



## Learn more about Open Innovation in OPI Project!

### Open Innovation, what is is?

#### OI FOR DUMMIES.

Open innovation is a term coined by Professor Henry Chesbrough in his 2003 book "Open innovation: the new imperative for creating and profiting from technology". It proposes an innovation strategy whereby companies relate to and cooperate with their external environment.

Traditionally, companies innovated with the resources they had available internally, resources that are limited, such as time, money, or talent. This limitation of resources means that companies have to focus a lot on the result obtained, concentrating on the success of the resulting product, and this limits creativity and the appearance of new opportunities.

### Differences between open innovation and closed innovation:

#### CLOSED INNOVATION

In the closed model, projects are launched from the company's scientific and technological knowledge. They then move on to the development phase and only a few projects that pass all the phases and become new products and services will reach the market; this process is linear and has a single entry point.

#### OPEN INNOVATION

Under the open innovation model, projects can originate both inside and outside the company, can be incorporated both at the beginning and at intermediate stages of the innovation process, and can reach the market through the company itself or through other companies.

### Applicant Organization:

Universitatea din Pitesti  
(Romania)





## OPI PROJECT OBJECTIVES

The main scope of this project is to develop and test a comprehensive methodology and tools for requalification of human resources to obtain professional competencies for those future-oriented positions in open innovation

The OPI project will aim at building labor market intelligence and competences in the area of open innovation that will allow to effectively develop supply of skills to fill the market gap while capitalising on existing pool of human capital.

Specifically, the project will deliver:

- Study of local state of open innovation competencies,
- Methodology and tools to build open innovation understanding among HR specialist and build their ability to guide job seekers or employees through upskilling/requalification to take position in scope of open innovation,
- Diagnostic tool to evaluate human capital in scope of open innovation,
- E-learning solution for building unemployed/employees in high unemployment risk competencies to take roles in scope of open innovation,
- Comprehensive requalification guide for HR professionals and adult educators.



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