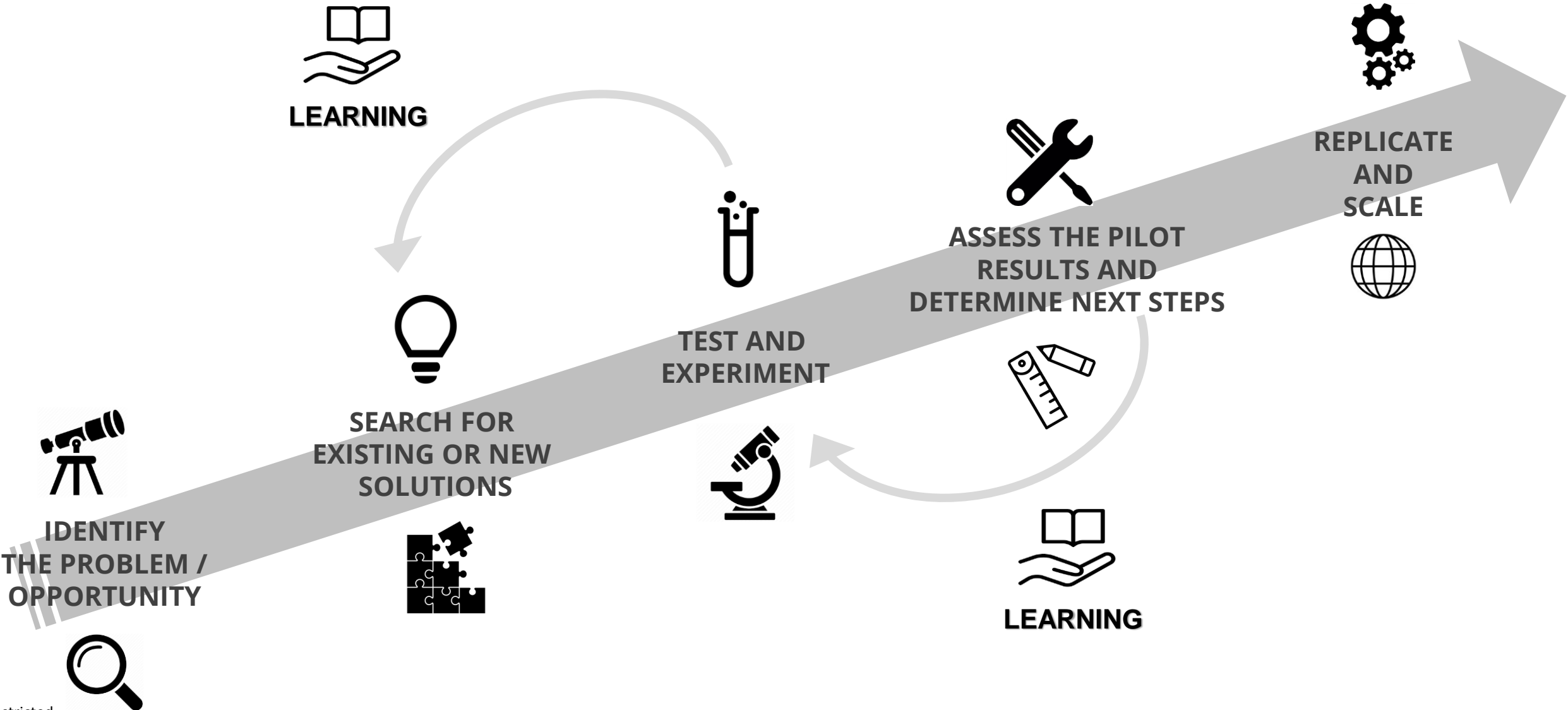


INNOVATION CYCLE



KEY STAGES

STAGE 1: IDENTIFY THE PROBLEM OR SPOT AN OPPORTUNITY FOR IMPROVEMENT

- Recognize a problem or spot an opportunity to do something better.
- Take time and effort to ensure that you have fully understood the problem at hand, including: what is the real problem, who is it a problem for, and why is it a problem.

STAGE 2: SEARCH FOR EXISTING OR NEW SOLUTIONS

- Based on the identified problem, conduct a landscape analysis and search for existing solutions – in the RCRC Movement, in the humanitarian sector, or in other public or private organizations.
- If you are able to identify an existing solution, adapt it in line with your needs.

STAGE 3: TEST AND EXPERIMENT

- Clearly state what you think will happen by making a prediction (hypothesis) and why.
- Test your hypothesis and solution in a real-world environment with users. Base your tests on what is already known.
- Involve your users in this step – and all the other steps – through regularly collecting and incorporating their feedback.
- Account for key ethical considerations, from user safety, to data protection and organizational reputation.

STAGE 4: ASSESS THE RESULTS OF THE EXPERIMENT AND DETERMINE NEXT STEPS

- Analyze the outcomes of the testing: What were the results? Has your solution solved the problem and created new value? Does it work better than the current way of addressing the problem?
- If the experimentation is not working, revisit your assumptions and/or design; if needed, go back to step 3 and course-correct your testing or, depending on the circumstances, stop the experimentation at this time.
- If the experimentation is successful, there are several different pathways that it can follow, including: integration into business as usual; replication in another context or programmatic area.

STAGE 5: REPLICATE AND SCALE

- The often most desired pathway for an innovation/ experimentation is scale – reaching across wider areas and impacting larger numbers of people. However, scale is also the most challenging and often requires considerable institutional backing, human and financial resources, behavior change, vision, etc.
- Share what you learn with others to promote innovation.
- Use your findings to inform your next steps and actions.