



IMP<sup>3</sup>rove

European Innovation Management Academy

# Effective management of collaborative innovation

*Space Week, Rome, 22<sup>nd</sup> of October*



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academy



# Business leaders from across all industries highlight the importance of collaboration...

## Selected business leader quotes



“If corporations **systematically publish their innovation search fields**, there will be an increase in transparency, which ultimately boosts collaboration.”

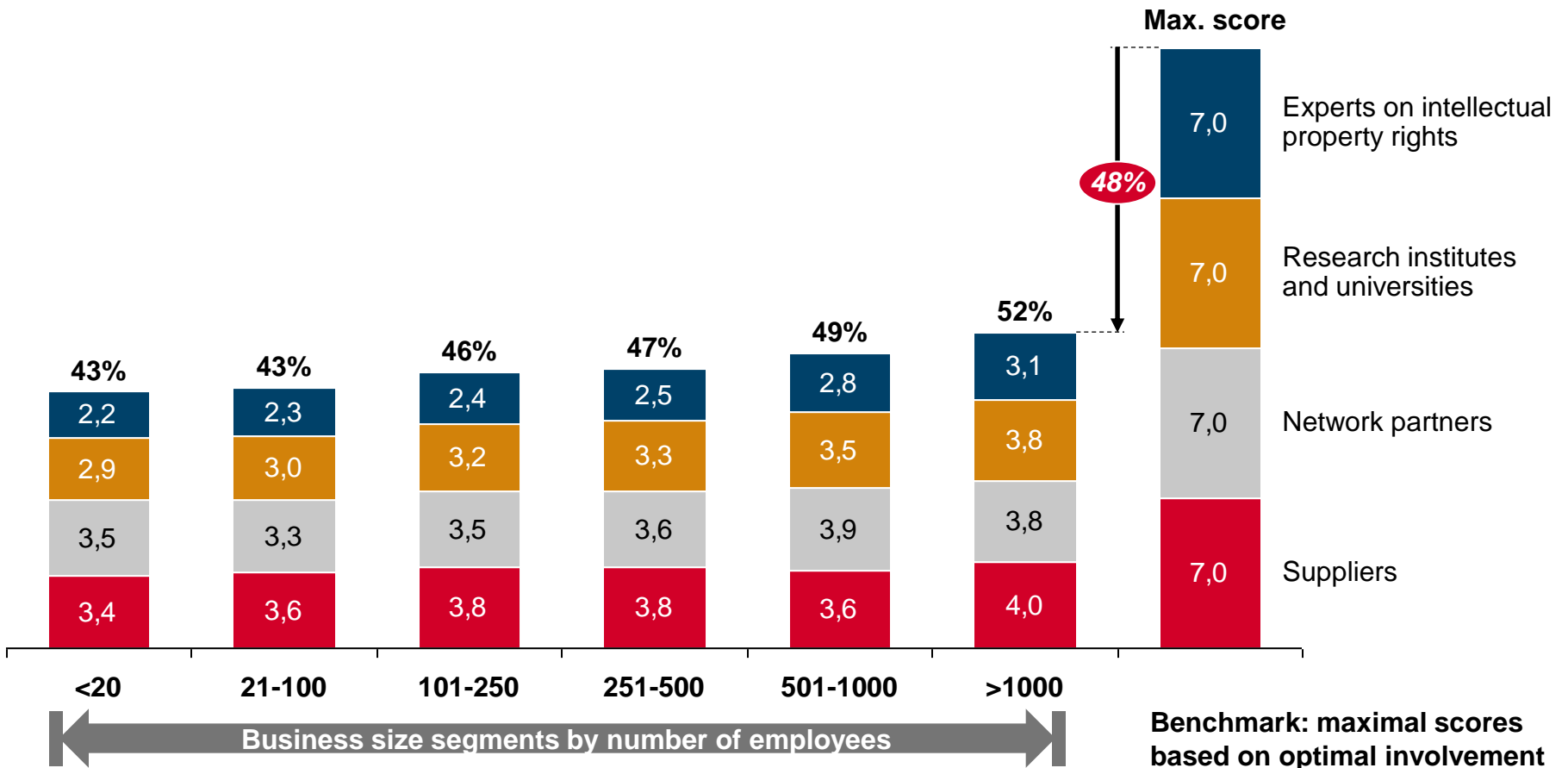
“Preparing an organization to collaborate has several dimensions: we need to work both on the **capability to absorb external input** and the **willingness to realize opportunities**.”

“We want to create the conditions where partners can actually **find and consider us a partner of choice**. Therefore, we will profile ourselves and define what value we can bring to them.”

# ... while, regardless of business size, there is important potential to increase collaboration in innovation

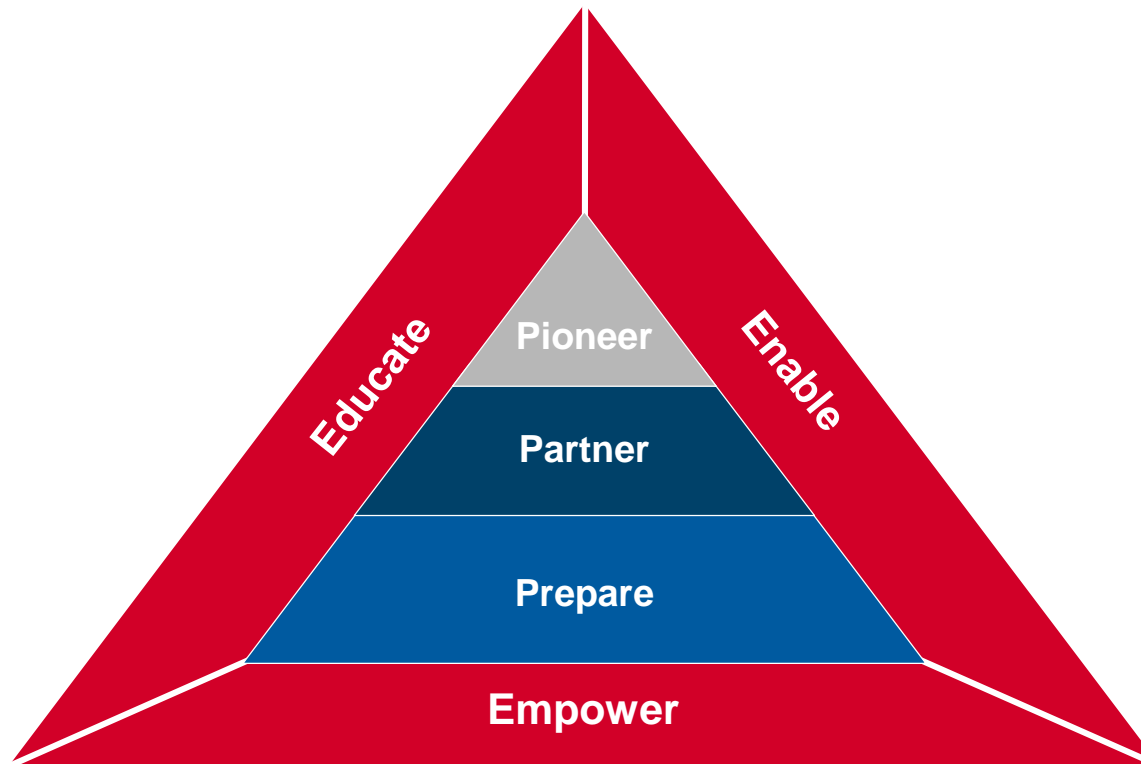
## Example: Level of involvement of external partners in idea generation

(average by size of company and stakeholder group; 1: not at all involved ... 7: highly/regularly involved)



# Both private and public actors have important opportunities to foster collaborative innovation

Ecosystem tasks – a perspective on required management practices and policies

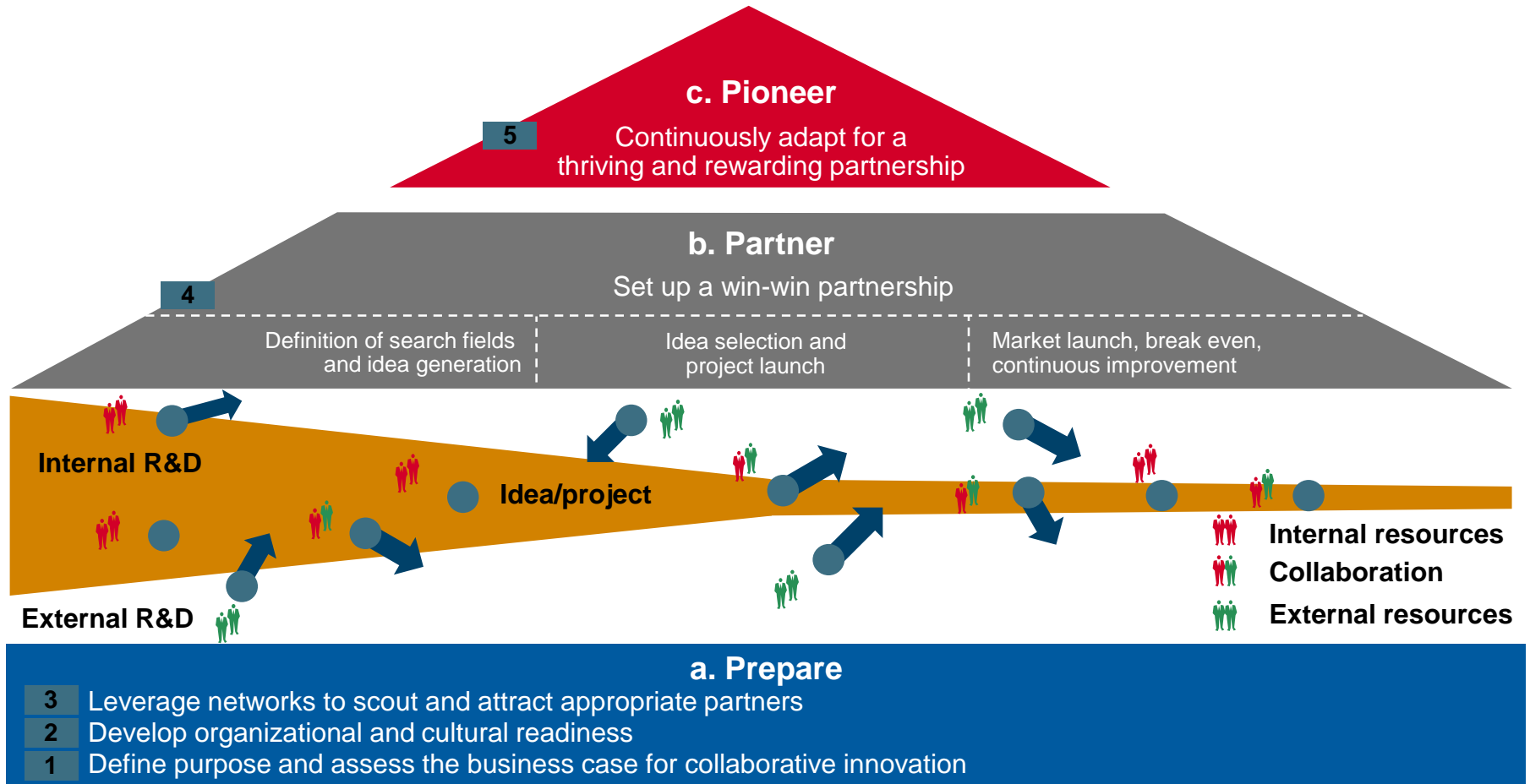


Note: Policy makers play an important role in developing a collaborative innovation-driven ecosystem and play an integral part in the process.

Source: WEF Project team; IMP3rove – European Innovation Management Academy 2015  
www.improve-innovation.eu; IMP3rove is a registered trademark

# Five dimensions are essential to prepare, partner, and pioneer with partnerships from a business perspective

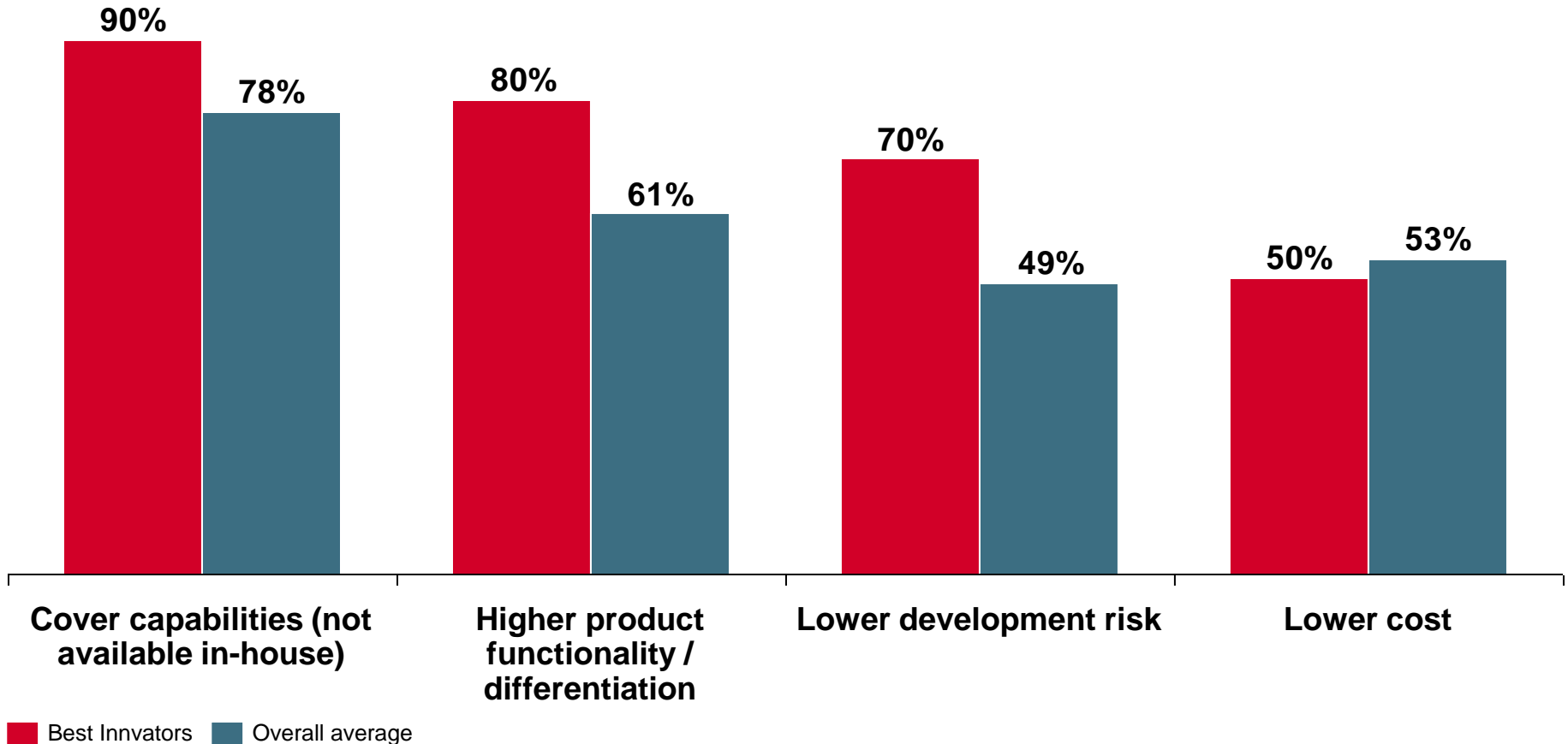
## Dimensions to master collaborative innovation



# While the potential benefits of collaborative innovation are manifold, they are hard to achieve

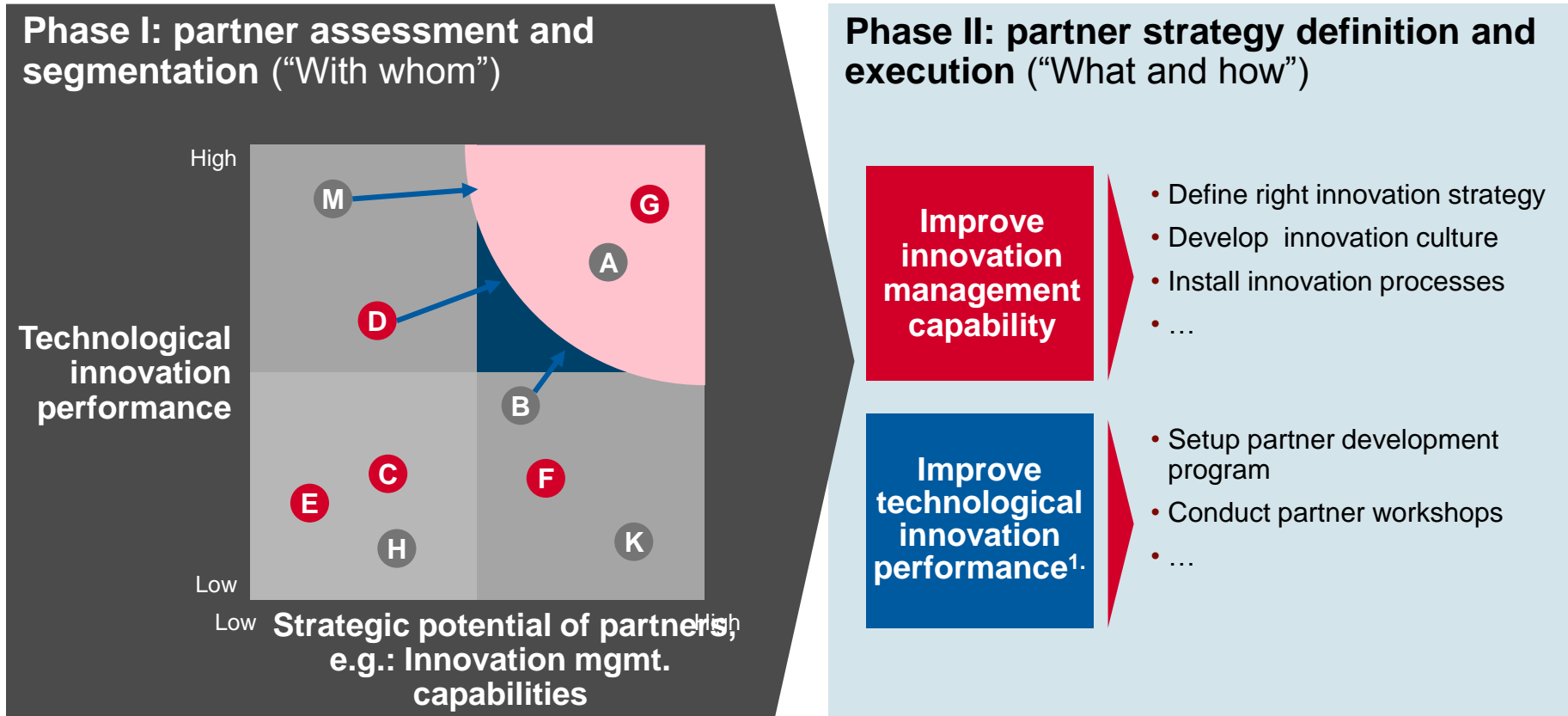


## 1 Main strategic reason for early partner involvement (in % responses)



# An analysis of both technological performance and strategic potential is required for collaborative innovation

## 3 An innovative Approach for identifying and developing the right partners

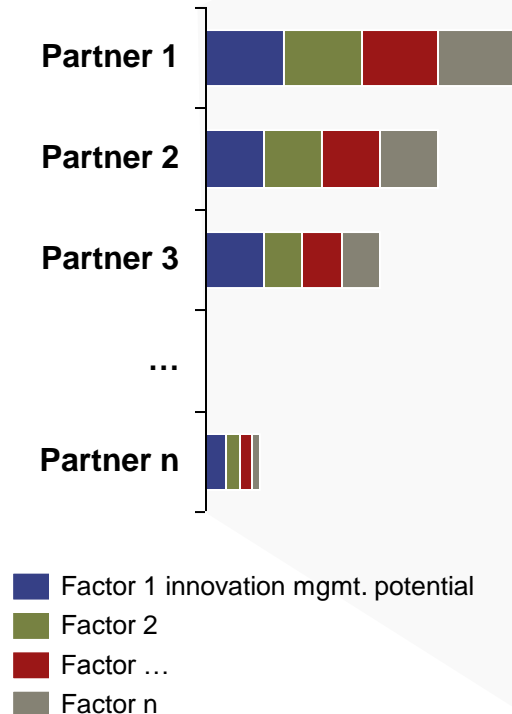


● Partners for Search Field 1   ● Partners for Search Field 2   ➔ Agreed development path with partners

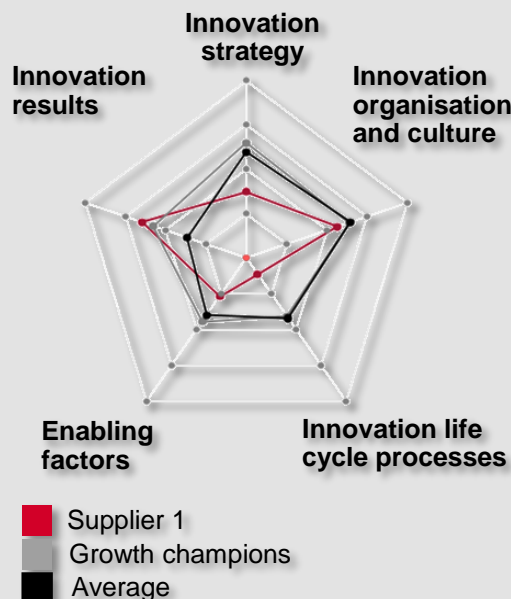
# The IMP³rove Assessment is a unique asset to measure innovation management capabilities of partners

## 3 Assessing strategic pot. of partners' innovation mgmt. capabilities

Merit order: strategic potential of partners



Partner 1, example: analysis of innovation mgmt. capabilities



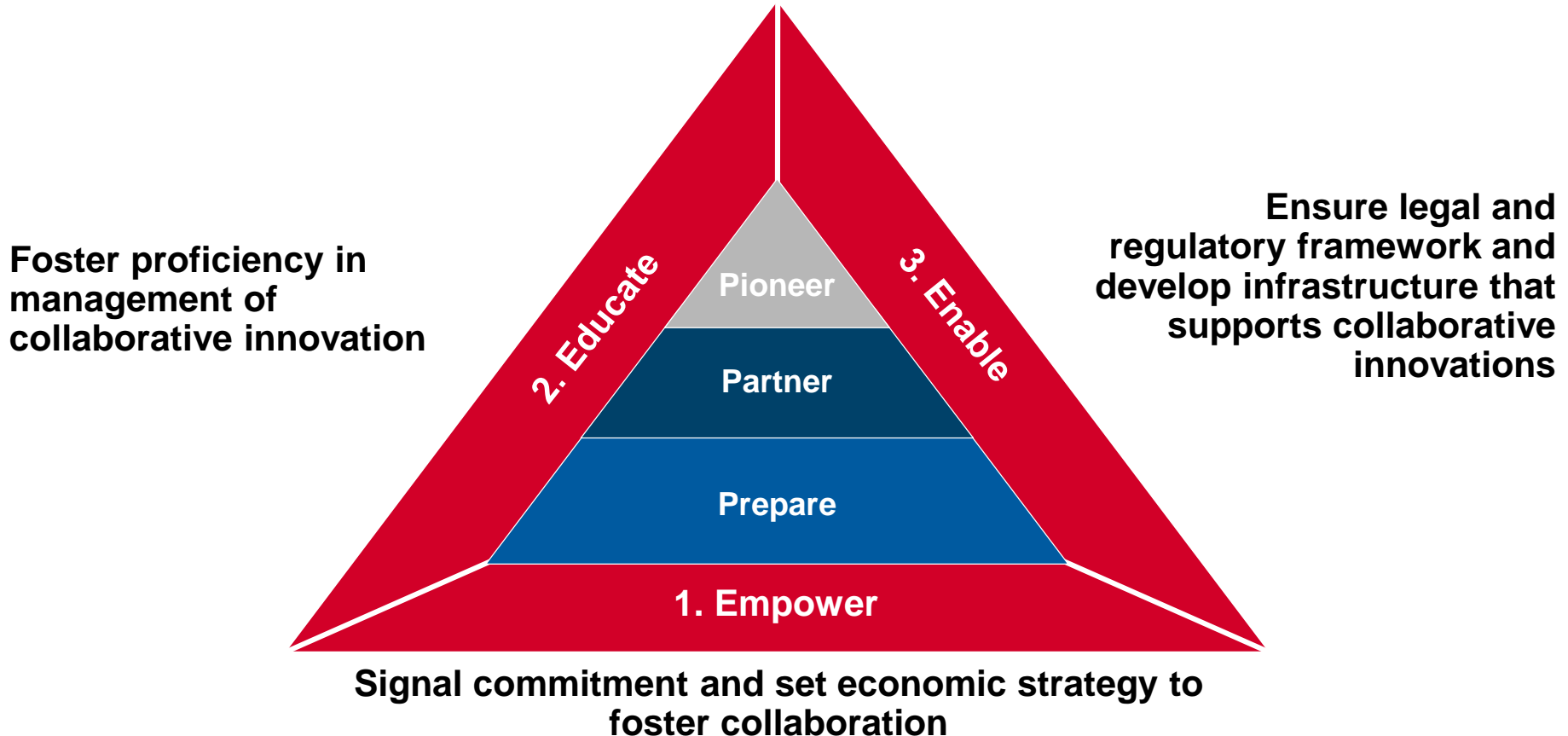
Methodology and result of an IMP³rove assessment

- Use IMP³rove's online questionnaire of 40+ questions to analyze innovation mgmt. of partners/ grant applicants across 5 dimensions from strategy to results (effort: 2-4 hours per partner)
- Receive an automated and detailed benchmarking report highlighting competitive strengths and weaknesses based on a benchmarking database of more than 5,000 companies
- Identify optimization potential to increase idea generation, improve idea selection, reduce cost, or increase speed of innovation



# The E<sup>3</sup> Eco-system task performance is decisive for collaborative innovation performance

## Ecosystem tasks – a perspective on required policies





**Thank you very much for your attention!  
Please contact me for more information**

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