

Review of: "Is creativity the seed of innovation?"

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Potential competing interests: No potential competing interests to declare.

Exposition.

Creativity can be defined as the production of novel and appropriate ideas in any realm of human activity, from science to the arts, to education, to business, to everyday life, while Innovation can be viewed as a process that generates a change or as a product that has a high level of novelty. The paper is about looking into creativity as an initial stage of the innovation process or creativity as the core of innovation. The author underlines that creativity can be defined as a system. However, from the systemic and organizational perspective, creativity goes further than product generation as the input for innovation. If creative ideas are in fact a response to a society's need, it follows that new products or services can be developed and globally commercialized (exported) by any country.

Critique.

The author quotes literature that is not quite new. The latest title dates to 2012, which means eleven years ago. This is too bad, as the author seems not to know anything about the big push that European Research Infrastructures (ESFRI) have provided to communities who find in infrastructures access not only to data but also participation in joint research.

Most importantly, given that one of the ESFRI families bears the title "Social and Cultural Innivation," it is useful consider at some lenght precisely the notion of cultural innovation, which requires reconstructing research and innovation as parts of co-creation. Hence, cultural innovation has been defined as an additional and autonomous category of the complex processes of co-creation, as the outcome of complex processes that involve the reflection of knowledge flows across the social environment within communities of practices while fostering the inclusion of diversity in society.