

Frugal Innovation summary

PJ: Introduction, TAHMO weather station, Frugal innovations around the world (fairphone, TAHMO, 3D printer), Fairphone discussion

We decided to take multiple examples of frugal innovations around the globe, to give an idea of the impact of these innovations on society. Discussions were introduced concerning the struggle of combining the multiple elements of a frugal innovation: responsibility, inclusiveness, frugal, by using the example of the fairphone. By way of a design exercise, we created our very own frugal innovations on basis of the innovations that had been created during the previous presentation.

Ilias: Issue of social standards

With the subject 'Issue of social standards' we tried to explain that social standards are crucial when discussing **responsible** innovation in practice. Although social standards can be a great thing to protect this responsibility, there is one trap. Established firms could use these standards to protect their position in the market and so make it impossible to potential innovators to enter the market. In short, too high social standards affect the innovation-part of responsible innovation, too low standards affect the responsible-part of responsible innovation.

I think it's quite clear to the RI students now given the presentation. You should always outweigh the social standards and innovation space and thus find the right balance. I hope the students will take this into account when encountering such a dilemma in the (responsible) future.

Abdul: Inclusive development and frugal innovation

We wanted to let the students know that frugal innovation and inclusive development are unfortunately two different phenomena. Frugal innovation is not always contributing to inclusive development. There are many constraints for poor people to 'lock in' and scale up. Frugal innovation can come from the sector itself or from the multinational companies. They are in both way inclusive elements, but most of the time frugal innovation is not really contributing to inclusive development

I think everybody knows that inclusive means that everybody should benefit including the poor people. You could see that at the design exercise that everybody was thinking on how to include the poor people. I also think that everybody learned that not all frugal innovations are contributing to inclusive development.

Wouter: Frugal innovation a business perspective, frugal innovations around the world (BYD, Mozilla phone, Wonderbag), link to design exercise, create/combine presentation, support during design exercise.

The business perspective was not directly the most interesting topic, it focused more on the "money" part of frugal innovations and the thoughts of multinationals on this new purpose of design. I tried to

give examples of products to explain and clarify the different ways of using this design vision and what the target group is.

Jeroen: Frugal innovation Fairphone, Affordable healthcare in India, presented the design exercise.

There is a really thin line between real frugal innovation and normal innovation. This is also the case with the Fairphone. Where the phone is actually quite expensive, it is designed as responsible innovation. Furthermore I tried to get the most out of the design exercise by setting hard deadlines that ended with a loud noise. I also helped groups when they got stuck and made sure they went on with an open mind. The hard thing during this workshop was to get everyone open minded, in the creativity stage. Putting pressure on the performance people helped. Also saying that there are no limits in the design exercise made people think out of the box. In the end, the exercise worked very well with some crazy, but fairly good frugal designs.