Development of an innovative solution to a business/social/environmental challenge following the innovation process, and using creative and innovation techniques presented in the module. The project involves the development of an innovative solution to a business/social/environmental challenge following the innovation process, and using creative and innovation techniques presented in the module (workshops and lectures). The potential solution may include an innovative product, service, process, procedures or technology. Use the activities proposed in each workshop from week 1 to 6 to support the development of the innovation. These activities will be the base of your reflection.The emphasis of this assessment is valuing both process and proposed outcome.The self-evaluation needs to be kept from the start of the assessment process as a reflective log (word document). It should not exceed 1,000 words excluding references and appendices (there is a tolerance of 10% in the number of words). It will analyse and evaluate the creativity and innovation process of developing the solution to a business/social/environmental challenge, as well as how the innovation process was managed considering relevant literature. The self-evaluation should chart your reflections and reactions as the innovation project progresses. It should illustrate the interconnection of the theoretical and the practical, the evolution of your own knowledge development, and the rationale for the decisions made. Your self-evaluation should capture what caused you to learn, innovate and change during the innovation process. The assessment of the self-evaluation will consider the width of topics covered, the depth of learning and the journey you describe. It must include a theoretical base for arguments and should be referenced in the normal academic manner.