Open Innovation and Knowledge Transfer

JIIP Annual Symposium

Monday 7 December 2015
JIIP and Innovation Studies

• JIIP is engaged in studying innovation and in particular open innovation
• Practical, user-oriented approach to provide reality and fact based input to policy making
• Close interaction with innovators: Universities, Research Organisations, Large Enterprises, Small and Medium Enterprises
• An empirical research toolbox
• Integrated analytical skills
The OI/KT Study
For the European Commission DG RTD Dir B/1

- The Study on Knowledge Transfer and Open Innovation (2014-2017)
- Objective
  - Consolidate an EU-wide information base on open innovation and knowledge transfer
  - Undertake an in-depth analysis on “open” innovation processes of HEIs, PROs/RTOs, Businesses
- The findings will contribute to a comprehensive understanding and policy approach to KT and OI
The OI/KT Study

• All JIIP partners take part in this articulate long term study, which also has VVA Europe as a partner

• An integrated set of research instruments
  • A survey
  • Open Interviews
  • Computer-aided interviews
  • Case studies
  • An international comparison
  • The assessment of the concrete impacts on the policy framework
The open innovation paradigm

• Open Innovation 1.0: openly available knowledge
  • The use of inflows and outflows of knowledge to accelerate internal innovation; the use of external and internal ideas, internal and external paths to market, as they look to advance their technology

• Open Innovation 2.0 (co-creation)
  • Moving from bilateral collaboration towards networked innovation ecosystem with an impact on the entire economy and society
  • Is centred on the user as a part of the value creation process
The overall research questions

- Which are the open mechanisms with which businesses, universities and research organisations use to innovate?
- What is the impact of Open Innovation and Knowledge Transfer policies and practices on economic performance at the organizational level, at the regional level, at national level and EU level?
- What can policy makers do to improve the effectiveness of open innovation to create wealth and positive impacts for society in economic, social and societal terms
The enterprises in the survey

• In this presentation we will particularly focus on enterprises in open innovation, and in particular on SMEs

• We will present some insights from the recent online survey, which
  • Proposed a complex and articulate questionnaire
  • And yielded 733 (December 2015) responses
    • Responses from HEIs and PROs: 1428

• The enterprises
  • 17.5% large enterprises
  • 82.5% SME (35.7% micro, 28.5% small, 18.4% medium)
  • Nearly 60% manufacturing.
  • 24.1% ICT
  • 44.2% professional scientific and technical activities
Company innovation

• Innovation culture
  • 59% internally and externally open towards innovation
  • 55% open, informal internal information flows

• Since the crisis
  • After 2007
    • Increase of the supplier network: 40%
    • Increase of geographical scope of supplier network: 42%
    • New internal rules: 41%
    • Change in the external regulatory framework: 45%
  • Since 2012
    • Increase of the supplier network: 38%
    • Increase of geographical scope of supplier network: 41%
    • New internal rules – 40%
    • Change in the external regulatory framework: 44%
Companies – Who decides about innovation?

The proposed ranking

1. General management
2. Financial controlling
3. Marketing
4. Engineering
5. R&D
Innovation and patenting

• Types
  • 49%: Goods innovation
  • 38%: Service innovation
  • 31%: Process innovation

• Patents and co-creation contracts
  • Patents median value is 2 patents.
  • The cooperation contracts with HEIs and PROs in 2014: 2
Drivers of innovation

- Clients / customers: 50%
- Universities: 36%
- Innovation events: 33%
Key success factors of innovation

• What is important?
  • Reliability and trust in partnerships: 73%
  • Innovation partnership management responsibilities: 52%
  • Clear IPR management: 51%
  • Compatible innovation culture: 46%

• Main driver?
  • Learn from users interests: 62%

• Instrument prospects
  • Acquiring resources through joint venture activities: 44% see a potential for increase
Innovation funding

• Production: 66.3% own funds and 15% public funding, 7% loans
• Market preparation and launch: 73% own funds
• Testing / Prototyping: 55% own funds, 36% public funding
• R&D: 49% own funds, 42% public funding, 1% loans
• Preparation / Definition of idea and concept: 79% own funds, 13% public funds, 1.5% loans
Main patterns collaborations for innovation

• HEIs: new ideas - 72%; product innovation - 49%; public funding applications - 62%

• Clients: new ideas – 50%, product innovation – 55%; product improvement – 55%.

• Suppliers: new ideas – 47%, product innovation – 39%; product improvement – 44%.

• The innovation risk is essentially borne by the innovators: 80% of responses.
Geographical scope of Innovation Cooperation

- **Clients**
  - Own region / country: 58%
  - EU: 47%
  - America: 26%
  - Asia: 24%

- **Suppliers**
  - Own region / country: 55%
  - EU: 43%
  - America: 23%
  - Asia: 13%

- **Companies in the same sector**
  - Own region / country: 46%
  - EU: 53%
  - America: 24%
  - Asia: 19%
The forthcoming case studies

• Regional level case studies
  • Regions with existing instances of KT and OI to draw conclusions regarding policies that might have helped to generate KT and OI
  • Regions with existing KT and OI policies but no observed instances of KT and OI to understand the factors inhibiting the generation of KT and OI

• 5-10 in-depth interviews per case study
The next waves of the surveys

• Two in 2016
• Dedicated to thematic issues stemming from the current empirical research lines
• One in 2017
The third country perspective

- Aims to benchmark the performance of third countries with the performance in EU Member States
- Target countries
  - US
  - RUSSIA
  - Israel
  - Australia
  - (Canada, Japan)
- The transition from Open Innovation 1.0 to 2.0
- Policy relevant highlights emerging from the field research
- Input to policy making; for which regions, which sectors and which technologies.
Thanks for your attention!

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