



FRUGAL INNOVATION

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

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



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.

INTRODUCING AN ENTIRELY NEW CONCEPT TO EUROPE

This is the first project dedicated to introducing frugal innovation to the European education system. Although conscientious students can read at length about frugal innovation as it emerged in India and throughout the developing world, and there is growing academic interest, only NESTA (UK) and Fraunhofer (Germany) have really framed the issue as relevant to Europe and their work is still in the academic, investigation stage. This project represents the first time that the concept will be introduced, adapted and mainstreamed into our entrepreneurship education processes.

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



Erasmus+

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Frugal Innovation – what is it?



Frugal Innovation – which we define as low tech and sustainable innovation – is 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.

EXAMPLE - Tata Nano - A 'no frills' car



The Tata Nano car is described as a miracle of Frugal Innovation and engineering.

Engineers swapped metal for plastic so much of the car is made of plastic, including the body!

The car has a 2 cylinder engine but is still capable of doing 100km an hour.

All excess parts have been eliminated so this is as basic a car as you can buy but you can't complain when you see the price tag of €3000.

<https://nano.tatamotors.com/index.php>

Frugal Innovation Erasmus+ project Open Online Training Course

The fully operational, self-directed learning course is aimed, particularly, at young and existing entrepreneurs and SME owner-managers. The course is free to access online both from within the project website and independently on its own website and will be available in all partner languages (English, Polish, Hungarian, Croatian). The added value of the online course is that it reaches those in full time employment who can benefit from frugal innovation skills but are not enrolled in a VET institution and/or do not have the time or ability to participate in classroom sessions.

Modules



1. The business case for Frugal Innovation You will understand frugal innovation You will learn how a company can profit from F.I.	2. Market opportunities for frugal innovations Discover which sectors demand exceeds supply You will discover market opportunities
3. Creative problem solving You will find out how to use the creativity of human resources You will gain a better understanding of creativity Discover how marketing research can bring inspirations for frugal innovations	4. New market development, human centred design and prototyping You will find out what steps should be undertaken to Frugal innovations Learn about strategic partners in developing frugal innovations.
5. Sustainability and social inclusion in frugal innovation You will gain a better understanding of the facts You will learn more about the product demand matrix You will focus on environmental or social problems and find out if Frugal Innovation can make a difference.	6. Financial planning for innovation You will gain an understanding of how to fund your project. This includes information about loans, companies dedicated to support innovative activities. Crowdfunding is also explored.
7. Management of frugal innovations You will discover what tools can support the management of frugal innovations? You will consider how to create innovative networks You will observe how customer behaviour can be shaped	

You can take part in the free online course over on the Frugal Innovation website: <https://frugalinnovation.how/courses/>