

THEMATIC BASIS

INNOVATION x.0 - THE (RE) EVOLUTIONS THAT TRANSFORM SOCIETY AND MARKETS

In the current juncture, the exponential growth of the technological progress is evident. In this era of digital transformation, the exacerbated development of technology has led to accelerated changes in the most diverse and profound aspects of society and the market. Given the intensity of this acceleration, there was a disruption in the way of doing business. Thus, to survive in the connectivity market, it is crucial that organizations adopt a strategic approach to addressing innovation.

Innovation, as a bridge between the present and the future, is characterized by being a process of transforming new ideas into value. Therefore, the practice of innovation is the great engine of the evolutionary cycles of industry, market and society, and responsible for most of the world's productivity, growth and long-term development.

In this fast-paced context, new strategies and new actors constantly emerge in an increasingly connected ecosystem. With them, comes the opportunity to look at the innovation in a challenging tone, in order to explore new paths on how to make and capture value.

How to innovate the innovation? The term **Innovation X.0** is a reading of this constantly changing scenario. The enormous speed with which changes happen makes the act of numbering the (re)evolutions almost immediately obsolete, as the process quickly assumes new characteristics. Thus, in view of the need to understand the strategy of innovating in a new way, far beyond the concept of Industry 4.0, the aim of the ANPEI Conference 2019 is to offer a look that understands how fast the future approaches.

In order to innovate in its fullest, it is important to discuss it with a focus on global, but central themes. That way, the following propositions will be addressed:

➤ Innovation in Business Model

For the entrepreneur, the change has been radical in the way of doing business. The information and communication technologies has driven the innovation of the business

model, allowing the rapid reconfiguration of networks and giving rise to new forms of value creation and capture, taking the needs of the customer as the core of the business.

One of the examples of this way of innovating is the transition from the Blockbuster business model to the NetFlix standard.

➤ **Technological Innovation**

The innovation of technological processes is the most targeted and recognized one, responsible for 80% of the economic value of society. Despite being the great engine of the industry and the market, the human-centered configuration is characterized by a challenging scenario. Some innovations, such as the development of new drugs, have an obvious and direct connection with new scientific researches; other types may result from the use of the already existing technology in a new way, or from the evolution in unrelated fields.

Several examples illustrate this type of innovation that revolutionizes the market, among which can be cited applications based on drones, artificial intelligence or blockchain.

➤ **Innovation for Social and Environmental Impact**

The technological advance also indisputably alters the way to socially relate. There are new ways of working, as well as new ways of hiring. On the other hand, technological innovations in the area of health and medicine have increased the life expectancy, creating new challenges for the exercise of professional activity in middle age. The engagement with these transformations is essential, or it will not be possible to predict market trends.

Moreover, profit is not the only source of motivation for innovators. Social innovation surrounds us everywhere, and its main objective is to address problems and improve the means used to solve such issues, like the income distribution and access to basic services for all. Inserted in this context is also the impact of new technologies on the society and environment. Increasingly, the commitment to the planet's sustainability and the preservation of natural resources places immense challenges to the organizations.

In addition to the need to understand new forms of social innovation, regardless of the objective, thinking about innovation without addressing serious environmental issues, such as threats to biodiversity or natural resources, is the formula for disaster. It is fundamental to recognize that reliable growth and long-term relevance depend on seeking social and environmental benefits that go beyond the traditional corporate social responsibility programs.

Among the many examples of innovation based on this type of revolution, we illustrate with Wikipedia, or services and products thought for the elderly.

➤ Innovation Ecosystems

Innovation does not occur in isolation and requires a diverse set of stakeholders. The Innovation Ecosystem is composed by all the institutions involved in the production, diffusion and use of new ideas. The Triple Helix, formed by the relationship between government, industry and university, is related to several other institutions, such as development and research agencies, regulators, investors, startups, non-governmental organizations, and society as a whole. In this way, the Ecosystem of Innovation in its complexity, is transversal and connects all other central themes, in addition to incorporating this acceleration of the changes in its new format. This systemic vision is useful for the unification of the system at the national, regional and local level, and for the parallel development of innovative players.

There are many examples of innovations that have emerged from the ecosystem revolution, and we illustrate it with the 22@ Barcelona Innovation District and Cornell Tech NYC.

ANPEI Innovation Conference 2019

“Innovation X.0 - The (re)evolution that transforms society and markets” is the central theme that will be discussed during the ANPEI Innovation Conference 2019, which will be held from September 25th to 27th, in Foz do Iguazú, Paraná, Brazil.

To this end, lectures will be held with national and international experts who will talk about trends that will help Brazilian companies and institutions perceive innovation through another focus.

In addition to the great exchange of knowledge and networking provided during the Conference, companies will also be able to share their experiences in the case presentation session.

This is an opportunity for everyone - business, government, academia and society. Together, these actors can strengthen the National Agenda that fosters the private investment in innovation, and assist them in pursuing competitive advantages to act locally and globally.

National Association of Research and Development of Innovative Companies - ANPEI