

# FRUGAL INNOVATION

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

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



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## 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

- **The Upcycle Movement** - Bags & accessories made for everyday adventures from upcycled wetsuits. Handmade with respect for the environment and a passion for a more sustainable world.
- **Drone SAR** – DroneSAR, building software that reduces risk and cost to rescue personnel and increases their ability to rescue missing persons. This tool is designed to empower rescue personnel and transform how Search & Rescue is carried out using drones.

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

## Frugal Innovation Partner Meetings 3 and 4



Momentum were delighted to host a very interesting and successful partner meeting in County Leitrim, Ireland.

The partners discussed and evaluated the Frugal Innovation Project. Plans for user testing were also explored in the meeting.

We held an internal evaluation session and also looked at the online course with a view to the innovative pedagogical approach.

The partners enjoyed some of the sights and sounds of the Irish culture.



In April, 2019 the partner meeting was held in the beautiful location of Rijecka, Croatia.

The partners discussed plans for pilot testing of the online course and self-assessment.

We discussed a detailed proposal for the methodology of user testing, including participant profile, recruitment strategies, guidelines for supervising participants, instruments for collecting feedback and evaluating user engagement and learning outcomes.

The partners enjoyed visiting the seaport of Rijecka and the local cuisine.

Join us for the launch of the **Frugal Innovation How** which responds to the needs of students, young entrepreneurs and existing business owners who understand the need for innovation in setting up their business or making it grow but are unsure how to proceed. Frugal Innovation – is low tech and sustainable innovation and a highly relevant skill for today's Europe in the sense that it is well suited to both sustainability and financial austerity. With frugal innovation, products and services are designed to provide better value for money for price-sensitive consumers, design and prototyping is suitable for fast growing, export markets and additional social and environmental benefits arise because of efficient resource use and inclusive social practices

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**Focusing on Innovation Education That Is Better Suited to SMEs And Small Entrepreneurs**

Given that SMEs make up 99% of businesses, Europe's drive for innovation is disproportionately focused on R&D and technology. Frugal Innovation project will capitalise on the marketplace so that it is better positioned to understand consumer requirement. It will provide knowledge by introducing SMEs to the concepts and techniques of Frugal Innovation, thereby helping them to develop low cost and low-tech sustainable products and services. These new products and services will better meet the needs of today's austerity conscious consumer – so often ignored in the rush to premium.

- **Regional Partnership Plans** comprise of a series of knowledge resources which together form a strategic action plan that guides VET and HE institutions and wider stakeholders as to how to effectively implement frugal innovation education in their region.
- **Frugal Innovation Course, Teachers Pack & Assessment Tools** consist of a suite of resources to assist enterprise focused VET and HE teaching staff to introduce Frugal Innovation as a classroom taught course.
- **Open Online Training Course with Self-Assessment** which is a self-directed learning course aimed particularly at young and existing entrepreneurs and SME owner-managers. The self-assessment and progress management tools generate a personalised route through the course so the learners can track their own learning achievements

**WHO SHOULD ATTEND?**

- Higher Education Institutions (HE) students and teaching staff
- Vocational Educational Training (VET) students and teaching staff
- Entrepreneurship students, young entrepreneurs, businesses, SME's

**You are invited to our  
VIP MULTIPLIER  
EVENT**

**WHEN:** Friday 12th July 2019

**WHERE:** The Food hub, Drumshanbo, County Leitrim

**TIME:** 2:00pm - 7:00pm

**THIS IS A  
FREE EVENT**

Please book your **FREE** place by emailing [laura@momentumconsulting.ie](mailto:laura@momentumconsulting.ie)

Project Partners

[www.frugalinnovation.how](http://www.frugalinnovation.how)

The Irish Frugal Innovation Multiplier event was held in Drumshanbo, Co. Leitrim, on July 12th, 2019



Momentum also attended a local enterprise business training event where a large amount of people were interested in the Frugal Innovation project.

The event was hosted by Joe Lowe of the Local Enterprise Office Leitrim and was attended by SMEs, students, teachers and other interested parties.

*Our partners*

<p><b>Northern Chamber of Commerce (NCC) Poland</b> was established in 1997, and representing 1500 companies, it is the largest chamber of commerce in Poland. It works hard to provide services to member companies, including training and education, the organization of cooperation visits and the facilitation of networking opportunities, financial assistance and interest representation. It brings international learning to local SMEs and through EU funding provides that important international dimension for opportunities that impact a larger scope of activities.</p>	<p><b>The University of Szeged (SZTE), Hungary</b> is located in the sunniest city of Hungary attracting thousands of young people due to its lively, urban lifestyle and colourful festivals. The university offers a wide range of educational programmes at 12 faculties and one of the leading universities in innovation generation of various scientific disciplines in the region. It operates two distinctive research centers dedicated to knowledge management and entrepreneurship education (namely Knowledge Management Research Centre and Entrepreneurship Centre).</p>
<p><b>RJEKKA RAZVOJNA AGENCIJA PORIN</b></p> <p>Rijeka Development Agency PORIN develops stimulus activities to promote the regional development of Rijeka and Croatia in general. It has developed a strong support system for entrepreneurs that is endorsed by local government, the Town of Rijeka with a particular focus on particularly on business incubators.</p>	<p><b>betterpoland</b></p> <p>Beter is a small Polish company specialized in consulting, coaching, marketing and project management especially for business support organisations, SMEs, Start-ups and HEIs. Beter develops market analysis, strategy plans, operational plans, expertise and assessments mainly in the scope of implementing SME innovation.</p>
<p><b>canice consulting</b></p> <p>Based in Northern Ireland, <b>Canice Consulting Limited (CCL)</b> is a small, outward looking company that specialises in vocational training and innovation support for a variety of development initiatives, especially in relationship to innovative pedagogies and mobile education.</p>	<p><b>momentum</b> [educate + innovate]</p> <p>Momentum is an Irish training organisation focused on developing progressive vocational education programmes and platforms to enable entrepreneurs, employees and young people entering the world of work to participate as fully as possible in the changing labour market.</p>

**GET INVOLVED** [www.frugalinnovation.how](http://www.frugalinnovation.how)

Erasmus+ Erasmus+ is the European Union's largest programme for education, culture, youth and sports. It is the successor to the Erasmus programme, which has been running since 1987.

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**A mindset and a series of techniques that enable entrepreneurs to innovate despite resource constraints**

Our project will introduce, adapt and mainstream **frugal innovation** into our entrepreneurship education processes.

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# Erasmus+