

## Newsletter #07

# Open Innovation Day – Final Conference in Stuttgart

With this newsletter we would like to introduce you to the “Open Innovation Day”, the Final Conference of OpenAlps which took place in Stuttgart on the 14<sup>th</sup> of May 2014.

The event, moderated by Dr. Sven Schimpf of the Fraunhofer Institute for Industrial Engineering IAO Stuttgart, represented an important opportunity to deepen interesting issues related to Open Innovation thanks to the participation of top-class international experts, the introduction of Open Innovation pioneers from small and medium-sized companies (SMEs) of the Alpine Space and the presentation of a very appealing success story.

Prof. Dr. Johann Füller, founder and CEO **Hyve Innovation Community GmbH** - Munich, opened the conference talking about *how SMEs can benefit from the intelligence of the crowd and transform it into new products and services*.

Dr. Michael Heiss, principal for Open Innovation at **Siemens** AG Austria presented the lessons learned from the Siemens Smart Grid Innovation Contest, *a co-ideation initiative that addressed the B2B market and not the end-consumers*.

## Open Innovation Experiences

Over the past three years the OpenAlps project involved more than 10.000 participants from the Alpine Space in workshops, trainings and dissemination events. SMEs had the chance to learn more about Open Innovation and to benefit from the platform services offered by the project. To better understand the process of innovation, four companies illustrated their experience, we shortly introduce two testimonials coming from the manufacturing and in the ICT sector: Formabilio and Quibiq



The Italian web-platform "Formabilio" applies the open innovation concept in the traditional industry of furniture and home accessories.

Launched in January 2013, Formabilio uses the web to promote idea contests for professional and aspiring designers and involves the community of registered users to identify the best furnishing products, in terms of innovation, ecofriendliness and appeal. The selected products are manufactured by small Italian artisans and marketed online on **formabilio.com**. Formabilio aims to value the skills of all the players involved.





Quibiq is market leader in developing software solutions for connecting people, systems and processes in Germany, Austria and Switzerland.

Since its founding in 2000, **QUIBIQ** has focused exclusively on the development of solutions based on Microsoft technologies enabling companies to exchange data between applications, synchronize systems and automate business processes.

The development and, in particular, the successful marketing of the product innovation has become possible only through an Open Innovation approach, provided by the Microsoft Partner Network.

## Another Open Innovation Success Story comes from Finland: Demola Lab



Demola Lab is an award-winning collaborative innovation platform where talented university students co-create solutions to problems posted by companies and other partners. Demola extends its activities beyond the borders involving Finland, Sweden, Hungary, Lithuania, Latvia, Slovenia and Spain. In 2014 over 1.500 students participate in Demola projects throughout Europe. Ville Kairamo presented some examples and lessons learned.

This and much more was the Open Innovation Day!  
If you want to know more you can download here the [event flyer](#).



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OpenAlps is co-funded by the Alpine Space Programme 2007-2013, as part of the "European Territorial Cooperation".

