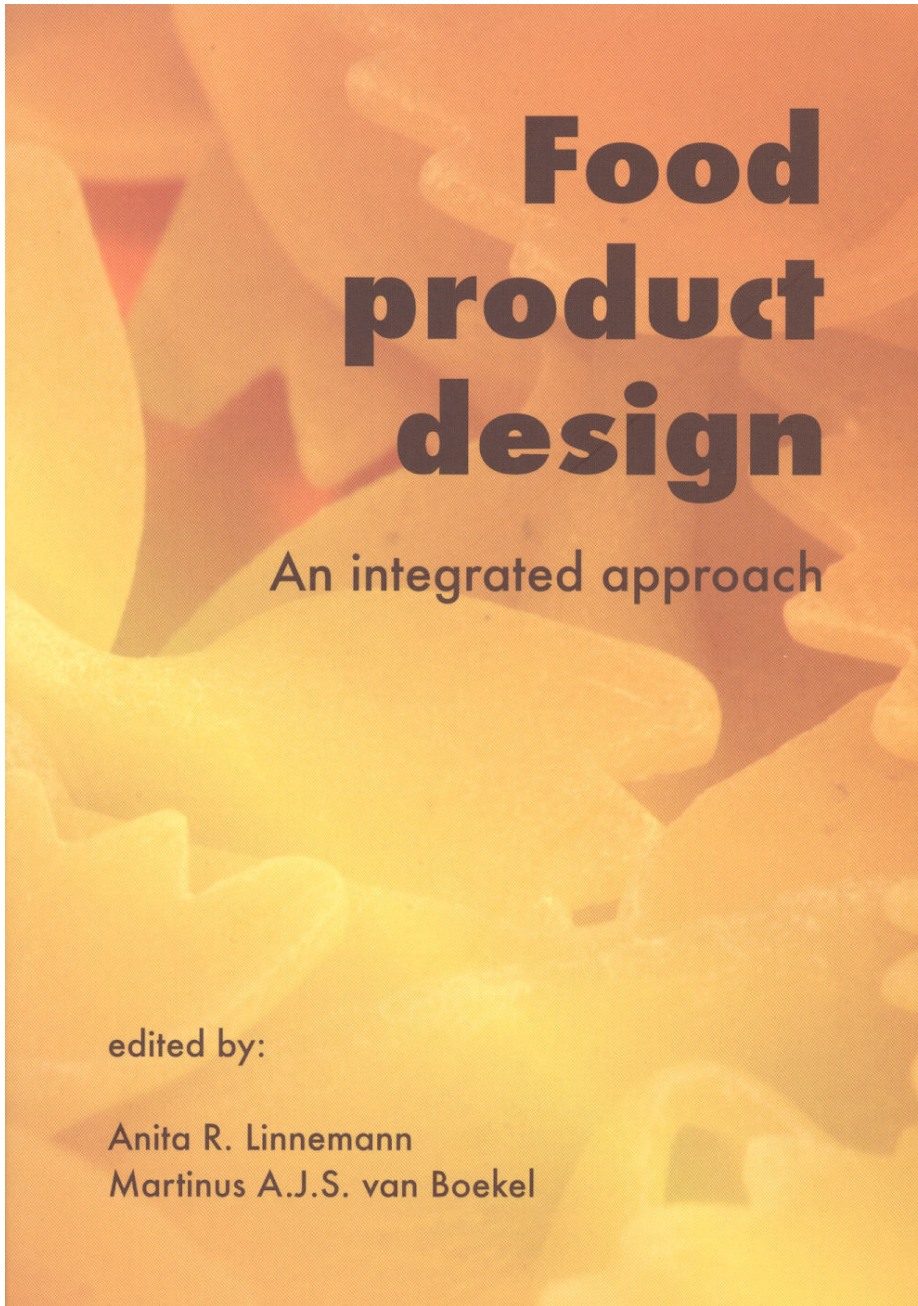


Food product design

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## 2. Creativity and Innovation

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### 2.1 Introduction

Innovation and business development lie at the very root of success. The words mean the discovery of new opportunities and solutions based on in-house competencies, content, know-how and skills. Pro-active, constantly seeking out new opportunities, with the viewfinder fixed on the future. Innovation is a keyword in contemporary society, as is creativity. But what do we really mean when using these words, and how are they related to each other?

For a long time, the focus within organisations and education programmes has been on selection procedures and routines, how to get things done and implemented, whereas today's focus is shifting towards the beginning of the innovation process: how to find that brilliant idea we are all waiting for. We have somehow lost the hang of this, because our minds were focused on increasing productivity and/or reducing cost. How then do we reinvigorate this innovatory spirit? Do we merely need to establish an infrastructure to pick up ideas from an ongoing train of thoughts, or should we try high-pressure brainstorming? Or do we rather need to remodel or refuel the existing company's culture and values in order to give ideas a chance to grow before they are lost in the chaos of everyday activities and day-to-day troubleshooting? Both elements, procedures and culture, are crucial to successful innovation, but before even getting started with any hunt for ideas it is worth establishing your guidelines. What do you already have and what do you aim to achieve?

Company-, brand and product positioning is a key success factor in this context. What do you represent in the midst of your competitors, and what is your product among other products? What do consumers get to see in the end? Innovation is not the easiest or standard path for a company to follow. There are many potential roadblocks, which we will highlight. After doing so, we will look at ways to increase your own and your company's "innovativity".

#### 2.1.1. Context (roadmap to innovation)

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