



INNOVATION DIALOGUE

OPEN INNOVATION FOR SMES USING THE INSPIRE PLATFORM



12 JUNE 2019

9.15 - 12.30

**BUSINESS POLE
SOPHIA ANTIPOLIS
FRANCE**

Registration at
<https://www.tii.org/en/events/upcoming-events>



Wim Vanhaverbeke
Visiting Professor at
ESADE and author of
"Managing Open
Innovation in SMEs"



Setting the Scene

Europe, as a whole, is good at being innovative; both internally driven innovation and Open Innovation. However, evidence shows that SMEs do not have a good track record of fully benefiting from Open Innovation projects - and may not be fully aware of the advantages they can offer.

What is Open Innovation?

In a nutshell, it means gaining value from external collaborations, e.g. using technologies and/or expertise from outside the company to develop more competitive products and services. It can be used by any organisation of any size at any stage of development and it is relevant for any element of business innovation, e.g. business model innovation, product or service innovation, process innovation, technological innovation.

What is INSPIRE?

Supported by the EC's Horizon 2020, INSPIRE is a new platform to support SMEs in maximising value from their Open Innovation projects with third parties. The site gives (free) access to inspirational case studies and management tools that can be used to provide processes and guidance along the SME's OI journey. The tools and cases can be used by the SMEs themselves and/or by innovation support intermediaries.

PROGRAMME

- 09.15** Registration & refreshments
- 09.30** Introduction, Bruno Woeran, Immediate Past President, TII
- 09.40** Managing Open Innovation in SMEs and how INSPIRE can help, Prof. Wim Vanhaverbeke
 - What SMEs stand to gain from OI
 - Case studies of successful OI in small companies
 - The contribution of the ecosystem to OI
- 10.40** Refreshments
- 11.00** The INSPIRE Platform and its tools to support OI in SMEs, Christine Robinson,
- 12.00** Audience feedback on the INSPIRE Platform offer and discussion about their experience of managing OI
- 12.30** Close

ATTENDANCE FREE

Organised by TII - Technology
Innovation International - with
the support of

ESPACE NIDA
Venue at the Business
Pôle at Sophia Antipolis

In Extenso
Innovation Croissance