

# The South African innovation report

Philips asked people across South Africa about their perceptions of innovation, the barriers to innovation, and areas where successful innovation can improve communities and lives.

**60%** Consider themselves to be innovators

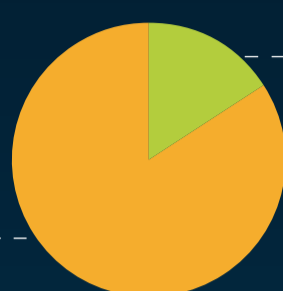
**20%** Not reliant on others to create solutions

**46%** Believe their idea is the next big thing

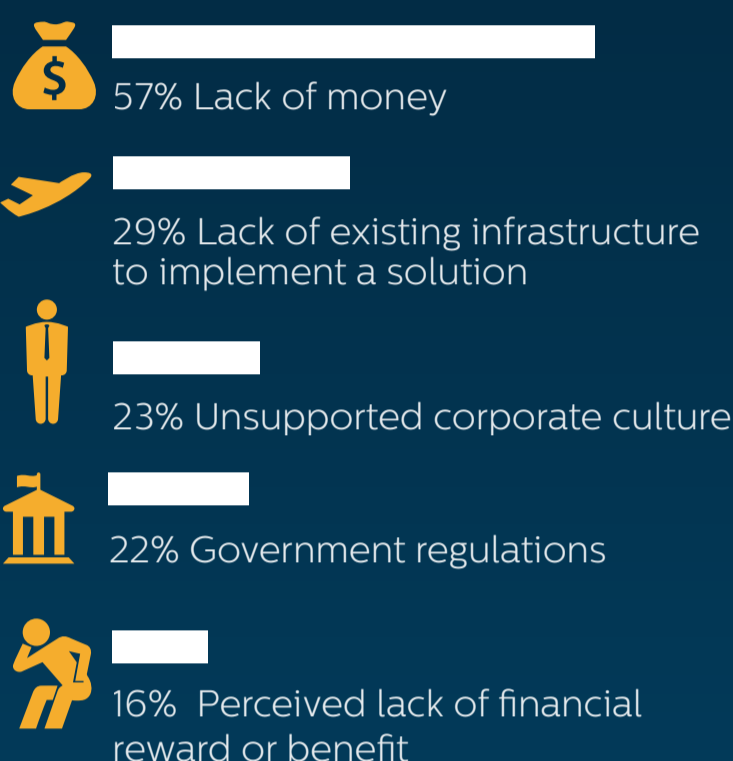
Have you ever thought of a solution/invention to address an everyday problem?

**NO** 86%

**YES** 14%



## Biggest barriers to innovation



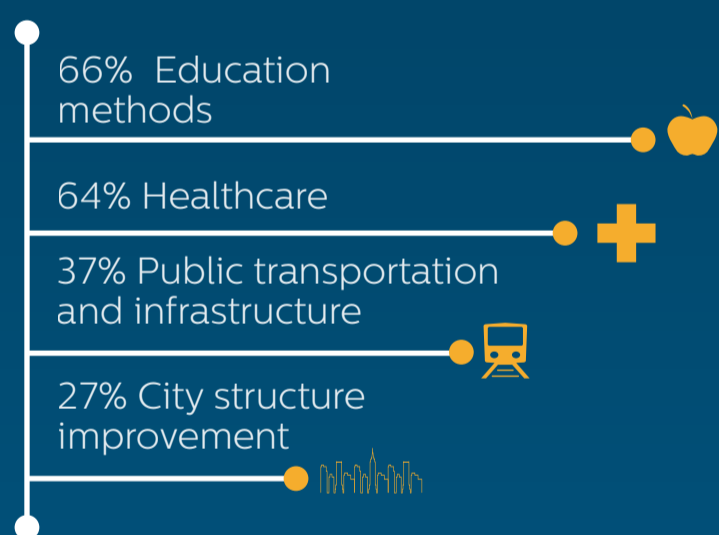
## Solutions to achieve innovation



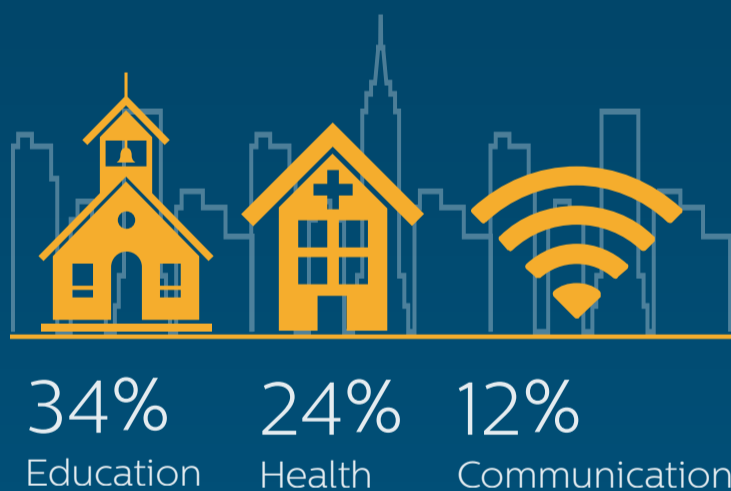
## Successful innovation should

**54%** Improve lives      **36%** Make daily life easier and more efficient      **28%** Make daily life safer

## Areas for innovation to improve lives

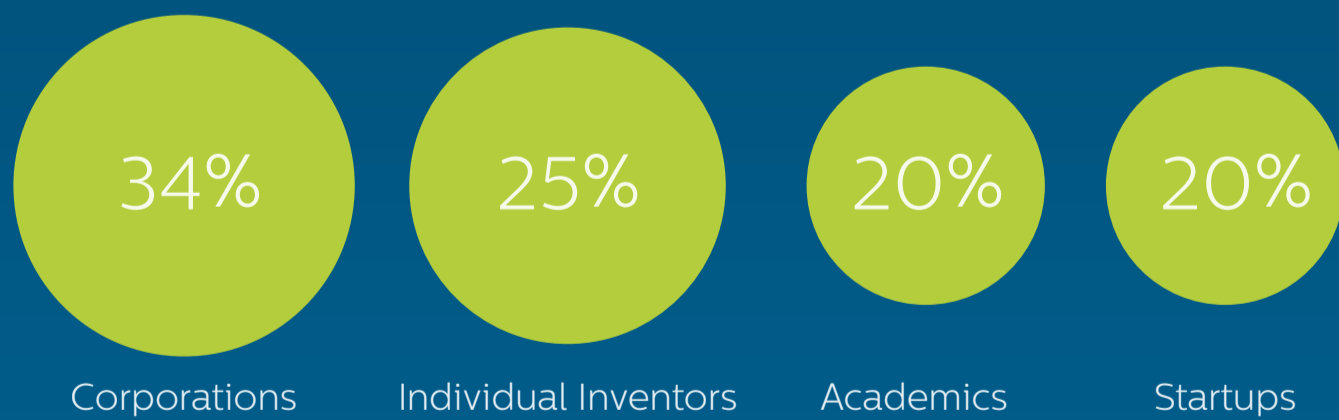


## Areas for innovation to improve communities

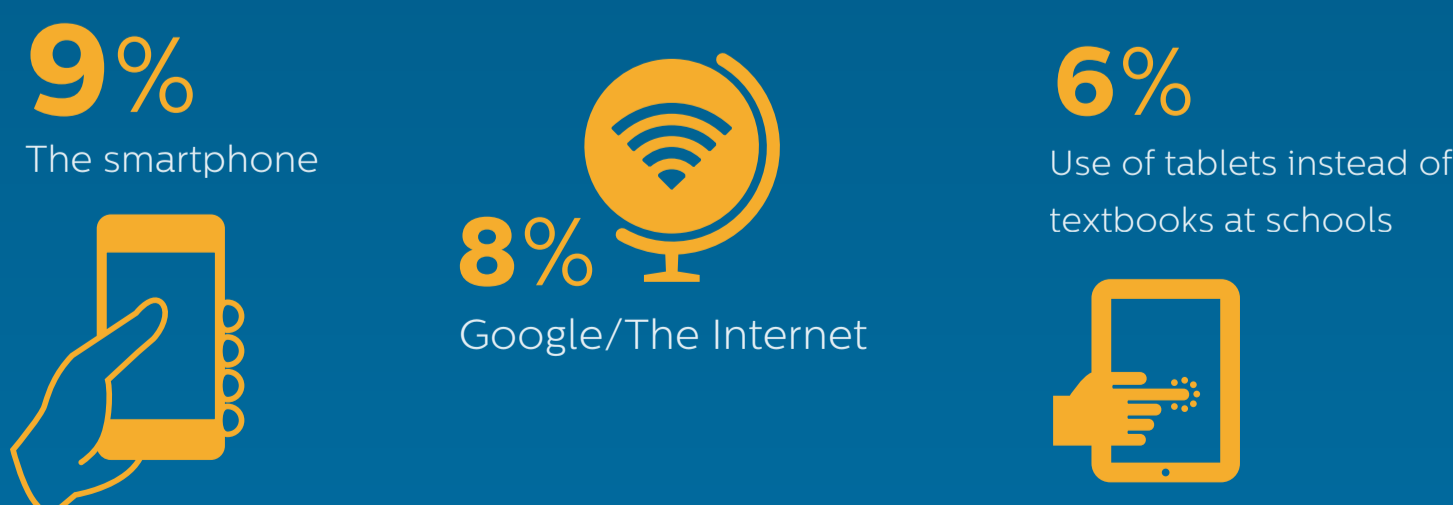


## Meaningful Innovators

Successful innovation comes from?



## Most innovative products of the last 10 years



\*Philips surveyed 1000 living in South Africa.