

FRUGAL INNOVATION

*Welcome to our first newsletter,
building awareness and sharing the
benefits of Frugal Innovation.*

*All frugal innovations share 4 features –
lean, simple, social and clean.
– Charles Leadbeater*



frugalinnovation.how



Frugal Innovation - what does it mean?

Frugal innovation is about people learning to get more value from limited resources and find creative ways to reuse what they already have. Frugal innovation can be low tech, a clever solution born in adversity, but it can also be about using high tech to make services more affordable and more accessible to more customers.

The concept has emerged from developing markets, but, given we are emerging from a climate of austerity and economic uncertainty across large parts of Europe, we too can benefit greatly by integrating Frugal Innovation into our entrepreneurship education and equipping new generations with new ways to innovate.

Some drivers of innovation in Ireland

- **Viewing Compliance as Opportunity** - Environmental regulations drive innovation e.g. A plastic bag tax levied in Ireland in 2002 led to a 95% reduction in plastic bag litter and a business opportunity for cotton shopping bags
- **Making Value Chains Sustainable** – for example Food Cloud <https://food.cloud/> FoodCloud makes the redistribution of surplus food as easy as possible, matching businesses with too much food, with charities in their community that have too little, tackling food waste and food poverty in the process.

Frugal Innovation is both a mind set and a series of techniques that enables entrepreneurs to innovate despite resource constraints

Frugal Innovation – what is it?



- 1 **Faster** than high-tech innovation – lowering costs of 3d printing giving access to a new generation of frugal entrepreneurs.
- 2 **Cheaper** than high-tech innovation. Better for Less
- 3 Aims to reach a **wider range** of target groups
- 4 Focus on **specific problems, challenges**
- 5 Can meet **social needs**
- 6 In general, **yields more benefit** than high-tech innovations for society

Irish examples inspired by the principles of frugal innovation

Ryanair

Transformed air travel in Europe by introducing a low-cost, no frills means of flying



Minimal Waste Shops



EXAMPLE - Mitti Cool - Clay fridge without electricity



INFRASTRUCTURE BARRIER INNOVATOR

Using the Indian tradition of clay earthenware, this award-winning product provides efficient cooling without electricity. This product can keep food and water cold in high temperature regions where infrastructure is less developed & inhabitants do not have electricity in their houses. <https://mitticool.com/>

Example - Solar Light Bulb - Light without electricity

Well known in developing countries, where expansion is happening in the context of weak infrastructure



Frugal Innovation Erasmus+ project and its goals

The Frugal Innovation Erasmus + project contributes to strengthening entrepreneurship skills by integrating the concept of Frugal Innovation into entrepreneurship teaching with the key deliverables being



1) Establish 4 “Frugal Innovation Regional Partnerships” (Poland, Ireland, Hungary and Croatia) which work across the public, private and education sectors to explore frugal innovation in a regional context, exchange best pedagogic practices for how to teach frugal innovation skills and jointly promote frugal innovation teaching and practice via a Regional Partnership Plan

2) Develop 2 CLASSROOM CURRICULA, TEACHERS’ PACKS AND ASSESSMENT TOOLS to introduce effective Frugal Innovation teaching in classroom settings in the VET and HE sector

3) Develop an OPEN ONLINE TRAINING COURSE WITH SELF ASSESSMENT to widen access to frugal innovation for existing entrepreneurs and SME owners – www.frugalinnovation.how We will rigorously test and improve the resources with the target groups, then disseminate to maximize the uptake of the resources.

Who benefits from our project ?

- **SMEs / entrepreneurs:** They personally transfer the competences and motivations learned to apply more frugal innovation approaches in their business. They can also provide an important input in the development of the teaching toolkit created for the teachers.

- **Key institutions (e.g. Chamber of Commerce, enterprise centres etc.):** Involvement of such organizations can enhance the efficiency of implementing frugal innovation mindset in the region and achieving maximum reach to SMEs. Typically, they are involved in supporting teaching and innovation skills of their SME members, thus their involvement offers a good starting point for better understand the current economic climate.



- **Local governmental and municipal actors:** Boosting innovation thinking among the key stakeholders is a priority in most regions for governmental and municipal institutions, and thus very often accompanied by publicly funded programmes.

- **VET and Higher education actors** (teaching staff, management, students): They have the greatest influence on the those studying in VET/higher education, hence their engagement during the project completion is essential. Fostering frugal innovation mindset at the VET and university level can be executed with the involvement of teaching staff and the commitment of the management. The teachers can demonstrate the relevance of frugal innovation at the courses and students can utilize it in their working lives. Furthermore, students can contribute to economic development and social issues by developing new ideas aiming to fulfil social needs.

More about our Frugal Innovation Course

The Frugal Innovation Erasmus + project contributes to strengthening entrepreneurship skills by integrating the concept of Frugal Innovation into entrepreneurship teaching. Both academic bodies and SMEs will benefit from the FRUGAL INNOVATION COURSE, it will span 7 training modules and a range of supporting tools, e.g. videos, tasks, supporting questions, case studies, interesting facts, gamified tasks, literature, self-assessment tests.

The course is the first of its kind in Europe and will cover ...

<p>1. The business case for Frugal Innovation Why it is getting more and more popular? How to understand frugal innovation? How my company can profit from frugal innovation?</p>	<p>2. Market opportunities for frugal innovations in Poland/Hungary/Croatia/Ireland/UK In which sectors demand/potential demand exceeds supply? Which sector demands immediate support or development?</p>
<p>3. Creative problem solving How can my company use the creativity of own human resources? How to learn from the leaders of frugal innovations? (Creative imitations) What kind of marketing research can bring inspirations for frugal innovations?</p>	<p>4. New market development, human centred design and prototyping What steps should be undertaken to implement frugal innovations? Who can be a strategic partner in developing frugal innovations? Networking and interdisciplinary collaboration matters. High-tech or low-tech ?</p>
<p>5. Sustainability and social inclusion in frugal innovation Why sustainability is trendy? How to give opportunities for non-affluent consumers for consumption? Can frugal innovations make a better world? (CSR, humanistic approach, green solutions)</p>	<p>6. Financial planning for innovation How to get commercial money for frugal innovations (loans, credits, venture capital)? Can my business use a special financial programmes dedicated to support innovative activities? Maybe crowdfunding is a solution?</p>
<p>7. Management of frugal innovations What tools can support the management of frugal innovations? How to get one step further? Strategic planning How to be ready for future trends? (Beyond frugal innovations)</p>	

If you want to be involved in pilot testing our resources, please email

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