

**ANYTHING  
IS POSSIBLE** **IDEON** **SCIENCE PARK**

# How innovative is innovation communication?

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# Innovation

– to create something new that the market are willing to pay for

**What is innovative communication?**

**Is innovative communication always good?**

# Innovative Communication

The way we are communicating

- Fantastic when it enforces the message
- Bad examples
  - Reporting EU projects in innovative ways
  - Advertising nouveau – burn up bills

# Communicating innovations

Same thing as other communication?

- Almost. Except that entrepreneurs doesn't always behave like the rest of us



# Common difficulties

1. Not wanting/daring to communicate
2. None or bad preparations
3. Good preparations – bad timing



# Common difficulties

1. Not wanting/daring to communicate
2. None or bad preparations
3. Good preparations – bad timing
4. Focus on the technique – not the problem it solves
5. To make it too complicated
6. Lack of credibility





# Strategies

All companies at our incubators are given:

- Education
- Pitch training – both performance and content

Shortcuts?

Learn from others experience and misstakes!

# Difficulties in contacts with media

1. Lack of understanding about the role of media and journalists
  - Scientific articles
  - Advertorials
2. Lack of innovation journalists
  - No innovation experts. Compare to sports, politics, culture...
  - Looking for the simple story
  - How to tell if the inventor is a genius or maniac?

# Strategies

Education of innovation journalists

Networking between innovators and journalists

# Summery

It's better with a poor innovation in combination with good communication, than the other way around...

It doesn't matter what you do if we don't understand it!

**Thank you!**



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