

Newsletter #03



Open Alps @ the Alpweek

Open Alps together with other organizations working for and in the Alps participated at the Alpweek in Poschiavo. During the 5th – 8th of September around 400 participants discussed in workshops, seminars and other events about innovative solutions for “renewable Alps”.

Participants had the occasion to meet the OpenAlps team, to tackle an open innovation challenge and to know more about our project activities.

To read our interview have a look at the [Alpine Space Newsletter](#)

Open Innovation: How did the others make it?

Curana and its bike jewelry

In the research report Open Innovation in SMEs Wim Vanhaverbeke describes how Open Innovation can be adopted by small and medium enterprises. With ten case studies he gives concrete inputs on how to transform the company’s business model in an open one. Most of the enterprises analyzed were suffering continuous price competition due to changes in the market. Trying to reinvent their businesses and looking for new ways to reposition their products and services, they established networks with other organizations.

So did [Curana](#) a small family-owned bicycle parts producer. With globalization European bicycle manufacturers started sourcing in international markets for less expensive accessories. To avoid price competition Curana thought about developing products that could differentiate them from competitors, by creating unique products in design and material. However the company had never designed or innovated their products before and needed partners who were able to support Curana in this process. With the collaboration of a design firm and several manufactures a new mudguard was developed using plastic and aluminum in a new combination.

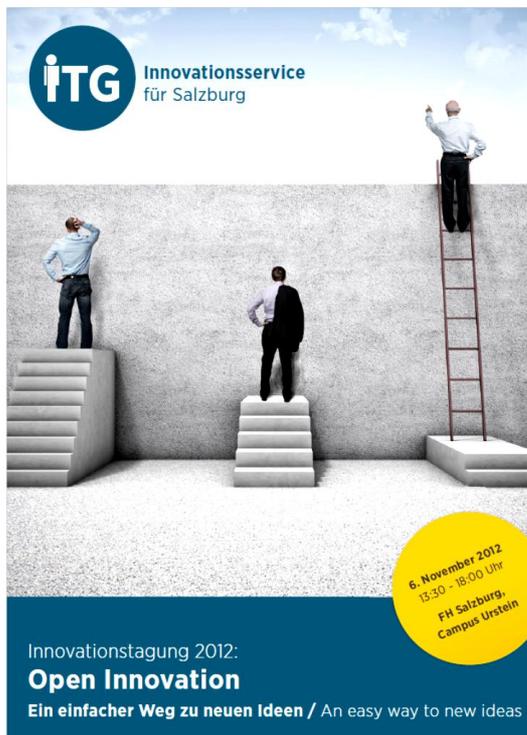
Solving the technical problems took several years and collaboration was challenging as Dirk Vens the managing director commented: “If you don’t have any partners that are believers, you’re nowhere. You have to share the passion to succeed in this ventures.”

However Curana believed in the project and the B”Lite mudguard was a first big success providing a significant growth in turnover.



For the entire research report and the Curana success story please [click here](#)

photo by [flickr – Simple Fox](#)



Open Innovation – an easy way to new ideas

6th of November – Salzburg

In this year's innovation conference SMEs, R&D centers and policy makers will have the opportunity to know more about the adoption of open innovation in their business processes.

Experts will give concrete inputs on how to succeed by creating new networks and involving customers. How to finance your ideas through microinvestments and protecting them with IPR are also on the Agenda of this one-day event.

To get the right answers to your questions, you can have a talk with the experts during the afternoon in three thematic bars:

- Creative and financial support by the mass
- Customer needs and individuality as driver of innovation
- No inconsistency: Open Innovation and IPR

More information and registration:

www.itg-salzburg.at/veranstaltungen

eHealth Open Innovation Lab went to Freiburg!



The workshop, organized by **MFG Baden-Württemberg** and moderated by Dr. Ute Hillmer, involved circa 15 regional players (SMEs, representants of Clinics, Universities and Clusters) which discussed the future innovative trends in the eHealth sector. Moreover new scenarios on users' (patients,

medical doctors and clinical operators) needs emerged during the discussion. To develop concrete pilot projects, boosted by Open Innovation methods, further meetings will be organized in the following month.

To express your interest please write an email to grillea@mfg.de

▶ 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.

▶ Follow us on

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Rhône-Alpes' Open Innovation Lab

The first workshop of the Open Innovation Lab Rhône-Alpes took place on the 27th September in Saint-Priest and focused on co-creativity and ideas emergence on topics identified during the kick off meeting (wood heating solutions and equipment for environment and energy efficiency).

About 25 stakeholders from the wood-energy industry participated in it, including SME, big companies, technical centers and institutions. It resulted in identifying different innovation projects to be further developed through the Open Innovation Lab. Activities of Oilab will continue in November through thematic working groups focused on future projects.



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Rhône-Alpes Open Innovation Forum, January 22, 2013

ARDI will also organize through the OpenAlps project and ARDI PulltechPlus program a first Open Innovation Forum on the 22nd January 2013. It will take place in Lyon and will be focused on environmental innovations. Innovation solvers will be invited to present their competences and their technology offers to the attending innovation seekers.

Four different topics will be proposed: Instrumentation and analytic measures, eco-design and cleantech, waste processing and recovering, and bio indicators and impact assessments. Innovation seekers and innovation solvers will have the opportunity to network and to meet each other in B to B meetings during the conference breaks. Conferences on open innovation challenges and tools will also be proposed to the participants such as Open innovation and new business models and IPR management and Open Innovation.

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