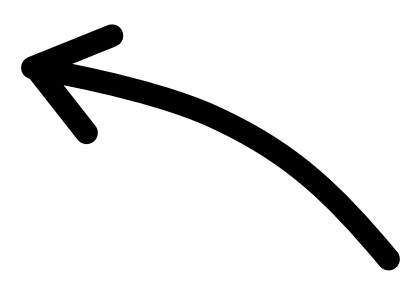


“Innovation without soul is prone to fail.”



Roland Thomaun
Director




Start with "why?" – Find your soul to innovate.

The story I want to share

Innovation for the sake of innovation alone is doomed to fail. **Innovation needs an intrinsic driving force** – as do each one of us – to drive millions of people and organisations every day.

In the humanitarian field, the why is the somewhat demoralising fact that **humanity won't meet the humanitarian challenges with traditional means.**


Thanks to our strong roots in the Swiss public and civic society, we can utilise a **large network** to initiate and support **cross-sector cooperation and collaboration.**




We launched an innovation fund **to support the Swiss NGOs to develop innovation within their projects**; it contributes to identifying and implementing innovative solutions, to encouraging cooperation and knowledge-sharing.

The Innovation Fund currently finances 7 innovative projects. For 2020 we have doubled our financial support to **CHF 1 million per year** and our aim is to create a **Swiss coalition for humanitarian innovation.**

Lessons learnt

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- Start with **'why'**
 - **Identify needs** via bottom up approach and focus on them and not politics
 - Look and **pursue win-win-win-situations** in tangible pilot projects
 - Let people fail and learn quickly but be even quicker in telling and **scaling up success stories**
 - **Help the 'children' of innovation to walk** but then let them unfold their full potential and don't hold them back

Golden Circle by Simon Sinek



Simon Sinek has developed a methodology to find the soul (the purpose, the why) of an organisation and link innovation to it. Successful organisations are driven by three questions that make up the Golden circle:

1. the WHY or the core question.
2. the HOW
3. the WHAT

The **WHY** is about what an organisation believes in. Therefore, inspired and influential organisations communicate from the inside out rather than outside in.