

HYBRISECTORS project

2nd Newsletter

Open innovation in sectors with potential hybridation

What is Open Innovation?

„Open innovation is a paradigm that assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as the firms look to advance their technology“

Open innovation is the practice of looking beyond the four walls of the companies – to suppliers, universities, producers of complementary products and services, and other firms – to identify and capitalize on new opportunities for innovation. It's the hottest trend in innovation today.

And it's the context where the Navarran partner and his Stuttgart and West Transdanubian Region partners wants to put to work this Pilot Action, the "Hybrisector" project, starting from the whole background and knowledge of all the partners and another current knowledge in this field, in order to design, to experiment and to spread a new methodology to manage the way of hybridizing sector trough open innovation.

According to this methodological approach the partners leaded an important work in order to identify some potential Hybridization scenarios. During the last months in the project, the hybridisation area has been identified and prioritised for each region and trends in this hybridisation area have been analysed.

In a comprehensive study and analysis of the regions' statistical data and through expert interviews the project partners identified different hybridisation areas for the relevant region. After a prioritisation with

the experts of the different areas the main area have been chosen in each region. The considered criteria for the final prioritisation contained, for example, the critical mass of companies in the regions, existing knowledge in the region, and present initiatives in this area in the region.

To have more news: <http://hybrisectors.euris-programme.eu/>



The screenshot shows the Hybrisectors website interface. At the top, there's a navigation bar with 'home' and 'sitemap' links. The main header reads 'Open innovation in sectors with potential hybridation'. Below this is a secondary navigation bar with 'Home', 'Project info', 'Partners', and 'News & Events'. The main content area starts with a 'Welcome to our website!' message, followed by a section titled 'Please find information about the Hybrisectors sub-project'. This section includes a map of Europe and lists three partners: The Navarran European Business Innovation Center (CEIN S.A.), the University of Stuttgart, Institute for Human Factors and Technology Management, and Pannon Novum West-Transdanubian Regional Innovation Agency. Below the partners, there's a 'Project news & events' section with two entries: 'Technical meeting in Stuttgart' and 'Kick off meeting in Navarra'. The footer contains logos for hybrisectors, euris, INTERREG IVC, and the European Union, along with a small credit line: 'designed by: cmethud.hu created by: AOE'.

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SECOND TRANSNATIONAL PROJECT MEETING IN GYŐR, HUNGARY

The meeting was held on 20th and 21st February 2012 in Győr, Hungary. Pannon Novum West-Transdanubian Innovation Agency welcomed the lead partner from the Navarran European Business Innovation Center and the German partner from the University of Stuttgart.

Ms. Nancy Tarjenian Astour, as LP, presented the overall Hybrisector Methodology. The meeting was focused on the next steps of the methodology must be done in the next months. All the participants contributed actively to the method discussion, and finally agreed on the steps and deadlines.

All partners presented their work done within phase 1 and outputs of other phases as well. The main task of the last period was the identification of the best Hybridizing Areas to work in, through the methodology, and selection of the final Hybridizing Area in each region.

Foreseen plan of each partner is the following:

1. Database: Identification of groups of interest, and specific companies and agents that converge and operate in the field of hybridisation selected
2. Training seminars on open innovation: 3 training sessions shall be held in each region, in which the participants shall be trained on the concepts of open innovation defined in the WP 3, with the aim to guarantee the success of the process.
3. Identification, generation and selection of ideas: workshops with the companies and agents concerned, so that joint-enterprise ideas arise based on the report of hybridisation opportunities carried out

The second day starts with the review of the planned works and progress of the communication and dissemination part.

The third transnational meeting will be held in Stuttgart, Germany in the end of May 2012. Partners will discuss the realized and next steps.



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REGIONAL PROJECT EVENTS AND ACTIVITIES

Work-shop in Győr, Hungary

A workshop has been held of Hybrisectors project on 16 February 2012, in Győr, which was accomplished within the framework of the European Union Interreg IVC – EURIS, where the purpose was to generate project ideas for industrial cooperation.

As the main result of the workshop and the interviews the participants chose “electromobility” as the main hybridization area. There were more than 10 interviews with innovation actors from companies, technological centers and universities from the region.

Work-shop in Pamplona, Spain

30 representatives from companies, technological centers and universities, related with Renewable energy and advanced materials have participated at the headquarters of the public organization CEIN, the European Business and Innovation Centre of Navarra, during the first working session of the European project Hybrisectors.

According to this methodological approach the CEIN team led an important work in order to identify some potential Hybridization scenarios. More than 15 regional and national experts were involved in this work package, and 17 different potential hybridization were identified and basically designed. As a result of the final election from the expert panel “renewable energy and advanced materials”, more than 20 interviews with director and innovation manager from companies, technological centers and universities have been managed.

Activities of the University of Stuttgart

Stuttgart University will organise trainings and workshops for the selected companies and research institutions. The overall goal of the workshops is to support the participants to identify new business opportunities.

In a comprehensive study and analysis of the regions’ statistical data and through expert interviews the University of Stuttgart identified different hybridisation areas for the Stuttgart region. After a prioritisation with the experts of the different areas the main area for the Stuttgart region was identified as “materials technology”. The considered criteria for the final prioritisation contained, for example, the critical mass of companies in the region, existing knowledge in the region, and present initiatives in this area in the region.



»»» <http://hybrisectors.euris-programme.eu>

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