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**NEW**

# Innovation Ecosystem: European Approaches

“ Innovation Ecosystem can be thought of as a system of mechanisms to align goals, allocate resources and assign decision-making authority for innovation, across the organization ”

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## Introduction

Transformation and innovation are critical agenda for the public sector if it is to keep abreast of the dynamic changes in socio-economic-political realities of nations. The changing domestic and global landscapes make it imperative for governments and their agents to continually reinvent itself to remain relevant in facilitating the socio-economic growth of the nation. Until late 2019 the advent of the knowledge economy and the arrival of Industry 4.0, has dominated the public and private sector thinking. The subsequent COVID 19 pandemic has thrown a huge challenge to the government of all nations. The scale and the complexity of the emerging issues in the handling the pandemic demand new ways of delivering the necessary public services to sustain the socio-economic life of nations. The scale and nature of the challenges that governments face today require responses that go beyond simply incremental improvements and towards radically shifting the gears of government, towards empowering individuals to achieve outcomes and not just delivering processes.

Innovation Ecosystem can be thought of as a system of mechanisms to align goals, allocate resources and assign decision-making authority for innovation, across the organization and with external parties.

## Learning Outcomes

This program is design to create an understanding of what it takes to create an environment for innovation to flourish. As such, it provides an understanding of the character and traits of an innovator, and the challenges they face in acculturating their ideas into feasible innovation. This understanding forms the basis for creating an environment that encourages innovators and enriches innovation in the organization.

Innovation governance then provides the structure for an innovation ecosystem. As such, upon completing the programme, participants will have acquired a thorough knowledge and understanding of;

- Concept and framework of innovation – what and who of innovation
- Challenges and obstacles faced by innovators;
- Governance for Innovation – What are the building blocks of innovation ecosystem that form the foundations to create a culture of innovation;
- Best practices from European nations





## Methodology

The program is so designed to be interactive, with the active participation of all attendees highly desirable. As such, it will include self-reflections at various stages, during and post-program. Discussions, brainstorming sessions and case study approaches and visit to various agencies will be the mainstay of the delivery of the program.

## Who Should Attend

- Supervisors
- HR Managers / Executives
- Project Managers
- HR Practitioners
- Young Executives
- Team Leaders





## Programme Leader



**Alexander Noack**  
CEO of ANC  
Germany

**Alexander Noack** was born near Berlin in 1965. After finishing the school Alexander became a mechanic for agricultural machinery and finished parallel the professional school the high school in 1985. After joining the military service he started in 1987 a study of mechanical engineering. During the study he spent time in Russia, England and Ireland. He obtained an advanced degree in mechanical engineering at the Mercedes Benz Company in 1993 where he developed successfully a new structure of quality management in the engine manufacturing. Already during his study, he joined the ELSBETT Company (1990) and got in touch with straight vegetable oil (SVO+WVO) engine technology.

All this was very impressive and convinced Alexander to join this company after his stay at Mercedes Benz (1993). At ELSBETT Alexander was involved in many different projects and gained a lot of experiences in stationary and mobile engine developments and applications. Furthermore Alexander was part of the original Swatch-(Smart)-car project for which ELSBETT developed the small multi-fuel single cylinder hybrid engine. From 1994 on he was responsible for a number of co-gen-set projects mostly driven by straight vegetable oil (Rapeseed). From 1995 he developed the Eco-Tuning program which includes aftermarket conversion kits for serial mass produced cars and later on even for trucks, agricultural and construction machinery, etc. In parallel to his career at ELSBETT Alexander joined in 1997 and 1998 a business study in Switzerland.

2000 Alexander became the technical head of the ELSBETT Company and was responsible for all ongoing technical developments and projects. He extended the Eco-Tuning program to electronic controlled and direct injection engines and as well to common rail engine technologies. Alexander registered a couple of patents and technical rights as a result of his research projects. In general there were converted more than 10.000 engines with conversion kits produced by ELSBETT. Beside the technical work Alexander pushed these products more intensively to other countries. He joined projects, workshops and trainings all over the world and is a well-known and respected person in this business. Due to the shutdown of the ELSBETT Company Alexander started his own company (ANC) in 2010, which works on the same fields like ELSBETT before.

ANC operates an online shop and sales products and services worldwide. The products cover applications operating on new and waste oil based on many different crops like Canola, Soya, Sunflower, Camelina, Coconut, Palm, Jatropha, Peanut, etc. Furthermore Alexander is involved in Diesel-Hybrid projects and supports diesel engine developments in different countries of the world. Here he is using his great experiences in managing electronic control units (ECU) of newer diesel engines and his design experiences with 3D-CAD systems and tools.

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