIDE**

**ACCELERATING DIGITAL TRANSFORMATION  
TOWARDS THAILAND 4.0**

**8 – 9 May 2018  
Bangkok, Thailand**



## MODULE 2

# HOW TO MAKE DIGITAL INNOVATION WORK

ITU DIGITAL INNOVATION FRAMEWORK & METHOD

NEW APPROACH TO ADDRESSING POLICY  
OVERVIEW OFF TOOLS AND METHODOLOGY



# LINEAR TO ECOSYSTEM THINKING

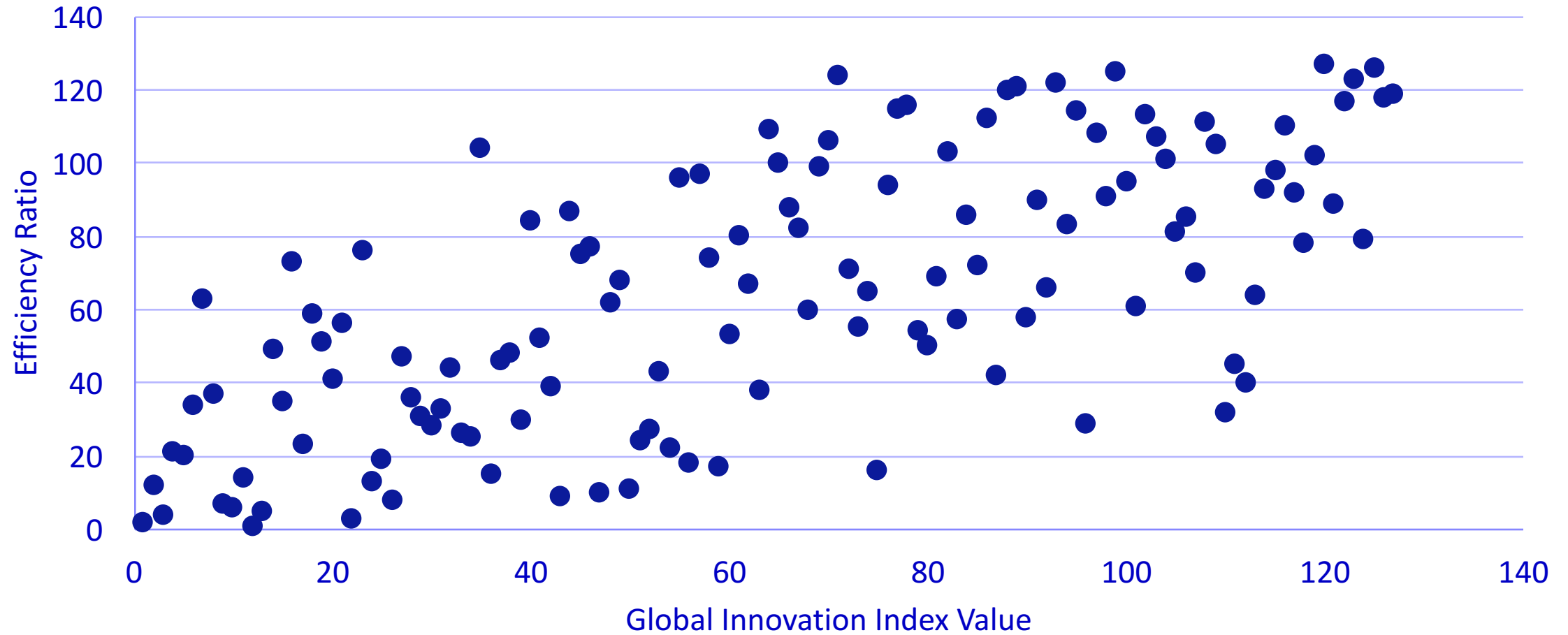
BRIDGING THE





# LINEAR TO ECOSYSTEM THINKING

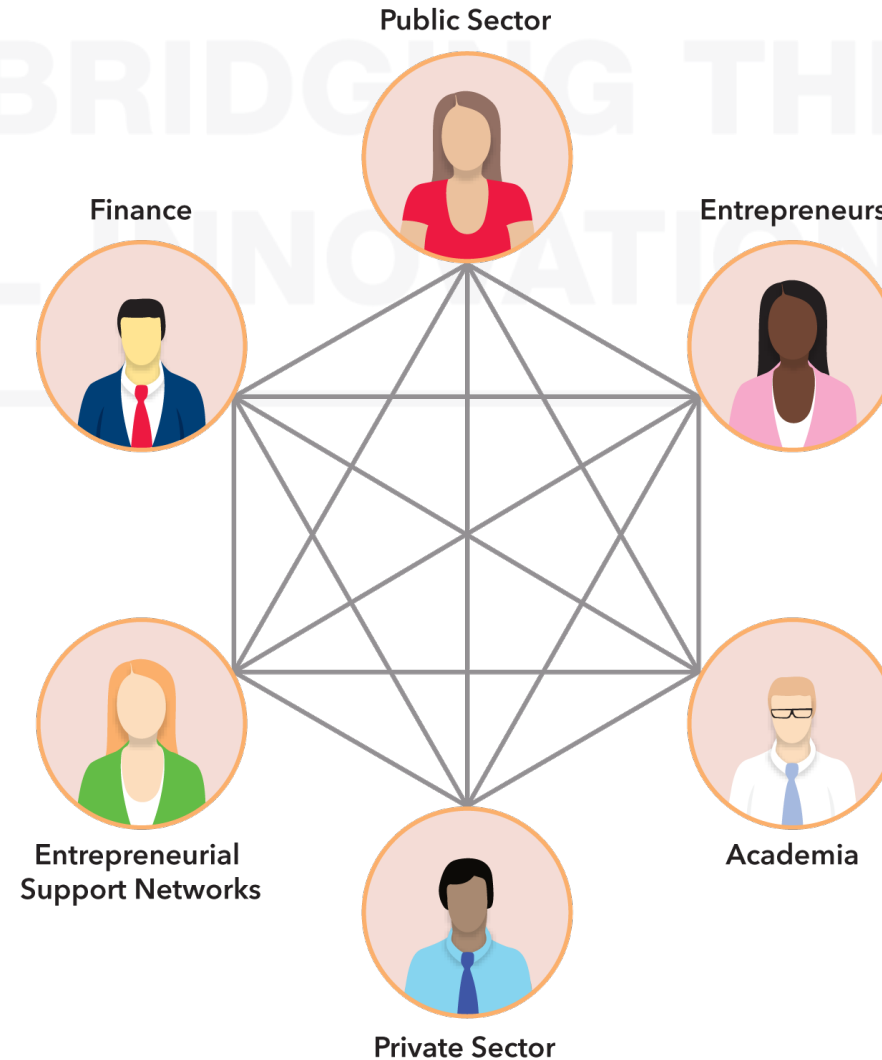
Overall Global Innovation Index vs Efficiency Ratios



# LINEAR INNOVATION –VS– SYSTEMS OF INNOVATION

- Inputs lead directly to outputs
  - The process is easily mapped
  - Predictable step by step processes
  - Non multiplicative and non interdependent factors
- Outputs have many complex inputs
  - The stakeholders can be mapped, but the process varies
  - The process is complex
  - Multiplicative and interdependent factors

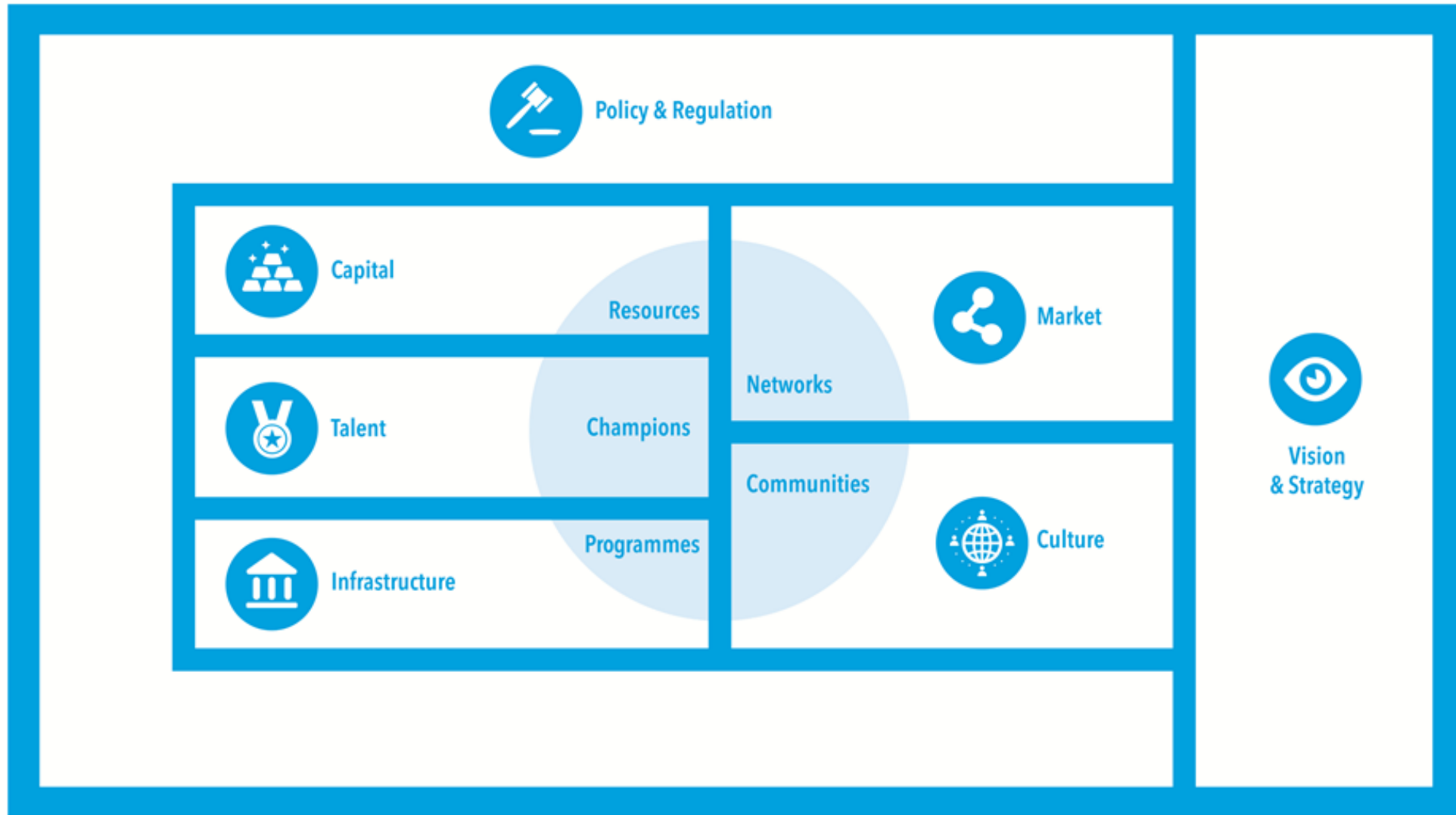
# ECOSYSTEM HAVE CRITICAL STAKEHOLDERS



KEYSTONE AGENTS  
ARE RESPONSIBLE  
FOR ITS GOOD  
FUNCTIONING

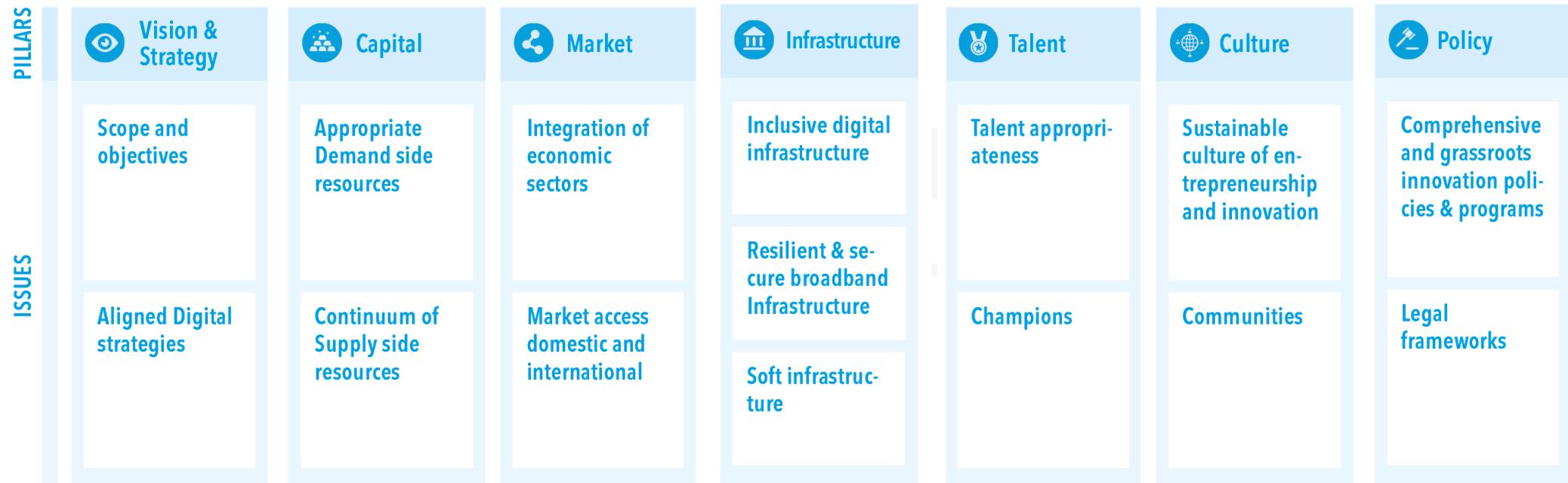
Source: ITU

# ECOSYSTEMS HAVE CRITICAL ENABLERS



Source: ITU

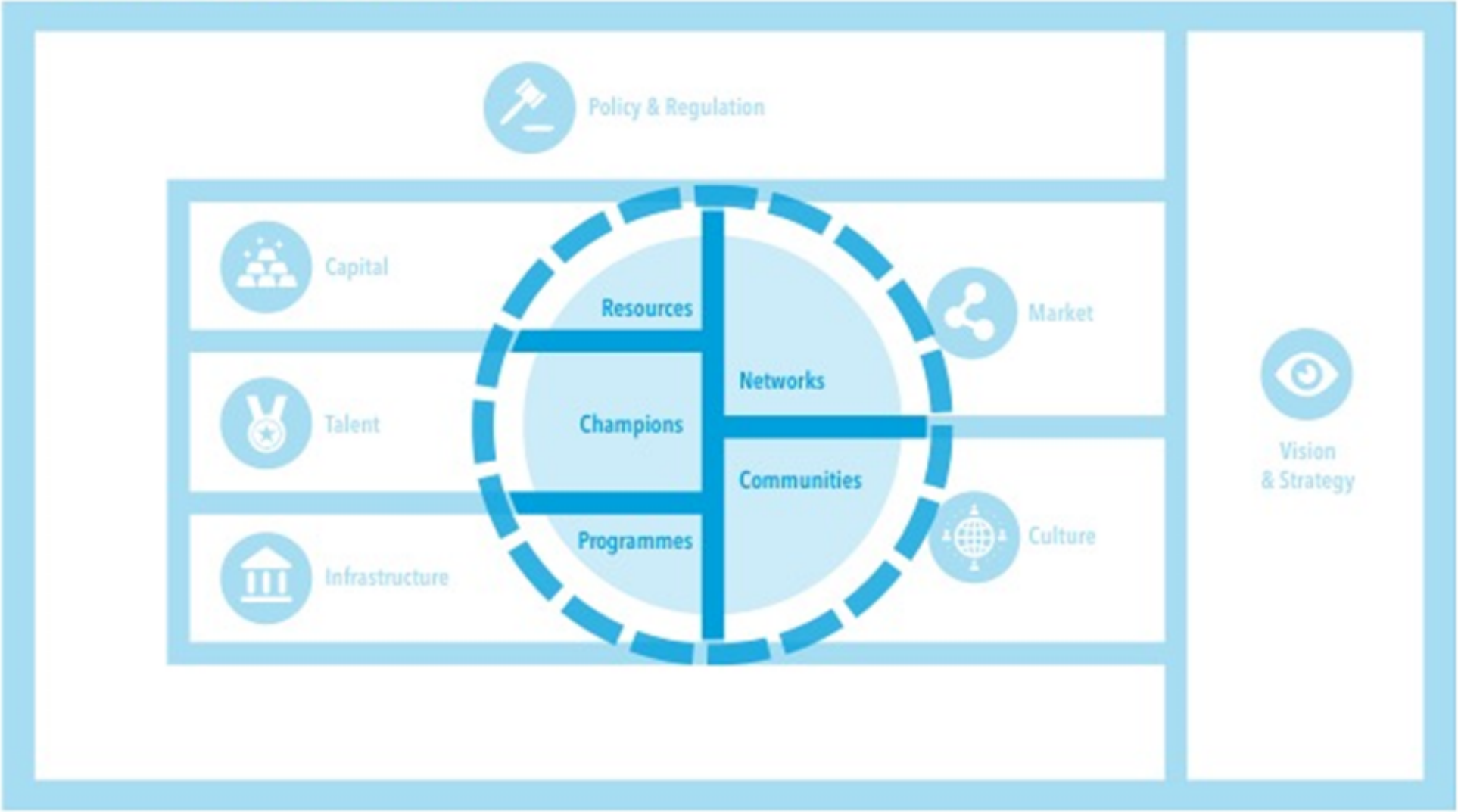
# MAPPING STAKEHOLDERS BARRIERS AND OPPORTUNITIES THROUGH THEIR ENVIRONMENT IS IMPORTANT



ALL STAKEHOLDERS IN THE ECOSYSTEM NEED TO UNDERSTAND THEIR POTENTIAL FOR MAKING A DIFFERENCE, AS WELL AS THEIR VERY REAL CAPABILITIES – AS THEY ENGAGE IN DIGITAL TRANSFORMATION.



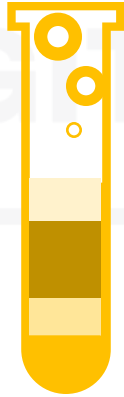
# ECOSYSTEMS NEED BASIC INGREDIENTS TO CREATE GOOD PRACTICES



Source: ITU

# FOSTERING INNOVATION REQUIRES NEW APPROACHES

## Emergent Policy

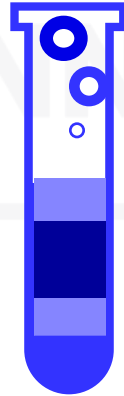


Old vs. new monopolies

Experimentation Sandbox

Leadership and roadmap

## Working with Good Practices

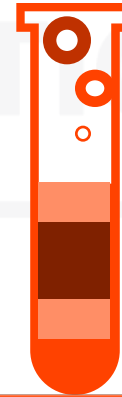


Know how, not tech transfer

Anchored in processes

Inclusive and Open innovation

## All stakeholders are important



Engaging all key owners

Common Language

Sustainability

## Innovation Capacity



ICT Centric Innovation Policy

Source: ITU

# AND GUIDING PRINCIPLES

- User centric
- Private sector led
- Efficient resources utilization
- Focus on good practices
- Replicable
- Common language
- Skin in the game
- Sustainable and predictable

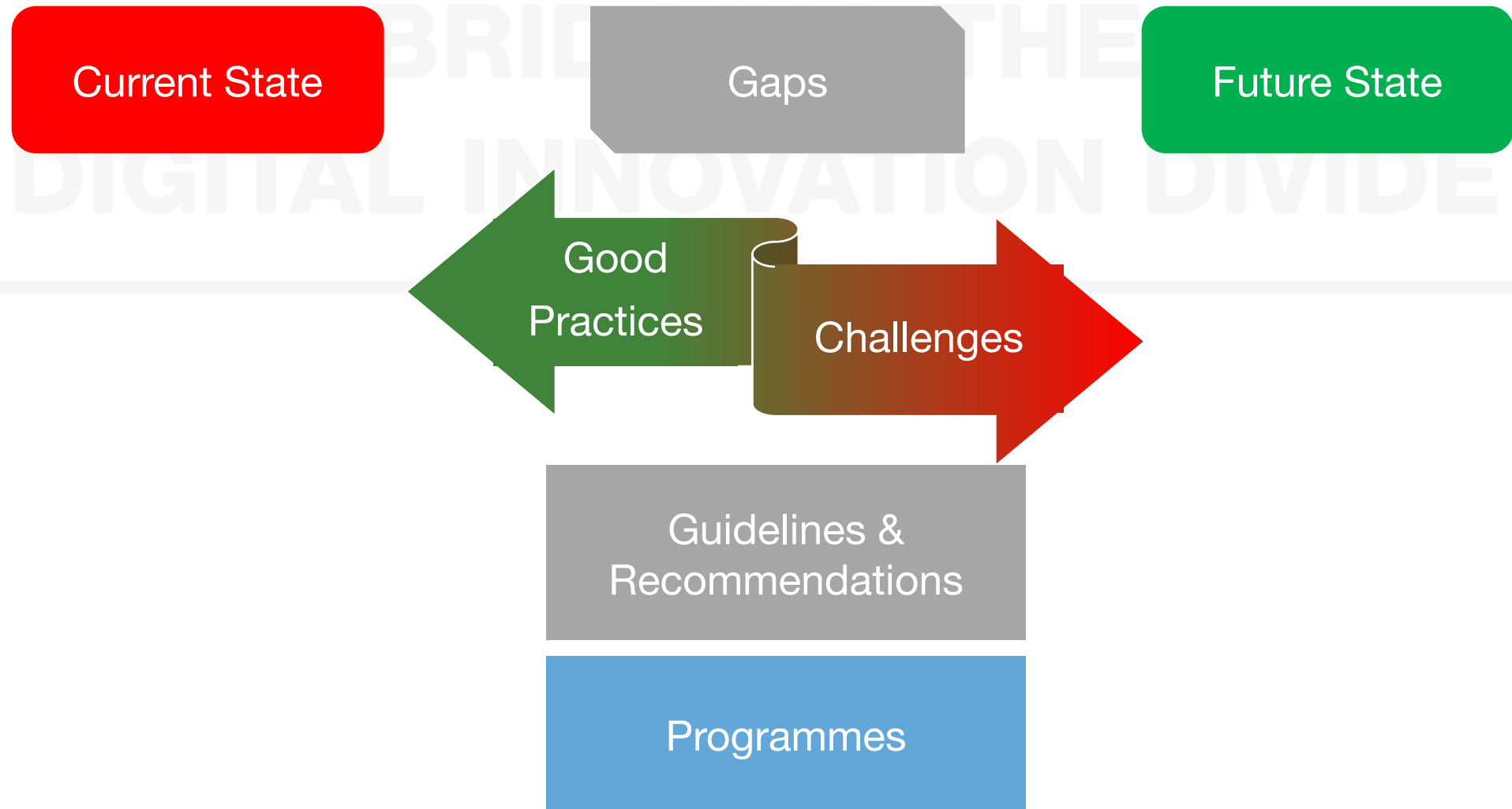




# ITU's INNOVATION FRAMEWORK AND TOOLS



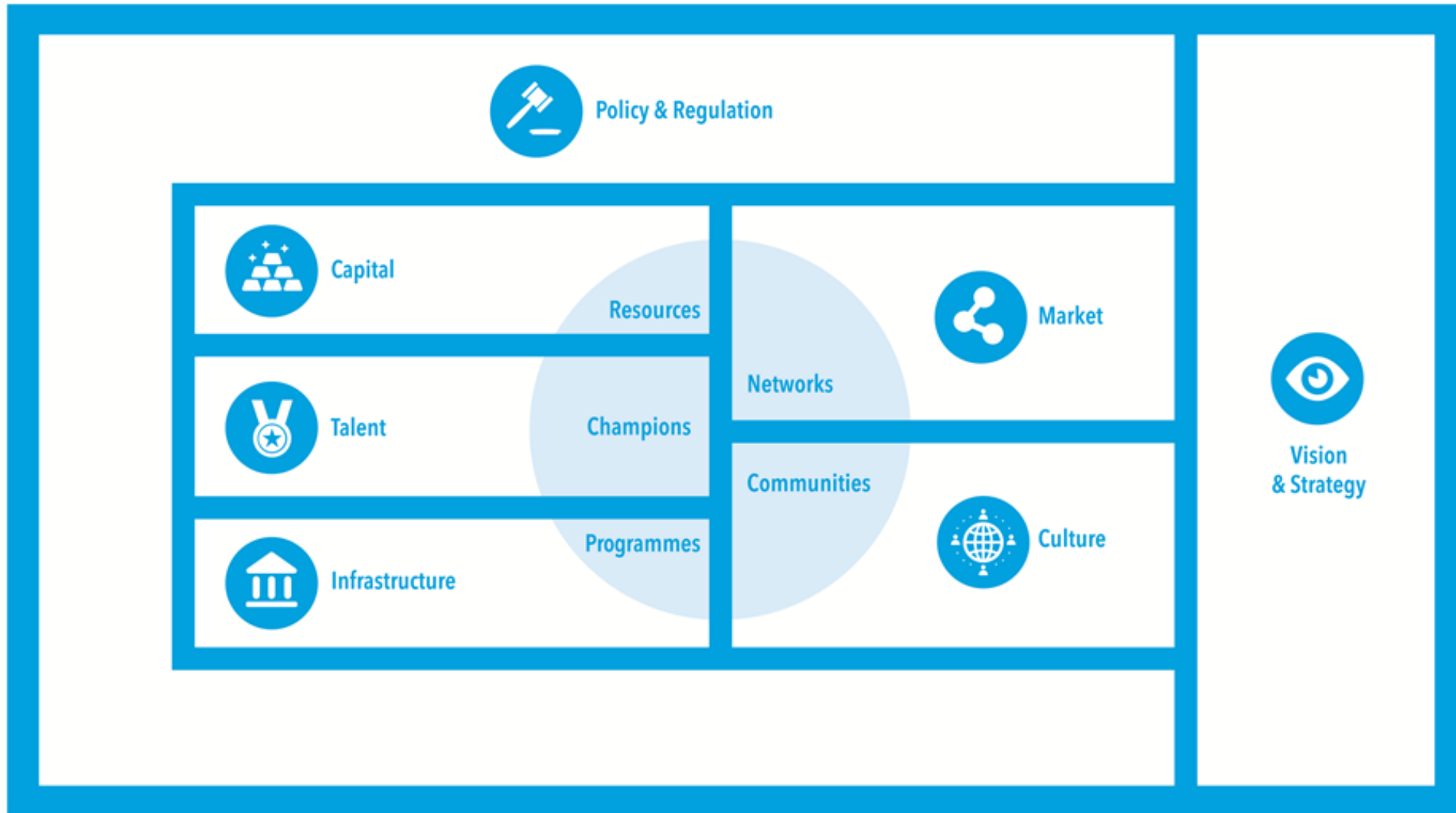
# ANALYSIS FRAMEWORK USING TOOLS AND PROCESSES



Source: ITU

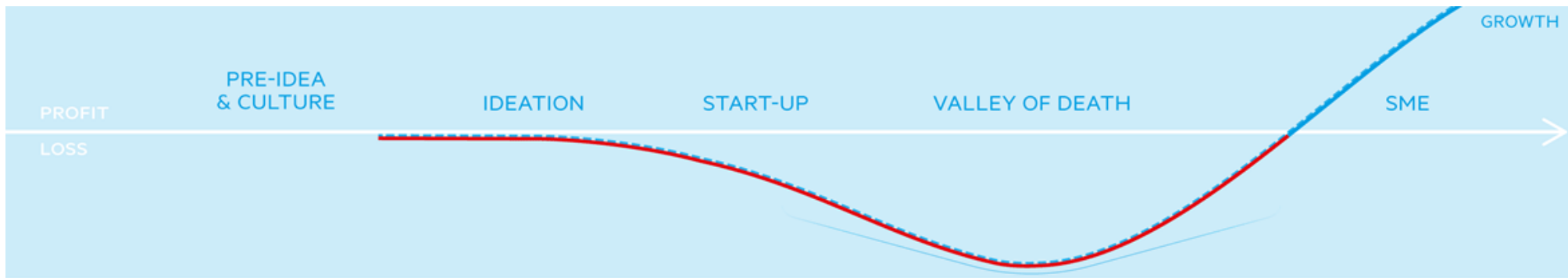


# TOOL: ECOSYSTEM CANVAS – ENVIRONMENT FRAMEWORK



Source: ITU

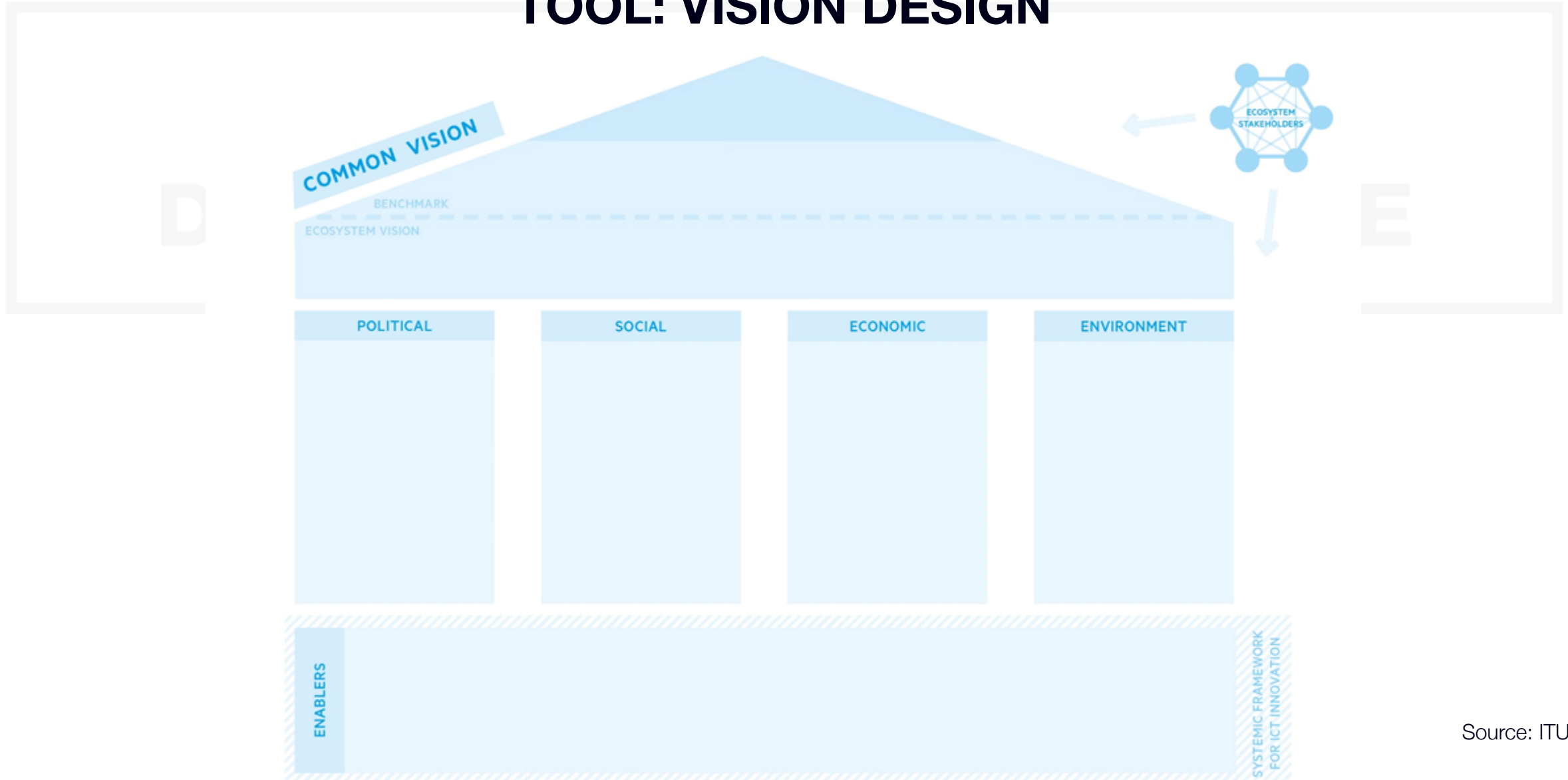
# TOOL: STAKEHOLDER INTERFACE CANVAS – ACTIONS



ENTREPREN. PHASE STAKEHOLDERS	PRE-IDEA & CULTURE	IDEATION	START-UP	VALLEY OF DEATH	SME
ENTREPRE-NEURS	ENTREPRENEURIAL INTEREST	ENGAGE WITH PROBLEMS	DEVELOP BUSINESS MODELS	BUILD COLLABORATION	EXPAND
FINANCE	RESEARCH FUNDING	SEED FUNDING	ANGEL INVESTMENT	VENTURE CAPITAL	BUSINESS FINANCE & LOANS
ENTREPRE-NEURIAL SUPPORT	ENTREPRENEURIAL EVENTS	HACKATHONS & COMPETITIONS	CO-WORKING & SUPPORT	INCUBATORS & ACCELERATORS	BUSINESS ASSOCIATION
PRIVATE SECTOR	SUCCESS STORIES	RESEARCH PROGRAMS	LAB PROGRAMS	B2B & SUPPORT SERVICES	SKILL TRAINING PROGRAMS
ACADEMIA	ENTREPRENEUR COMMUNITY	BASIC RESEARCH	SPIN OFFS	SOFT SKILL TRAININGS	HUMAN CAPITAL
PUBLIC SECTOR	VISION & STRATEGY	IP & R&D SUPPORT	TAX SUPPORT	PUBLIC PROCUREMENT	TRADE POLICY

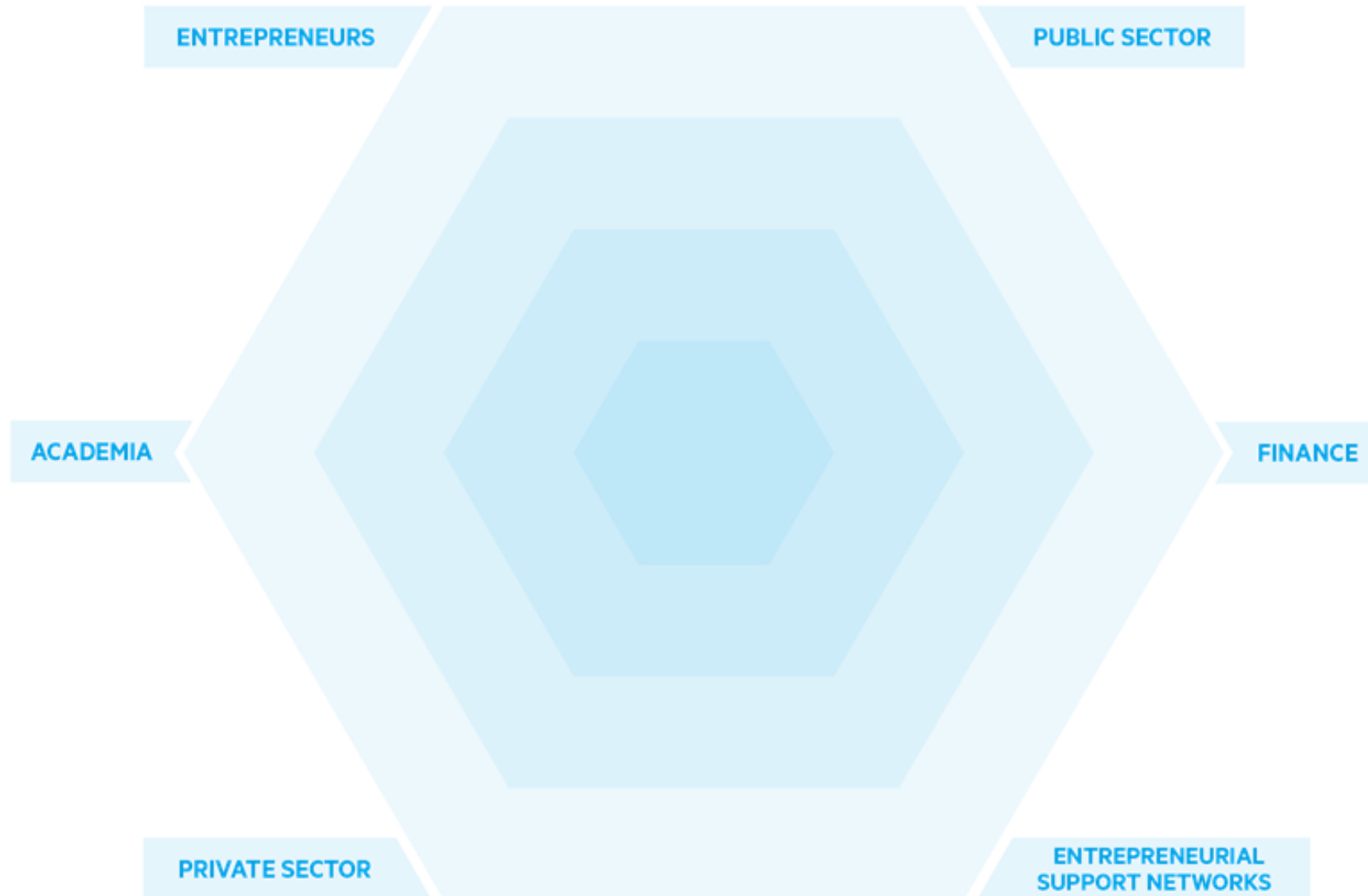
Source: ITU

# TOOL: VISION DESIGN



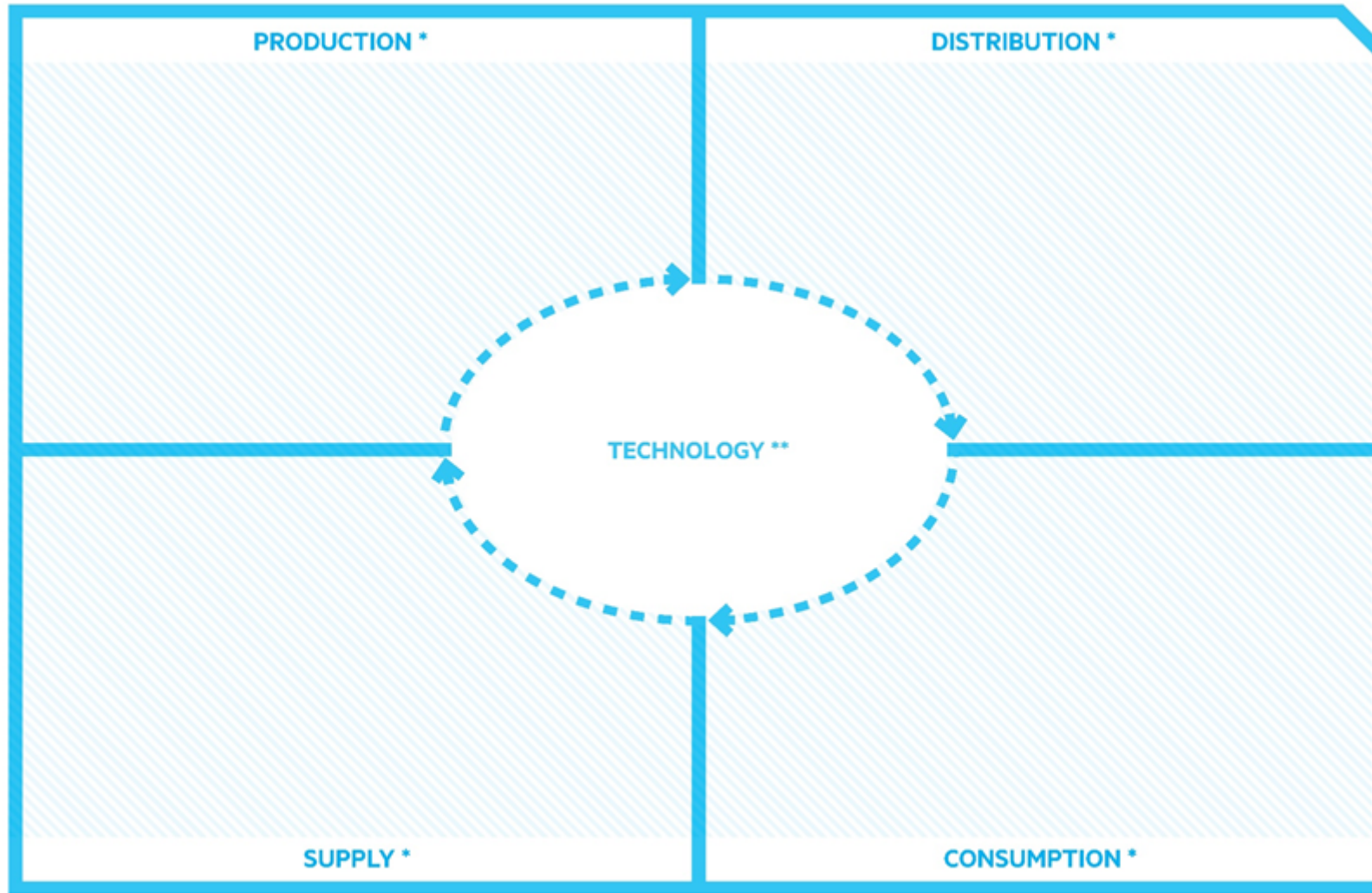
Source: ITU

# TOOL: STAKEHOLDER MAPPING



Source: ITU

# TOOL: KEY SECTOR DEVELOPMENT



KEY SECTOR CANVAS


- INFO \***
- 1. KEY ACTIVITIES
  - 2. KEY RESOURCES
  - 3. CHANNELS
  - 4. RELATIONSHIPS
  - 5. PARTNERS

- INFO \*\***
- 1. COCREATED PROBLEM SOLVING
  - 2. COMMUNITY
  - 3. TOOLS/ API
  - 4. KNOWLEDGE DATABASE

Source: ITU



# TOOL: GOOD PRACTICE CANVAS

<b>PRACTICE</b>	<p style="text-align: right;">  Guiding Innovation Dynamics   Building Innovation Capacity   Integration of ICT into Key Sectors         </p> <p style="text-align: right; font-size: small;">Indicate main focus area / type</p>	
	<p style="text-align: center; font-size: x-small;">• Name / Organization • Country • Tagline, 1-3 sentence description</p>	
<p style="text-align: center;"><b>GOVERNANCE</b></p> <p style="text-align: center; font-size: x-small;">• Organiz. structure • Management &amp; Institutional framework • Competencies</p>	<p style="text-align: center;"><b>KEY ACTIVITIES</b></p> <p style="text-align: center; font-size: x-small;">• Mechanisms • Processes • Activities • Events</p>	<p style="text-align: center;"><b>GOALS</b></p> <p style="text-align: center; font-size: x-small;">• Objective • Target stakeholders • Desired outcome for ecosystem</p>
<p style="text-align: center;"><b>RESOURCES</b></p> <p style="text-align: center; font-size: x-small;">• Financial • Non-financial • Sources • Partners</p>		<p style="text-align: center;"><b>ACHIEVEMENTS</b></p> <p style="text-align: center; font-size: x-small;">• Results • Evidence of impact • Scalability • Replicability</p>

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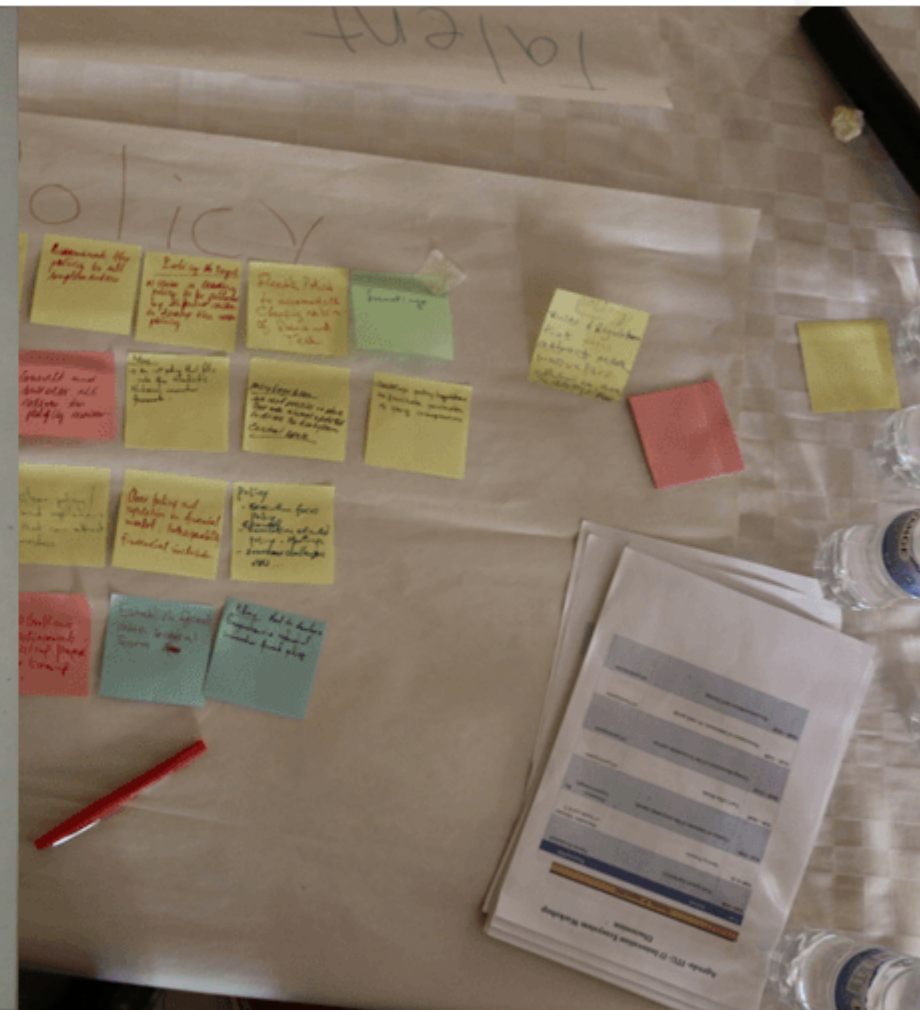
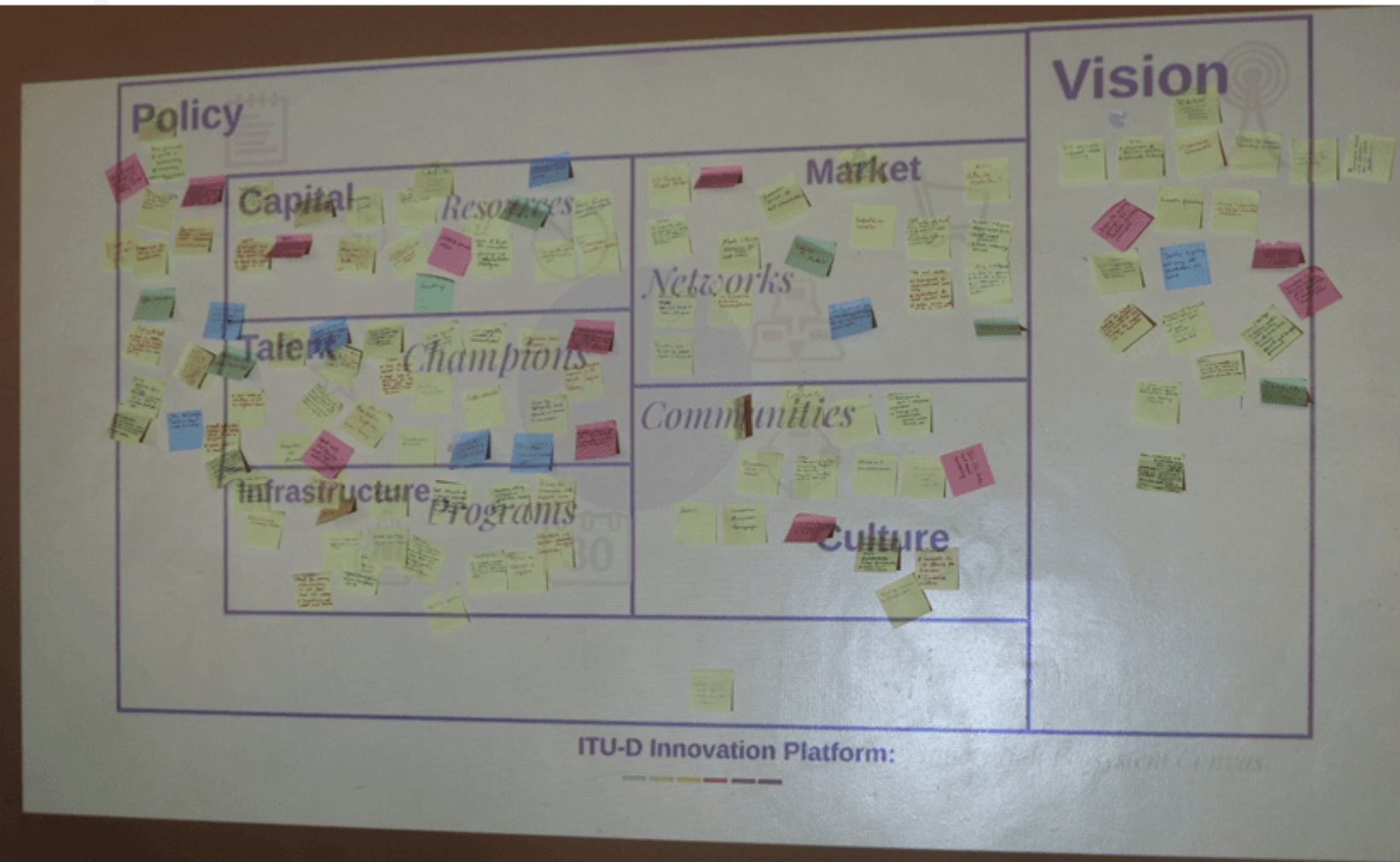
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# TOOL: PROJECTS DEVELOPMENT CANVAS

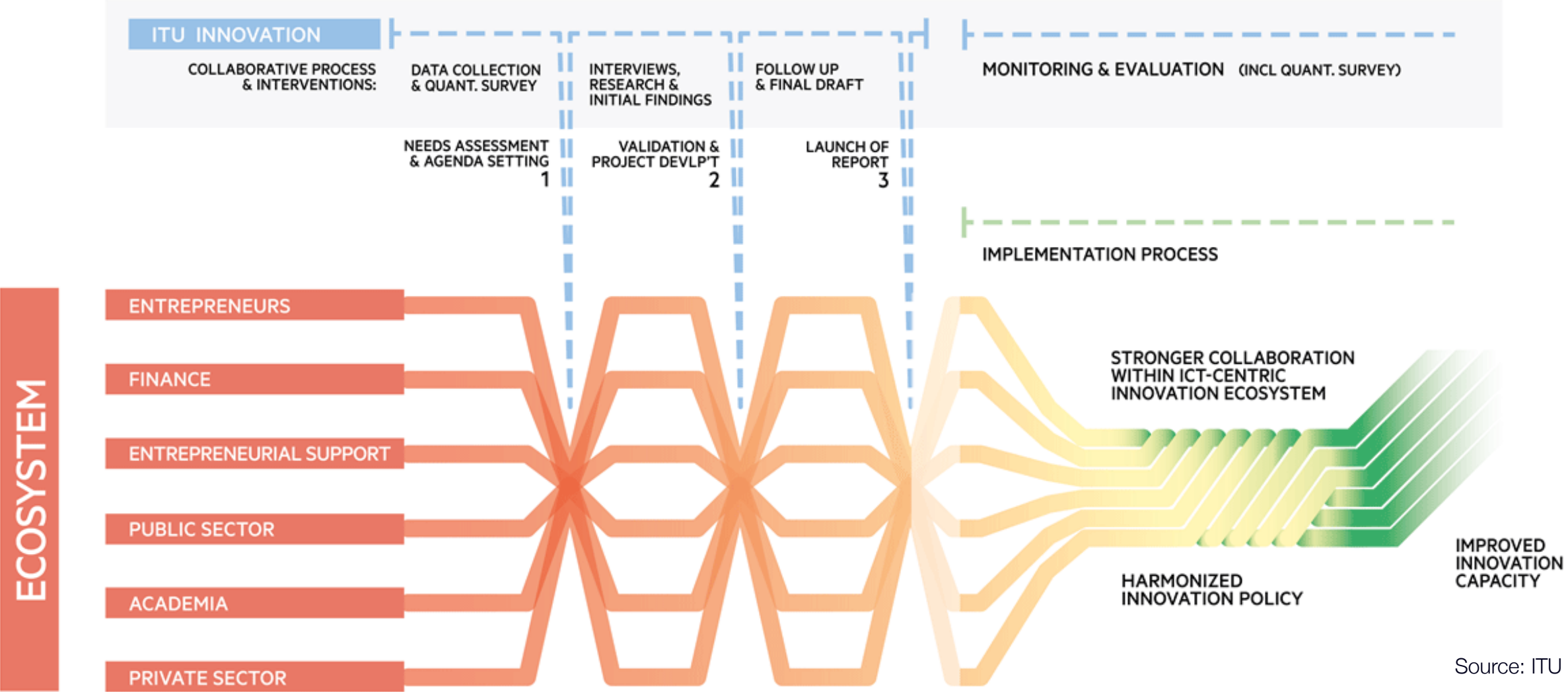
POLICY OR PROJECT IMPLICATION		CHAMPIONS		
WHAT IS THE CHALLENGE		VALUE PROPOSITION	RECOMMENDED ACTION	
KNOWLEDGE BASE, GAPS & ASSUMPTIONS	GOOD PRACTICES & EXISTING ACTIVITIES	PROBLEM OWNERS & BENEFICIARIES	KEY RESOURCES & SUPPORT REQUIRED	RISKS & CONSTRAINTS
MISSION ACHIEVEMENT CRITERIA		MISSION BUDGET		

Source: ITU

# PROCESS: WORKSHOPS



# HARMONIZING AND MEASURING PROGRESS



Source: ITU





# New Releases on Innovation



**POLICY TOOLKIT – IN SIX LANGUAGES**  
Bridging the digital innovation divide:  
A toolkit for strengthening ICT centric ecosystems



**REGIONAL REPORT | EUROPE**  
Accelerating Digital Transformation:  
Good practices for developing, driving and accelerat-  
ing ICT centric innovation ecosystems in Europe



**COUNTRY REVIEW**  
ICT centric Innovation Ecosystem Country Review  
MOLDOVA



**DIGITAL INNOVATION PROFILE**  
BOSNIA AND HERZEGOVINA  
ICT centric innovation ecosystem Snapshot



**DIGITAL INNOVATION PROFILE**  
SERBIA  
ICT centric innovation ecosystem Snapshot



**DIGITAL INNOVATION PROFILE – UPCOMING**  
TFYR MACEDONIA  
ICT centric innovation ecosystem Snapshot



# MODULE 2 – KEY TAKEAWAY

## WHAT IS THE JOB THAT NEEDS TO BE DONE & WHAT IS THE ITU INNOVATION APPROACH?

- ITU Innovation Method & Framework
- ITU Acceleration Framework for Digital Transformation
- How to Make Innovation Policy Work
- Overview of Tools to Assess and Build your Ecosystem