

## Newsletter #01



# Open Innovation in Alpine SMEs

Ideas have no borders

*Coming together is a beginning;  
keeping together is progress;  
working together is success.*

Henry Ford

### What is Open Innovation ?

Most SMEs are familiar with the traditional, “closed” model of innovation, where enterprises generate and develop their own ideas for innovative products or processes in order to remain competitive.

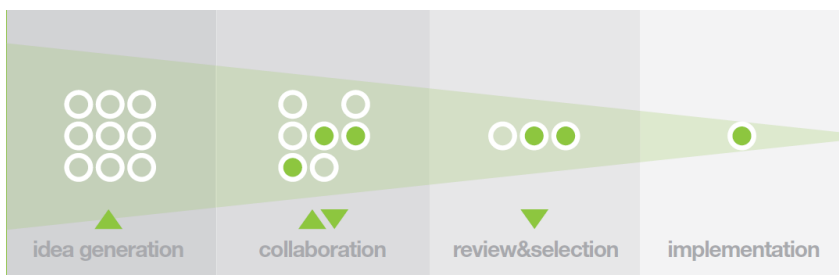
Enterprises who want to **strengthen their competitiveness** should open their doors to the ideas, know-how and knowledge of external actors at a local, national and international level.

Henry Chesbrough, the father of Open Innovation distinguishes between the outside-in and inside-out process:

The **outside-in process** assumes that not all brilliant ideas are developed inside the company, but that enterprises have to open up and collaborate with external partners such as R&D centres, universities, clients, suppliers, or even competitors. On the other hand, the **inside-out process** allows companies to sell their own innovative technologies and processes to external partners (e. g. through licensing).

### The OpenAlps project

OpenAlps is part of the EU’s Alpine Space Programme and is funded by the European Regional Development Fund (ERDF) and the participating states. The project has a budget of 2.9 million € and a duration of 3 years (July 2011 – June 2014).



### The Objectives

OpenAlps will strengthen the competitiveness of SMEs in the Alpine Region by supporting them with implementing Open Innovation methods in their innovation processes.

Services tailored for SMEs, R&Ds and clusters are:

- A multilingual **web-based OI platform** for Innovation Seekers and Innovation Solvers.
- Local OI **support centres** which improve the accessibility to

► Are you a SME ? Join the OpenAlps project, and fill out the questionnaire

Help us to understand your innovation process and to customize our services to your needs.

Contact your regional partner to get access to the survey.

research facilities and enhance networking opportunities.

- **Local OI Labs** (i. e. working groups of SMEs and R&TD organisations).
- **OI Award Competition** with awards for the three best OI projects.
- **Management trainings** to qualify cluster managers, SMEs and business development agencies in OI Management.

### Benefits for SMEs

- Speed up development of new products and services, shorten time-to-market and thereby increase revenues and market share.
- Reduce direct spending on R&D

### Benefits for R&D

- Establish new networks and business opportunities with private companies.
- Get a better understanding of technology trends and applicability.
- Receive additional revenues from innovations.

### ▶ Upcoming Events

Launch Conference in Villingen – Schwenningen  
24<sup>th</sup> April 2012

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LinkedIn OpenAlps Group



#### CCI Black Forest-Baar-Heuberg

[www.schwarzwald-baar-heuberg.ihk.de](http://www.schwarzwald-baar-heuberg.ihk.de)

#### MFG Public Innovation Agency for ICT and Media

[innovation.mfg.de](http://innovation.mfg.de)



#### ARDI Rhône Alpes

[www.ardi-rhonealps.fr](http://www.ardi-rhonealps.fr)



#### Innovation and Technology Transfer Salzburg

[www.itg-salzburg.at](http://www.itg-salzburg.at)



#### Maribor Development Agency

[www.mra.si](http://www.mra.si)



#### Association ManuFuture

[www.manufuture.ch](http://www.manufuture.ch)



#### Verona Innovation – Special Agency of the CCIAA Verona

[www.veronainnovazione.it](http://www.veronainnovazione.it)

**CSP – ICT Innovation** [www.csp.it](http://www.csp.it)

**DIGEP – Politecnico di Torino** [www.dispea.polito.it](http://www.dispea.polito.it)

**FLA - Fondazione Lombardia per l'Ambiente**  
[www.flanet.org](http://www.flanet.org)



Lead Partner: CCI Black Forest-Baar- Heuberg

Project Manager: Melanie John

Phone: +49 07721922-206

e-mail: [john@villingen-schwenningen.ihk.de](mailto:john@villingen-schwenningen.ihk.de)

[www.open-alps.eu](http://www.open-alps.eu)

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