



Digital Innovation Incubator 2025

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Social Innovation Spotlight

FINAL EVENT
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University of Zagreb
Faculty of Economics
Business



Episode 02

From traditional learning to problem-solving abilities

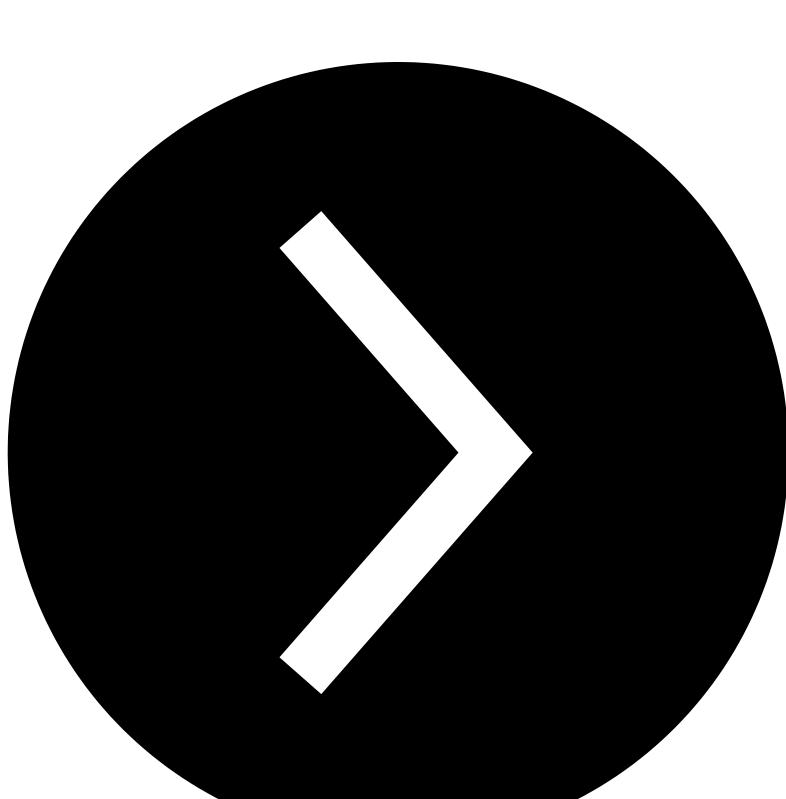
A digital innovation incubator in Croatia that helps students turn real business challenges into future skills.



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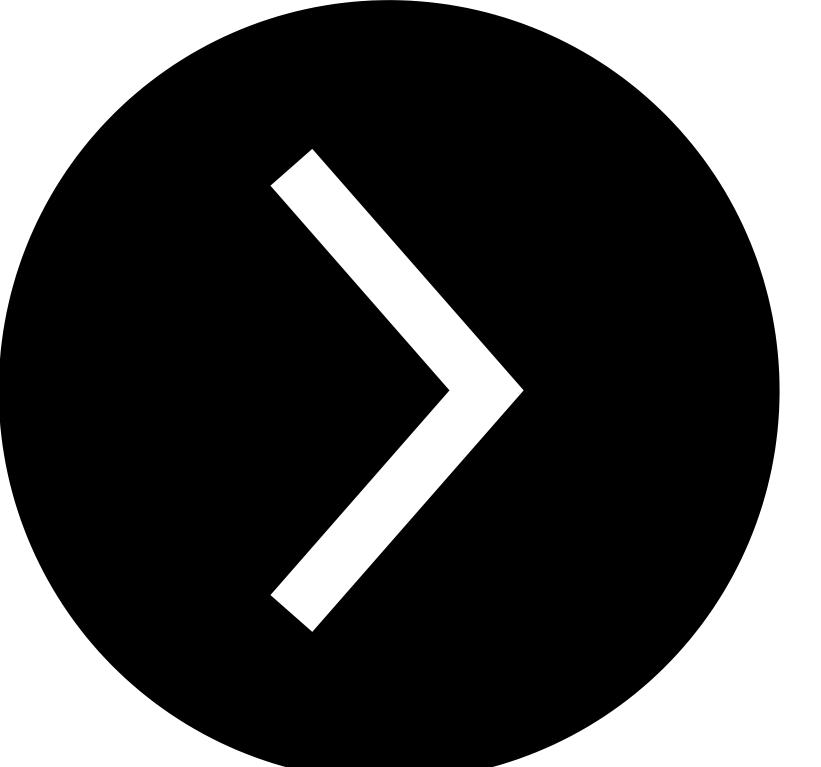
Social Innovation +
Initiative

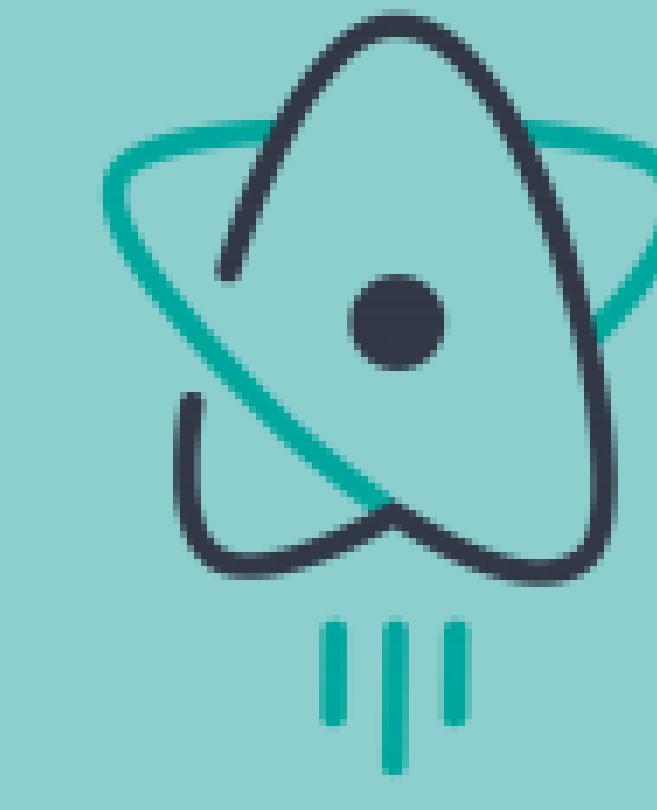
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The challenge

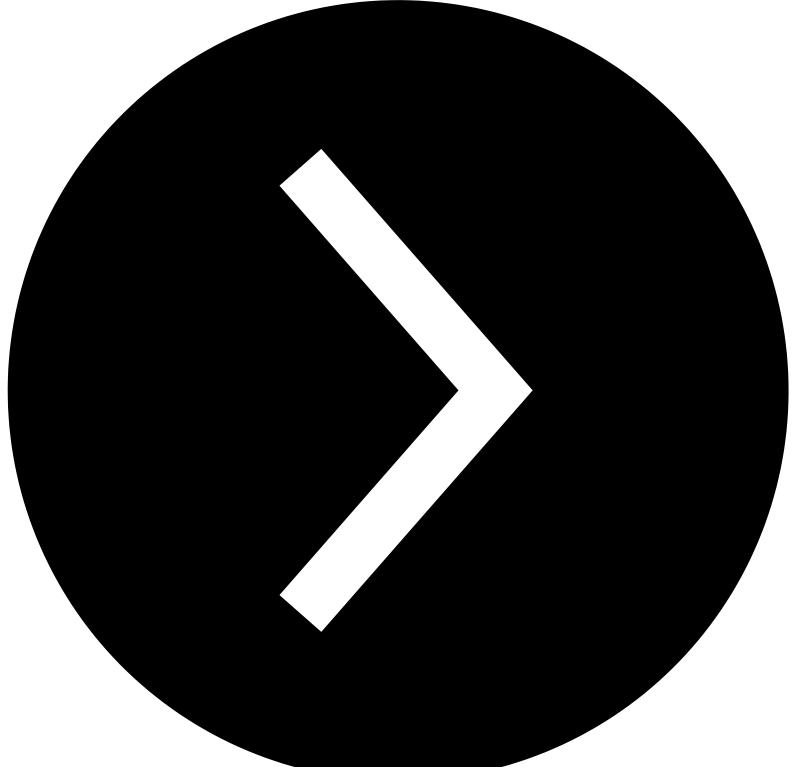
- Many students don't get the chance **to apply what they learn** to real problems.
- Young people from smaller regions have **limited access** to good innovation programmes, mentors and company connections.
- Companies often struggle **to find young talent** ready to work on complex challenges.
- The gap between education and labour market needs slows down the development of **future skills**.





The idea

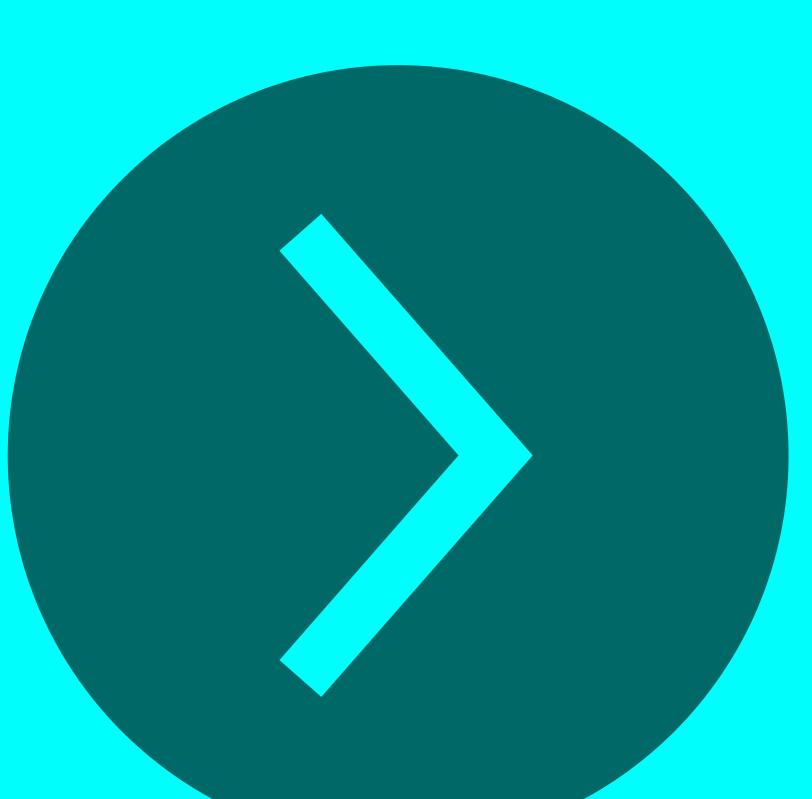
Digital Innovation Incubator is a Croatian initiative that helps students build future skills by connecting them with real business challenges through online learning, mentoring and project-based competition.



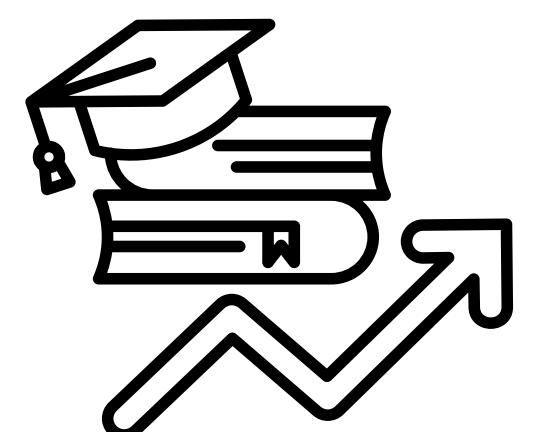
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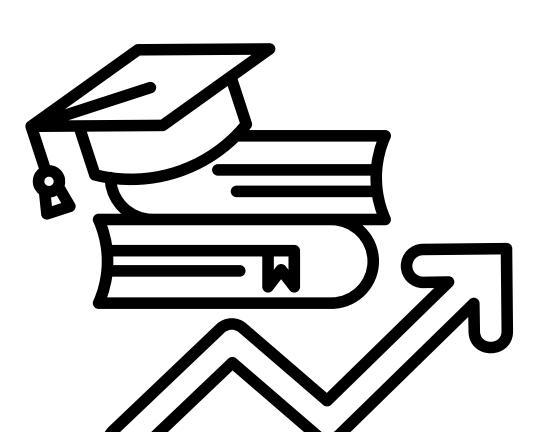
What's innovative here?

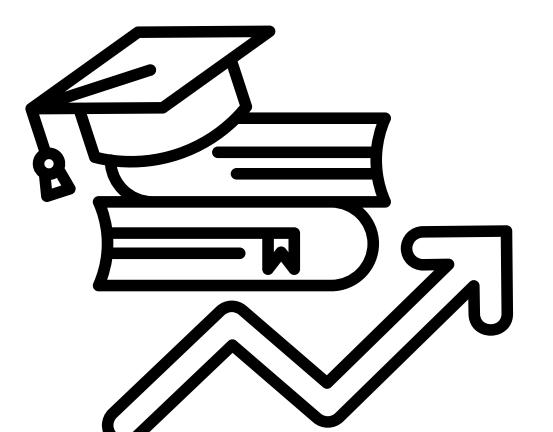
- **Fully digital model:** students from more than 100 towns can access quality content and real-world experience.
- **Real challenges:** partner companies provide concrete problems and take part in mentoring.
- **Human vs AI:** a format where students compete with AI and build confidence in using new technologies.
- **Structured development:** a mix of education, digital inclusion, talent development and AI literacy.

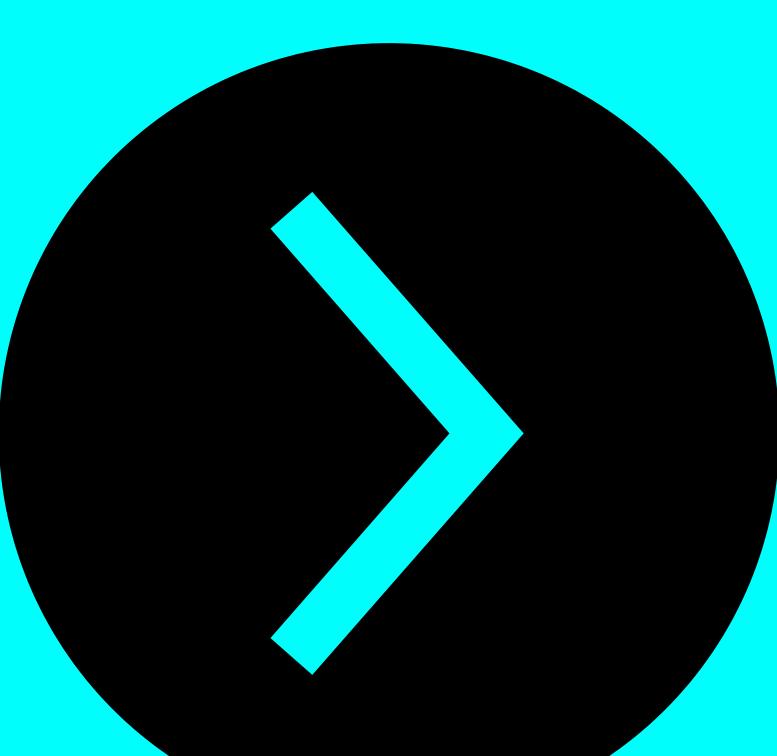


Impact so far

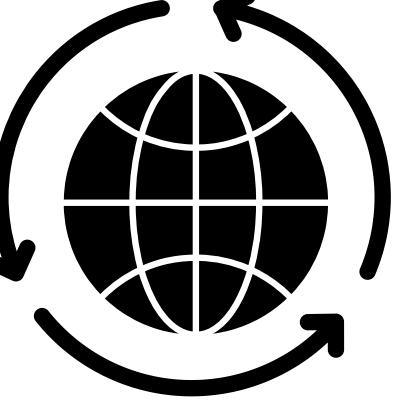
More than 8,500 students have hands-on  innovation experience.

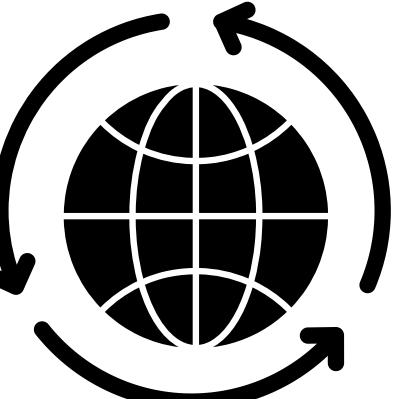
Educators and schools are recognised through  the Innovation School award.

Participants come from more than 120  higher education institutions and 300 primary and secondary schools.



Impact so far

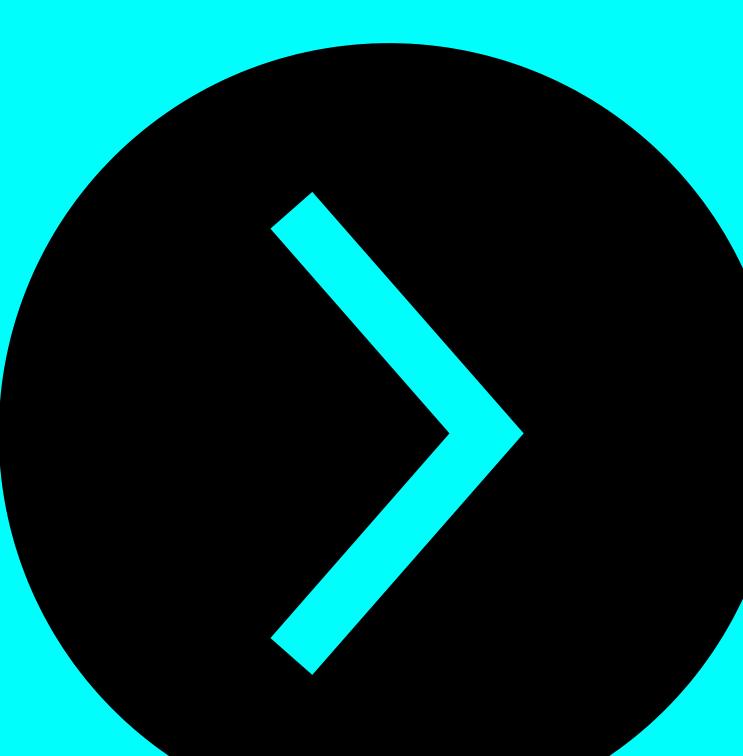
Educators benefit from practical,  high-impact learning.

Companies access emerging talent and fresh ideas  while strengthening their employer brand.

Policymakers see progress in inclusion,  empowerment and talent retention, especially in underserved regions.



Business & ecosystem





What you can replicate

- Grow accessibility so that students from different regions can join innovation programmes without moving to big cities. A digital platform can help a lot.
- Create challenges with companies so that students work on real needs and companies meet new talent.
- Combine learning, mentoring, and competitions to help students work on real challenges.
- Include creative formats that explore the role of AI and new technologies in problem solving.



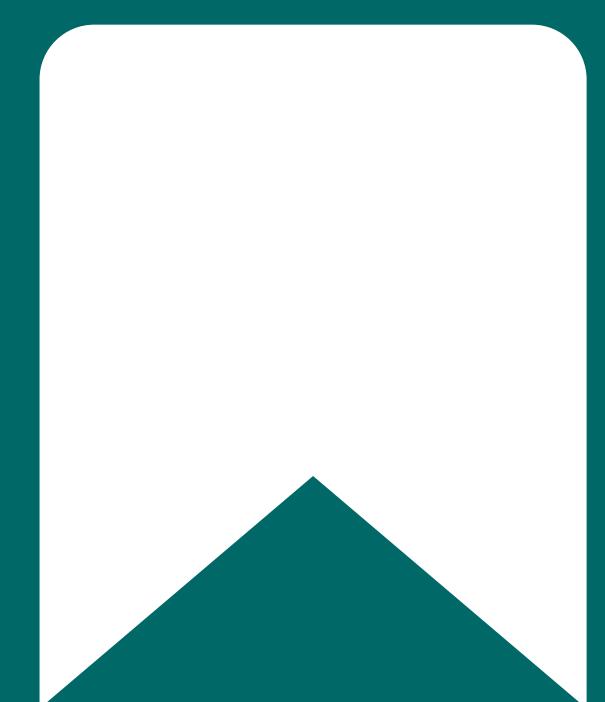
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Episode 02

**If this case sparked an idea,
don't let it stay on this slide.**

**Adapt it, remix it, and bring social
innovation to life where you are.**

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