Session 7:
“OPEN INNOVATION: STRATEGY & POLICIES”

Bror Salmelin
Chair

Jay Edwin Gillette
Moderator
Framework: Chesbrough’s “Open Innovation” brought forward


“. . . a new vision of the innovation process. This vision eagerly seeks external knowledge and ideas, even as it nurtures internal ones. It utilizes valuable ideas from whatever source in advancing a company’s own business, and it places the company’s own ideas in other companies’ businesses.”

(Chesbrough, 2003, p. xxxi)

Five key elements in the new innovation process [OISPG summary]:

1. Networking
2. Collaboration involving partners, competitors, universities, and users
3. Corporate Entrepreneurship, corporate venturing, start-ups and spin-offs
4. Proactive Intellectual Property Management: to buy and sell intellectual property and so create markets for technology
5. Research and Development (R&D): for competitive advantage on the marketplace

“We would like strongly to communicate a more modern view on open innovation. We need to go far beyond, towards crowdsourcing, co-creativity and collaborative open innovation ecosystems.” (Bror Samelin, 2010)