

Newsletter #8

Final Conference of the OpenAlps project at the "Haus der Wirtschaft" in Stuttgart



Final conference of the OpenAlps project represented an 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 appealing success stories.

This newsletter presents some of the topics discussed during the open innovation day.

Dr. Johann Füller, professor at the Department for Strategic Management, Marketing and Tourism at the University of Innsbruck explained why SMEs approach Open Innovation with a certain reluctance and how SMEs can benefit from the intelligence of the masses and transform it into new products and services.



Operating in an Open Innovation environment can represent a win-win process and the Italian start up [Formabilio](#) is a concrete example.

Dr Jürgen Jähner of the MFG Innovation Agency for IT and Media emphasized that the difficulties of SMEs to share ideas in public can be result from the considerable uncertainty in relation to intellectual property.

OpenAlps project team discussed how SMEs can approach Open Innovation and benefit from it thanks also the [Open Innovation](#) platform born by the project. Marco Cantamessa, professor at the Polytechnic University of Turin, underlined the SMESs necessity to search for concrete solutions to their problems, the [RFP](#) published on the Open Alps Platform confirms this peculiarity.



For more information on the conference [click here](#).

An interesting news from Open Alps project

ORBITaLA is the Open Innovation Laboratory established on May 25th 2012 by Maribor Development Agency (Slovenian) within the Open Alps project. One of its member has developed an innovative colour coating for various surfaces.

Thanks to the mediation of the OI Lab, the company has met a SME in the eco-housing field interested in the application of the product. This collaboration has allowed to test this new material that, applied on a roof, should reduce the overheating of the building in the summer months reducing the overall energy consumption.

This summer first test results will be available.

For more information read [the article](#).



Open Innovation Platform status

ACCOUNTS ACTIVATED	125
INNOVATION SEEKERS	76
INNOVATION SOLVERS	49
REQUEST FOR PROPOSAL PUBLISHED	7

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