

INGO - Innovation Capability and Growth is a study of how design (-methods and -thinking) could contribute to the processes of strategy creation, business development and innovation in SMEs.

INGO – Innovation Capability and Growth

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Partners: LTH, SVID, Tillväxtgruppen Norra Västmanland, Transformator, Ergonomidesign, Zenith, Propeller, Cliff Design, NoPicnic, Myra Industriell Design, Hampf design, Umbilico Design, Lundberg Design, Strukturdesign, Beijer Electronics HMI products, Volaris, Makeni, Stockmos, Nybergs Deli (Contact is currently being established with six more SMEs)

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Why

The concept of design thinking has been raised as a creative approach to innovation and as an alternative way to solve problems. At the same time design consultancies are broadening their offer to include design strategy services that are assumed to have a greater strategic impact on the business of the client companies than traditional product design services. According to several studies (SVID, 2004; 2008) SMEs have less experience of working with design and less understanding of how design could contribute to their business than larger companies. This project aims at finding out what it means to solve problems in a designerly way and how this knowledge could contribute to the growth of both industrial design consultancies and SMEs.

What

How can small and medium-sized enterprises and industrial design consultants cooperate to strengthen their strategic innovation capability and profitability with the help of creative methods used in the design process? How can industrial design consultants strengthen their ability to meet the needs of their client companies regarding skills in business development, strategy creation and innovation? Hence the purpose and goal of

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the project are to increase strategic innovation knowledge and capabilities in SMEs and industrial design consultancies.

How

The project has a qualitative approach. Initially a survey of participating companies' processes and skills will be carried out through interviews and observations. Workshops have been organized with design consultants. At a later step in the project workshops including some of the participating SMEs and industrial design consultants will be carried out. In these workshops participants will work with conceptual innovation projects using design methods.