

A Case Study

Working with Open Innovation Intermediaries

Kelvin Pitman

Abstract

Nearly ten years ago, Henry Chesbrough coined the term “Open Innovation”. Even before it was given a name, many companies had been exploring what the concept meant for them. A key part of this has been the growth of both formal and informal networks to share and compare progress along the Open Innovation journey. Even more importantly, networks have been used to search for or offer technologies needed or being made available. Both types of network overlap, but in particular the latter has relied heavily on the use of Intermediaries ranging in size from a single specialist consultants to some fairly large organisations. Kelvin Pitman, recently retired as Open Innovation Director for Crown Packaging Technology will outline a little of Crown’s Open Innovation journey while case studying their use of an Intermediary. This will be illustrated by some of the academic work carried out in area mainly by Cambridge University Institute for Manufacturing in which Crown participated.