

# Global Forum 2011-Brussels

## Session 7: “CHALLENGES FOR OPEN INNOVATION”

Bror Salmelin  
Chair

Jay Edwin Gillette  
Moderator

# Framework: “Open Innovation” = Co-creativity, collaborative innovation ecosystems

The term comes from a seminal book: Henry Chesbrough, *Open Innovation: The New Imperative for Creating and Profiting from Technology*. (Harvard Business School Press, 2003, p. xxxi)

“... 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.”

**“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)

# Framework: “Open Innovation” = iteration of challenges & solutions

We have one of the best themes in Global Forum--“CHALLENGES FOR OPEN INNOVATION.” The session will discuss **problems or challenges of innovation, and ideas for solutions.**

- This is the essence of scientific method:

Hypotheses → Challenges/Tests → Reformulate hypotheses as theory/understanding

- Here is a quote to set the theme. Innovation is like **Creative design, which:**

“seems more to be a matter of **developing and refining together both the formulation of the problem and ideas for its solution,**

with constant iteration of analysis, synthesis and evaluation processes between the two ‘spaces’—**problem and solution.**

(Nigel Cross and Kees Dorst, cited in Brooks, *The Design of Design: Essays from a Computer Scientist*, 2010, p. 51).