Next generation of Open Innovation
4 October 2016, SP, Stockholm, Sweden

Summary
The concept of Open Innovation (OI) has been defined almost 15 years ago now and
EIRMA members have at several occasions debated on the best practices of
multilateral innovation approaches as well as the boundaries of such an ecosystem.
The question to address now is what’s next? What will be the next generation of OI?
What’s Open Innovation 2.0.? The Open Innovation Toolbox 2.0 offers a wide range of disruptive technologies to use and exploit in order to solve sustainability and profitability issues. Besides, some companies have started putting IP into public domain to facilitate Open Innovation. This cultural shift from the « command and control » of the industrial age to the agile approaches seems to be necessary for OI2.0.

Issues addressed
n What are the next elements changing the environment for collaborative innovation? What are the new types of collaboration?
n How to enable the non-linear, open and collaborative innovation processes? How to make the cultural shift to agile thinking and doing happen?
n How to balance outsourced innovation with corporate research protecting core value?
n Open Innovation Toolbox 2.0 - What new, creative channels and platforms for Open Innovation will we use in the future?
n How can we predict the opportunities and the future shape of Open Innovation?

Target Audience
R&D managers, Business Development Executives, Knowledge Managers, Innovation Managers, Research Strategy Leaders, R&D programme leaders, IP managers.

Key themes

Innovation Processes  Business strategy  Intellectual Asset Management  People and Knowledge  Public frameworks

Chairman
Erik Ronne, Head of Open Innovation, SP Technical Research Institute of Sweden
PROGRAMME

Monday 3 October 2016

18:15 Get-together at the hotel Mornington Hotel Stockholm City lobby

18:30 Bus leaving for The Park, hub for SMEs in the Digital industry for a networking dinner and a presentation by its CEO and Founder. We will enjoy hands on case presentations followed by discussions and micro workshops allowing the audience put to their new thoughts to immediate practice on relevant topics.

Digitalisation, R&D and Open Innovation
The entertainment and media industry with music, books, TV, newspapers and magazines were some of the early industries that experienced dramatic changes due to digital over just a few years. They met a number of strong challenges but also a whole new set of opportunities if managed in the right way. Digital disruption is now moving far beyond the media industry as trends like e-commerce, sharing economy, crowd sourcing and automatization have had big effects on travel & tourism, retail, recruitment and now also with internet of things the traditional industrial product companies.

By sharing his insights from observations in digital projects around the world through inspiring case studies and reports Mikael gives us an introduction to the new digital world.

*Mikael Ahlström, CEO and Founder, Britny*

Tuesday 4 October 2016

8.00 Registration and welcome coffee

8.30-8.45 Welcome and EIRMA presentation

*Aurélie Jablonski, Programme and Members Relation Coordinator, EIRMA*

8.45-9.00 Welcome and RISE Presentation

RISE Research Institutes of Sweden is a group of research and technology organisations. In global co-operation with academia, enterprise and society, they create value, growth and competitiveness through research excellence and innovation.

*Margaret McNamee, CTO, RISE*

9:00-9:45 Translucent Innovation – A new platform for Open Innovation

Request for Proposal (RfP) based Open Innovation, for instance via NineSigma or Innocentive is one of the most used and efficient forms of Open Innovation. Still the RfP based approach suffers from a number of shortcomings, which makes many companies reluctant to use it. Most
important is the exposure risk: not only potential solution providers will read your RfP:s, but also your competitors who will get a better understanding of your future R&D portfolio. Other shortcomings are the high cost, background noise from less serious solutions providers or even scammers, and IP contamination risks. To address these shortcomings SP Technical Research Institute of Sweden has developed a new RfP based Open Innovation Platform called Translucent Innovation® - Safe Open Innovation for free.

Erik Ronne, Head of Open Innovation, SP Technical Research Institute of Sweden

9:45–10:30  

Factors influencing the success rate of collaborations between small and large companies

Bengt Järrehult will present Chalmers research on an Open Innovation special case. Sometimes, large companies bureaucratic set up can obstruct them in their own efforts to keep on going with innovation and they might need to contact a small company to take over with it. On the other hand, small companies can contact large companies to offer them something that fits into the larger companies’ offer.

Bengt will show a surprising correlation of positive and negative factors for the innovative outcome of these collaborations that he has found after having analyzed 19 different cases.

Bengt Järrehult, Adjunct Professor in Innovation Technology, Chalmers University of Technology, Entrepreneurship & Strategy Department, former EIRMA member

10:30-11:00  Coffee break

11:00-11:45  

Open Innovation Competitions for the Public

The competition format is a widely used tool in many fields. Using competitions as a tool for crowdsourcing innovation has become increasingly popular because of the prevalence of the internet, and because of social media’s efficiency in reaching out. Jacob will explain the opportunities that this offers, as well as the potential risks to look out for when planning an innovation competition for the public.

Jacob Westerlund, Open Innovation Manager, Sqore

11:45 -12:30  

Applying concrete Open Innovation 2.0 in the R&D-heavy Pharma industry and extrapolating to 2026

How do we have to change in order to adapt internal R&D to fully benefit from Open Innovation – and what can we realistically expect to gain from this? Today and in 10 years.

Niclas Nilsson will present the design an execution of LEO Pharma’s concrete and award-winning Open Innovation 2.0 platform that implements
openness in core R&D with the intention of greatly boosting external innovation. The platform enables exploration of non-obvious solutions and serendipity by giving external volunteers unconditional access to internal tools in the R&D process.

Furthermore, by combining insights of future R&D needs, the changing environment with current real life experiences we can predict the opportunities and the future shape of Open Innovation – and it sure exciting and disruptive.

Niclas Nilsson, Open Innovation Rocketeer, LEO Pharma A/S

12:30 – 13:30 Lunch break

13:30 - 14:15 Open Innovation view and strategy of a National Innovation Agency
Alexander is responsible for Open Innovation at the Swedish innovation authority Vinnova, and has accepted to give a presentation about how an innovation authority like Vinnova views Open Innovation, in an national context as well as an EU context, and how Vinnova is about to launch a program to boost Open Innovation in the Swedish industry.

Alexander Alvsilver, Senior Programme Manager Open Innovation, Vinnova

14:15 -15:00 Towards the innovation economy via the Triple Helix Concept: an industry perspective
The global demand for finite resources is continuously increasing. To be able to tackle the current and future challenges of sustainable materials supply, there is a common understanding on the need to move towards a more circular economy. In this presentation, we will elaborate on how Umicore wants to reach the circular economy as ultimate goal and on Umicore’s transition from an industrial economy, over a knowledge economy, towards an innovation economy. This transition requires multi-stakeholder partnerships that foster innovation and entrepreneurship, which can be obtained by applying the Triple Helix concept. The latter represents a conceptual framework containing three components (industry-academia-government) that closely interact and thereby drive transitions leading to innovation.

Karolien Vasseur, Project Leader Recycling & Extraction Technologies, Umicore
15:00- 15:30  Coffee break

15:30 - 16:00  Group session – next generation of Open Innovation
We will split in several groups to actively share challenges and solutions regarding Open Innovation. You are encouraged to bring your own experience to the group discussions.
Further information will be published soon

16:00-16:45  Group presentation
The floor is open to present each group’s results and exchange experiences

16:45-17:00  Wrap-up and Conclusion by chairman

17:00  End of the meeting
## Practical Arrangements

### Venue
SP Technical Research Institute of Sweden  
Drottning Kristinas väg 45  
Stockholm - Sweden  
Phone: +46 (0)10 516 6070  
[www.sp.se](http://www.sp.se)

### Accommodation
No block booking has been done by EIRMA.  
List of suggested hotels, see below  
You need to contact the hotel by yourself.

### Monday Evening
The Park Sweden AB  
Hälsingegatan 49,  
113 31 Stockholm, Sweden

### Transportation
**From Arlanda Airport to SP**  
Take the train to the central station.  
By taxi: ca. SEK 600.

**From central station to SP**  
Take the subway to the third subway station Tekniska Högskolan. Use exit towards Tekniska Högskolan. SP is 500 meters from the subway station.

### Registration
Registration cost for the event: **450 €**  
Please register as soon as possible but certainly before 23 September 2016.  
The online registration form is available on the EIRMA Website.

### Payments
We prefer payment by bank transfers but can also accept credit card (Visa, MasterCard or American Express).  
All participants will receive confirmation letters and an invoice or receipt as appropriate.

### Cancellations
Please give as much notice as possible if you are obliged to cancel. We will refund 50% of the registration fee for cancellation received 1 week before the meeting.  
Names may be substituted at any time without charge.
REGISTRATION FORM

Next generation of Open Innovation
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Online registration available on EIRMA Website: http://www.eirma.org

However, if you have no or limited access to internet, you may return the form below before 29 September 2016 by e-mail to cternest@irma.org

Title:  q Prof.  q Dr.  q Mr.  q Ms.
First Name: ……………………………………………………………………………………………………………………
Last Name: …………………………………………………………………………………………………………………...
Position: ………………………………………………………………………………………………………………………...
Company: ……………………………………………………………………………………………………………………
Department: …………………………………………………………………………………………………………………

VAT number of paying entity (mandatory for EU members): ……………………………………………………………

Address: ………………………………………………………………………………………………………………………
ZipCode: ……………………… City: ……………………… Country: ………………………………………………………
Tel: ………………………………………… Cell: ……………………………………………………………………………
E-mail: ……………………………………………………………………………………………………………………………
Assistant’s e-mail: ……………………………………………………………………………………………………………

I will q / will not q attend the meeting on 4 October 2016
I will q / will not q attend the welcome dinner and event on 3 October 2016

Dietary requirements: ………………………………………………………………………………………………………

Event’s fee: 450,00 € (VAT excluded) for members excluded Belgium
or 544,50 € (VAT included) for Belgian members

The meeting registration fee covers the administrative costs, refreshments, lunch and dinner.

To be paid preferably by Bank Transfer, we accept also Credit Card.

Mode of Payment

☒ Bank Transfer
Account N° 363-1073576-20
ING – Rond Point Robert Schuman 8 – 1040 Brussels - Belgium
IBAN: BE28 3631 0735 7620 - BIC: BBRUBEBB

☒ Credit Card (Eurocard, Master, Visa, Amex)
Card Number: __I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I__I_
**List of Suggested Hotels**

**Mornington Hotel Stockholm City**
Nybrogatan 53 Box 5197, 102 44 Stockholm, Sweden  
Phone +46-[0]8-507 330 00  
Email: stockholm@mornington.se  
[http://www.mornington.se/?ArealID=4](http://www.mornington.se/?ArealID=4)  
Subway station: Östermalmstorg  
Close to the very center of the city.  
20 min walk to SP KM Stockholm, 10 min by taxi, two subway stations from SP KM Stockholm

**Scandic Hotel Anglais – Stureplan**
Humlegardsgatan 23  
Phone: +46 (0)8 517 340 00  
E-mail: anglais@scandichotels.com  
[https://www.scandichotels.com/hotels/sweden/stockholm/scandic-anglais](https://www.scandichotels.com/hotels/sweden/stockholm/scandic-anglais)  
Subway station: Östermalmstorg  
In the very center of the business and commercial district.  
20 min walk to SP KM Stockholm, 10 min by taxi, two subway stations from SP KM Stockholm

**Hotel: Elite Eden Park Hotel**
Sturegatan 22, 114 36 Stockholm, Sweden  
Phone: +46 8 555 627 00  

**Scandic Park**
Karlavägen 43, 102 46 Stockholm, Sweden  
Phone: +46 8 517 348 00  
[https://www.scandichotels.com/hotels/sweden/stockholm/scandic-park](https://www.scandichotels.com/hotels/sweden/stockholm/scandic-park)