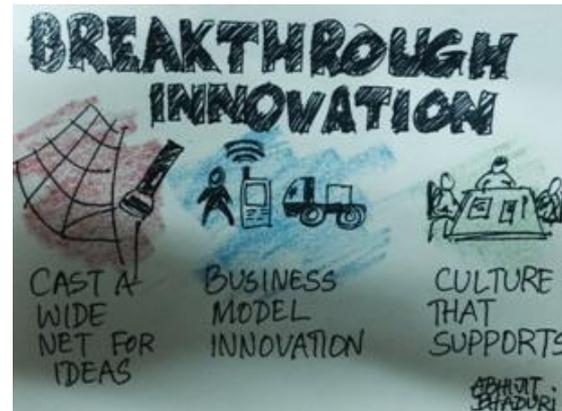


ARDIAN HASA

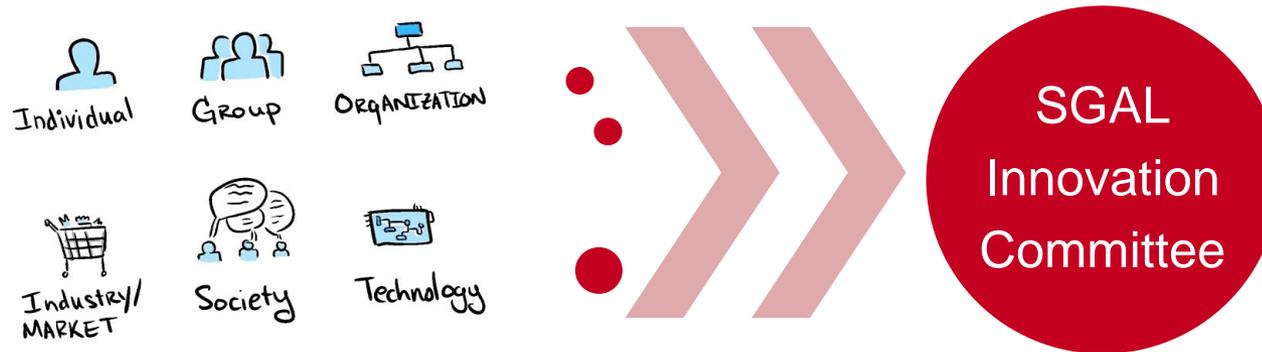
OPERATIONAL DIVISION MANAGER

**INNOVATION**  
in  
**SOCIETE GENERALE ALBANIA**



# INNOVATION Model

## ▪ Open Innovation Model



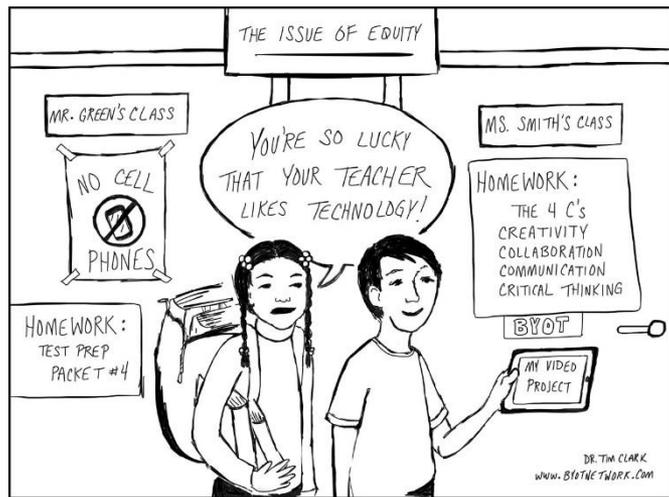
- ☀ **Open Innovation involves firms integrating external knowledge and expertise into their innovative process.**
- ☀ **It seeks to utilize internal and external ideas in an optimal manner, to be more effective at managing cost and risk and to accelerate technology development.**

***Traditionally, new business development processes and the marketing of new products takes place within the firm boundaries***

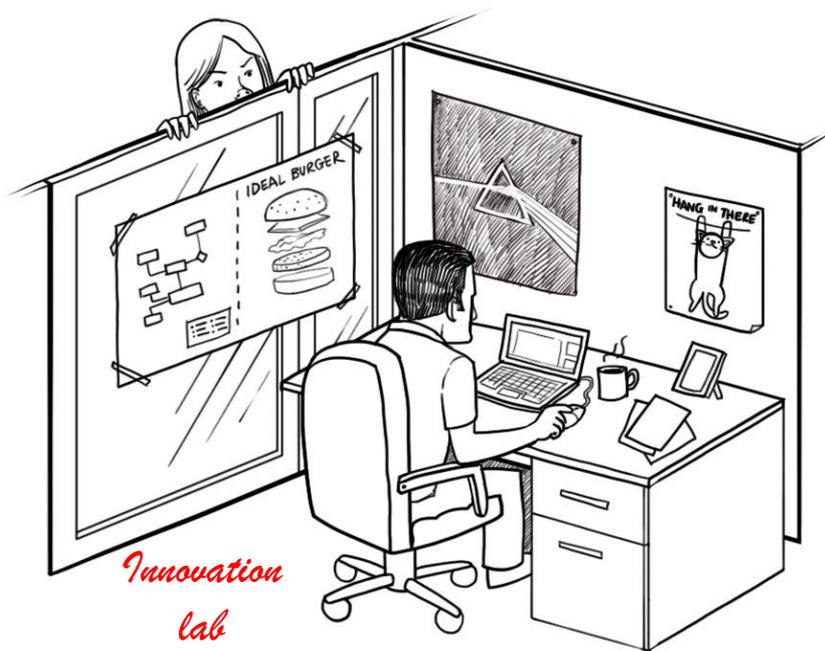
# INNOVATION Tools



*Innovation portal*



*Innovation internship*



*Innovation lab*

### Educate our employees

- ✓ Train the manager and staff on Innovation
- ✓ Train people to develop the competency of applied learning
- ✓ Encourage prototyping and “failure”
- ✓ Share best practices

### Exploiting all Resources

- ✓ Universities
  - ✓ Innovation Centers
  - ✓ Startup Organizers, etc.
- Sponsorships can be applied also*

**TRANSFORM**  
= your =  
**Thinking**





“  
IT ALWAYS  
SEEMS  
**IMPOSSIBLE**  
UNTIL IT'S  
DONE  
”