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[1]

Open Innovation 2.0 is a positive approach for innovation which helps solving key European challenges by embracing change, not resisting it!

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Open Innovation

Open Innovation is an important component of the foreseen European Innovation System, where all stakeholders need to be involved and create seamless interaction and mash-up for ideas in innovation ecosystems*

*See Henry Chesbrough, *Open Innovation: The New Imperative for Creating and Profiting from Technology* [2], 2003, and also Center for Open Innovation [3], Berkeley University.

Open Innovation 2.0

Open Innovation 2.0 (OI2) is a new paradigm based on a **Quadruple Helix Model** where government, industry, academia and civil participants work together to co-create the future and drive structural changes far beyond the scope of what any one organization or person could do alone. This model encompasses also user-oriented innovation models to take full advantage of ideas' cross-fertilisation leading to experimentation and prototyping in real world setting.

We talk about principles of integrated collaboration, co-created shared value, cultivated innovation ecosystems, unleashed exponential technologies, and extraordinarily rapid adoption. We believe that innovation can be a discipline practiced by many, rather than an art mastered by few.

There is much that needs to be done to properly establish OI2 in Europe. This is why policy makers must make serious efforts to strengthen the framework supporting open innovation approaches.

There are 5 key elements in the new Open Innovation process:

- **Networking**;
- **Collaboration**: involving partners, competitors, universities, and users;
- **Corporate Entrepreneurship**: enhancing corporate venturing, start-ups and spin-offs;
- **Proactive Intellectual Property Management**: creating new markets for technology;
- **Research and Development (R&D)**: achieving competitive advantages in the market.

[4]

The Quadruple Helix Model

We base our thinking on Quadruple Helix innovation models – involving institutional bodies, research sphere, business sector, and citizens in the process. This new generation of open innovation leads to stronger economic impact and better user experience in Europe.

Tags:

Open innovation [5]

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