



OpenAlps Award

Submit your Open Innovation story and win a
trip to Lyon

With the OpenAlps Award, OpenAlps is providing companies from the Alpine region with the opportunity to achieve greater visibility, and to network with other Open Innovation stakeholders and potential partners. The winners will be invited to present their projects to an international audience in Lyon (26 June 2013), forge valuable contacts, and profit from the expertise of the Open Innovation experts participating in the conference. The OpenAlps consortium will cover the winners' travel expenses for the conference and organise B2B get-togethers for them in the Rhône-Alpes region. The winners' Open Innovation stories will also be published as best practices on the Open Innovation platform, as well as on the project's website and blog.

How to participate?



**OpenAlps
Award**

Are you a SME from the Alpine Space?

Submit your Open Innovation story and win the OpenAlps award!

- Application deadline is May 24, 2013.
- Awards ceremony at the OpenAlps MidTerm Conference in Lyon, France, on June 26, 2013
- More information: www.open-alps.eu/award

ALPINE SPACE

- Southern Germany
- Austria
- Slovenia
- Switzerland
- Northern Italy
- Southeastern France
- Liechtenstein

The Award is open to projects or products developed by SMEs and implemented using Open Innovation methods. For example, communities, competitions, search platforms or user workshops.

An international jury will choose the winner based on specific selection criteria. Besides the use of Open Innovation methods, the jury will also evaluate the market potential, quality of cooperation with external stakeholders, benefits for the stakeholders involved and the transnational direction of the company. SMEs from all industries and commercial sectors can make submissions, provided that they are located in the Alpine region. Deadline for entries is 24 May 2013.

To submit your story please visit our website: www.open-alps.eu/award

Open Innovation Day: conferences and thematic workshops - 26 June 2013, Lyon (France).

The Open Innovation Day, organized by ARDI, will deal with topics such as the challenges of opening your innovation process as a company, models and methods of Open Innovation, tools available to facilitate collaboration with the stakeholders of your innovation ecosystem, and also the specific case of SMEs and big companies.

Highlights of the day:

- **Wim Vanhaverbeke, world renowned specialist of Open Innovation** and the co-founder of the European Innovation Forum with Henry Chesbrough in 2012, will speak about “How to manage open innovation successfully”,
- **Thematic workshops** on Smart Cities, Creative Industries and Medical Technologies,
- Several presentations of **good practices from big companies and SMEs**,
- The OpenAlps Award Ceremony rewarding companies that used Open Innovation methods when developing a new product, process or service (for more information, [click here](#)),
- -Networking .

The conference will be translated in English and French.

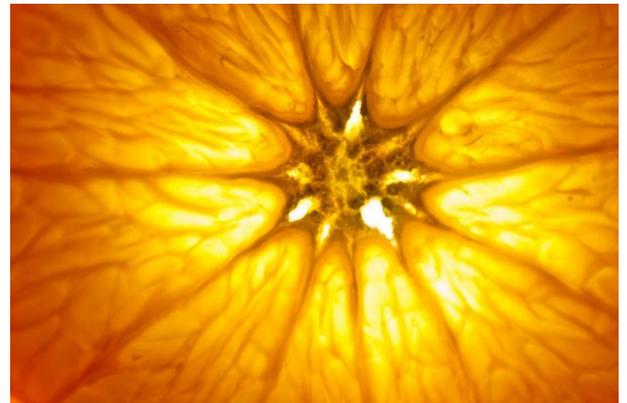
Save The Date of the 26th June ! A more detailed program and registration information will be published on this page in the upcoming weeks.

Open Innovation: How did the others make it?

The case study report and the example of Isobionics

Harsh market conditions and the economic crisis make the concept of open innovation extremely important, especially in the SMEs: indeed, large-scale surveys have confirmed that SMEs are collaborating more frequently with external innovation partners than larger companies. It

has been demonstrated that in many cases the adoption of an open innovation strategy can be a logical step for many SMEs to take, as it helps to innovate successfully, to develop new sources of income, and to reach more profitable positions in the competitive landscape. However, how can SMEs use external knowledge to develop new products or services? How can income be generated by licensing their technology to other companies? The answers to these questions may be investigated through a case study analysis.



Consider Isobionics, a Dutch company established in 2008 whose activities focus on manufacturing natural ingredients for the flavour and fragrance industry. Isobionics represents a successful collaboration between a large and a small company, illustrating how an external entrepreneur can establish a successful venture by licensing technology from a large firm: in this case study, a start-up successfully commercializes the technology which was previously developed by DSM, an established Dutch chemical company with strong technical expertise in biotech and new materials. The collaboration turned to be a win-win situation, as both of the companies involved gained a positive payoff: Isobionics got access to a game-changing technology, which was the cornerstone for its commercial success, and exploited the reputation of DSM. On the other hand, the establishment of Isobionics implies that a technology which was discontinued at DSM can be further developed and the new discoveries can be very useful for DSM's research in related technology fields.

These and other examples can be found in the case study report elaborated by the Politecnico di Torino. [Click here to download the full report.](#)

First Rhône-Alpes Open Innovation Forum: a real success

About 100 participants gathered on the 22 January 2013 in Lyon to participate in the first Open Innovation forum organized by ARDI Rhône-Alpes within the European project OpenAlps and the PulltechPlus program. Focusing on the Environment, Green-Tech and Clean-Tech technologies, the forum purpose was to promote networking and to initiate collaborations between startups, SMEs, big companies and laboratories. The forum gave the opportunity to 18 innovation solvers to present their eco-innovations. They were divided in three sub-categories:

Instrumentation and measurements, Eco-innovation and clean processes, and Waste treatment and recovery. Each innovation solver was able to present its competency and technology offer to the participants during an oral presentation. A booklet gathering a presentation of each offer was handed out to the participants ([download it here](#)). Experts were also in attendance to talk about Open Innovation challenges such as: PI management (INPI), new business models (Pollen Innovation) and Eco-innovations (EWAM). This forum was also the opportunity to introduce IDEEL, the Institute for Eco-technologies and Carbon-free Energies of Lyon, launched in October 2012.



A second Open Innovation Forum will be organized in Fall 2013. Stay tuned



The challenge of innovation

Verona Innovazione is involving enterprises from the following four business sectors: marble, wood & furniture, ICT and fashion, to support them in their innovation projects. In order to tackle this

challenge Verona Innovazione is going to offer informative sessions, trainings and tailored services to foster their innovation capacity. Fifty SMEs will access an innovation check-up to analyze their technology needs alongside with assistance in finding potential solutions and partners through the web-based Open Innovation platform. Companies interested in joining the Open Alps project can find more information and apply by clicking here.

To raise the awareness on leading innovation topics Verona Innovazione is organizing the following **two Open Innovation workshops**:

19th April 2013 Innovation in Buildings: sustainable product design and new materials.

How to design new products in order to minimize the environmental impact of the entire product life cycle. From the choice of innovative materials to the reduction of energy consumption during the production process.

9th May 2013 How to manage creativity in your company: which tools to develop your innovation capacity ?

A practical workshop to explore techniques to promote the development of innovative ideas at individual and organizational level.

Info e registration: <http://www.veronainnovazione.it/servizi/eu-projects/news/362>



OI training for SME: Pilot session the 14th of March in Lyon (FR)

On the 14th of March 2013, ARDI Rhône-Alpes gathered 12 regional SME for the first pilot session of the OI training. The ½ day session was facilitated by Martin Duval from Bluenove and supported by the OI expert from INPI (French national agency for Intellectual and Industrial Property), Philippe Borne.

The training session started with an ice-breaker session allowing the participants to test their talents as paper airplane

designers, as the idea was to design your airplane and note down on it your own ideas about innovation and open innovation and make it fly over to another participant.

After this warm-up session, the participants attentively followed the intensive presentation of innovation and open innovation by Martin Duval with assistance of Philippe Borne concerning the IPR questions. Following the coffee break, which allowed the participants to get to know each other, several companies case studies on open innovation were presented and

hereafter, the participants worked for one hour on the OI diagnosis of their own company. Some volunteers presented their diagnosis which were commented by the other participants.

The ½ session ended by a collective evaluation discussion and it turned out that everybody was satisfied with the content, apart from the workshop which should have been more collaborative and interactive. This will of course be improved for the coming sessions. Two more sessions will be proposed in Rhône-Alpes in the next months, and all the partner regions in OpenAlps project will organize 3 sessions based on this training concept.

NEXT TRAINING SESSIONS:

- 1st Training Session on "Open Innovation for SMEs" on 12th June 2013 in Stuttgart organized by MFG Baden-Württemberg

For more information please visit the website.



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