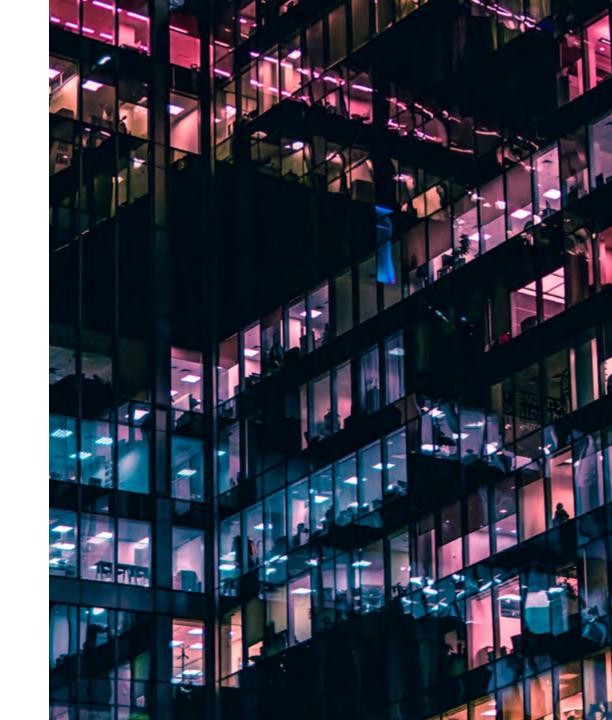
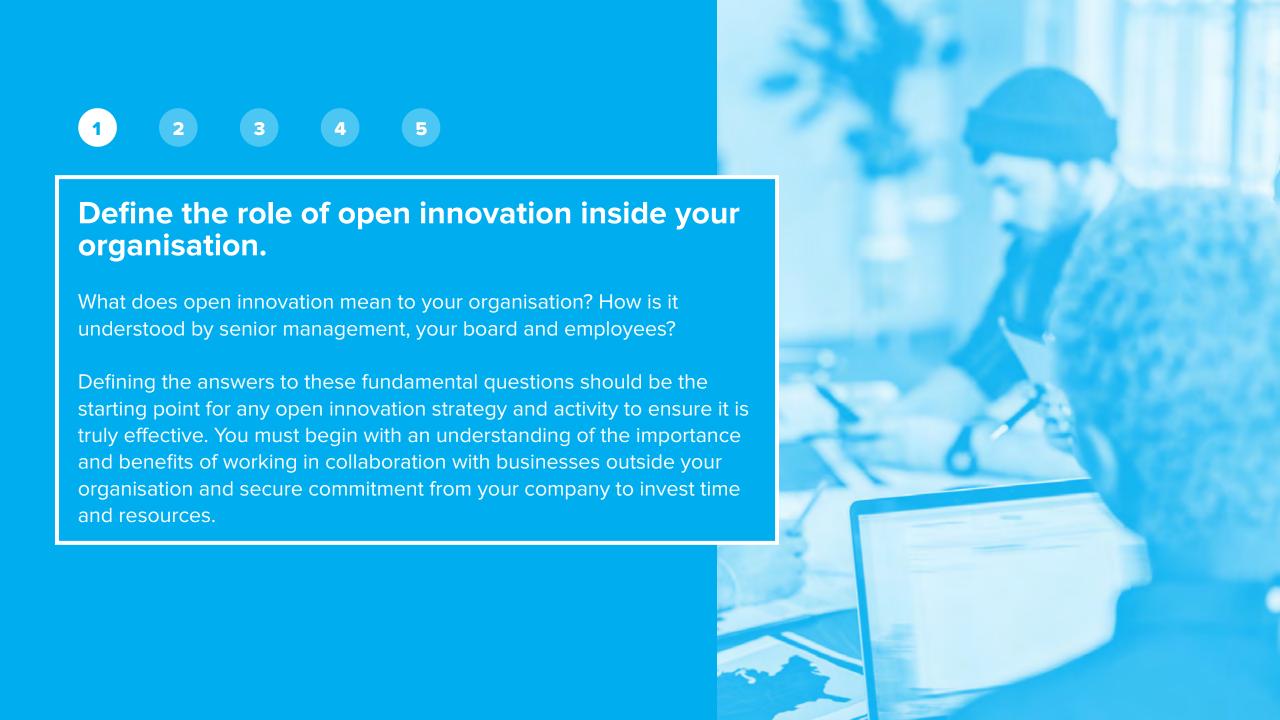


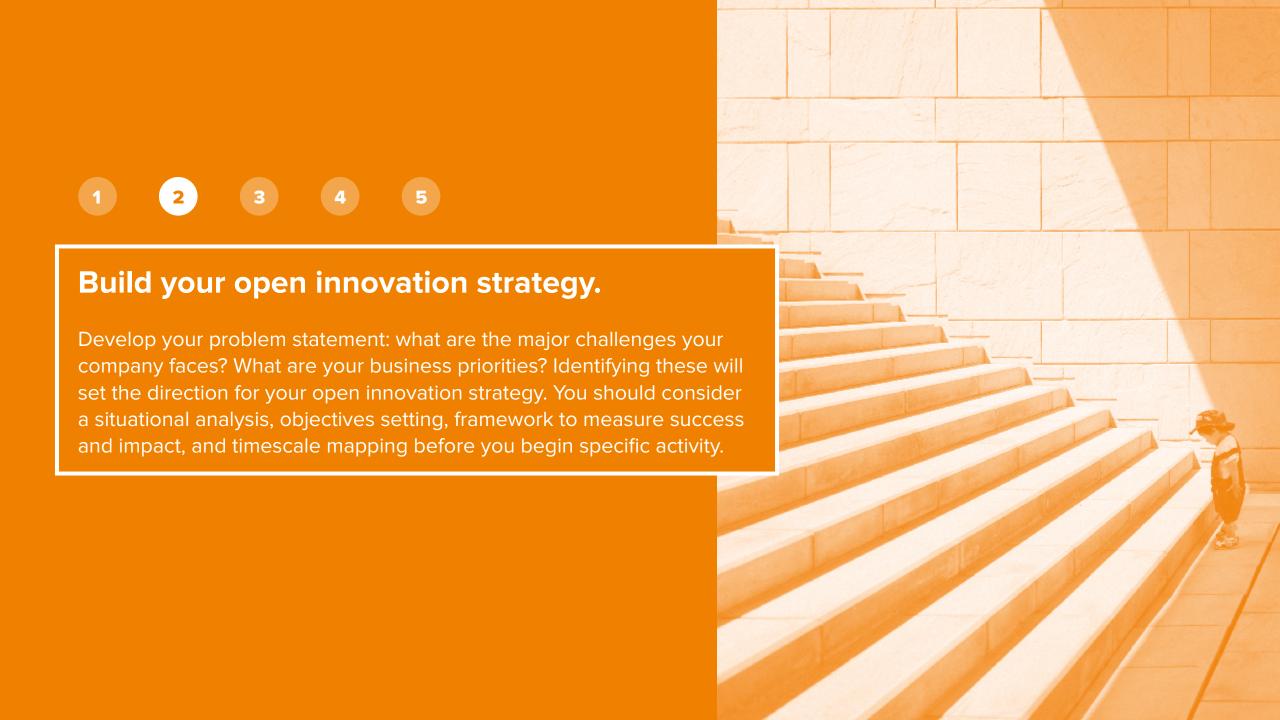
WHY OPEN INNOVATION?

Open innovation contrasts with traditional internal approaches to research and development which are largely conducted within the business. Instead, collaboration with external organisations and networks can help you to develop new products and services.

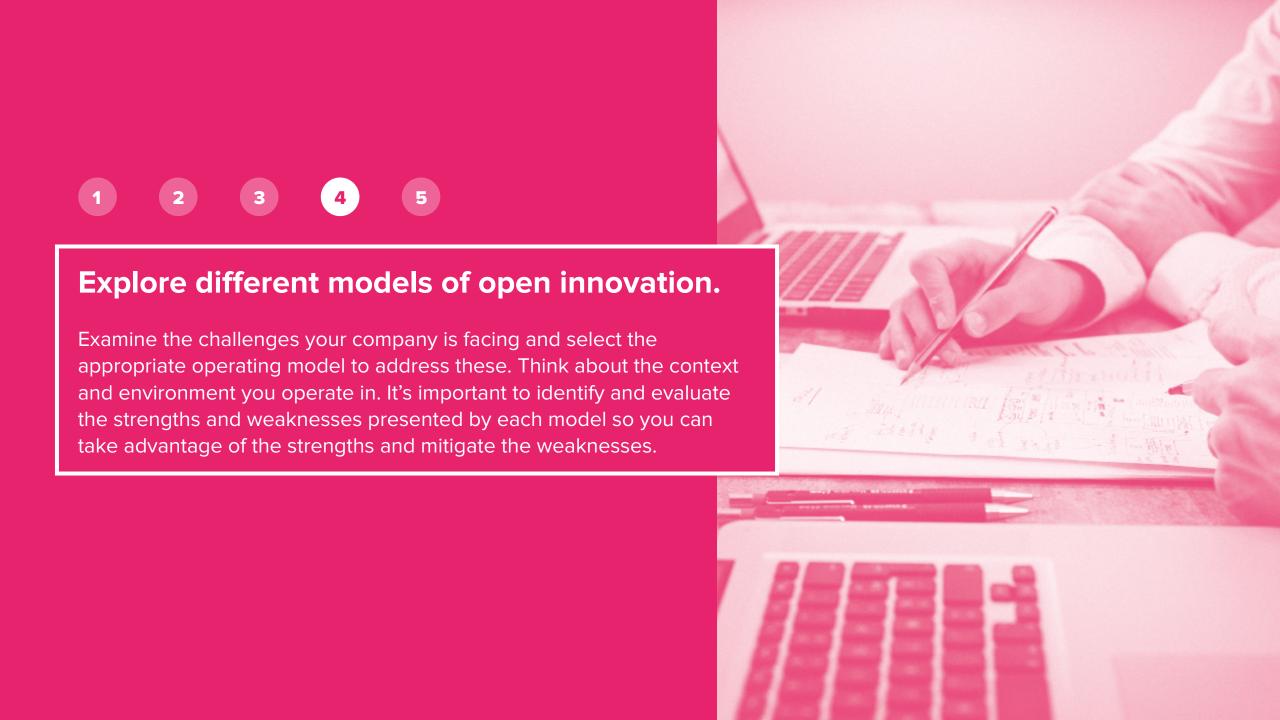
Open Innovation also enables businesses to profit from innovations they originated but that are best exploited outside of the organisation. Successful open innovation involves not only smarter ways of generating ideas, but also more effective dissemination across the organisation and the ability to absorb those innovations into the business, making an impact at scale.







Establish a diverse network within a supportive and encouraging ecosystem. Open innovation is all about working together with external organisations to drive solutions. Make sure your company authentically builds the diverse networks it needs to find the right partners within your innovation ecosystem. This will challenge you to think laterally and not just vertically.



1 2 3 4 5

Culture, culture, culture.

Your organisational culture will determine the success of any open innovation activity. You must nurture a company-wide culture that is open to inclusive innovation and that welcomes and empowers people with an innovation mindset. Assess whether your company culture is truly ready to embrace disruption, support new ideas, methods and ways of thinking.



HOW WE CAN HELP

Effective open innovation takes time, understanding, practice and a commitment from every level of your business. London & Partners, the international trade, investment and promotional agency for London, in partnership with the RCA, created the Open Innovation Fellowship to ensure senior innovation leaders have the best chance of success for their open innovation activity.

Some of the latest cohort:



















Open Innovation Fellowship

The Fellowship makes open innovation in London more effective and more inclusive by creating a community of senior corporate leaders with the commitment, network and skills to create change. The four-month Fellowship is a balance of classroom style learning, small curated workshops and seminars, practical, real-world immersions and tailored one-to-one support to meet the unique needs of Fellows and their respective organisations.

Find out more about becoming a Fellow

or get in touch with us to discuss your open innovation:

openinnovation@londonandpartners.com

Find out more

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