

**Title of Presentation:** Innovate Naturally — Nature as trigger to accelerate idea generation and output in New Product Development

**Description of Content:**

Nature can be a rich source for understanding your innovation journey into yet untravelled territory. Nature can be your guide, if you are looking for new products but it can also help engineers to understand the full potential of their inventions. But be aware of the dangers. It can smash your neat project outline and can kill your favorited routines. In fact this kind of journey might change your whole perspective on developing new products

**Session objectives:**

Show how nature can assist you in walking your way through NPD processes with less friction and more productivity and focus

Learn how nature enriches understanding of producer-customer- prosumer relationship

Get a grip on the variety of applications, where nature can be a very useful resource for sustainable and economically sound innovations

Learn how to load your product concepts with the E-Factor (ethics, economics, emotions, empathy)

**Methodology:**

Input from real cases, highly interactive dialogue with the audience, no pet talk but confrontation and emotional food for thought,

**Presenter Biography:**

Frank-Lothar Köpcke (46) is an experienced facilitator and consultant in the field of New Product Development and pragmatic creativity in business and non-profit areas. He read Tony Buzan's Book "Use Your Head" in 1974 and after graduating from Physical Education, English, Pedagogy and Philosophy completely changed directions. A post-graduate program into "Innovation Marketing for New Technologies" resulted in a couple of thrilling new jobs, e.g. management training, headhunting, counselling in health and recreation and Executive Development.

In 1996 he founded his own enterprise that focuses on pragmatic ways of evoking the creative spirit in medium and big companies. His business went berserk after 9/11 but now it is growing again. He likes to share his experience and ideas with decision makers and people who feel responsible for innovation everywhere. He has actively participated in the ECCI/ E.A.C.I. conferences from 1999-2003 and is eager to meet friends and other inspiring people.