*Table 4: suggestion of innovation typology*

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| **INNOVATION** | | | | |
| Economic  *Centrality of the economic dimension:*  *making profits, reducing costs* | | | Social  *Centrality of the social dimension:*  *social transformation* | |
| In the monetary sphere: public or private enterprises and not-for-profit organisations producing goods and services | | | | In the non-monetary sphere:  civil society |
| Technological | Non-technological | | |
| Primary and secondary sector:  - Product  - Process | Tertiary sector:  - Service (innovation of product in the tertiary sector) | All sectors:  - Marketing  - Organisational  - Process | | - Civil society’s organisations and social movements: innovation in organisational models and ways of thinking  - Societal change: behaviours, lifestyles |

Source: Elaborated by the author