

## INNO-Views Policy Workshop

# **Open Innovation in a Globalised World**

### *Implications for innovation policies in Europe*

East of England Brussels Office  
Rue du Trône, 4 – 1000 Brussels  
26 – 27 February 2009

### ***Workshop programme***

***Final - 24/02/2009***

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## 1. Overall purpose

INNO-Views policy workshops provide a dialogue between public authorities, policy analysts, industry and academia to explore new or better innovation policy instruments for Europe. The workshops explore topical innovation themes related to actual and forthcoming needs of European innovation policies.

This workshop will bring together about 30 leading experts and policy makers to explore evidences about open innovation models and globalisation and discuss the rationales, practice and proposals for policies to support European innovation systems.

The invited participants include practitioners of Open Innovation in companies or research institutions, researchers who have analysed the statistical or economic evidence of both open innovation and globalisation of knowledge production and commercialisation as well as policy makers who have implemented, or are in the process to develop, implement or evaluate policies in support of Open Innovation in a globalised world.

This workshop is part of a consultation process that the Commission is going through in the preparation of a European Plan for Innovation, requested by the European Council in December 2008.

## 2. Objectives and Structure of the Workshop

It is commonly accepted that innovation is the main driver for companies to prosper, grow and sustain a high profitability. Therefore the focus of research has shifted from the role and impact of innovation towards a deeper understanding of innovation processes and how these can be managed. Furthermore, the general understanding of the notion of innovation has moved from linear innovation processes to models of interrelated innovation systems.

Although not completely new, open innovation has increased in importance in line with the acceleration of the globalisation process. Case studies from 59 companies in twelve countries have been carried out by the OECD and have shed light on the practical aspects of open innovation strategies in companies, helping highlight barriers that may need to be addressed by policy makers<sup>1</sup>. Recently OECD published the report "Open Innovation in Global Networks" which was prepared by Koen De Backer and Mario Cervantes of the

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<sup>1</sup> Globalisation and Open Innovation project of OECD's Working Party on Innovation and Technology Policy (TIP)

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OECD Directorate for Science, Technology and Industry, together with Els van de Velde (Vlerick Leuven Gent Management School, Belgium)<sup>2</sup>.

The 6<sup>th</sup> Thematic Report of PRO INNO Europe INNO Policy TrendChart on “National and regional policies for Globalisation and Open Innovation” provides a snapshot of how S&T&I policies and their governance have been adapted in the face of increasing globalisation and in the context of open innovation. This report asks for some immediate actions on European level which will be presented and discussed during the workshop.

The workshop is organised in five sessions, starting with assessing the state of development. Examples of Open Innovation business models describe the shift from closed to open innovation and related opportunities and threats. Insights of the above mentioned work of OECD allow to generalise the picture and to address relations to innovation policies. Further evidence for policy interventions will be provided through statistics and econometric analysis.

The second and third session present several examples of regional and national measures in support of Open Innovation, whereas the fourth and final sessions are dedicated to policy recommendations for regional, national and European policy development, including a discussion on appropriate governance structures for effective and efficient policy implementation.

The overall question to be answered will be whether and how existing innovation policies need to be adapted and/or complemented in response to the shift towards open innovation business models in a globalised world.

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<sup>2</sup> Koen De Backer, Mario Cervantes, Els van de Velde: “Open innovation in global networks”, OECD, 2008

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**February 26<sup>th</sup>**

- 09:30 – 10:00** Registration and coffee
- 10:00 – 10:05** **Welcome address** by Alejandro Rodriguez
- 10:05 – 10:20** Katja Reppel, *Unit D1 – Innovation Policy Development, European Commission – DG Enterprise & Industry*  
**Scope of the workshop**

**10:30 – 13:00 Session 1*****Open innovation in global networks*****Topic: Setting the scene****Chair:** Katja Reppel, *Unit D1 – Innovation Policy Development, European Commission – DG Enterprise & Industry*

*The aim of the session is twofold: first, to draw a picture of the ongoing globalisation, knowledge and human resources mobility and to validate the shift that is taking place in companies towards practices of open innovation. The notion of open innovation will be discussed and how open innovation business models change the relationship between a company and its environment. Secondly, the session will also bring in the evidence from available statistic and recent studies on open innovation in global networks.*

*Thus the first session attempts to draw an overall picture of the open innovation as a phenomenon and how it should be considered within the European innovation policy agenda. The final discussion specifically strives for raising important policy questions and practical challenges that are to be more deeply addressed during the following workshop sessions.*

- 10:30 – 11:00** Joachim von Heimburg, *Director of Corporate R&D, Innovation & Knowledge, Procter & Gamble (Germany)*  
**Open Innovation @ Procter & Gamble: The Journey from ‘Not Invented Here’ to ‘Proudly Found Elsewhere’**
- 11:00 – 11:30** Martin McGurk, *RTC North Ltd (UK)*  
**C2I: Improving SME-Multinational interactions through OI methodologies**
- 11:30 – 12:00** Mario Cervantes, *OECD (France)*  
**Open innovation in global networks (title tbc)**
- 12:00 – 12:30** Bernd Ebersberger, *MCI Management Center Innsbruck (Austria)*  
**Analyzing Open Innovation Practices**
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**12:30 – 13:00**            **Statements and discussion**

**13:00 – 14:00**            **Lunch buffet**

**14:00 – 15:30 Session 2**

***National and regional cases supporting open innovation***

**Topic:** Towards an inventory of better practices

**Chair:** Charlotte Arwidi, *Unit D1 – Innovation Policy Development, European Commission – DG Enterprise & Industry*

*This second workshop session will focus on practical approaches and examples of promoting open innovation. First it will present findings from studies analysing user-driven innovation cases, followed by presentations of different approaches that are tuned to facilitate open innovation at regional and national levels. The aim of the session is to understand and discuss, how open innovation policies can be implemented in practice and to compare these approaches for their general applicability.*

**14:00 – 14:30**            Emily Wise, *IEC and Research Policy Institute, Lund University (Sweden)*

**Frameworks and findings of the project “User-Driven Innovation – Context and Cases in the Nordic Region”**

**14:30 – 15:00**            Jakob H. Rasmussen, *LivingLabs Europe (Denmark)*

**LivingLabs and Open Innovation (title tbc)**

**15:00 – 15:30**            Ton van Lier, *ELAt - Brainport (The Netherlands)*

**Creative Conversion Factory: circuit board for technology providers, concept designers, technology adopters and VCs in the field of ambient intelligence**

**15:30 – 15:45**            **Questions & Answers**

**15:45 – 16:15**            **Coffee break**

**16:15 – 18:30 Session 3*****Policies in support of open innovation*****Topic: The role of institutions and framework conditions****Chair:** Sven Schade, *Unit D2 – Innovation Policy Implementation, European Commission – DG Enterprise & Industry*

*The session addresses a particular aspect of open innovation in the global context, focusing on the role of technology transfer, the relationship between clusters and open innovation, and scenarios how intellectual property regimes might evolve in a global knowledge economy.*

*In order to accomplish an “inventory of better practices,” participants are asked to contribute with specific cases and examples they know during the final discussion.*

- 16:15 – 16:45** Terry Pollard, *Isis Innovation Ltd (UK)*  
**The Role of University Technology Transfer in Open Innovation**
- 16:45 – 17:15** Florian Klein, *Global Business Network, Monitor Group (Spain)*  
**Open Innovation, Cluster Development and Innovation Policy as Enablers of Regional Competitiveness**
- 17:15 – 17:45** Berthold Rutz, *European Patent Office (Germany)*  
**Open innovation and intellectual property**
- 17:45 – 18:30** **Tour de table: statements & further cases**  
facilitated by Kimmo Halme and Rolf Reiner, *INNO-Views*
- 20:00** **Workshop Dinner at**  
**Aux Armes de Bruxelles, Rue des Bouchers, 13 – 1000 Bruxelles**

February 27<sup>th</sup>

09:00 – 10:30 Session 4

***Policy mix tuning innovation systems to better support open innovation***

**Topic:** Integrated approaches in support of open innovation

**Chair:** Alice Wu, *Unit D1 – Innovation Policy Development, European Commission – DG Enterprise & Industry*

*Key dimensions extracted by open innovation theory and empirical studies, as well as experiences from current national and regional policy approaches need to be taken into account in the design and further development of European policy instruments and policy mix in support of innovation. This session focuses on conclusions for policy development adapted to open innovation scenarios in a globalised world and prepares the input for the in-depth discussions of the final session.*

- 09:00 – 09:20** Kimmo Halme, *Advansis Oy (Finland)*  
**National and regional policies for Globalisation and Open Innovation – conclusions of the TrendChart Thematic Report No 6**
- 09:20 – 09:50** Wim Vanhaverbeke, *Hasselt University (The Netherlands)*  
**Policies for Open Innovation – conclusions of ERA-net VISION**
- 09:50 – 10:10** Ludger Viehoff, *Unit D2 – International Cooperation, European Commission – DG Research*  
**Opening the European Research Area to the world: The Challenges of global science & technology cooperation**
- 10:10 – 10:30** Henk Koopmans/Simon Chater, *East of England Development Agency*  
**Exploiting models of open innovation to consolidate a region's strengths – the East of England case (title tbc)**
- 10:30 – 11:00** Coffee break

**11:00 – 12:30 Session 5*****Towards an integrated approach - Roundtables on future policy orientations*****Moderators:** Kimmo Halme & Rolf Reiner, *INNO-Views project***Participants:** **All**

*The final session of the workshop will be dedicated to in-depth discussions on recommendations for any adaptation and / or complements of innovation policies at EU level. The key questions to be addressed can include:*

- *How to make Europe the most attractive place to do innovation / open innovation?*
- *What policies need to be adapted (framework conditions, innovation infrastructures, specific policies and support measures) at EU level? Are additional supporting instruments needed at European level?*
- *Are there specific actions that should be supported or coordinated at EU level? How could European policies complement the new national approaches?*
- *What should be the priority of EU innovation support, large firms, SMEs, public research organisations, or networks?*
- *How to ensure coherence of policies and optimal governance at regional / national / EU / international level?*

**12:30 – 12:50** Kimmo Halme & Rolf Reiner, *INNO-Views project*  
**Summary of workgroup results****12:50 – 13:00** Alice Wu, *Unit D1 - Innovation Policy Development, European Commission – DG Enterprise & Industry*  
**Closing remarks****13:00 – 14:00** **Lunch buffet**

### 3. Participants

A balanced mix of around 30 participants is sought from the following categories:

- Academic experts
- National and regional policy makers
- Analysts
- European Commission services
- Coordinators of Open innovation policy measures and programmes

### 4. INNO-Views

*INNO-Views policy workshops establish a dialogue between public authorities, analysts, industry and academia to explore new or better innovation policy instruments for Europe. The workshops have the objective to explore innovation themes related to actual and forthcoming needs of European innovation policies. On average, 4 workshops are organised per year. The workshops bring together 30-40 relevant professionals and are organised on the basis of personal invitations only. Workshop results are published on the PRO INNO Europe website (<http://www.proinno-europe.eu>).*

*Any requests, recommendations and suggestions of themes, experts and locations for further workshops are welcome and should be directly addressed to INNO-Views:*

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