



**HEP**Tech

Leading HEP technologies for industry  
Technology Transfer opportunities

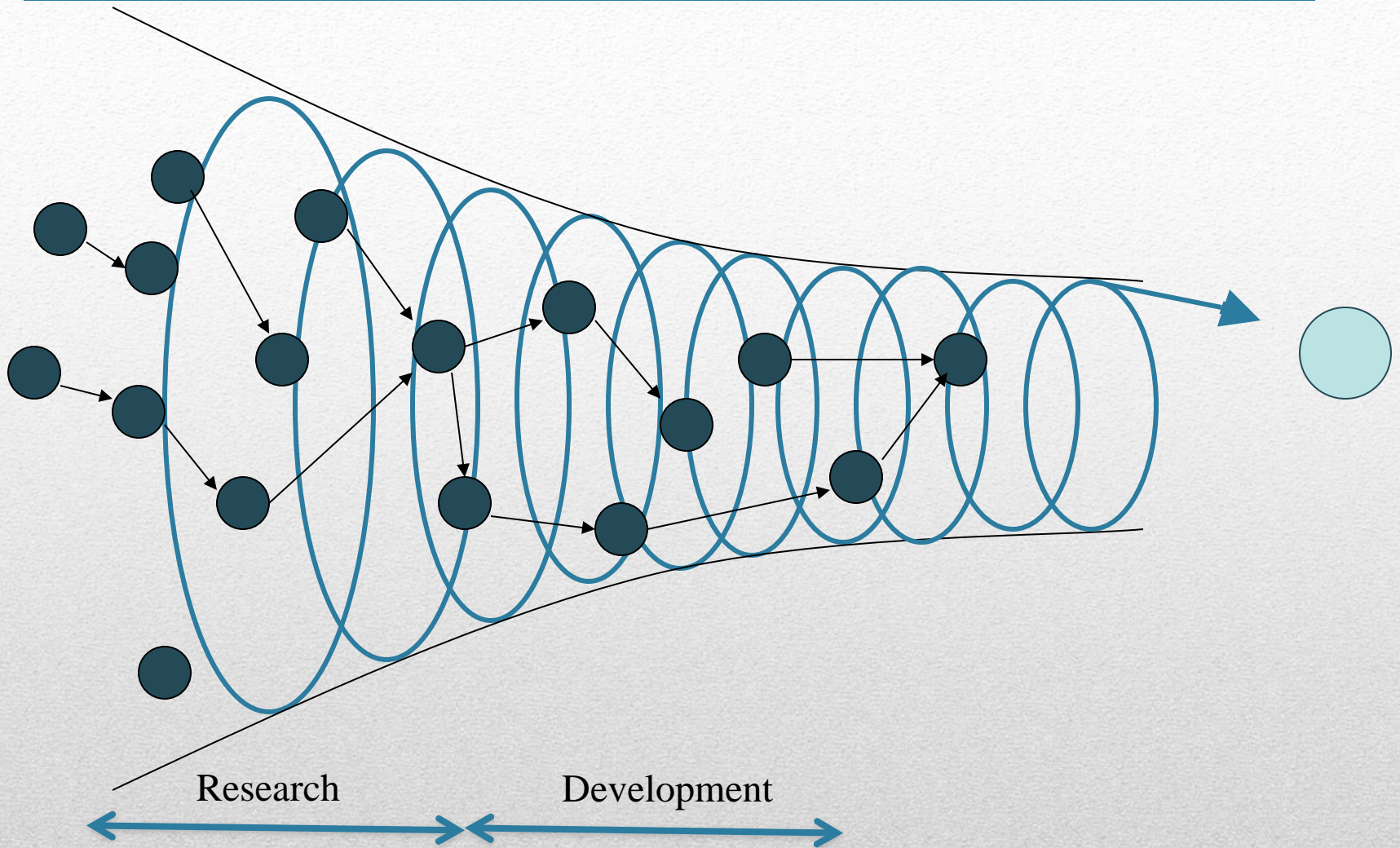
# HEP Tech Open Innovation Industry Forum

## Survey Report Executive survey on open innovation 2013

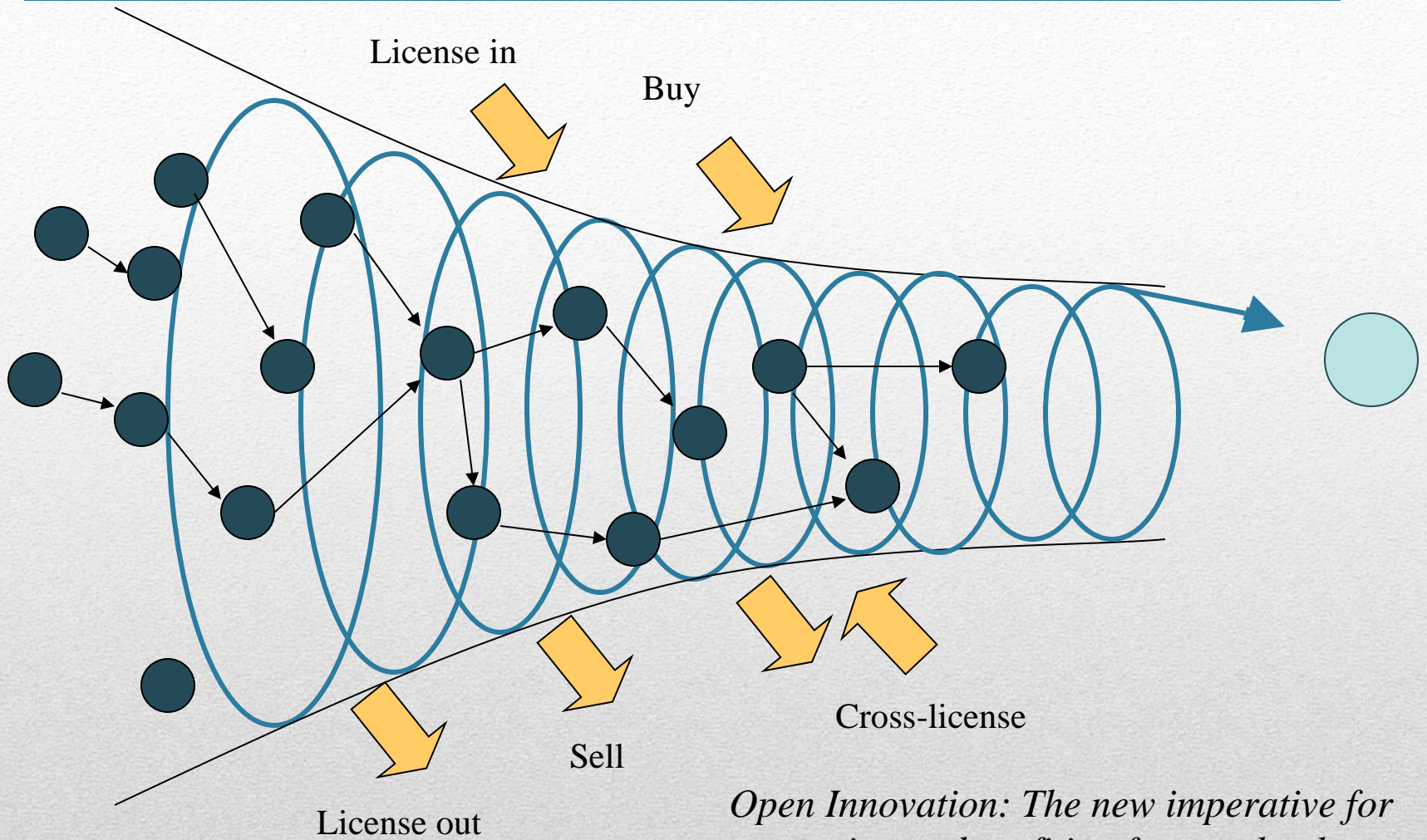
# The open innovation model

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B. Denis – EC DG JRC Unit A4 / CERN KT group

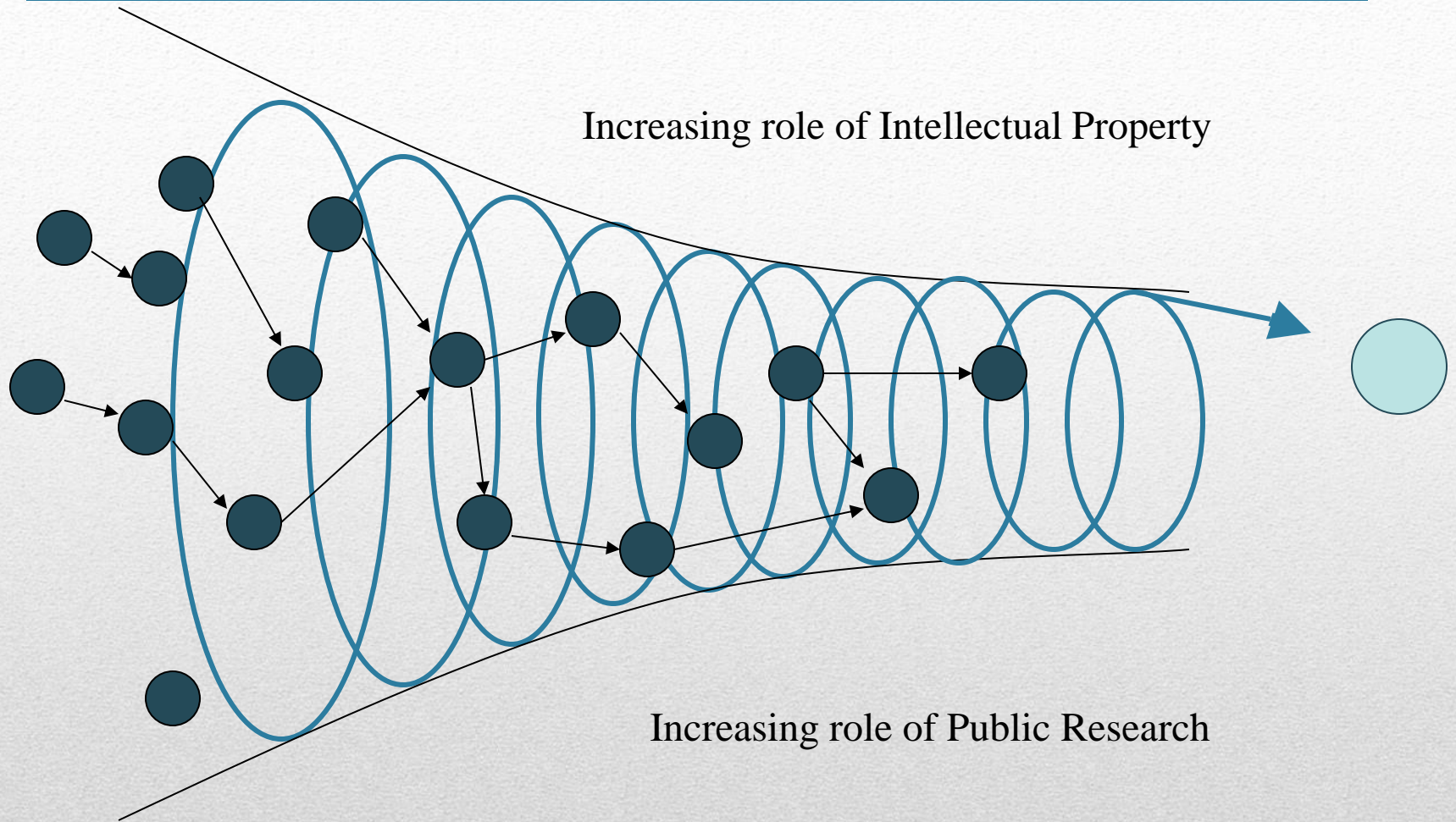


# Innovation

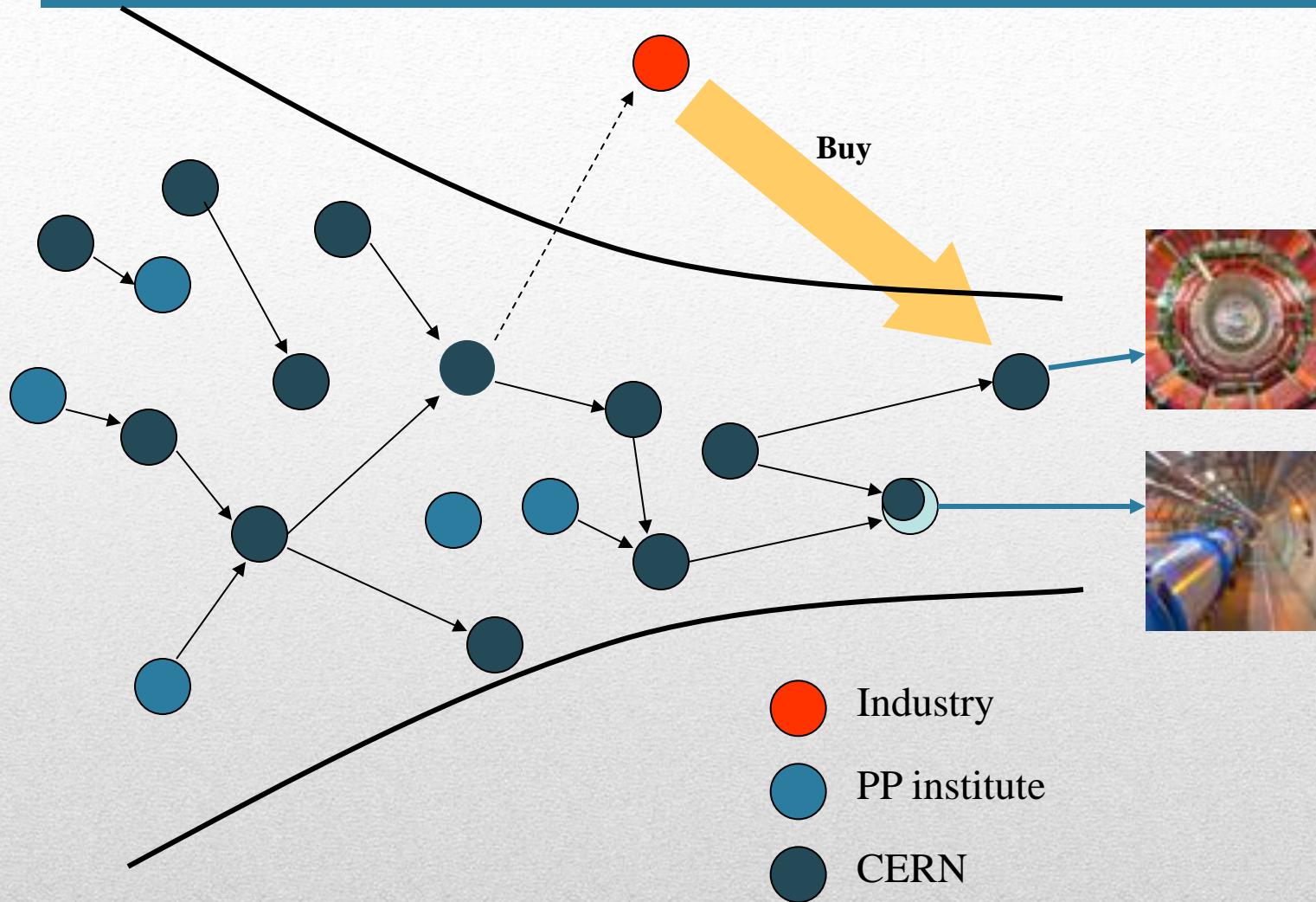


*Open Innovation: The new imperative for creating and profiting from technology,*  
H. Chesbrough 2003

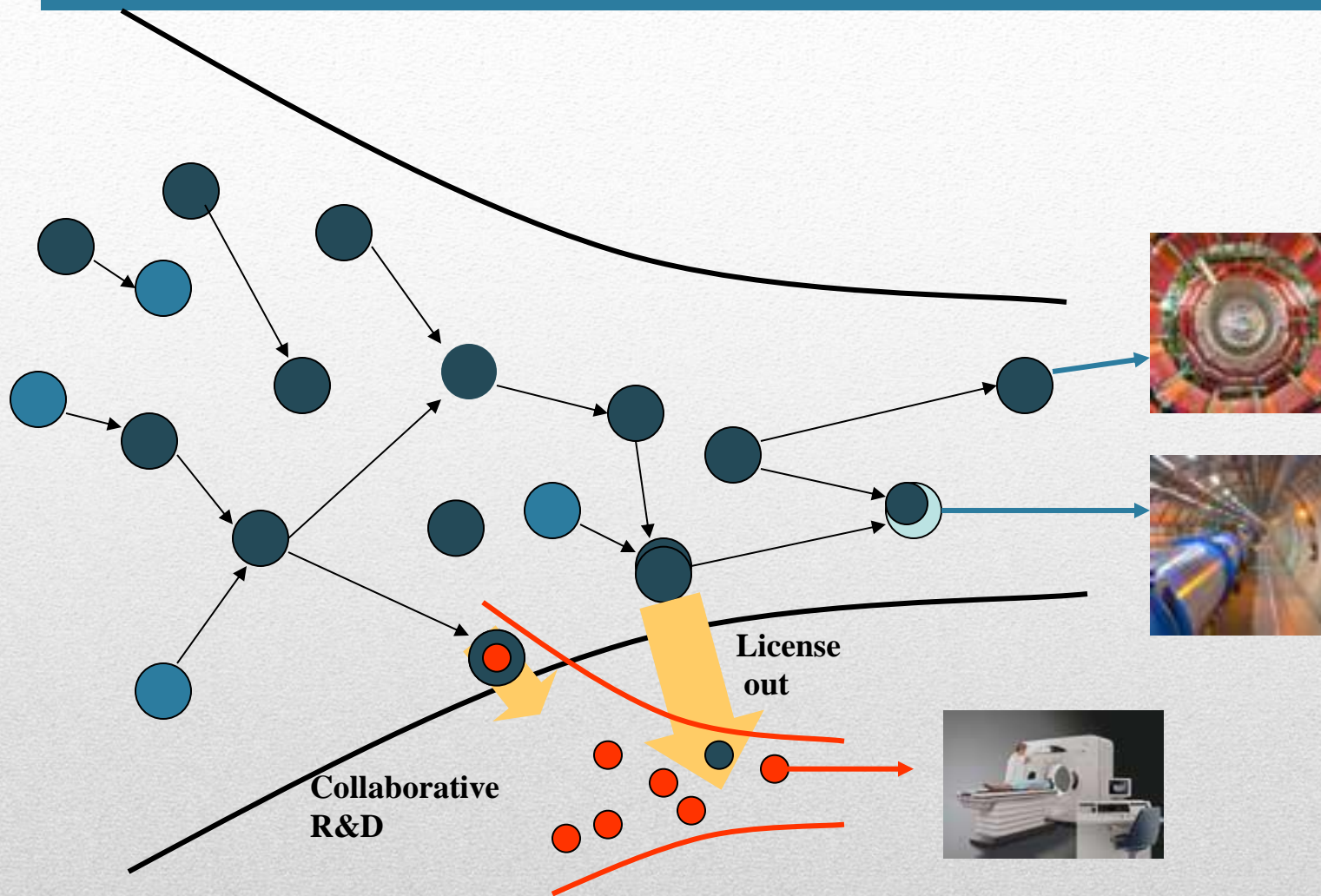
# Open innovation



# Open Innovation



# CERN and HEP Community



# Knowledge transfer

# Survey

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## Survey Report Executive survey on open innovation 2013

H. Chesbrough, US Berkeley

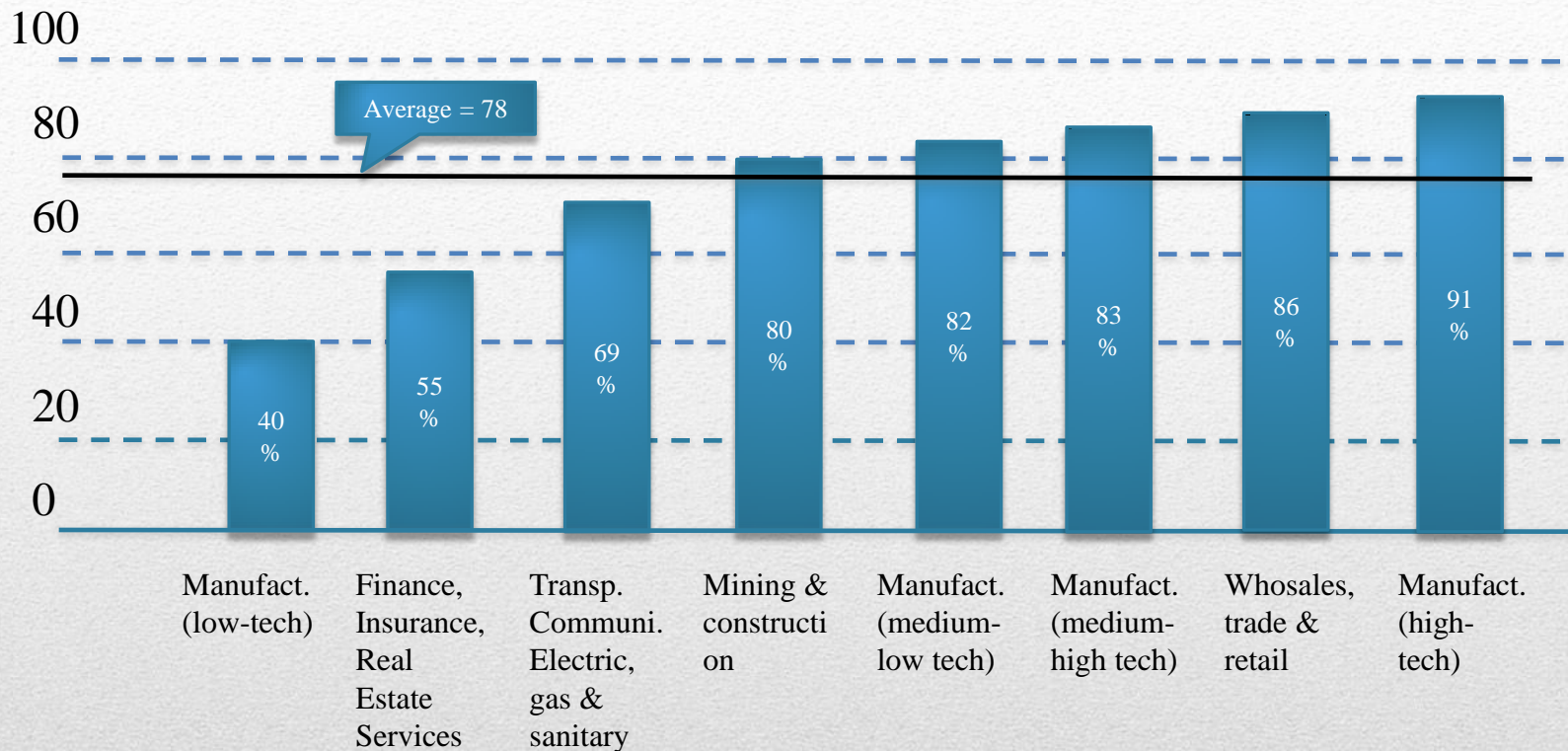
S. Brunswicker, Fraunhofer Institute for Industrial Engineering

Emailed survey on open innovation to senior executives at the headquarters of more than 2840 large and stock market listed firms, in Europe and US, with revenues annually in excess of US\$250 million and more than 1000 employees

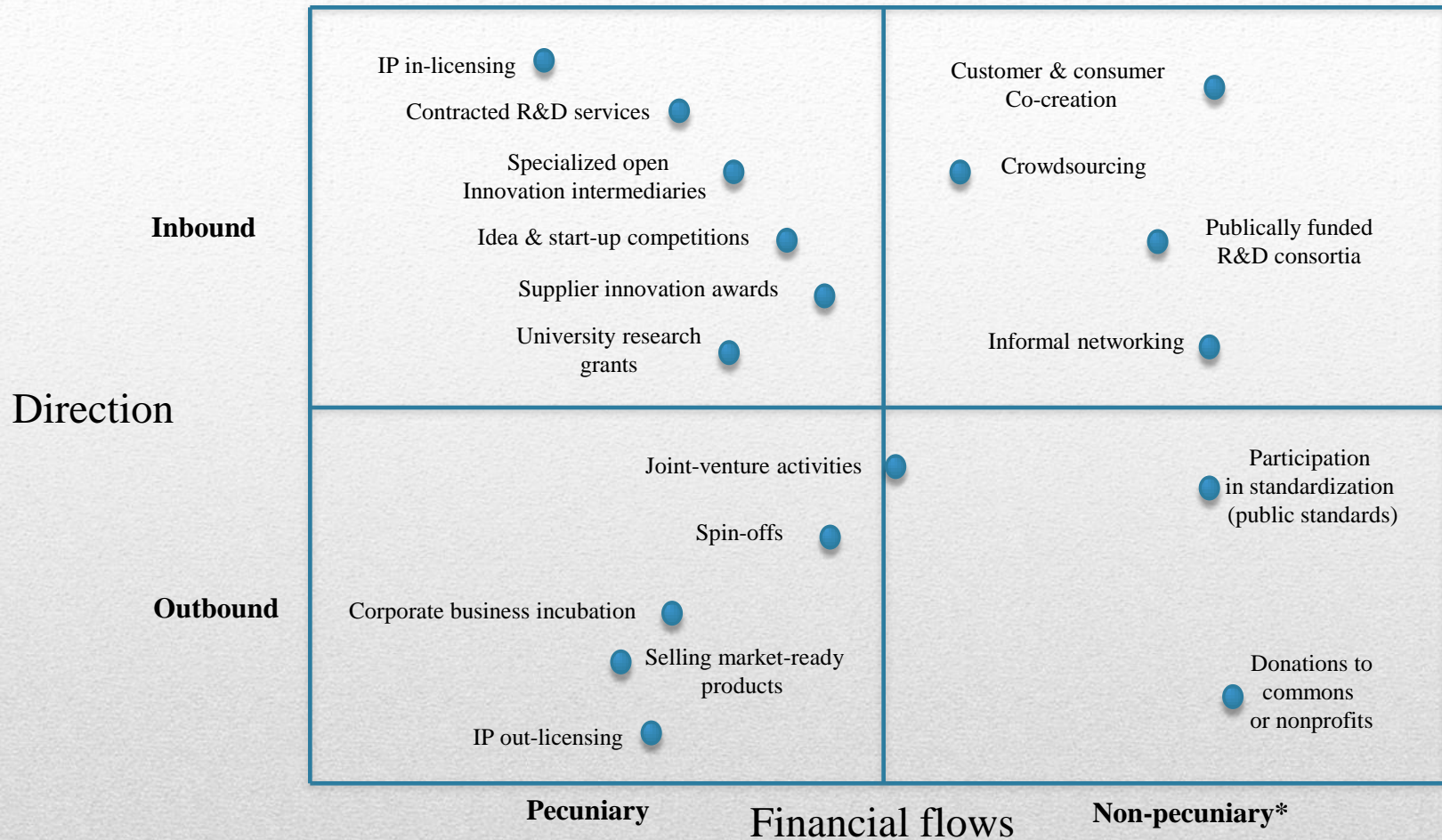
# Managing open innovation in large firms

“... the purposive use of inflows and outflows of knowledge to accelerate innovation in one’s own market, and expand the use of internal knowledge in external market respectively.”

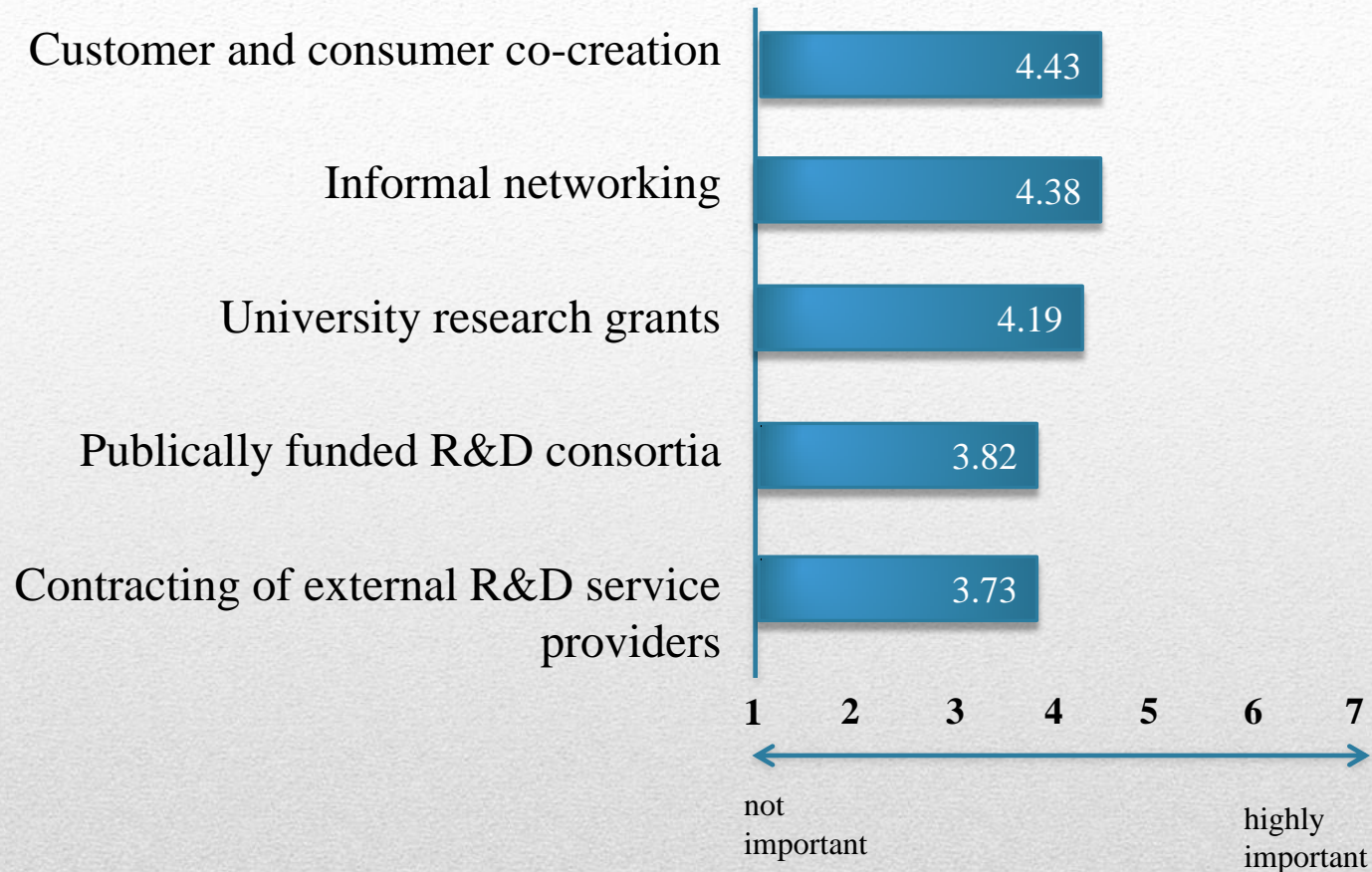
# Definition



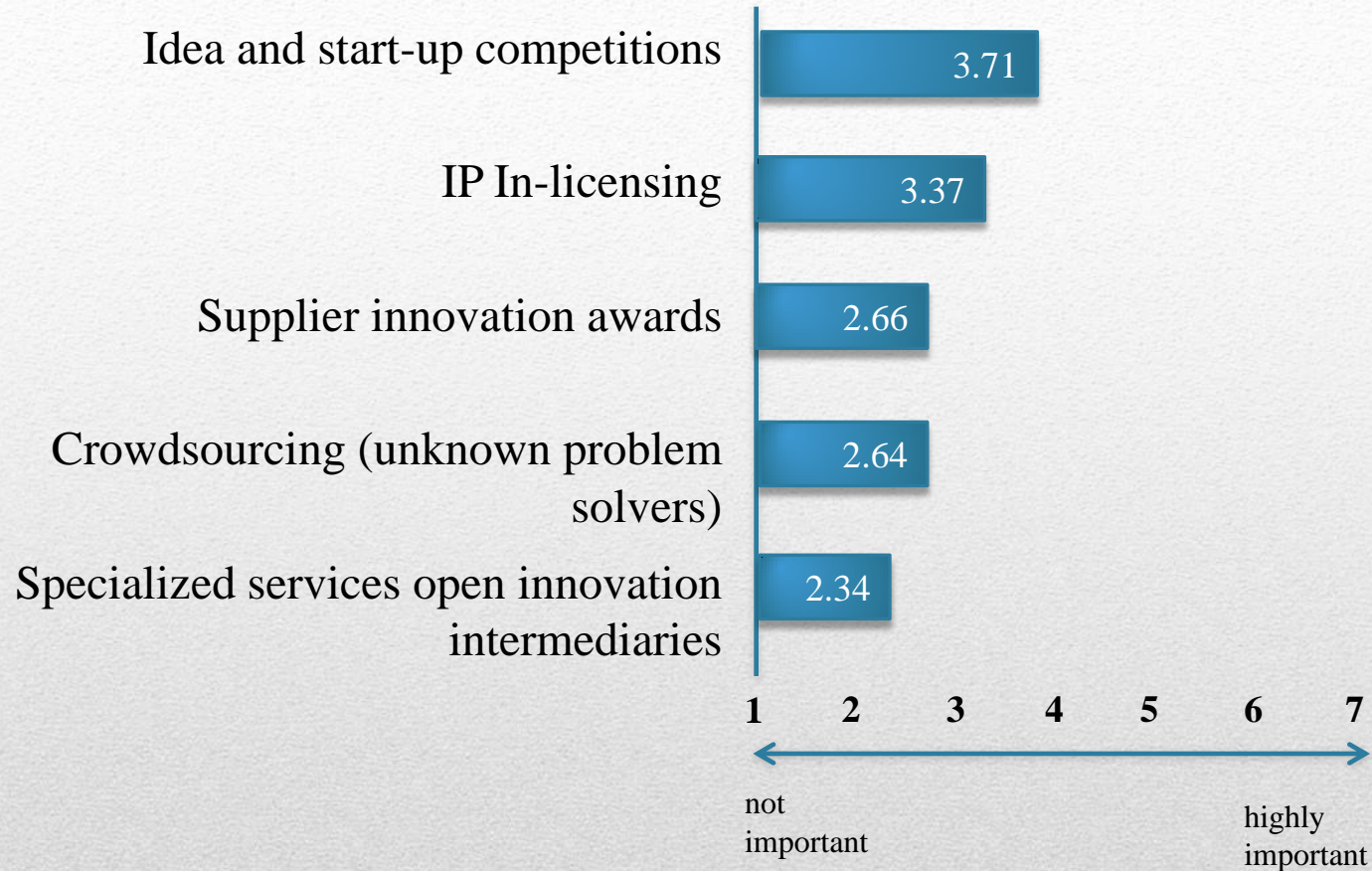
# Adoption of open innovation across different industries



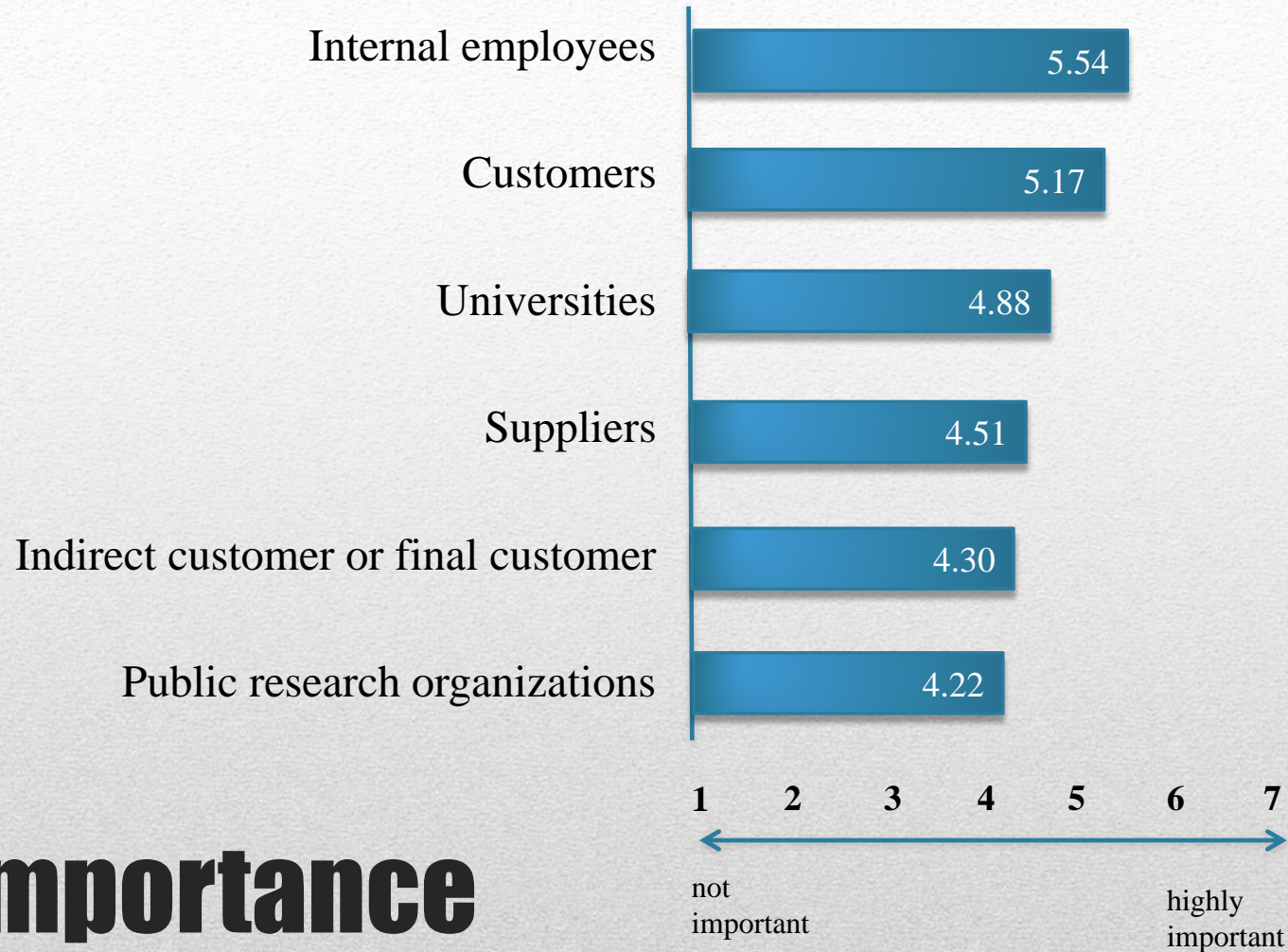
# Modes of open innovation



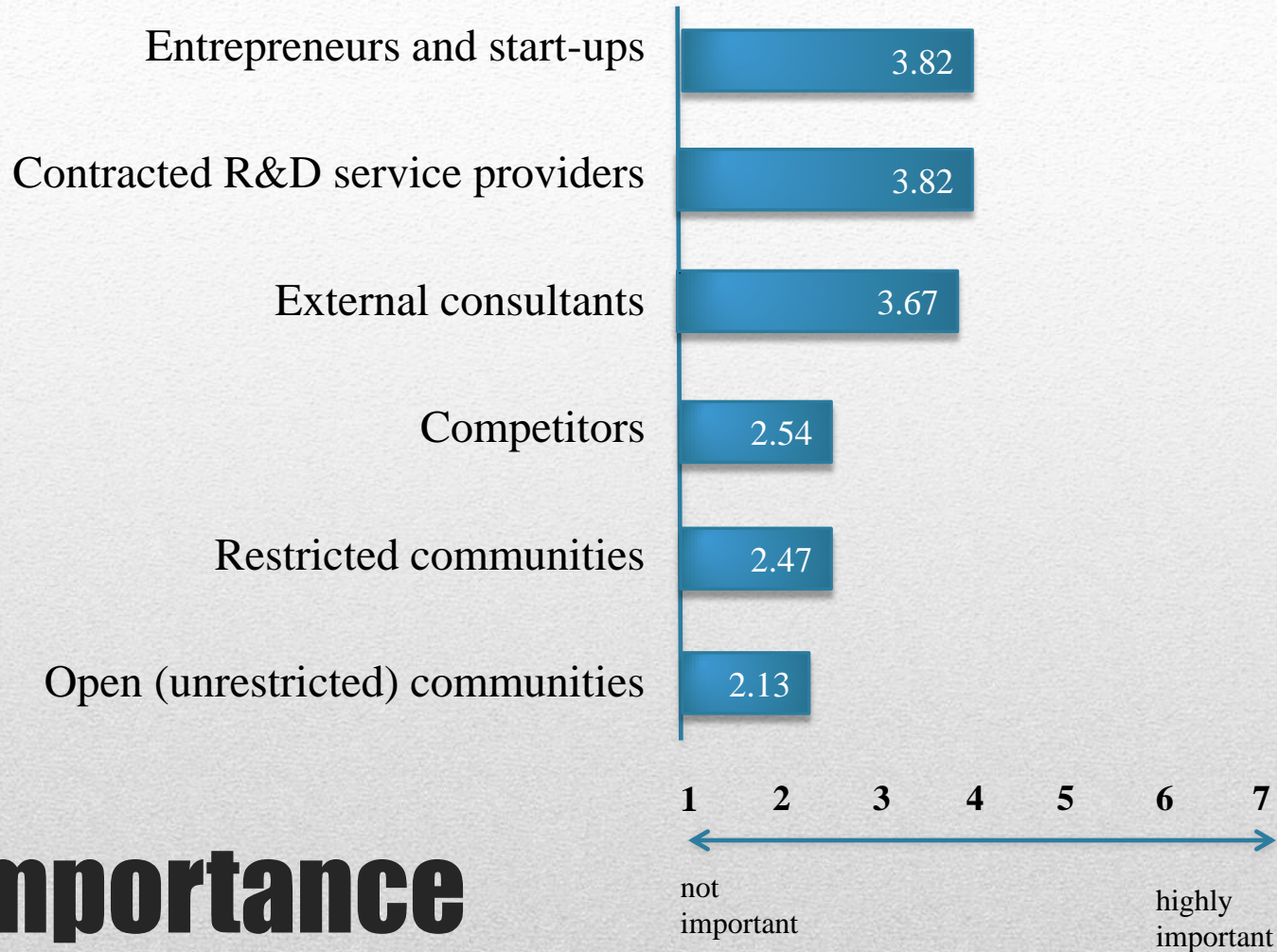
# Importance (inbound practices)



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# Importance of open innovation partners



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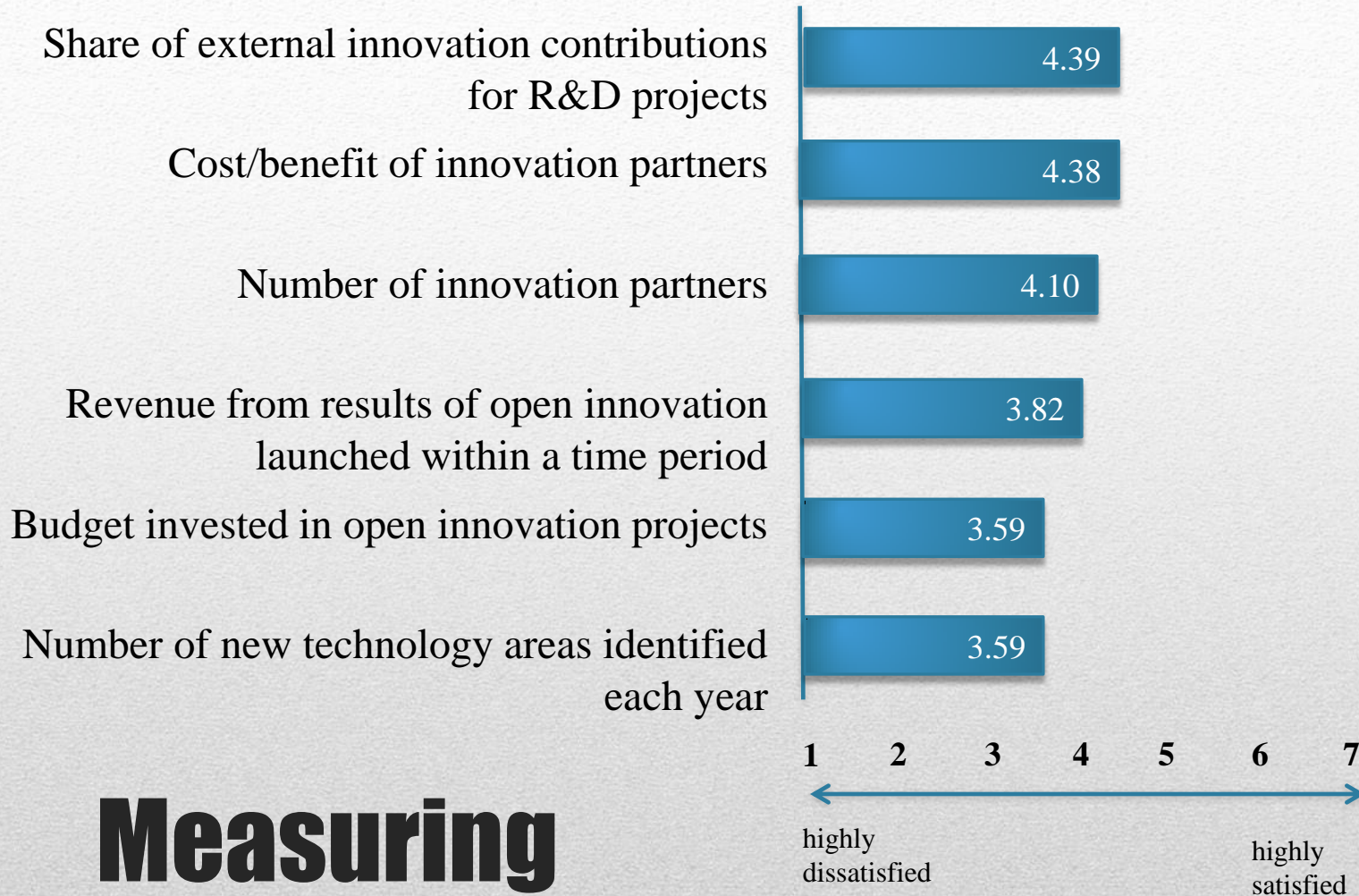




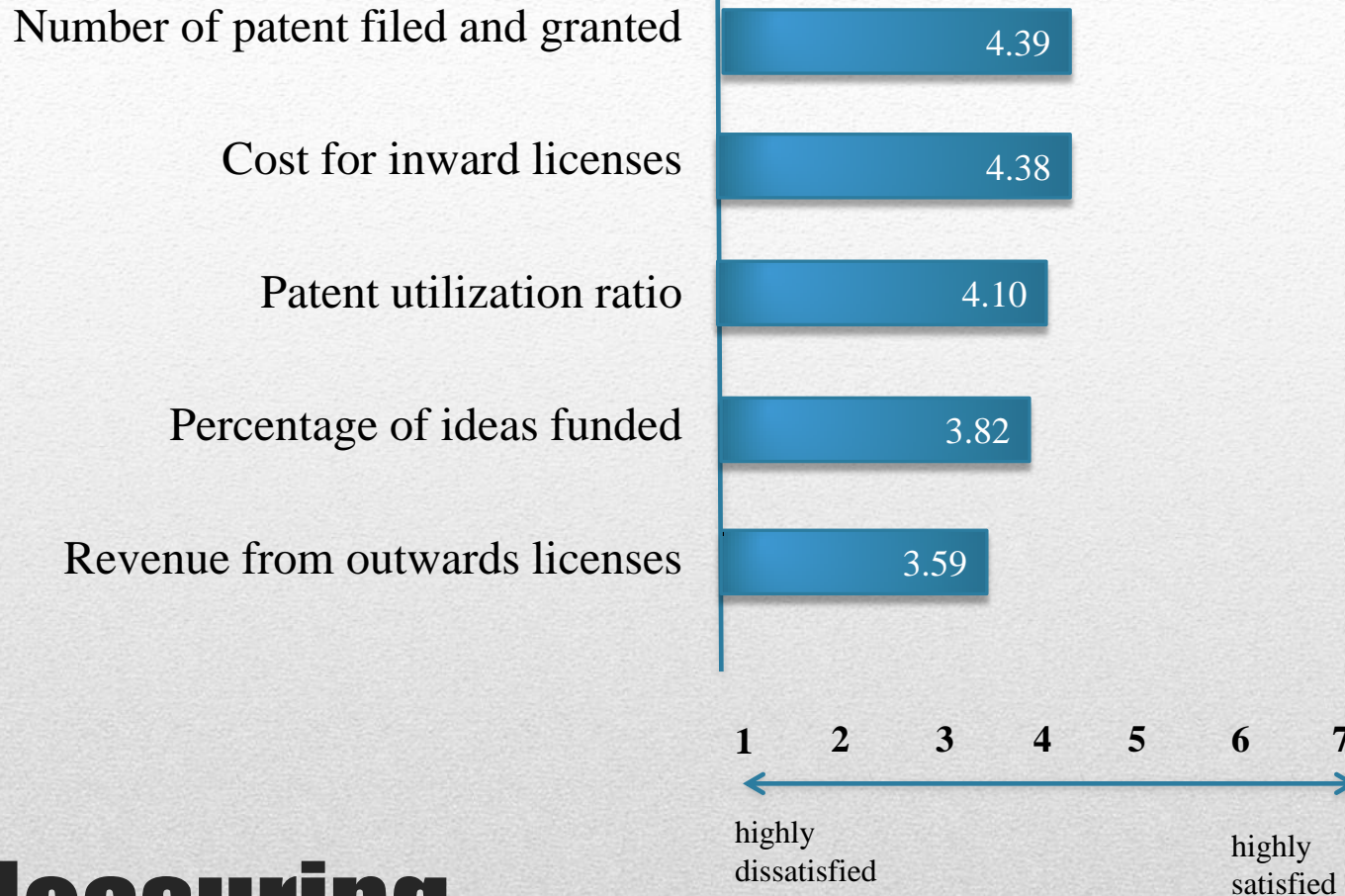
On balance, firms take more “freely revealed” information from others than they provide to others. Firms are “net-takers”.

# Pecuniary aspects

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# Measuring open innovation



# Measuring open innovation





# Thank you

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