



# INNOVATION JOURNALISM

in Slovenia



## IJ in Slovenia

by Violeta Bulc

[www.vibacom.si](http://www.vibacom.si)

[www.iprk.si](http://www.iprk.si)

[www.innovationjournalism.si](http://www.innovationjournalism.si)

5th IJ Conference

Stanford University, May 2008

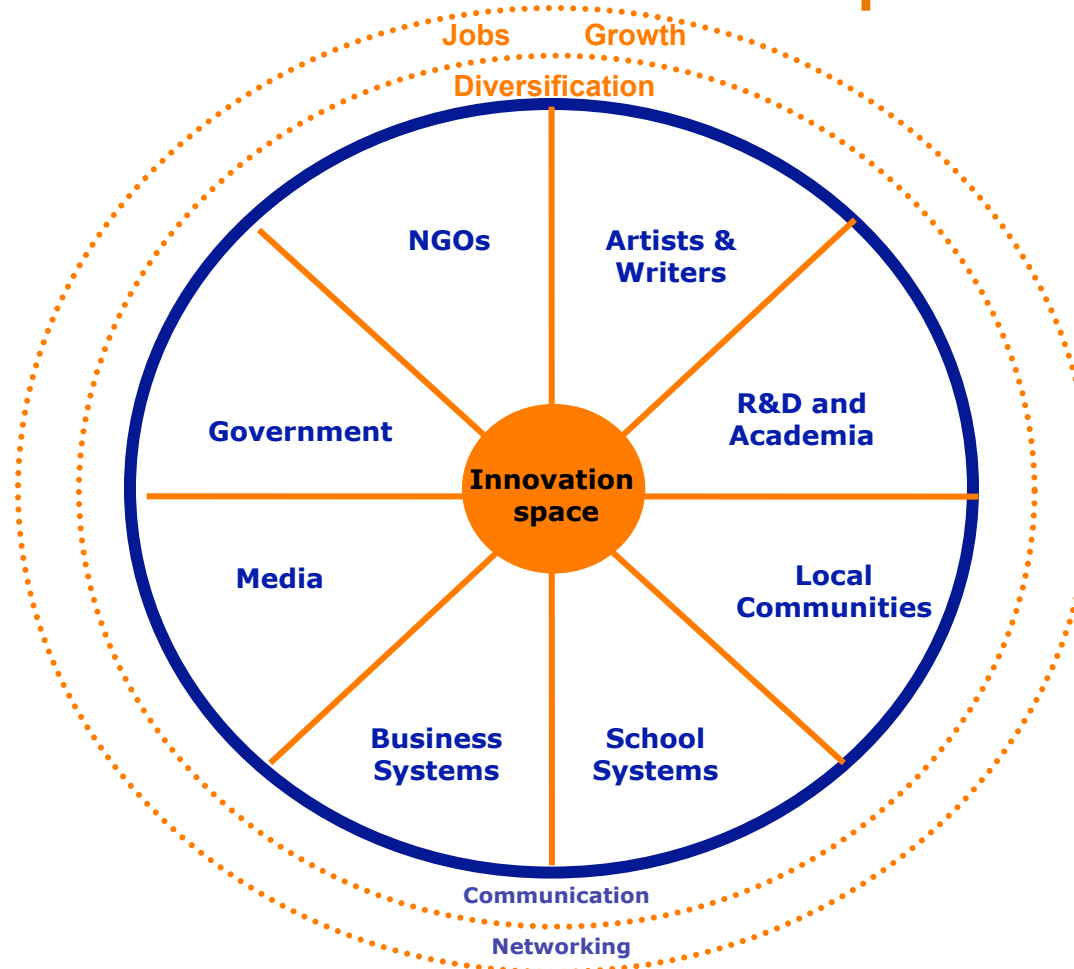




# INNOVATION JOURNALISM

*in Slovenia*

## Creators of innovation space





# INNOVATION JOURNALISM

in Slovenia

## Chronology...

- **Oct 2005 - June 2007** .... Foundations established; reported at the 4th Stanford Conference
- **June 14th and 15th 2007** 2nd Regional conference on Innovation Journalism "Stanford after Stanford 2007" in Ljubljana with the EU commissioner for research and science, Mr. Potočnik, present
- **November 2007** 1st meeting of the InJo/InCo initialization group and launch of the movement
- **December 2007** Innovation Communication Business Model (InCo) finalized and confirmed by the Initialization Group
- **January 2008** a dedicated project manager for InJo/InCo in Slovenia has been named (Ester Lah)
- **January 2008** Lecture at the 2nd Slovenian Innovation Summit titled "The Impact of Innovation Journalism on Innovation Space"
- **February 2008** "Innovation and Innovative Management" subject for the second time at DOBA University with 25% of the lecture and practicum dedicated to innovation journalism and innovation communication topics; a regional round table on InJo and InCo



www.hermes-softlab.com



LJUBLJANA UNIVERZITETA INKUBATOR





# INNOVATION JOURNALISM

in Slovenia

## Chronology...



- **February 2008** Launch of a tender for:
  - The award for the best journalistic contribution on innovations in Slovenian media in year 2007
  - Recognition for the best contribution on innovations in internal corporate magazines published by Slovenian companies in year 2007
  - Recognitions for the best written contribution on innovation by elementary and high school students

- **March 2008** IPRK, Institute for Business Growth and Creativity, has joined as a major partner

- **March 2008** Registration of the 1st diploma on InJo topic in Slovenia entitled "Impact of printed media on innovation development in Slovenia" (DOBA university under the mentorship of Ms. Bulc)

- **April 2008** Five pre-conference workshops with the major innovation space creators to select the topics to be addressed at the conference

- **April, May 2008** Contracts with 4 corporations for sponsorship for the series of workshops on innovation communication for students of elementary and high schools (Trimo, ETI, Adria Mobil)



www.hermes-softlab.com



LJUBLJANA UNIVERZITETA INKUBATOR







# INNOVATION JOURNALISM

in Slovenia

## Chronology...

- **April, May 2008** the first series of InCo workshops for schools
- **May 2008** Confirmed support of the communication space and innovation communication business model from 16 different partners
- **June 2nd and 3rd 2008** 3rd Regional conference on Innovation Journalism and Innovation Communication "Stanford after Stanford 2008" in Ljubljana



www.hermes-softlab.com



LJUBLJANA UNIVERZITETA INKUBATOR



Announcements at June's conference:

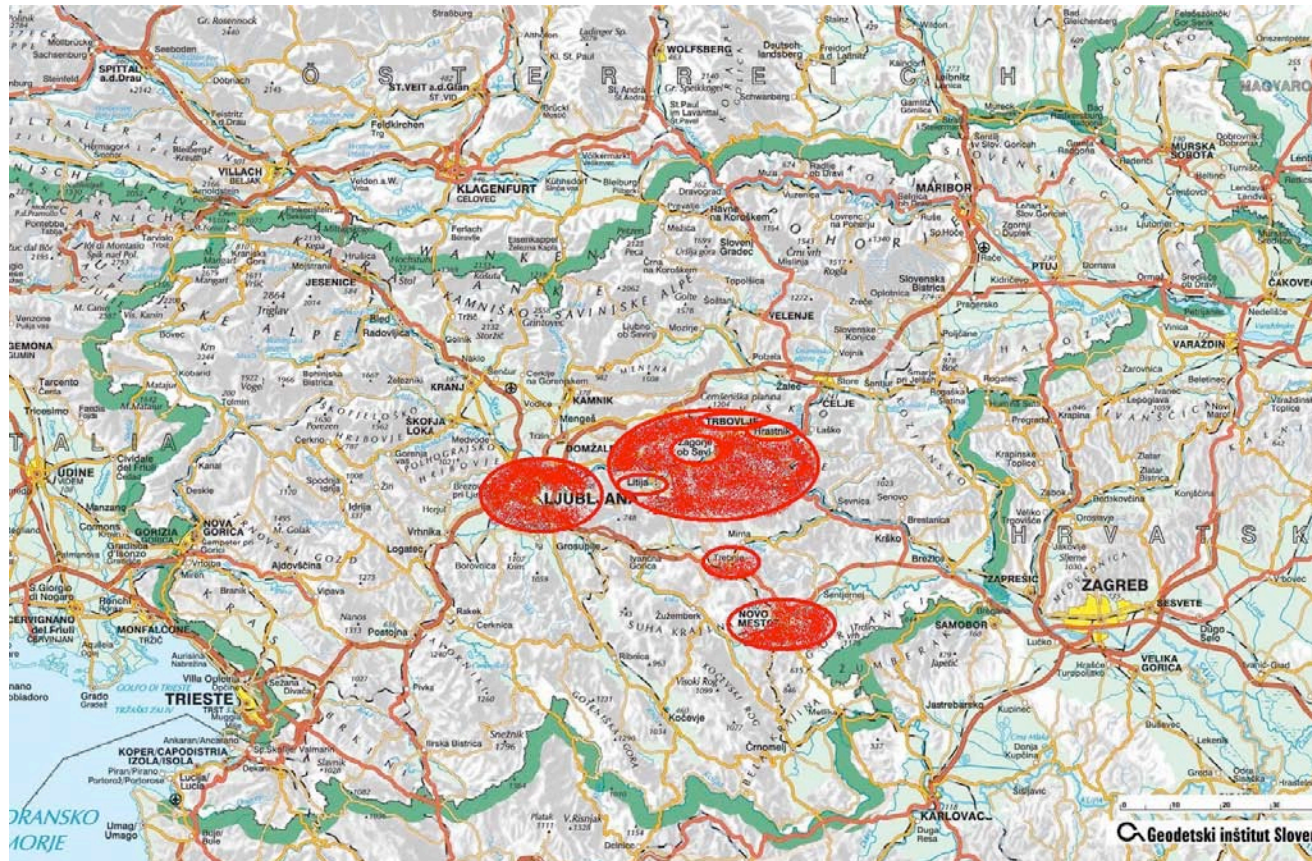
- 3 new awards for 2009:
  - best InCo strategy for a corporate environment in association with Mediade
  - best InJo media of the year for promotion of innovation in association with.. (to be announced soon...)
  - best InJo student contribution in association with University Incubator in Ljubljana
- scholarship for the Stanford INJO program in association with Slovenian Human Resources and Scholarship Fund - AdFutura Foundation





# INNOVATION JOURNALISM

in Slovenia



IJ, Stanford 2008



www.innovationjournalism.si





# INNOVATION JOURNALISM

in Slovenia

## InJo conference 2007

uman.tera

Slovenska Fundacija za trajnostni razvoj, Latvonska Slovenska Fundacija for Sustainable Development



www.hermes-softlab.com



INKUBATOR





# INNOVATION JOURNALISM

in Slovenia

## InJo awards 2007

uman tera

Slovenska fundacija za trajnostni razvoj, Letonska  
Slovenian Foundation for Sustainable Development



Nataša Koražija, Manager: »Tekstil je lahko high-tech«



www.hermes-softlab.com



LJUBLJANA UNIVERZITETA  
INKUBATOR







# INNOVATION JOURNALISM

in Slovenia

## InJo conference 2007





# INNOVATION JOURNALISM

*in Slovenia*

## InCo workshops 2008 in Primary and Secondary Schools

uman tera

Slovenska fundacija za trajnostni razvoj, Latvians  
Slovenian Foundation for Sustainable Development



## Schools







# INNOVATION JOURNALISM

in Slovenia

uman.tera

Slovenska Fundacija za trajnostni razvoj, Letonska  
Slovenian Foundation for Sustainable Development



3MUHE  
PRAVIČNA TRGOVINA  
FAIR TRADE

Infinite  
BizComLab



Lara Reichmann







# INNOVATION JOURNALISM

in Slovenia

uman.tera

Slovenska fundacija za trajnostni razvoj, Latvianska Slovenska Fundacija for Sustainable Development



3MUHE  
PRAVIČNA TRGOVINA  
FAIR TRADE

Infinite  
BizComLab



Dnevnik



DELO



PREPLETANJE



VEČER



www.hermes-softlab.com



LJUBLJANSKA UNIVERZITETA





# INNOVATION JOURNALISM

*in Slovenia*

