

GOOD PRACTICES AND LESSONS LEARNED

Fundación FAUTAPO – Bolivia

Project: Production with training, an alternative for decent work and social inclusion

Good Practice: Introduction of Innovative products to the market

1. Brief summary

This is a methodology that is used to generate ideas that can solve the problems of customers or people with any need. It is a workshop where you work with people who already have their production units. In the first step an idea is generated and then transformed in a prototype. In the second step the acceptance of the prototype in the market is assessed. In this second assessment phase the clients or people must improve the prototype that will become an innovative product.

2. Key Area of Good Practice

- Entrepreneurship and business management training (3.2)

3. Context - Brief description

Where the good practice was implemented

The methodology was developed in the municipality of Oruro -Bolivia with people who already have their production units, that is, an area where the raw material is transformed, in the sectors of food, textiles, metalworking, construction.

Why was the Good Practice developed? What needs did you respond to? What problems did you solve?

- The needs of the clients is changing and one of the objectives of the project is the development of innovative products
- The target of the project has as main objective the innovation in products
- The closure of the production units is lived daily in a saturated market, the problem will be solved with the proposed methodology
- Another problem is the low income that the productive units have, with the innovative products they will increase their income.

Who is involved:

The project personnel: Coordinator, technical experts, consultants, officials of the mayor's office (GAMO). Students of the Technical university of Oruro

Who are the people who benefited from the good practice (children, teachers, parents, etc.)?

Beneficiaries who were actors of the project.

When the activity was implemented:

The activity was carried out in two phases in 2017 and 2018: the process lasted for 3 months

4. Level and type of innovation of the good practice

The activities are clearly innovative because they try to find solutions to the problems of customers and / or people with specific needs by creating or modifying products that are not available in the local market.

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5. Description: What are the processes and steps involved?

The Good Practice has the following steps:

Step 1: Selection of Innovation and ideas workshop

Step 2: Validation of ideas in the market

Step 3: Building of the prototype

Step 4: Pivot the prototype (that means assessing if there is the need to make more or less profound changes in the product using what you have learned so far.

Step 5: Take data and learn from customers

Step 6: Improve the prototype

Step 7: Pivot the improved prototype

Step 8: Preparation of the final product.

6. Resources: What resources and skills are needed to carry out the good practice?

- The Area of innovation facilitator
- Raw material
- Human resources for the gathering of information

7. Links to other resources

Book: Create or Die hope of Latin America and the five keys to innovation. Author: Andrés Oppenheimer

10. What would the originators of the Good Practice do differently if they were to do it again?

The innovation would be made in the production process of the innovative product.

Good Practices would be directed towards process innovation.