Economic and Social Commission for Western Asia

InnoCook:

An Innovation Model to Enhance Operations and Services of Arab Public Institutions

Webinar on Emerging Technology and Innovation for Arab Public Institutions – new ENACT reports
11 December 2024, 14:00-16:00 (Beirut time)

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InnoCook is…

"A process model for Arab public institutions to produce technology and process-based innovations that can help meet the SDGs and the RITE objectives. It describes different pathways to innovation by providing a structure for innovation processes while leaving room for freedom and creativity at various points in the course of innovation work."

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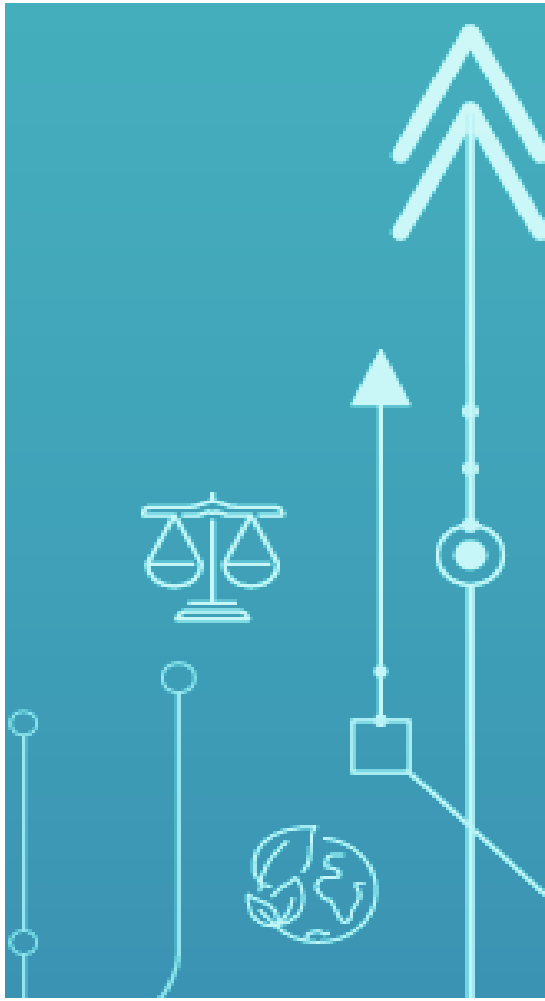
Need for a model for innovation in Arab Public Institutions

- Innovation is a multifaceted and intricate process, with interplay of numerous factors and no single, guaranteed path to success.
- Models present existing innovation processes & foster novel approaches could lead to innovation
- Context specific needs stemming from: Complexity in conceiving & managing, regional/local Arab region context, providing a structured aid to API

"The inherent complexity of innovation makes it necessary to use conceptual process models to deploy it effectively. **These identified needs are the foundation for proposing an innovation model tailored to Arab public institutions."**



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Objectives of the model for Arab Public Institutions

Improve the final services and products public institutions deliver, as well as their internal operations.

Final goal of public sector innovation is meaningful when it visibly helps to accomplish some public-facing and internal-facing objectives

- **Public-facing objectives**
  - Innovation for responsiveness
  - Innovation for inclusiveness
  - Innovation for transparency
  - Innovation for accountability
- **Internal-facing objectives**
  - Innovation for effectiveness
  - Innovation for efficiency

Innovation is connected to all SDGs, therefore a set of societal objectives, based on SDGs 11, 16 & 17, for the innovation work of APIs were identified.

Societal objectives

- Innovation for peace
- Innovation for justice
- Innovation for safety
- Innovation for disaster resilience
- Innovation for climate resilience
- Innovation for green technology adoption
- Innovation for cities and deciding openly

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The InnoCook model

- 3-phases, each with set of activities
- Uses cooking as cognitive metaphor to depict innovation as creative human endeavour with uncertain outcomes
- Offers 27 elements and 253 nuances to guide an innovation efforts
- Uses “storification” (5W1H) to structure, design, and communicate an innovation effort as a story
- Combines elements, nuances and 5W1H in an innovation pantry
- Offers help on selecting from the innovation pantry
- Provides additional tools, ideas and guidance on implementing the model

End-to-end innovation effort as a full meal

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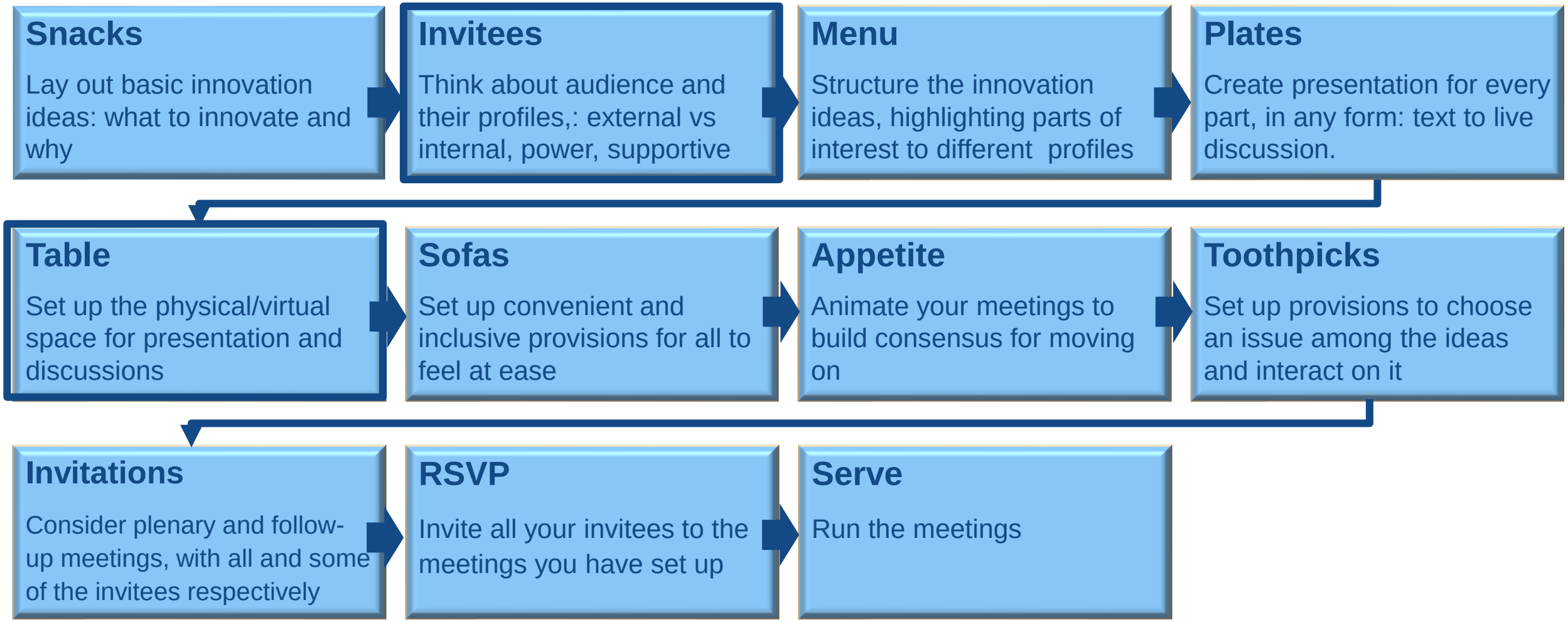
Starter – create and appetite for your innovation



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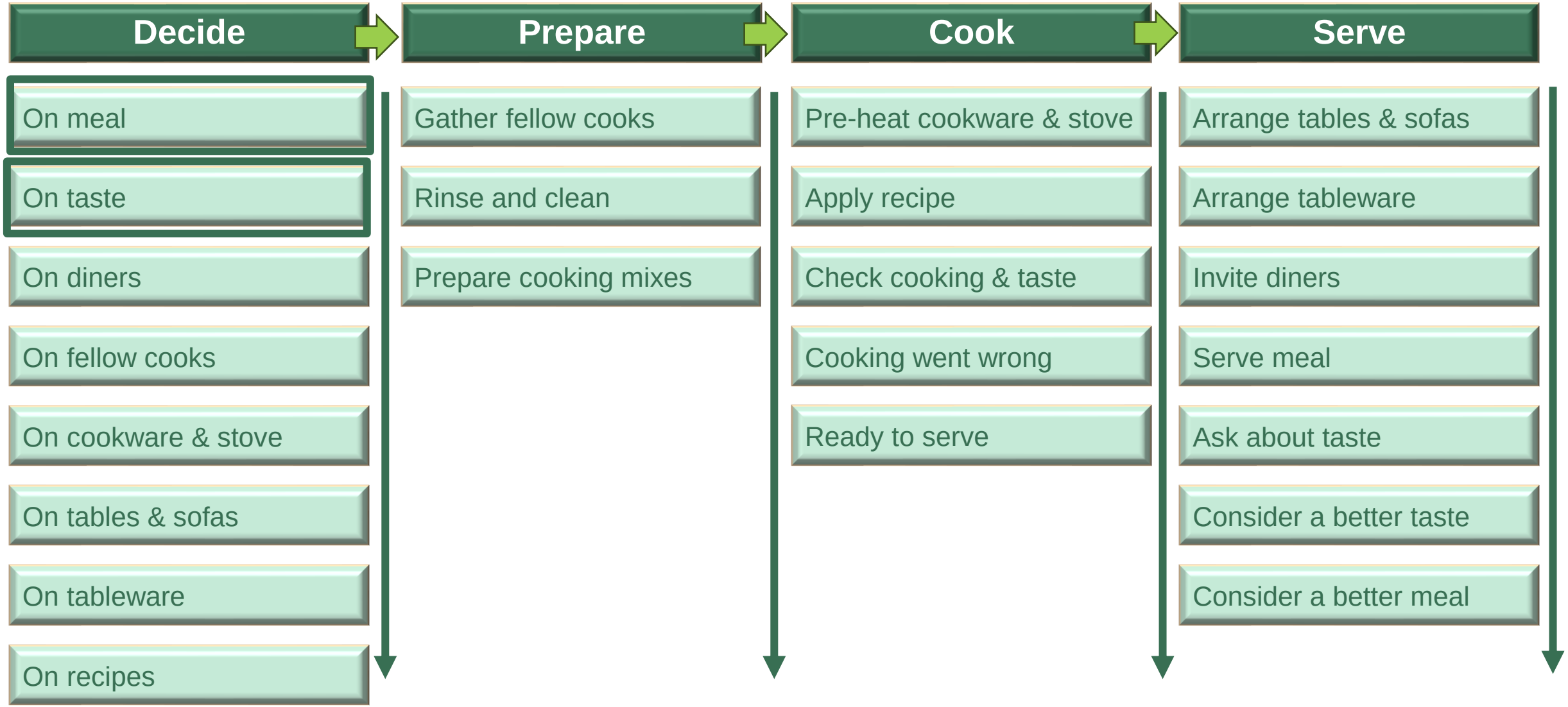
Main dish – innovation itself



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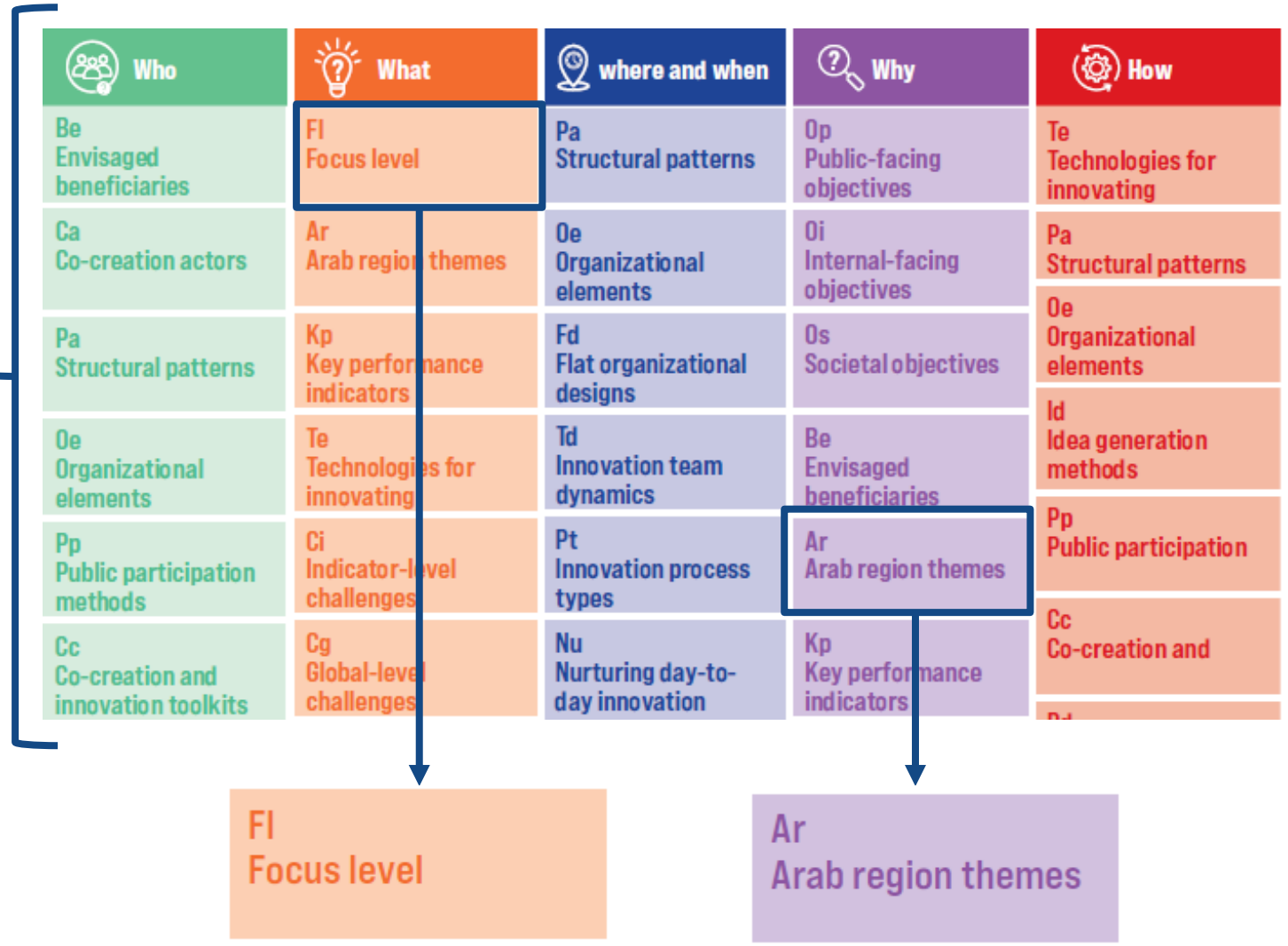
Innovation Pantry: A periodic table of innovation ingredients



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Innovation Pantry: A periodic table of innovation ingredients

Ar
Arab region themes

Why are we innovating?

The Ar ingredient: Arab region-specific government innovation themes

Guiding question: Which Arab region-specific government innovation theme are we addressing?

Individual flavours (20)
Ar.4. Implementing anticipatory/proactive services, bundled around a citizen's life events
Ar.7. Ensuring marginalized populations are not left behind.
Ar.11. Moving forward to maturity and readiness for artificial intelligence.
Ar.14. Moving away from organizational silos to open collaborations.
Ar.19. Enabling local emerging companies to work with the government sector.

B.8. THE FL INGREDIENT: FOCUS LEVEL

Guiding question: what are we doing with our work?

Individual flavours (5)
Fl.1. use of technology to provide new service capabilities and improved quality of service
Fl.2. re-organization of operational structures and service-delivery processes made possible by, and to take better advantage of, the capabilities offered by technology
Fl.3. regulation of new technology so that it can be used in ways preserving, and even advancing, citizens' rights.
Fl.4. institutionalization of innovation as a core policy and function, accompanied by establishment of new entities with a clear innovation mandate
Fl.5. building of skills and culture enabling to take stock of new technologies

Fl
Focus level

What are we innovating?

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Dessert – rewarding the people that helped

Sweets

Lay out basic reward ideas, whom to reward and how

Rewardees

Think about the people whose help you would like to recognize through a reward.

Menu

Structure reward ideas based on interest of the different rewardees profiles.

Plates

Prepare presentation for every reward idea in any form, from text to live speech

Table

Set up the physical/virtual space where reward conferment will take place

Sofas

Set up convenient and inclusive provision for your rewardees to participate

Spoons

Set up provisions for rewardees to explore reward conferred and to interact

Invitations

Consider one plenary meeting with all rewardees coming together

RSVP

Invite rewardees to the meeting you have set up.

Serve

Run the meeting

Delight

Animate your meetings to create recognition and pleasure for all rewardees.

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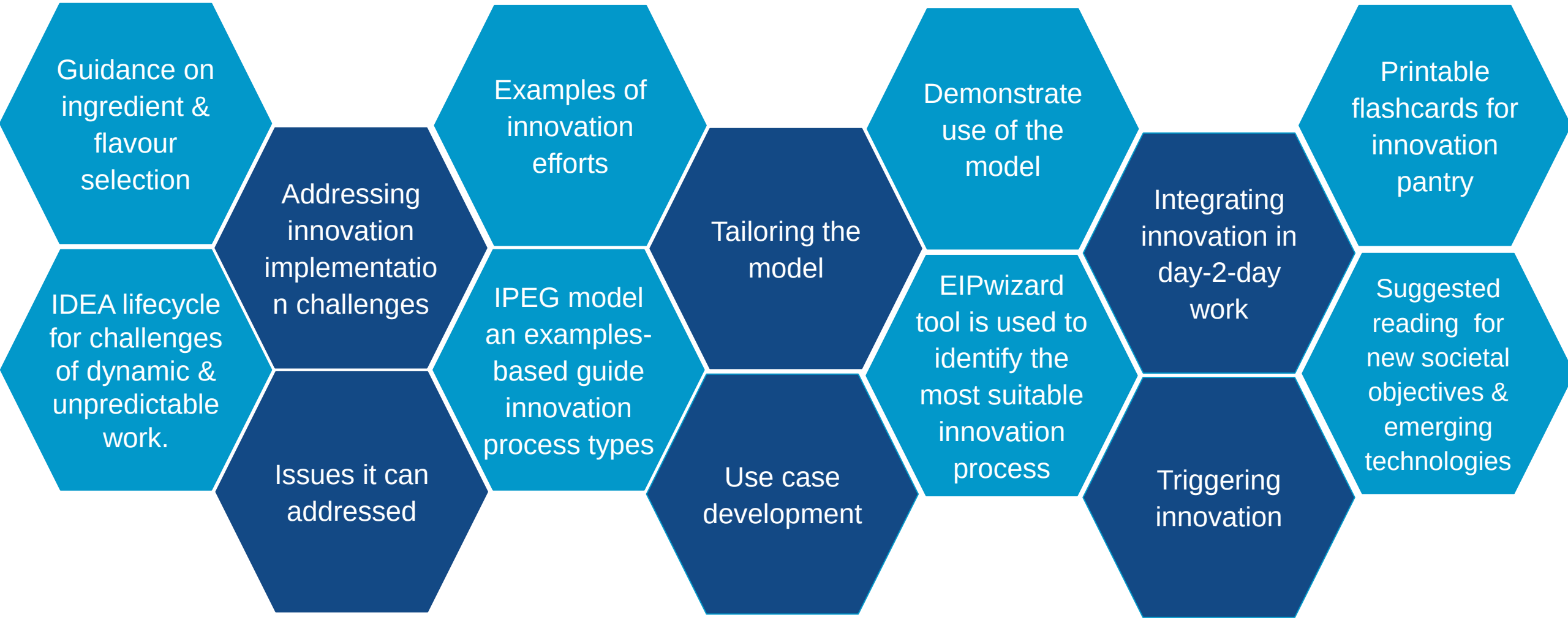
Tools, ideas and guidance supporting model implementation



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A shift of mindset for innovation

Try not to…	Try to…
• use technology as an add-on to routine	• use technology in an innovative way
• consider innovation as an optional activity which disrupts the normal	• make innovation an organic part of the government day-to-day normal
• work on innovation in loneliness or silos	• approach innovation in a spirit of co-creation and sociality

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A critical skillset for innovation, at all times

- Amidst many needs, be able to identify one that is of real, tangible value, to your institution and citizens / businesses alike
- Amidst many ambitions, be able to start small, while thinking big, and still plan a meaningful next step for scaling up when you can
- Amidst many visions, be able to plan dolphins, not whales, i.e. small innovations that can be easy to change and turn to other directions
- Amidst many plans, be able to innovate by making things, rather than breaking things, by engaging in dialogue with what exists already

istock/sorbetto

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A critical skillset for innovation, in our times

Istock/Vectorpower

- Amidst many urgencies, when the most pressing need is recovery, be able to use innovation for building basic things back better
- Amidst many fragmentations, be able to use innovation as a pathway to co-creation, and co-creation as a pathway to togetherness, and togetherness as a pathway to peace

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istock/LysenkoAlexander

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Thank you

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