

Session 7:  
“OPEN INNOVATION: STRATEGY &  
POLICIES”

Bror Salmelin  
Chair

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# Framework: Chesbrough's "Open Innovation" brought forward

Seminal book: Henry Chesbrough, *Open Innovation: The New Imperative for Creating and Profiting from Technology*. (Harvard Business School Press, 2003)

“... 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)