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

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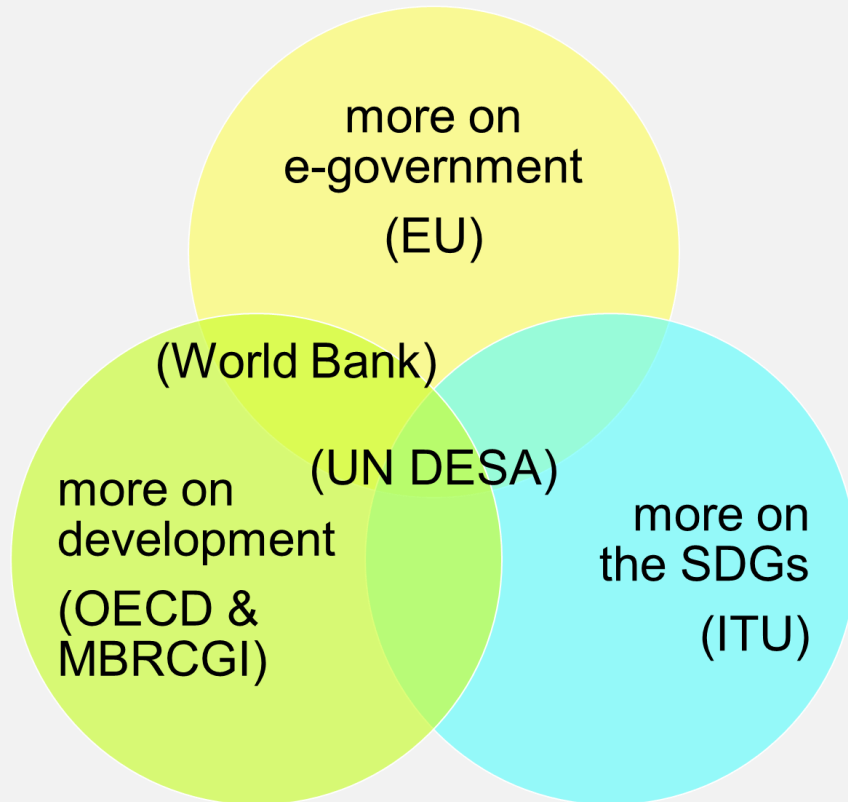
UNITED NATIONS

الاسكوا
ESCWA

Shared Prosperity **Dignified Life**

Innovation for a bigger cause, but still innovation in its own right

more on
e-government

(EU)

(World Bank)

(UN DESA)

more on
development

(OECD &
MBRCGI)

more on
the SDGs

(ITU)

*the realization and use
of new practical methods
that tangibly improve*

a public institution's processes, services and products which address current and new needs of citizens, businesses and other public institutions

Innovation as openness: for, with, by the people
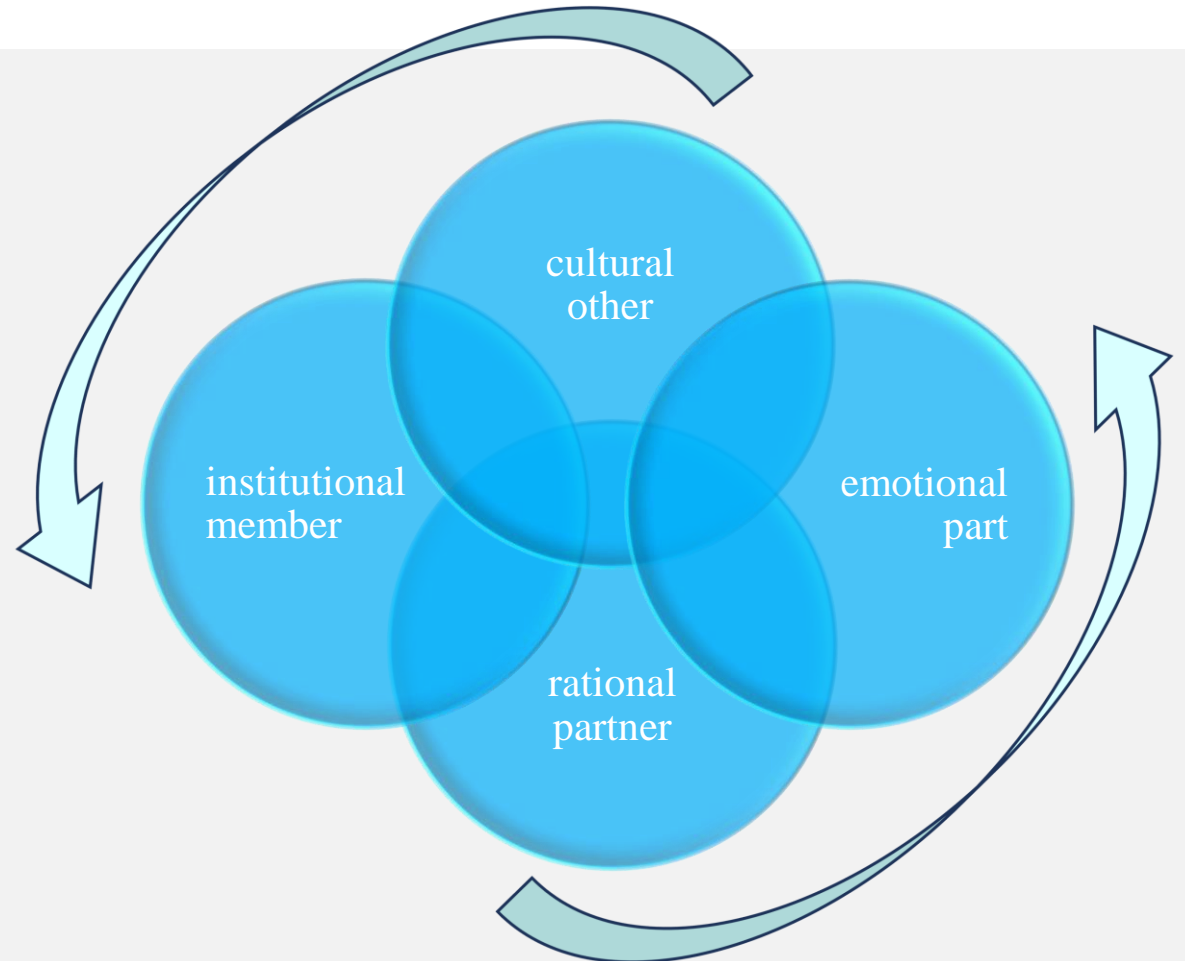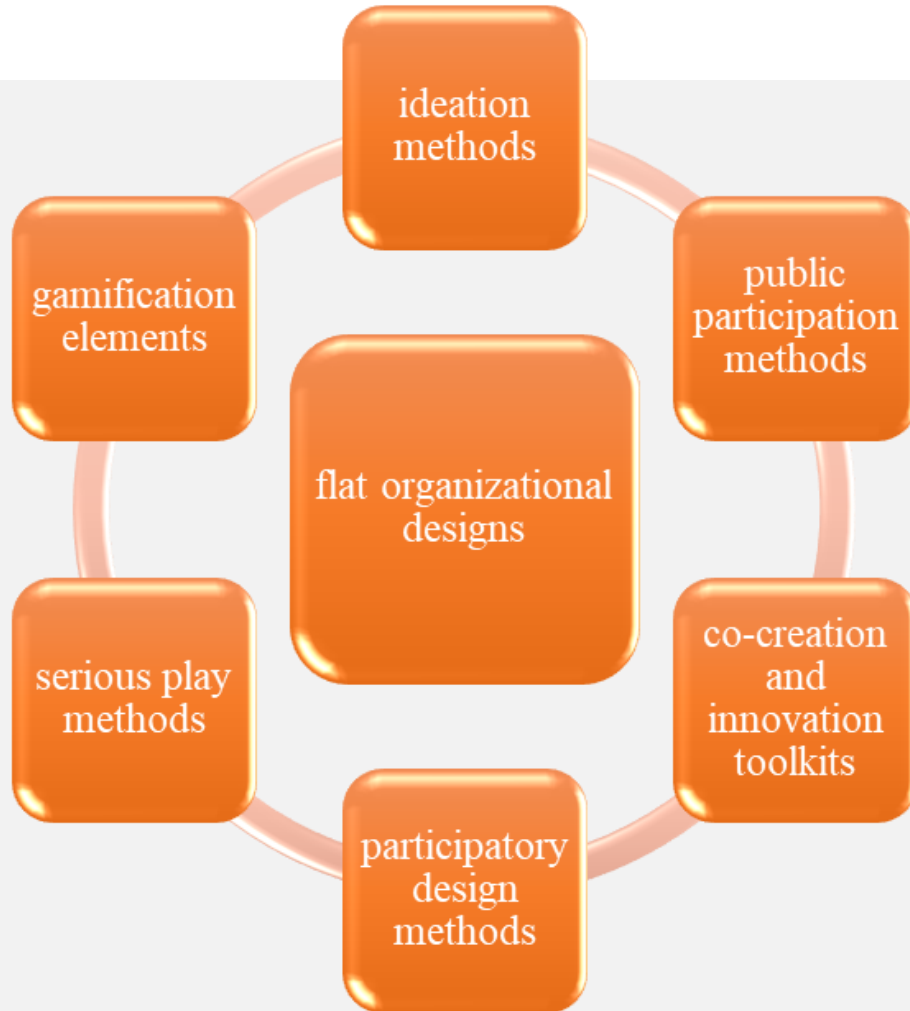
A balance between structure and freedom, is key to impact

INCREASING IMPACT OF THE INNOVATION TEAM UPON THE FINAL INNOVATION →

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL OF THE INNOVATION LEADER	To provide the innovation team with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain innovation team feedback on analysis, alternatives and/or decisions.	To work directly with the innovation team throughout the process to ensure that innovation team concerns and aspirations are consistently understood and considered.	To partner with the innovation team in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the innovation team.
PROMISE TO THE INNOVATION TEAM	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how innovation team input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how innovation team input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Familiar, creative, social, taste-based innovation, just as cooking

CORPORATE EVENTS   WELLNESS IN THE WORKPLACE   COOKERY CLASSES   SHOP   VOUCHERS   ABOUT US   BLOG

TEAM BUILDING

Our highly-engaging and immersive cooking events are designed to break down hierarchy and barriers while fostering competitive team spirit.

Effective team building activities are compatible for:

- Improving morale.
- Enhancing communication and teamwork.
- Fostering trust among colleagues.

Many traditional activities like paintball or rope courses can create a competitive but isolating environment that detracts from the primary purpose for those less able to partake.

We add a fun and friendly competitive flavour to our cookery events.

Our challenges pitch teams against one another to prepare and serve the best 3-course meal to a five-star standard. All of this is taught, supervised, and judged by our highly experienced Chefs, food scientists and nutritionists.

Our events are entirely hands-on (strictly no demonstrations) cookery to stir up competitive team spirit with

- Ready, Set, Cook.
- Sushi & Salsa.
- Hunger games.
- Team Bake Off.

An end-to-end innovation effort, re-thought as a full meal

starter
appetize your innovation

main dish
plan, set up, realize, evaluate

dessert
recognize and reward help

An appetizer, as the occasion to create appetite for innovation

snacks
- lay out your basic innovation ideas
- what to innovate
- and why

invitees
- think about your audience and their different profiles, in terms of stakeholders
- (a) internal or external to your institution
- (b) having positions of power or not
- (c) expected to be favourable or not to what you plan to propose

menu
- structure your innovation ideas in different parts, of interest to invitees of a different profile
- or keep your innovation ideas all together, and highlight them from different perspectives, of interest to invitees of a different profile

plates
- for each part or version of your innovation ideas
- prepare a presentation in any form
- be it text, slides, images, infographics, handouts, flash cards, a live discussion or any combination of these

table
- set up the physical or virtual space
- where your presentations and discussions will take place

sofas
- set up convenient and inclusive provisions for your invitees to participate
- that will allow all of them to feel at ease

toothpicks
- set up convenient and inclusive provisions for your invitees
- to choose an issue from the ones you have brought forward
- and interact on this

invitations
- consider one plenary starting meeting with all of your invitees
- follow-up meetings with invitees of different profiles
- a concluding plenary meeting with all of your invitees coming together again
- set these meetings up

rsvp
- invite all of your invitees to the meetings you have set up
- take care to manage confirmations

serve
- run your meetings

appetite
- animate your meetings
- to build consensus for moving on

A dessert, as the occasion to reward people that helped

sweets
- lay out your basic reward ideas
- whom to reward
- and in what way

rewardees
- think about the people whose help you would like to recognize through a reward
- consider their different profiles, in terms of stakeholders
- internal or external to your institution
- having positions of power or not

menu
- structure your reward ideas in different kinds
- of interest to rewardees of a different profile

plates
- for each kind of your reward ideas
- prepare a conferment presentation in any form
- be it text, slides, a video, a live speech or any combination of these

table
- set up the physical or virtual space
- where your rewards conferment will take place

sofas
- set up convenient and inclusive provisions for your rewardees to participate
- that will allow all of them to feel at ease

spoons
- set up convenient and inclusive provisions for your rewardees
- to explore the reward conferred
- and interact on this

invitations
- consider one plenary meeting
- with all of your rewardees coming together
- set this meeting up

rsvp
- invite all of your rewardees to the meeting you have set up
- take care to manage confirmations

serve
- run your meeting

delight
- animate your meeting
- to create recognition and pleasure for all of your rewardees

The main dish, then, as innovation itself

decide
plan your innovation

prepare
set up your effort

cook
realize your innovation

serve
assess your innovation

Deciding on our ingredients

DECDIE — on meal
collect What ingredients and flavors from the innovation pantry

determine what will be changed through this innovation

DECIDE — on taste
collect Why ingredients and flavors from the innovation pantry

determine what will be improved through this innovation

DECDIE — on diners
collect Who ingredients and flavors from the innovation pantry

determine who will use this innovation

DECIDE — on fellow cooks
collect Who ingredients and flavors from the innovation pantry

determine who will realize this innovation

DECDIE — on cookware and stove
collect Where and When ingredients and flavors from the innovation pantry

determine within which organizational structures and processes this innovation will be realized

DECIDE — on tables and sofas
collect Where and When ingredients and flavors from the innovation pantry

determine within which organizational structures and processes this innovation will be used

DECDIE — on tableware
collect How ingredients and flavors from the innovation pantry

determine the steps that will be taken to evaluate the outcomes of the innovation effort

DECIDE — on recipe
collect How ingredients and flavors from the innovation pantry

determine the steps that will be taken to realize this innovation

Preparing our mixes

PREPARE

gather fellow cooks

set up an innovation team with the people that

will take part in innovation work

PREPARE

rinse and clean

using How ingredients and flavors from the innovation pantry

work together with the innovation team to make sure that all the ingredients collected are clear to everyone
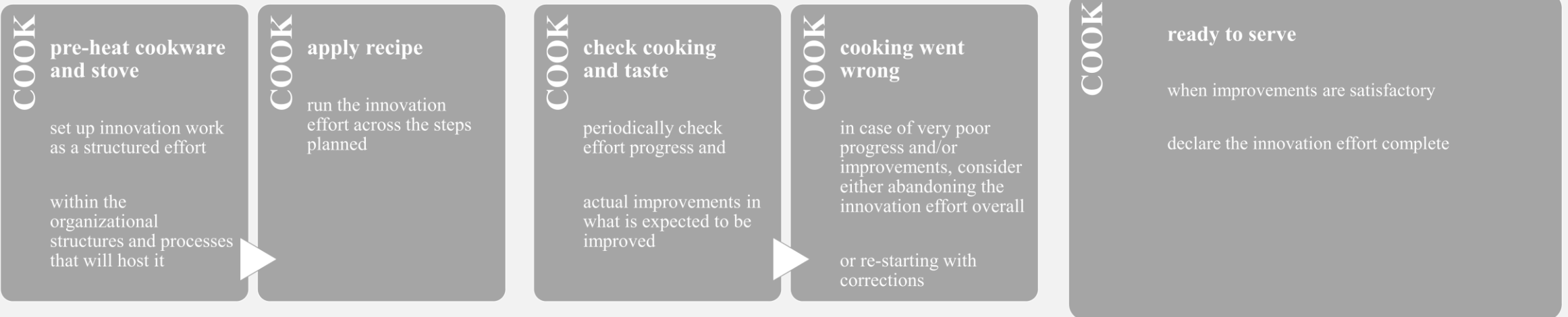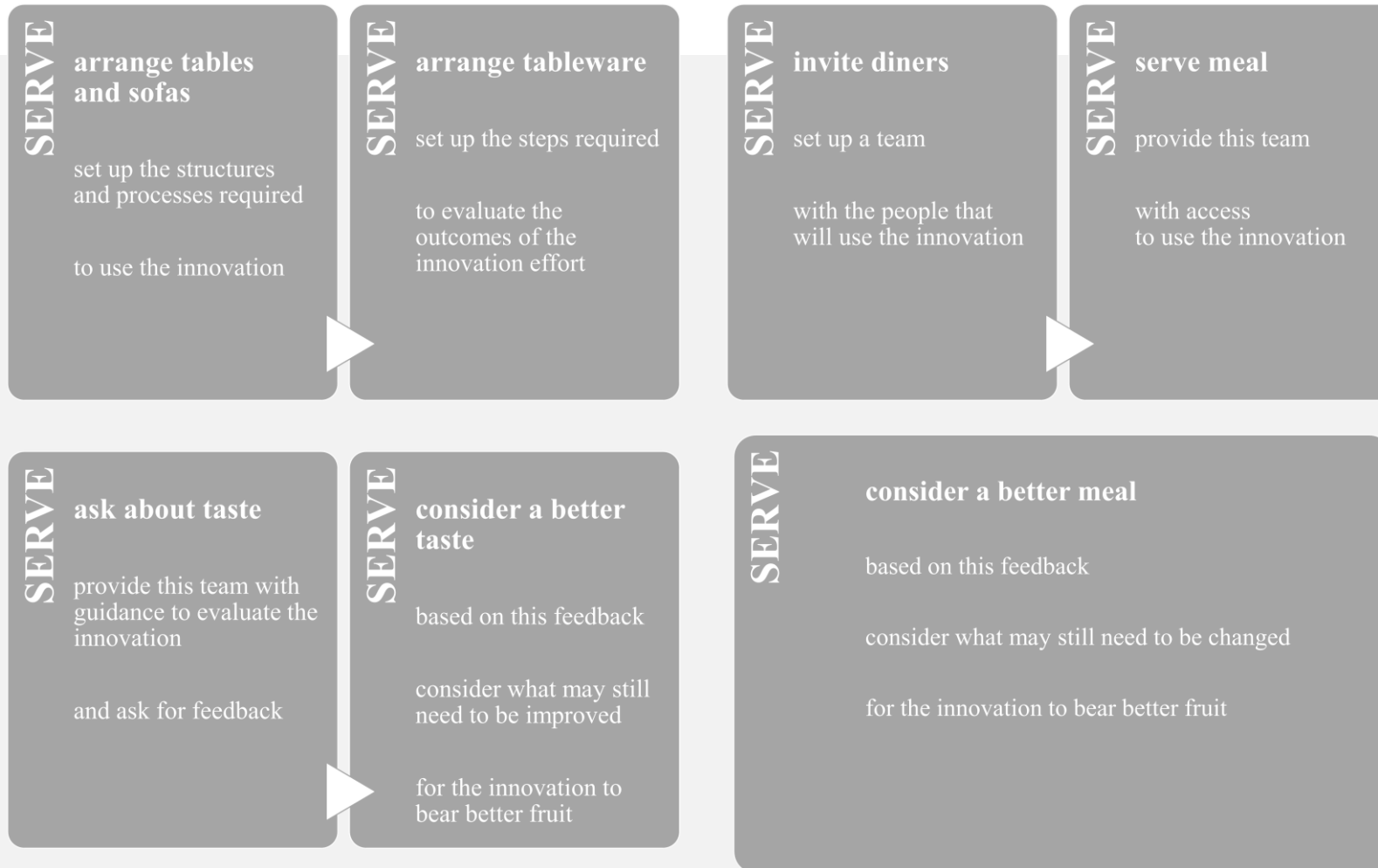
PREPARE

prepare cooking mixes

using How ingredients and flavors from the innovation pantry

work together with the innovation team to mix and match all the ingredients collected into a harmonized

Cooking until ready

COOK

pre-heat cookware and stove

set up innovation work as a structured effort

within the organizational structures and processes that will host it

COOK

apply recipe

run the innovation effort across the steps planned

COOK

check cooking and taste

periodically check effort progress and

actual improvements in what is expected to be improved

COOK

cooking went wrong

in case of very poor progress and/or improvements, consider either abandoning the innovation effort overall

or re-starting with corrections

COOK

ready to serve

when improvements are satisfactory

declare the innovation effort complete

Serving and asking how it tastes

SERVE
arrange tables and sofas

set up the structures and processes required

to use the innovation

SERVE
arrange tableware

set up the steps required

to evaluate the outcomes of the innovation effort

SERVE
invite diners

set up a team

with the people that will use the innovation

SERVE
serve meal

provide this team

with access to use the innovation

SERVE
ask about taste

provide this team with guidance to evaluate the innovation

and ask for feedback

SERVE
consider a better taste

based on this feedback

consider what may still need to be improved

for the innovation to bear better fruit

SERVE
consider a better meal

based on this feedback

consider what may still need to be changed

for the innovation to bear better fruit

An innovation pantry, or a periodic table of innovation ingredients

Be	Ca	Pa	Oe	Pp
envisaged beneficiaries	co-creation actors	structural patterns	organizational elements	public participation methods
Cc	Pd	Fd	Td	
co-creation and innovation toolkits	participatory design methods	flat organizational designs	innovation team dynamics	
Pt	Lc	Nu	Lg	
innovation process types	innovation life cycle activities	nurturing day-to-day innovation	local use case guidelines	

who

An innovation pantry, or a periodic table of innovation ingredients

Fl focus level	**Ar** Arab region themes	**Kp** key performance indicators	**Te** technologies for innovating
Ci indicator- level challenges	**Cg** global- level challenges	**Sp** serious play methods	**Ge** gamification elements
Is issues for success	**Su** suggestions for success	**Lg** local use case guidelines	

what

An innovation pantry, or a periodic table of innovation ingredients

Pa structural patterns	**Oe** organizational elements
Fd flat organizational designs	**Td** innovation team dynamics
Pt innovation process types	**Nu** nurturing day-to-day innovation

Lg local use case guidelines

where and when

An innovation pantry, or a periodic table of innovation ingredients

Op public-facing objectives	**Oi** internal-facing objectives	**Os** societal objectives	
Be envisaged beneficiaries	**Ar** Arab region themes	**Kp** key performance indicators	**Ci** indicator-level challenges
Cg global-level challenges	**Is** issues for success	**Su** suggestions for success	**Lg** local use case guidelines

why

An innovation pantry, or a periodic table of innovation ingredients

Te	Pa	Oe	Id	Pp
technologies for innovating	structural patterns	organizational elements	ideation methods	public participation methods
Cc co-creation and innovation toolkits	**Pd** participatory design methods	**Sp** serious play methods	**Ge** gamification elements	**Fd** flat organizational designs
Td innovation team dynamics	**Pt** innovation process types	**Lc** innovation life cycle activities	**Nu** nurturing day-to-day innovation	**Lg** local use case guidelines

how

Technology & Innovation: from one-way dependent, to hand-in-hand
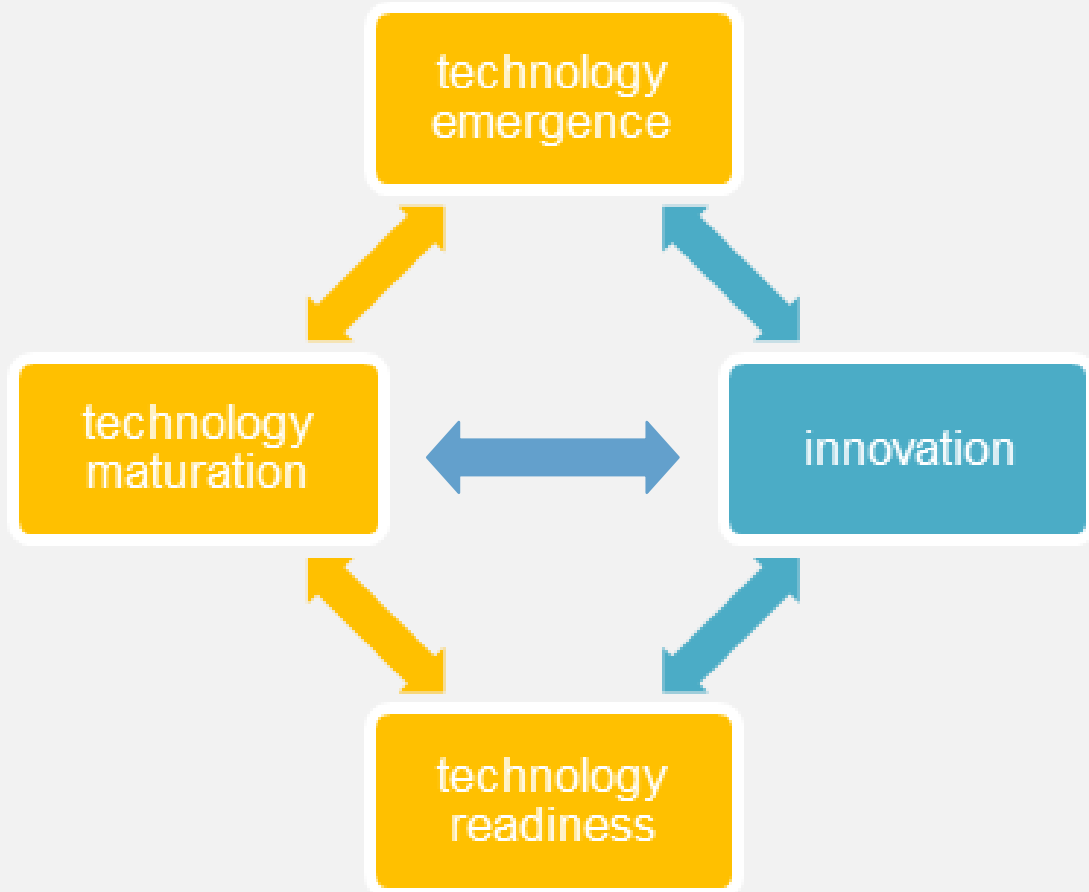
Artificial intelligence ● Big data management ● Blockchain ● Cryptocurrencies ● Virtual reality ● Augmented reality ● Autonomous robots ● 3D printing ● Internet of things ● 5G and 6G wireless cellular networks ● Biotechnology ● Cloud computing and platforms ● Application programming interfaces ● Cybersecurity ● Mobile applications ● Geographic Information Systems ● Digital identity solutions ● Open data spaces ● Robotic process automation

Innovation as a pathway to making things more RITE

do e-services and DPI taste RITE enough?

if not, make them more RITE with InnoCook
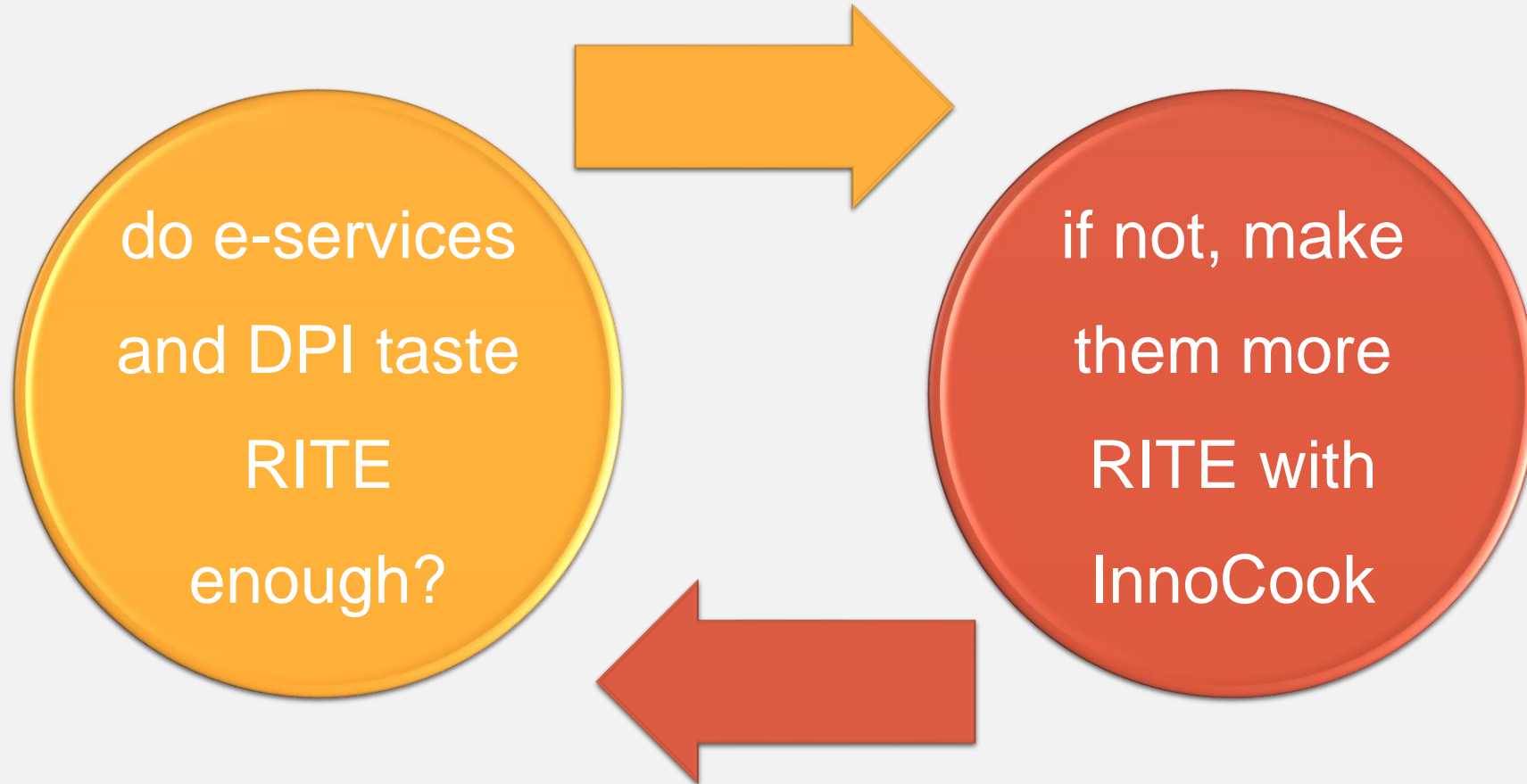
A shift of mindset for innovation

Try to

◦ use technology in an innovative way

◦ make innovation an organic part of the government day-to-day normal

◦ approach innovation in a spirit of co-creation and sociality

Try not to

◦ use technology as an add-on to routine

◦ consider innovation as an optional activity which disrupts the normal

◦ work on innovation in loneliness or silos

A model to uptake

◦ focus groups, to enhance perceived usefulness, perceived usability and adoption acceptance

◦ training workshops, to facilitate use and productivity

◦ beyond just an embracing mindset, how-to capacity building

◦ an IT wizard, to make working with the model more easy

◦ an InnoCook game plot, to make working with the model more engaging

◦ in-presence, intra-organizational, remote, cross-organizational and cross-sectoral innovation teams

Thank you

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