

ITEA Community session

Digital Innovation Forum – 11 May 2017

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Open innovation

“Open innovation is the use of purposive **inflows and outflows** of knowledge to **accelerate internal innovation**, and **expand the markets** for external use of innovation, respectively.

[This paradigm] assumes that firms can and should **use external ideas as well as internal ideas**, and **internal and external paths to market**, as they look to advance their technology.”

Henry Chesbrough, Open Innovation: Researching a New Paradigm (2006)



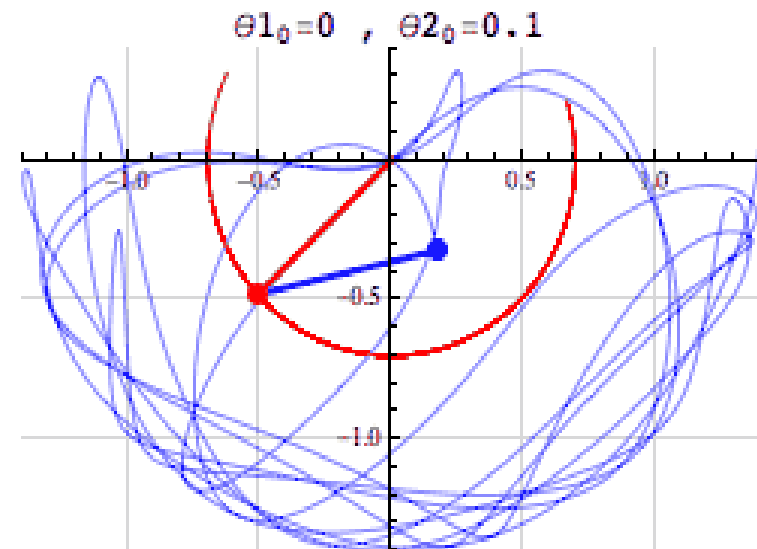
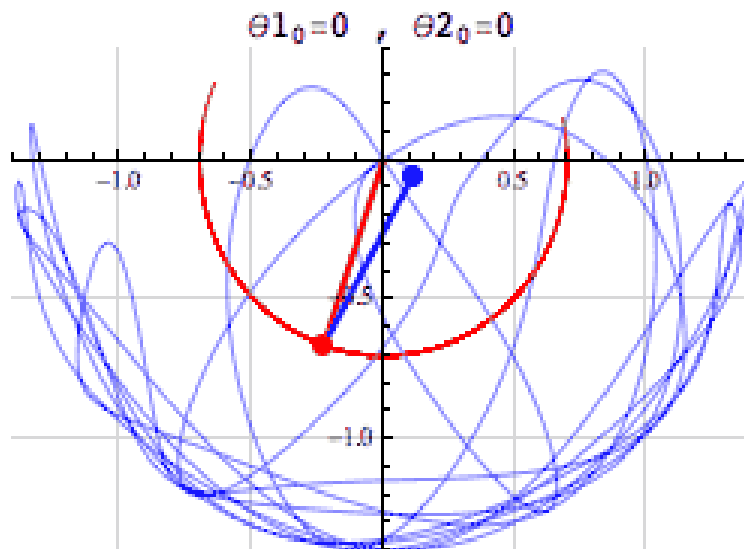
Open innovation

Principles

- Smart people not in one company
- External R&D creates significant value
- Building business model is a key action
- Best use of internal and external ideas
- External innovation may increase profit
- Profiting from trade of IPs

Innovation ecosystem

Chaos theory



- Smart Infrastructure
- Quality of life
- Cosmopolitanism
- Talented human capital
- Creative cultural
- Trust
- Identity
- Diversity

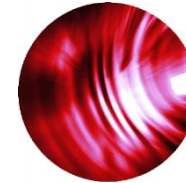
Innovative communities

- **Organisational proximity**
 - Coordinate interactions and collaborate with each other
- **Cognitive proximity**
 - Ways of thinking
- **Communicative proximity**
 - Professional language
- **Functional proximity**
 - Expertise in different industries
- **Cultural proximity**
 - Cultural habits and virtues
- **Geographic proximity**
 - Distance between actors
- **Social proximity**
 - Trust-based social relations, such as friendship

- Open and strong community with large industry and SMEs
- Strong and trustful relationship with the Public Authorities of the funding countries
- Focus on supporting the projects to maximise their impact
- Industry-driven project ideas based on customer needs
- High hit rate for project consortia



Innovation



Business impact



Fast exploitation



Seizing the high ground



Happiness

Butterfly impact of ITEA



TWT

moventas

- Main elements:
 - Describing key global challenges
 - Highlighting the impact of successful projects
 - Tagging country and partner involvement

- Each project impact story focusses on
 - **Project results**
 - **Exploitation**
 - **Impact highlights**

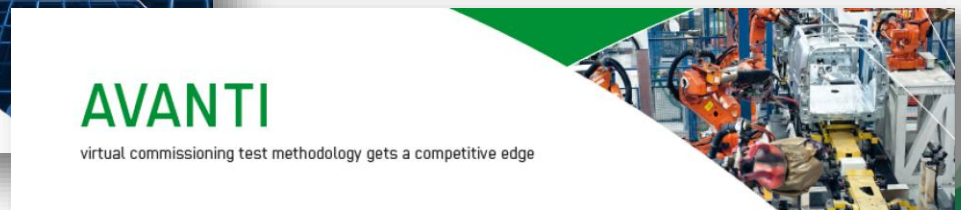
- It will be a living document as:
 - An online tool
 - A printed publication that can be complemented by new stories over time



ITEA Impact stream



project results. Exploitation. Impact highlights



**Project Idea
Tool**

Events

ITEA web site



Thank you for your attention