

**FHV**

Vorarlberg University  
of Applied Sciences

## A lecture on „Methods and Creative Techniques for Supporting Innovation“

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**RUN-EU InnoBoost**

Innovation Pedagogy Workshop Series for Educators

23th Sept 2025

## Introduction

- 10:00 – 11:00h:  
Co-creation – let the people speak: creativity & innovation
- 11:15 – 11:45h:  
Tool box – let the people co-create: creativity & innovation



## Session 1: Common understanding



**Common definition: what is creativity?**



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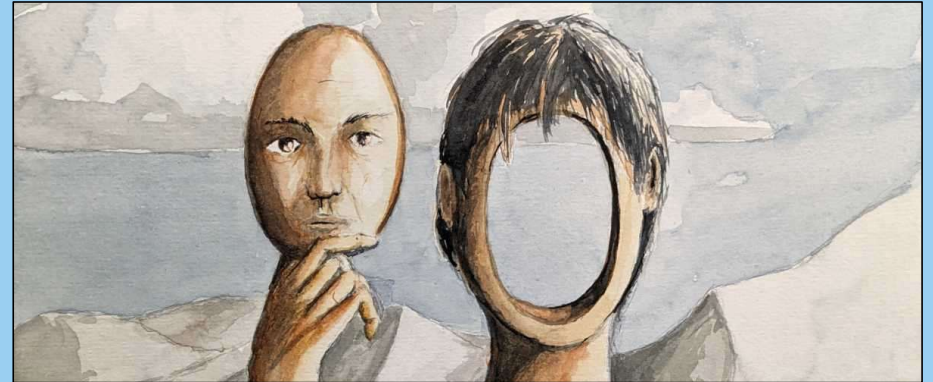


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## A possible solution: what is creativity?

- Phenomena such as inventing and discovering, as well as productive thinking
- The constructive; constructive process
- The ability of people to produce compositions, products or ideas ... the creative product



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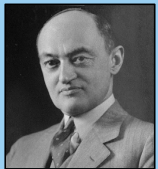


## Common definition: what is innovation?



## A possible solution: what is innovation?

- *Capitalism vs. the spirit of capitalism* (Weber, 1907)
- Innovation, imitation, invention (Schumpeter, 1911)
- Creative destruction (Schumpeter, 1934)
- Technological progress (Schumpeter, 1954)



Production innovation

Process innovation

Development of new sales markets

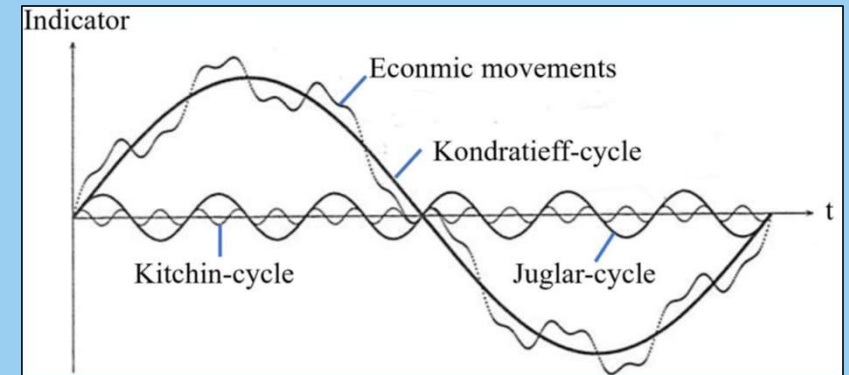
Development of new sources of raw materials  
and semifinished products

Re-organization, monopolistic organization

Breaking monopoly

Technology

Organizational measures



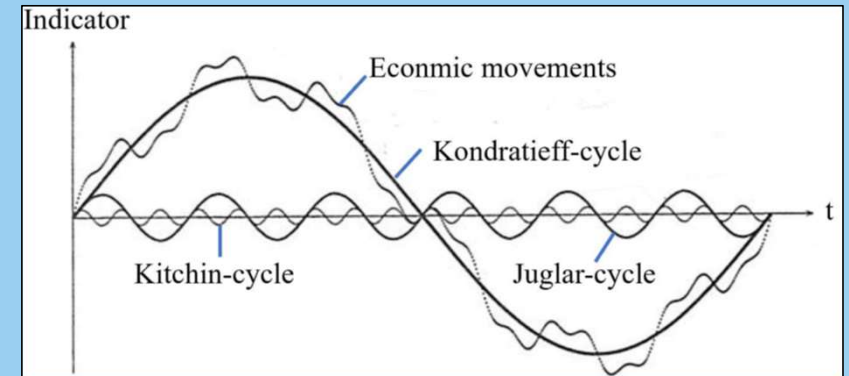
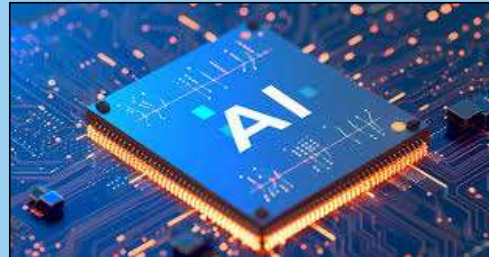
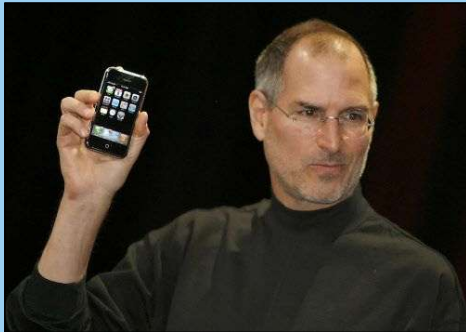
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A possible solution: what is innovation?



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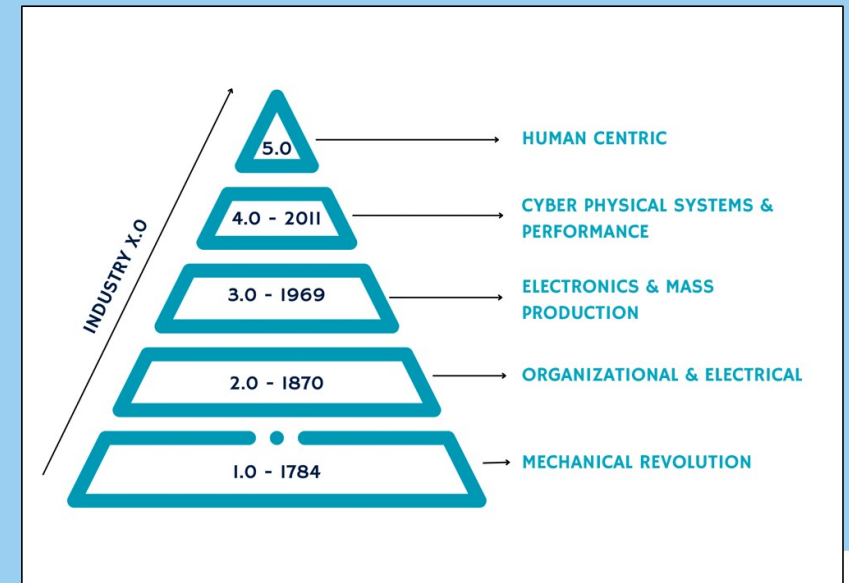
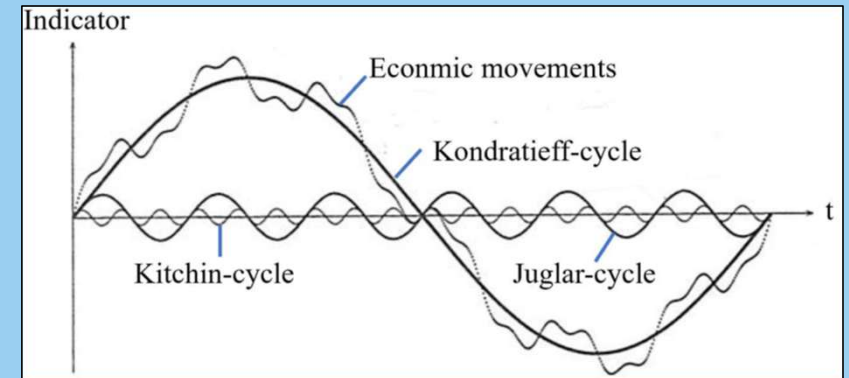




A possible solution: what is innovation?

## Examples

- Landline phones vs mobile phones vs online phone
- Printed encyclopedias vs Wikipedia vs Gen AI (Chat GPT)
- Printed newspapers vs online magazines vs Gen AI
- Physical sound/movie carriers vs mp3 player vs music/video streaming services
- Hotels vs private vacation rentals (Air);  
Taxis versus Uber
- Face-to-face training vs distance learning  
& online schools



## Common summary: creativity – innovation

- Creativity is mostly considered as the foundation for generating ideas and therefore can be associated as a factor leading to innovation (Kowalski, 2018)
- ... no general agreement between researchers how to define the term “innovation” and how to clearly separate it from the terms “creativity” and “idea” (Anderson, Potocnik, & Zhou, 2014)
  - production of ideas
  - implementation of ideas
- In an innovation process, existing knowledge is applied in a new context which then generates new knowledge (Kowalski, 2018)

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**Common discussion: is creativity and innovation an individual inventor's skill or a community performance?**



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## Session 2



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## A-Ring – Project: Alpine Research and INnovation Capacity Governance



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- ① University of Milan, ITALY
- ② Vorarlberg University of Applied Sciences, AUSTRIA
- ③ Ministry of Education, Science and Sport, SLOVENIA
- ④ University of Ljubljana (Faculty of Public Administration), SLOVENIA
- ⑤ University of Applied Sciences Kempten, GERMANY
- ⑥ Hochschule Konstanz University of Applied Sciences, GERMANY
- ⑦ Regionalmanagement Burgenland GmbH, AUSTRIA
- ⑧ Industrial enterprises Association of Belluno Province, ITALY
- ⑨ Lombardy Region, ITALY
- ⑩ Plastipolis, French innovation cluster for plastics and composites industry, FRANCE
- ⑪ USI Università della Svizzera Italiana, SWITZERLAND

### Alpine Research and INnovation Capacity Governance (Interreg Alpine Space)

01.10.2019 – 31.03.2022; 1.350.583 € (ERDF); 1.147.996 € (Total)

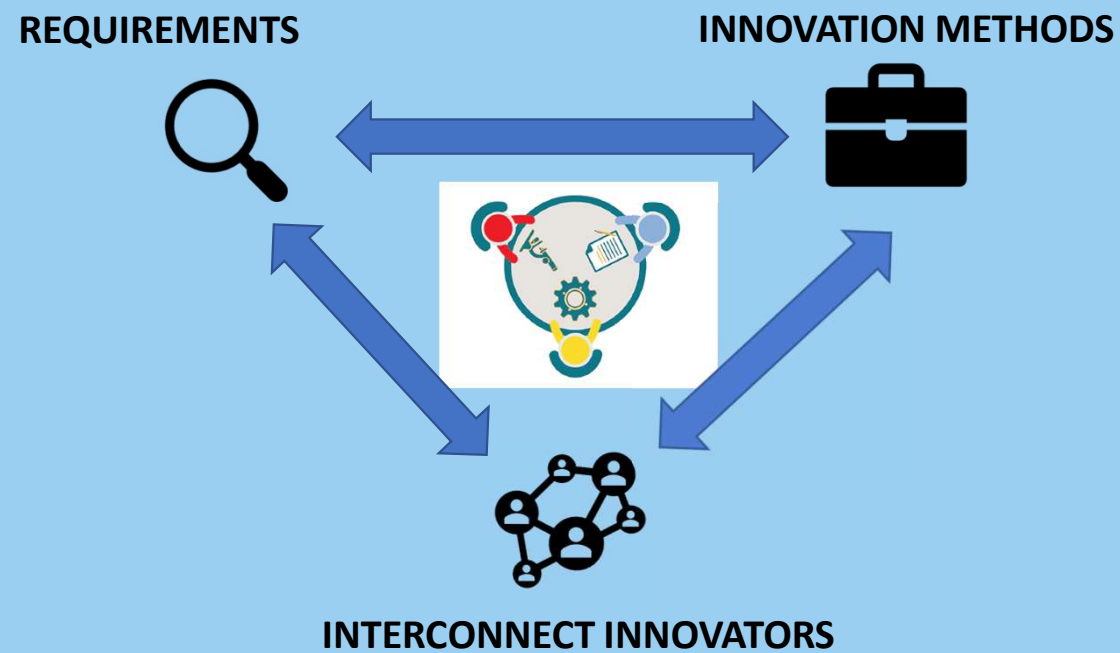
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## A-Ring – Project: Alpine Research and INnovation Capacity Governance



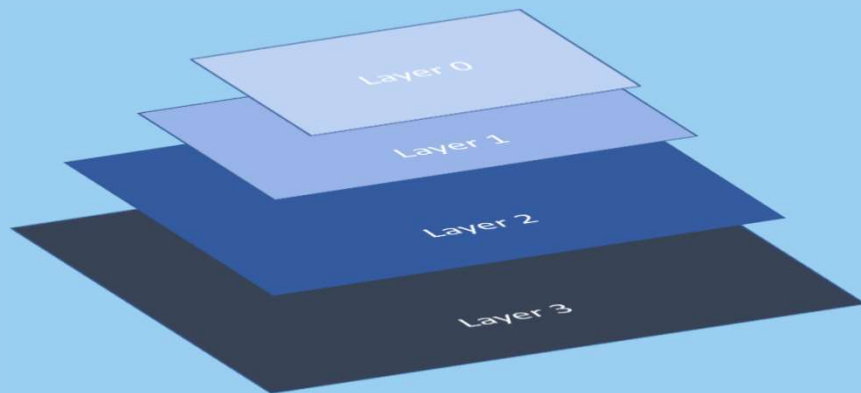
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## A-Ring Interaction Toolbox



### Layer 0 Tools: Innovation Process Methodology

- How is the over-all process shaped?

### Layer 1 Tools: Macro level

- Events and Activities
- What events or activities can be used during the phases of the over-all process?

### Layer 2 Tools: Meso level

- Innovation, Creativity and Research Methods
- What methods can be used during an activity/event

### Layer 3 Tools: Micro level

- Innovation, Creativity and Research Methods
- Methods that cannot be further split

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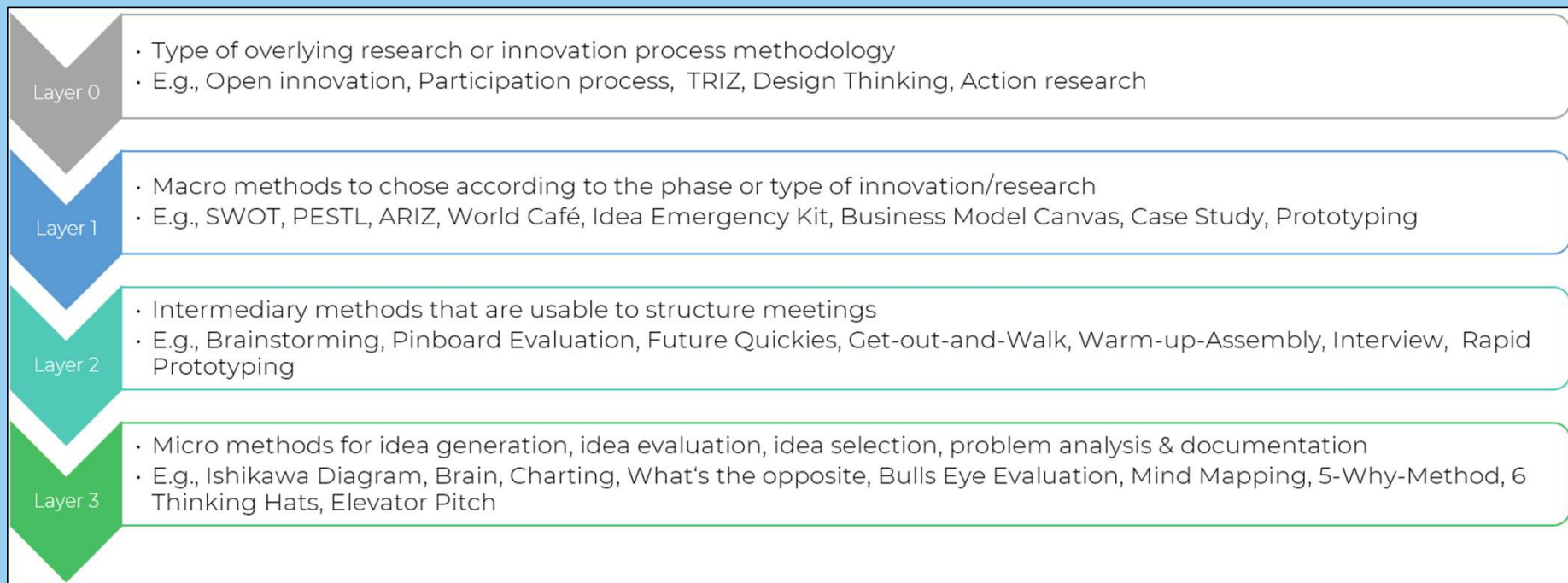


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## A-Ring Interaction Toolbox



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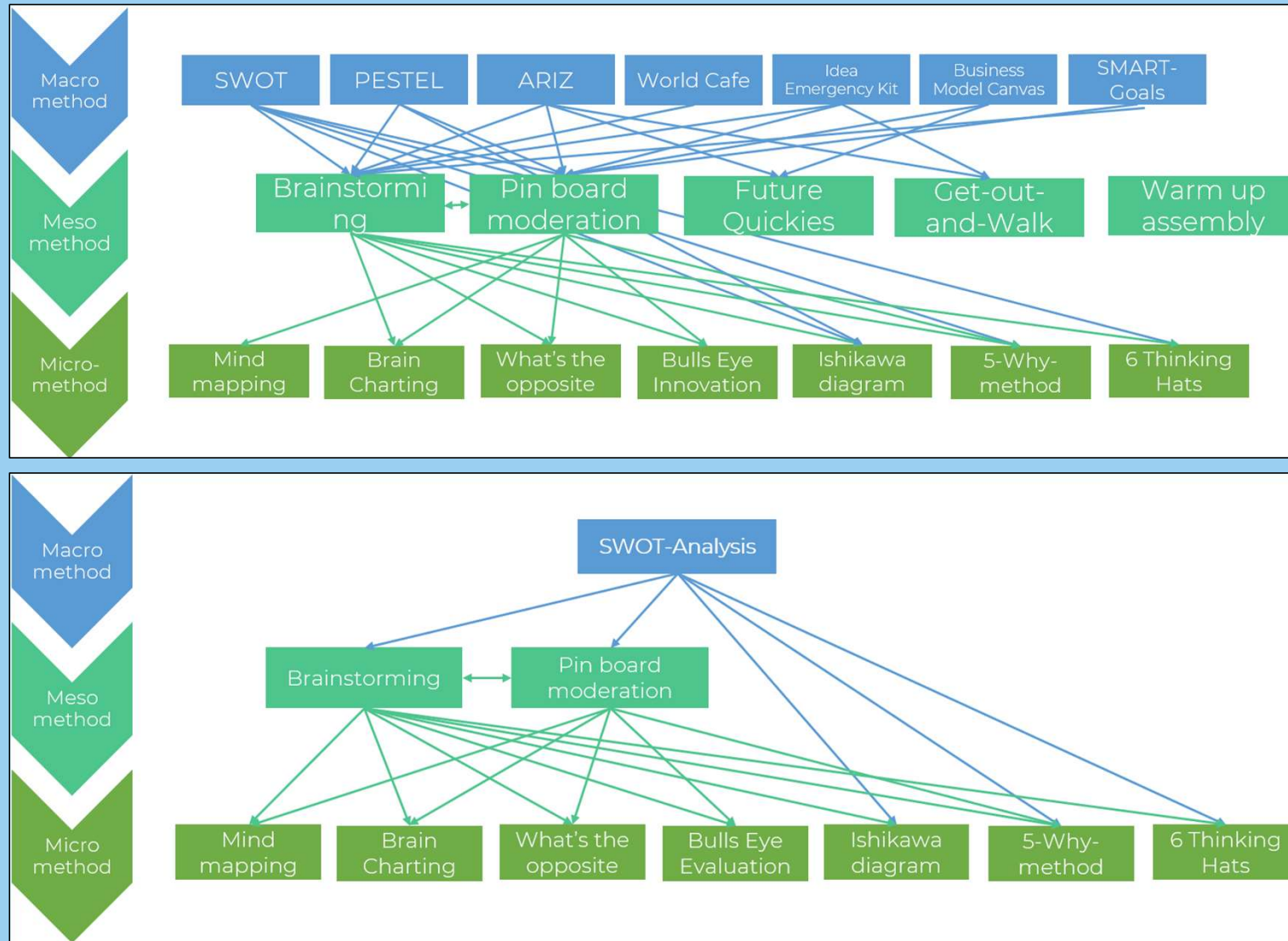
## A-Ring Interaction Toolbox

Layer	Tools
0	<b>Open Innovation &amp; Co-creation process, Design Thinking, Policy Labs,</b> Case Study Research, TRIZ, Transformative Action Development, Action Research
1	<b>Workshops, Conferences, Environmental Scanning, Participant Observation, Mapping, Documentation,</b> Idea Emergency Kit, ARIZ
2	<b>Brainstorming, Prototyping, Pinboard Moderation, World Café, Qualitative Research, Quantitative Research,</b> SWOT, Hackathon, Business Model Canvas, PESTLE/STEEP, Balanced Scorecard, Synergy Diamond, Benchmarking, Round Table Discussion, TA-Assessment Matrix, Focus Group
3	<b>Brainwriting, 6 Thinking Hats, Brain Charting, Mind Mapping, One-Shot Video, Rapid Prototyping, Make a box, Story Boards, Mock-ups, Expert Panel, Focus Group, Scales, Interviews, Surveys, Content Analysis, Clustering, Concept Evaluation,</b> Ishikawa Diagram, 5-Why-Method, Pictures instead of words, What's the opposite, Elevator Pitch, Bulls Eye Evaluation, One-shot video, Wildest idea technic, Random Words, Brain Shifter, Future Quickies

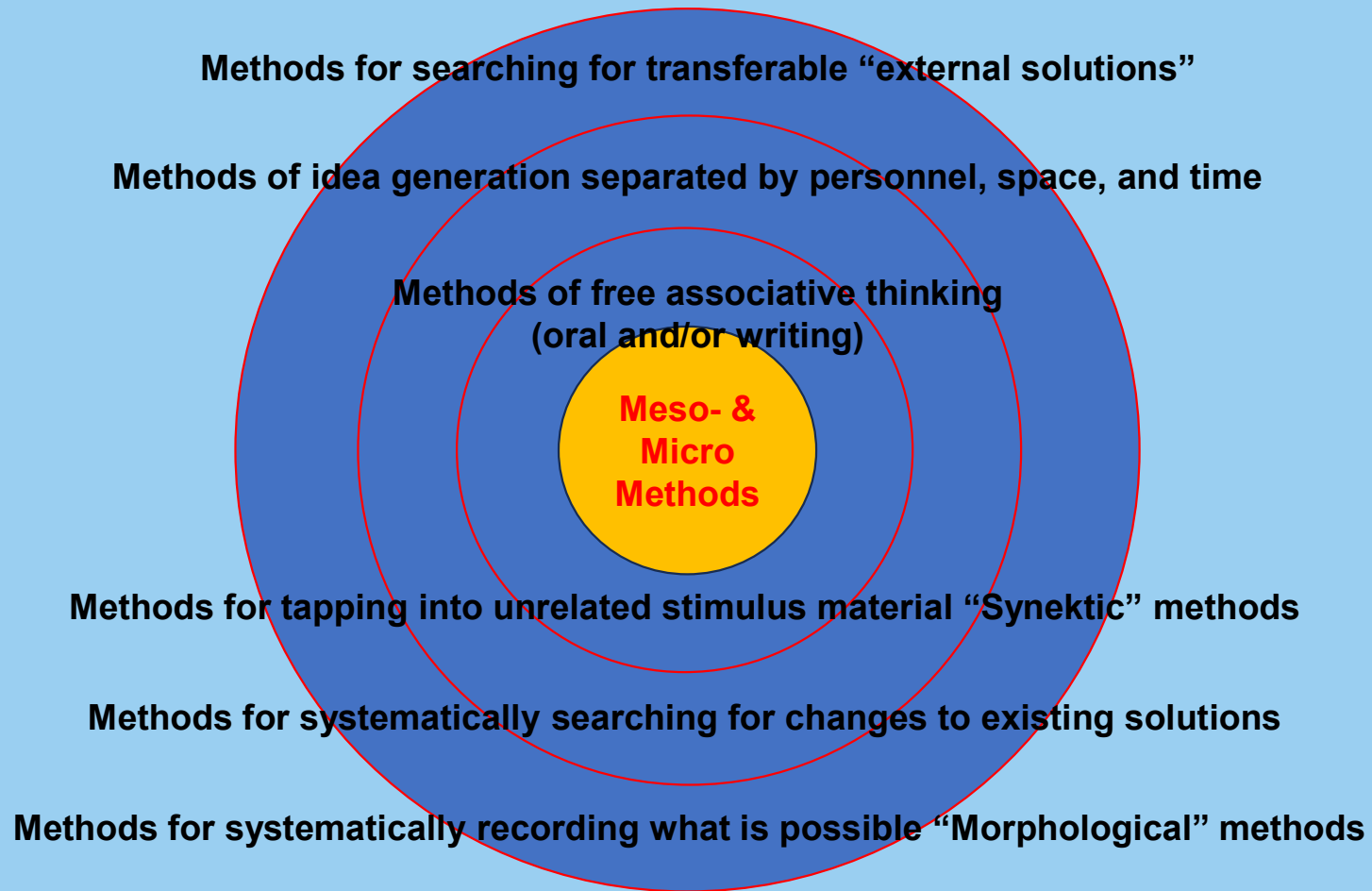
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## A-Ring Interaction Toolbox



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## A-Ring Interaction Toolbox

### Methods of free associative thinking (oral and/or writing)

Brainstorming + variations:  
... and-also-method, SIL-methode, Stop  
& Go method, wildest idea technic, solo  
brainstorming, anonymic brainstorming,  
team collaboration techniques, gleaning  
... brainwriting pool, 3-6-5 method,  
cards technique, card circulation  
technique ...



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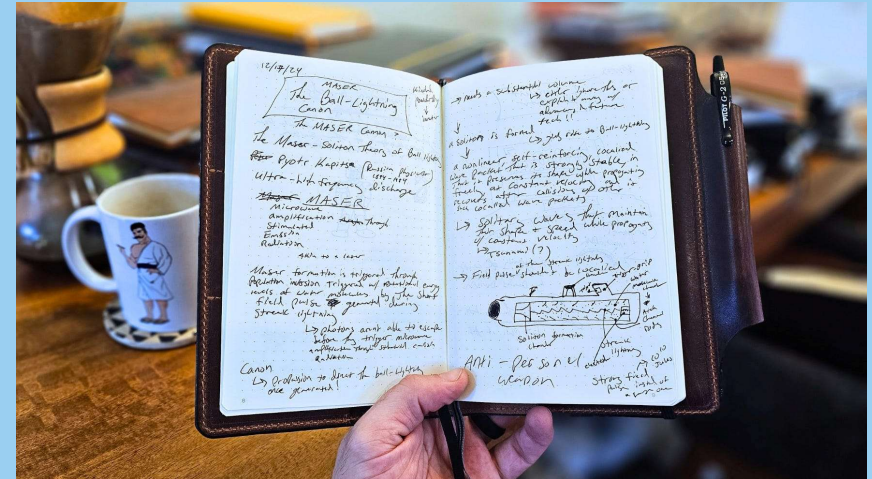


## A-Ring Interaction Toolbox

**Methods of idea generation  
separated by personnel, space, and  
time**

Collective-Notebook-Method  
Ideen-Delphi

**Methods for searching for  
transferable “external solutions”**  
Bionik



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## A-Ring Interaction Toolbox

### Methods for tapping into unrelated stimulus material “Synektic” methods

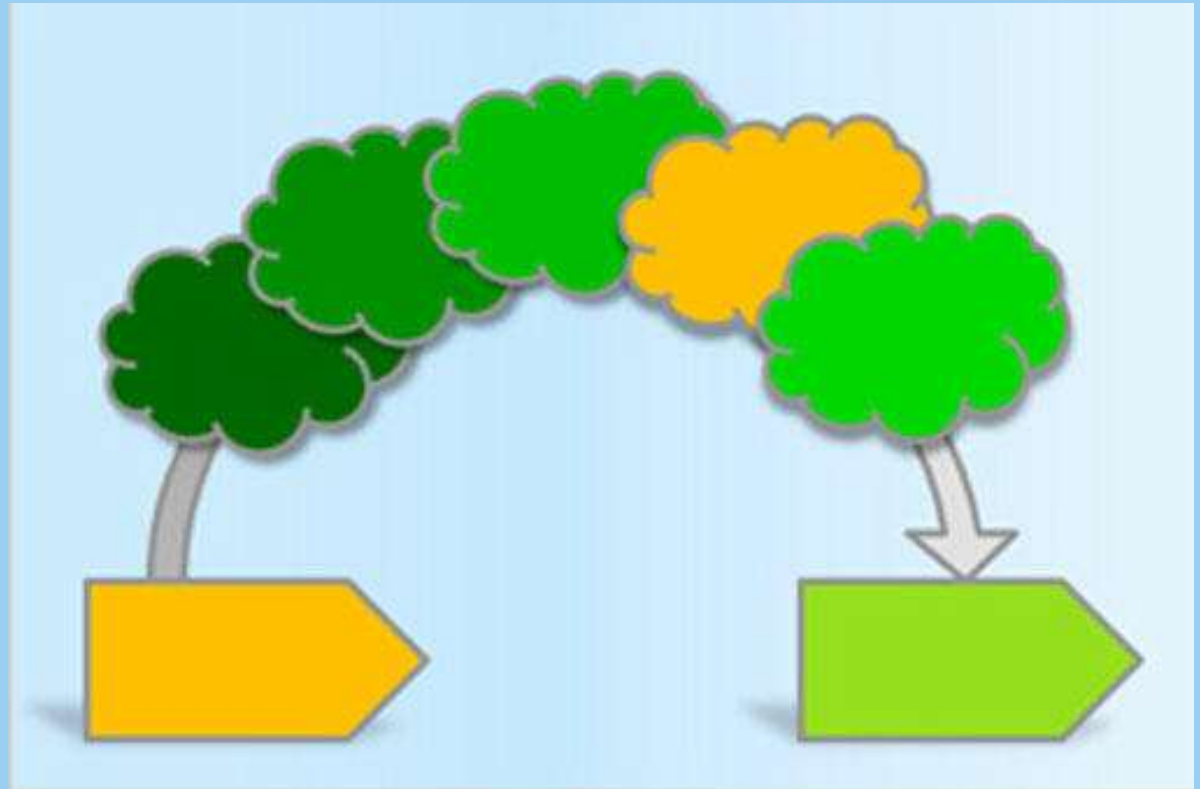
Imaginative brainstorming, force fit game, Tilmag method, visual synektic methods

### Methods for systematically searching for changes to existing solutions

Destruktiv-constructive brainstorming, Osborn checklist, question techniques

### Methods for systematically recording what is possible: “Morphological” methods

Attribute listing, morphologie



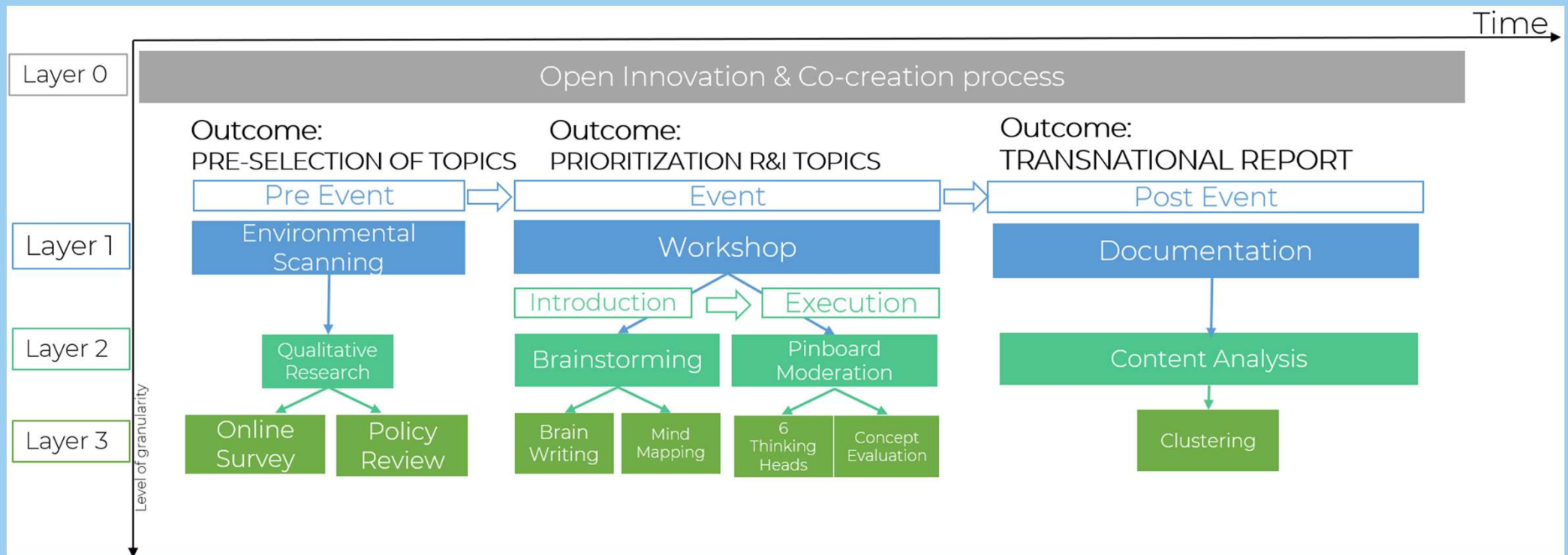
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