

Open Innovation in Alpine SMEs

Ideas have no borders

Open Alps Launch Conference – External Knowledge successful utilised

On the 24th of April, the OpenAlps project was officially launched in Villingen-Schwenningen (Germany). Ten speakers from different organisations illustrated how searching for technical solutions outside of the own company boundaries can lead to promising and innovative ideas. Beyond a general introduction on open innovation and the OpenAlps project, some companies shared their valuable experience in using external knowledge for fostering their competitive advantage.

To know more about the showcases presented [download here](#) the presentations of the Launch Conference and watch our [short video](#).



Sandra Woerner illustrates how an internet community developed a marketing campaign for Hansgrohe AG Switzerland.

Open Innovation in our Regions

Are our SMEs familiar with open innovation? How do they collaborate with external partners? And what are their expectations of a Open Innovation platform?

These are only some of the questions the OpenAlps survey investigated to have a better understanding about the state of the art in the participating Alpine Regions. DIGEP – a department of the Polytechnic University of Turin elaborated a survey to gather information about local SMEs and their experience and expectations on open innovation. Although most of the SMEs are not familiar with open innovation, most of them collaborated already with customers and suppliers. Also universities and research centers helped to develop new products and services. More than 90% of the companies investigated, see open innovation as an opportunity. Main benefits

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encountered in adopting this model are completely new products and ideas followed by a decrease in R&D expenditure and in time-to-market.

The results have been summarized in an report that can be [downloaded here](#).



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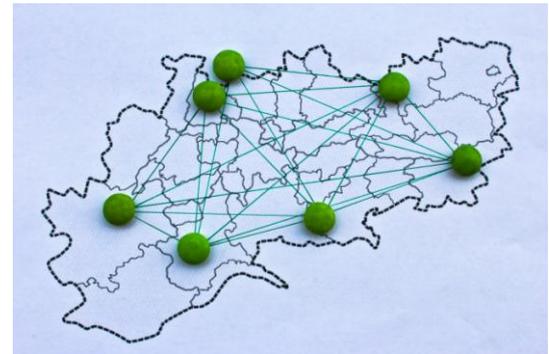


OpenAlps group

Open Innovation Labs

A place where open innovation can happen

Within the OpenAlps project every partner will set up a locally based working group to foster open innovation in SMEs. Every OI Lab brings together SMEs, R&D institutions, local stakeholders and policy makers to develop concrete process and product innovations. In each region, the OI Labs will address specific sectors to foster cooperation among actors of the same sector. The domains of our OI Labs include:



e-Health

CCI Black Forest-Baar-Heuberg & MFG Public Innovation Agency for ICT and Media



Creative Industries – household items

Maribor Development Agency



Wood Energy Sector

ARDI Rhône Alpes



Wood and furniture, Marble, Fashion Industry and ICT

Verona Innovazione – Special Agency of the CCI Verona



Cross Industry Innovation

Innovation and Technology Transfer Salzburg

Technology Transfer in the ICT sector

CSP – ICT Innovation

While Germany, Slovenia and France have launched their Open Innovation Labs, Italy and Austria will Kick-off their activities in September. Keep yourself updated trough our website www.open-alps.eu



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