

## Press release

### Launch of a franco-swiss research project for open innovation for small and medium-sized enterprises!

Economic diversity is the strength of our region. Together, in the French-Swiss cross-border area, we are committed to stimulating open innovation by involving small and medium-sized enterprises (SMEs) in a process of reflection on possible futures (prospective approach).

The IOP project ([Open Innovation](#) and [Prospective](#)) targets SMEs active in the digital economy and the social and solidarity economy ([french definition](#); [swiss definition](#)).

The digital economy and the social and solidarity economy are two growing sectors of activity. The SMEs of these two types of economy innovate but in a different way. Collaboration, inherent in SSE enterprises, and technological innovation, which is omnipresent in the digital economy, are the two modes of innovation that we want to study and that have contributed to the choice of these sectors.

#### What is open innovation ?

Open innovation is an innovation process involving both the internal resources and the external ecosystem of an organization.



**Funded under the Interreg – France-Switzerland 2014-2020 program**, the project brings together twenty or so actors from the academic and professional world in three territories, namely Haute-Savoie, the Canton of Vaud and the Canton of Geneva, for a duration of 29 months, from October 2018 to March 2021.

The project aims to create and set up a **digital collaborative foresight platform** to exchange and promote the development of open innovation projects.

The plurality of actors involved, its cross-border dimension and the dynamics in which this project is developing make it a solid and constructive step for the region and its economic fabric.

#### Your contacts if you are interested in the project:

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