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# Effective open and collaborative innovation in Europe

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TII/ProTon Conference: 26 April 2012

# What I will cover



## Focus on initiatives to stimulate open and collaborative innovation in Europe

- Interreg NWE IVB. Open Innovation Project - overview with key activities
- JISC - activities to promote open innovation
- A selection of Other European open innovation initiatives

# Open Innovation Project



Funded by EU Interreg IVB NWE Project, 2010-2013

- Aims to promote understanding and implementation of open innovation
- Partners from UK, France, Germany, Belgium and Ireland.
- Organisation types represented: higher education/local government/business support.
- 3 main themes
  - Community
  - Small and medium sized enterprises
  - Higher education

# Open Innovation Project



- Raise awareness
- Stimulate activity
- Share knowledge and activities between partners.
- Have an impact/legacy beyond the length of the project.

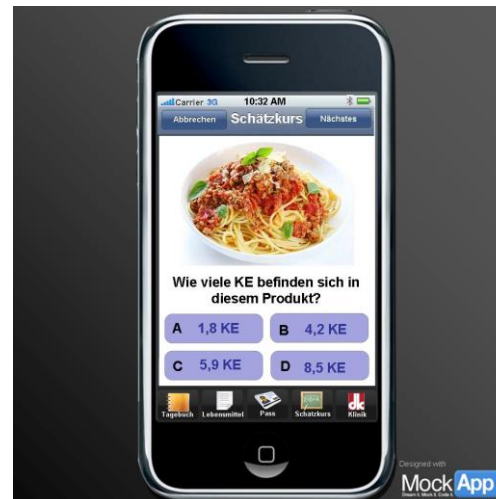
*‘Working with others to  
make new ideas fly’*

# OI Project activities: challenges

## - Unikat '11 Idea Competition



- Run by Kassel University, Chair For Information Systems. Aimed to find ideas from students/staff with potential to lead to the creation of a business.
- Winners received prizes as well as mentoring, consultancy and business support.
- First prize went to a team of students who had developed a self-sustaining, energy efficient and scalable desalination facility.
- Second prize went to Diabetes-Pro, a smart phone app prototype and a business plan for bringing this to market. The app is designed to provide services and functions for users with diabetes.



# OI Project activities

## - Citrus Saturday: 2 July 2011



- Run by UCL Advances
- Designed to infuse school children with a spirit of enterprise and to teach them the basic business and life skills to become successful, contributing members of their communities.
- 28 11-14 year olds, from 2 schools in the London Borough of Camden, ran 8 stalls in prime locations across Central London. They sold 1,500 bottles of lemonade and each stall took over £100.
- Aims to be run across partnership in Summer 2012 with packs and download materials



# OI Project activities

## - Open Innovation Learning Network



Pilot aims to establish innovation networks across East Flanders of the owners of small and medium-sized businesses (SMEs).

- Open Innovation Training and the exchange of knowledge and experiences between network members.
- Monthly meetings of 15-20 entrepreneurs.
- Mentor support.
- A learning network which meets frequently. Network members cannot be competitors and discussions remain confidential.
- Network members will set the agenda for the topics they discuss and to which topic/problem mapping principles are applied.
- Will run from May 2012-June 2013.

# OI Project activities

## - OI Masterclass



- Plan to run 40, 5-day training events across NW Europe aimed at SMEs.
- Based on team-working and active application and learning
- 3 day modules with 1 month in between
  - Mapping your assets: internal resources
  - Mapping you ecosystem: external resources
  - Collaboration
- 2 additional theme-specific days.
- Funding/pricing model will vary in each country
- First class in Laval, France: Spring 2012.



# OI Project activities

- Showcases and awareness raising workshops

**Innovation & Creativity in Flanders** 12 April 2012

**The Open Innovation Imperative**, Edinburgh, 12 January 2012

**Be Open, a new way to innovate.** Laval, 8 March 2012

**Tomorrow's World and Today's Innovation.** Somerset, 28 September 2011

**Open Innovation, The Challenges & Solutions,** London, 29 November 2011

**IRU, The Open Innovation Symposium,** Dublin, 21 June 2011

# OI Project activities

## - How will the project develop




- Increased levels of activity.
- Greater sharing of successful events across region.
- The development of a platform?
- Greater focus on tracking and identifying success stories.
- Building better links with open innovation specialists in Europe.

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### Research excellence

ENGAGEMENT PRACTITIONERS  
Relationship and Service Management

Knowledge exchange; employer engagement; public engagement; lifelong learning

**HE/FE  
KNOWLEDGE  
& EXPERTISE**  
Research,  
Education

**Internal:**  
efficient processes;  
interoperable systems  
(e.g. CRM);

**External:**  
access  
to knowledge  
and expertise

**Collaboration**  
Integrated services;  
Open innovation;  
Online collaboration

**BUSINESS &  
COMMUNITY  
DEMAND**  
Problem/need  
or opportunity

Strategic knowledge and learning partnerships

## Open Innovation:

Opening up institutional ideas and knowledge assets to external parties for co-development, in order to generate innovation, new opportunities, harness new resources and reach new markets.

- Co-development online of university ideas and knowledge assets to meet external business and community needs
- Can enhance market presence, global presence online, reputation, business opps, income streams, partnership; efficiency gains

## 8 Projects Funded

- Phase 1 (completed): Univ Bristol; Univ Southampton; Cornwall College
- Phase 2 (March 12- July 13):  
Liverpool JM; Univ Manchester; Hull College; Univ Creative Arts; Univ Coventry

The screenshot shows the REALISE website with the following elements:

- Header:** REALISE logo (Realising Potential Through Partnerships) and D4D logo (Sponsored by Devices for Dignity).
- Navigation:** HOME, IDEA LAB, INCUBATOR, and PROJECTS.
- Main Content:**
  - Who is REALISE for?** If you have an idea that would make using the Internet, computers and mobile devices easier for those who struggle with their use - REALISE is for you. It is aimed at users, carers, developers, businesses, key researchers, assistive technology specialists and all willing to contribute.
  - Process Flow:** 1. Idea, 2. Incubator, 3. Projects.
  - What is an idea in REALISE?** An idea can be anything from someone saying "I need help with a problem" to someone suggesting a solution. Other people can then comment on the idea. If enough people show an interest in an idea and someone wants to take the idea forward it can be changed and move into what we have called the 'incubator'. [More Information](#)
  - Footer:** Meeting at the Junction: cross-sector collaboration seeded at OSS Watch workshop Tuesday 27th of March 2012. Last week saw the third edition of Open Source Junction. Two days of presentations and interactive sessions with representation of commercial and the academic sector. It was a successful workshop with a lot of interesting interaction and new ideas for collabora...

# OI Project activities

## - Some key resources and activities



- European Innovation Forum: <http://www.sciencebusiness.net/eif/>
- 15inno: <http://www.15inno.com/>
- Innoget: <http://www.innoget.com/>

Any questions



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