

Strategic Partnership: Fit for Innovation

Emergence of Innovation – Dilemmas, Strategies and Global Challenges

RWTH Aachen, University, Oct 11th, 2011

GEFÖRDERT VOM



Bundesministerium
für Bildung
und Forschung



EUROPÄISCHE UNION



Projekträger im DLR
Deutsches Zentrum für
Luft- und Raumfahrt e.V.



Starting Point

*Innovation Management is a key driver for competitiveness.
Especially in SMEs, unfortunately innovation decisions are often driven intuitively.*

(Source: EU-Project IMP3rove).

The Strategic Partnership



- Economy, Science, Social Partners and Politics form the Strategic Partnership.
- The main tasks are fostering the innovation climate and contributing to supporting structures.
- The Partnership stands for the exchange of knowledge, learnings and transfer. The intention is to help companies in better executing innovations and therefore successfully tackle necessary changes.

Foto von links nach rechts: Walter Ganz (Fraunhofer IAO), Ludwig Neer (CAS Software AG), Klaus Spitzley (WITTENSTEIN AG), Dr. Manfred Wittenstein (WITTENSTEIN AG), Burkart Knospe (testo AG), Dr. Diane Robers (PricewaterhouseCoopers AG), Dr. Uwe Brandenburg (Volkswagen AG), Jörg Rabe v. Pappenheim (DATEV eG), Dr. Dietmar Wuppemann (BMBF), Dr. Thorsten Eggers (PT-DLR), Dr. Claudio Zettel (PT-DLR).

Vision of the Strategic Partnership: sustainable innovation

Accelerate innovations:

The main challenge is to reduce time-to-market in the idea-to-launch process.

Develop competencies and increase performance:

Skilled employees and versatile companies are essential for competitive advantage in the innovation arena. Building up an adequate innovation culture fosters creativity, motivation and performance within the company.

Manage innovation in networks:

Networks are vital for innovations. Connecting different partners and forming alliances of complementary contributions leads to an enhancement of innovation capability.

Transferable results – developed in six working groups

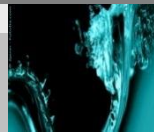
Strategic Partnership
»Fit für Innovation«
Chair: Dr.-Ing. E.h. Manfred Wittenstein



WG 1

Manage
innovation
processes

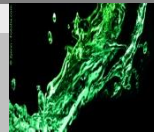
Lead:
Burkart Knospe
testo AG,
Lenzkirch



WG 2

Strengthen
a culture
of innovation

Lead:
Klaus Spitzley
WITTENSTEIN
AG,
Igersheim



WG 3

Develop
innovation
skills

Lead:
Jörg Rabe von
Pappenheim
DATEV eG,
Nürnberg



WG 4

Build innovation
in
networks

Lead:
Dr. Diane Robers
Pricewaterhouse
Coopers AG,
Frankfurt



WG 5

Shape
innovation
work

Leas:
Ludwig Neer
CAS Software
AG,
Karlsruhe



WG 6

Health
as driver
for innovation

Lead:
Dr. Uwe
Brandenburg,
VW AG,
Wolfsburg



Working Group 1: Manage innovation processes



BOSCH
Thermotechnik



Giesecke & Devrient

Freudenberg

FESTO



TQ systems

MAHLE

Driven by performance

SCHAUDEL
consult

JENOPTIK



Fraunhofer
IAO



Fit für **Innovation**

WG 1: Topics and call for action

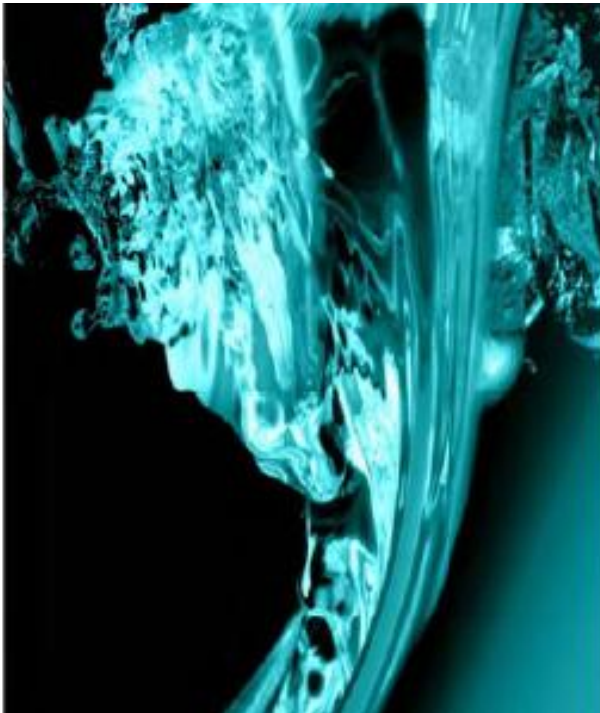
Topics:

- Reduction of time-to-market
- Alignment of innovation projects with innovation strategy
- Systematic idea generation and evaluation
- Organization of new product development processes
- Successful market launch

Call for action:

- Need of methods and techniques to optimize innovation management
- Connect innovation strategy with operations
- Improve performance management of innovation processes

Working Group 2: Strengthen a culture of innovation



WITTENSTEIN AG



FESTO

RÖSCH
CREATIVE CULTURE



WG 2: Topics and call for action

Topics:

- Facilitate innovations
- Establish prerequisites for an innovative culture
- Involve leadership in innovations
- Develop incentives and rewarding systems
- Make innovation a win-win situation for all

Call for action:

- Create innovation culture in an environment of flexibility
- Use new communication forms to drive openness and knowledge diffusion
- Develop an innovation culture in networks

Working Group 3: Develop innovation skills



Bundesagentur
für Arbeit



Akademie



Lufthansa

ThyssenKrupp
Steel Europe



DC AVIATION

IBM

Linde Gas

Linde

HEIDELBERG



SCHOTT

Fraport

DIHK

DATEV

Fraunhofer
IAO

IAI
Institut für angewandte
Innovationsforschung (IAI) e.V.
an der Ruhr-Universität Bochum



Fit für Innovation

WG 3: Topics and call for action

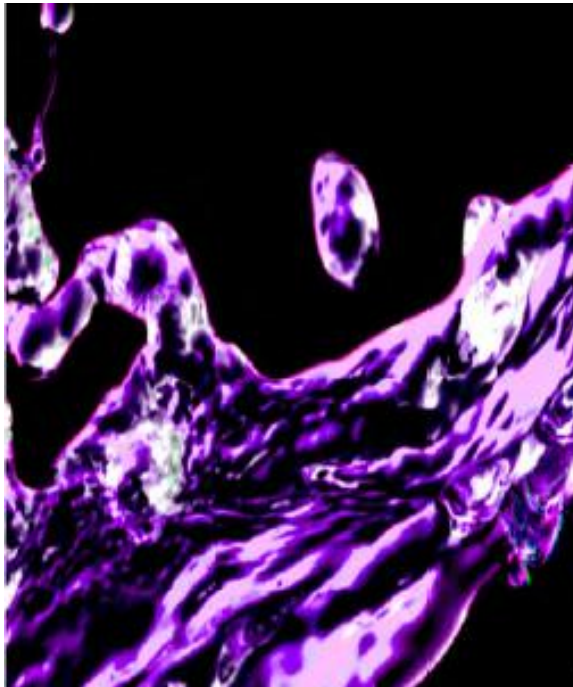
Topics:

- Have the right skillset for innovations
- Secure innovation capability despite skills shortage
- Formulate competency and motivational profiles
- Support innovation drivers
- Use general principles and best practices in competency management

Call for action:

- HRM solutions in the „war for innovative talents“
- Establish innovation friendly working conditions
- Foster innovation culture
- HRM as contributor to innovation strategy

Working Group 4: Build innovation in networks



Borderstep Institut

GROHE



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KOBLENZ-LANDAU



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Fraunhofer Innovationszentrum
Biotechnologie



STRASCHEG
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for Innovation and Entrepreneurship



BASF
The Chemical Company

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POWERTOOLS

PRICEWATERHOUSECOOPERS



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IAQ



Fit für Innovation

WG 4: Topics and call for action

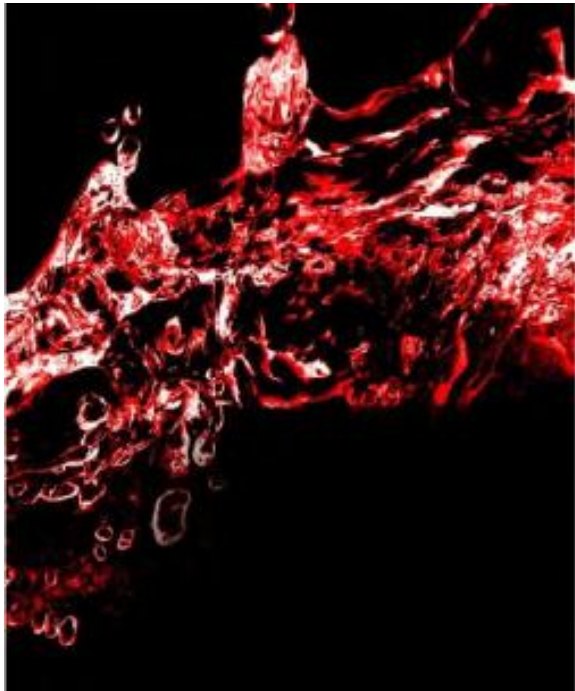
Topics:

- Create an open innovation atmosphere
- Build communities and strengthen cooperation culture
- Align innovation networks with value chains
- Find solutions for intellectual property rights
- Use supporting technologies and techniques

Call for action:

- Develop specific competencies for innovation in networks
- Improve the management of innovations in networks
- Build financing concepts and promote public investments

Working Group 5: Shape innovation work



ZEW
Zentrum für Europäische
Wirtschaftsforschung GmbH

SER

FESTO

Freudenberg

SAP



ERGOSIGN

**INTLAND
SOFTWARE** | Collaboration Begins Here

GL

LexWARE

**STURZ
// GRUPPE**

DATEV

Deutsche Telekom Laboratories

COMMUNARDO
Human Network Competence

**meister
LABS**

CAS SOFTWARE



Fraunhofer
IAO

 **BIBLIOGRAPHISCHES INSTITUT GmbH**

WG 5: Topics and call for action

Topics:

- Virtual infrastructures for knowledge and innovation work
- Challenges and solutions for personal information
- Build trust in technologies
- Leverage potentials of user interfaces to foster efficiency
- Support knowledge exchange with connected infrastructure

Call for action:

- Establish optimal organizational structures to promote innovation work
- Use modern infrastructures (e.g. web-based)
- Make employees familiar with innovation tools and techniques

Working Group 6: Health as driver for innovation



metabo[®]



Techniker Krankenkasse
Gesund in die Zukunft.



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AIRBUS

OTTO



WELEDA
In Einklang mit Mensch
UND NATURE



WURST
GmbH
STAHLBAU



TECHNISCHE UNIVERSITÄT
KAISERSLAUTERN



Unilever



Das Auto.

Fraunhofer
IAO



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iTA
INSTITUT FÜR
TECHNOLOGIE UND ARBEIT



Fit für **Innovation**

WG 6: Topics and call for action

Topics:

- Importance of health for innovation work
- The human factor as innovator
- Importance of work-life balance
- Instruments of health management
- Impact of health regarding innovation capability

Call for action:

- Positive resourced-based understanding of health in respect of innovation capability
- Participating interchange of leadership and employees
- Balanced development of employees
- Development of new concepts

Horizons – best practises – call for action

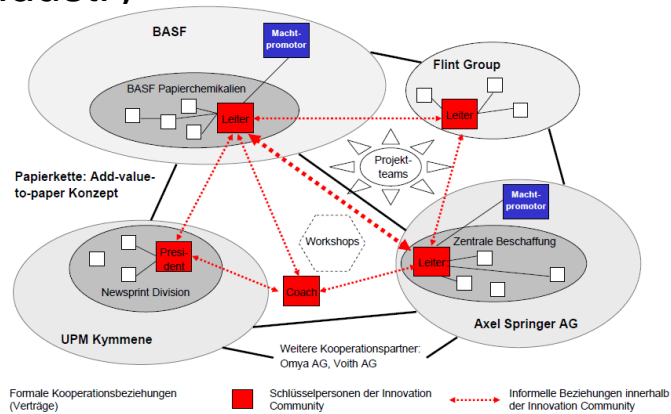
Some annotations:

- 6 working groups, app. 4-6 interactive sessions per group coping with horizons 2020, best practise examples and calls for action
- Horizontal meetings between working group leaders to facilitate exchange and common topics
- Promotion of activities via participants and multipliers
- Communication online + offline (e.g. webpage, videos, blogs, collaterals, events)
- 29.11.11, Stuttgart: „Fit for innovation – new rules in innovation management“

Best practise examples (WG 4)

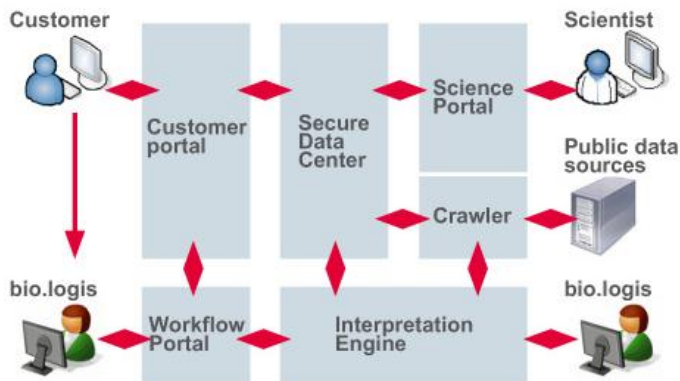
3M Austria

Systemic innovation in printing and paper industry



Innovation Jam

Personal Genomic Services



Conclusions

- The „Strategic Partnership“ can be used as a successful model for transfer.
- Through participation of different stakeholders with different backgrounds the themes can be investigated more thoroughly and with direct response from practice.
- The T-shaped approach of vertical „deep dive“ on the one hand and horizontal connection on the other hand helped to broaden knowledge and find synergies of same interest, such as:
 - Strengthening of mental capabilities
 - Balancing distribution and integration of tasks and knowledge
 - Handling of societal challenges in terms of innovation capability

Contact

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