*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