

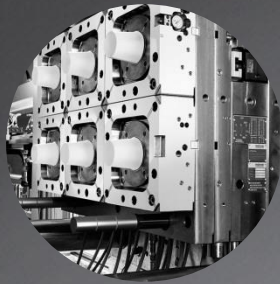


RPC – THE ESSENTIAL INGREDIENT

20 September 2016

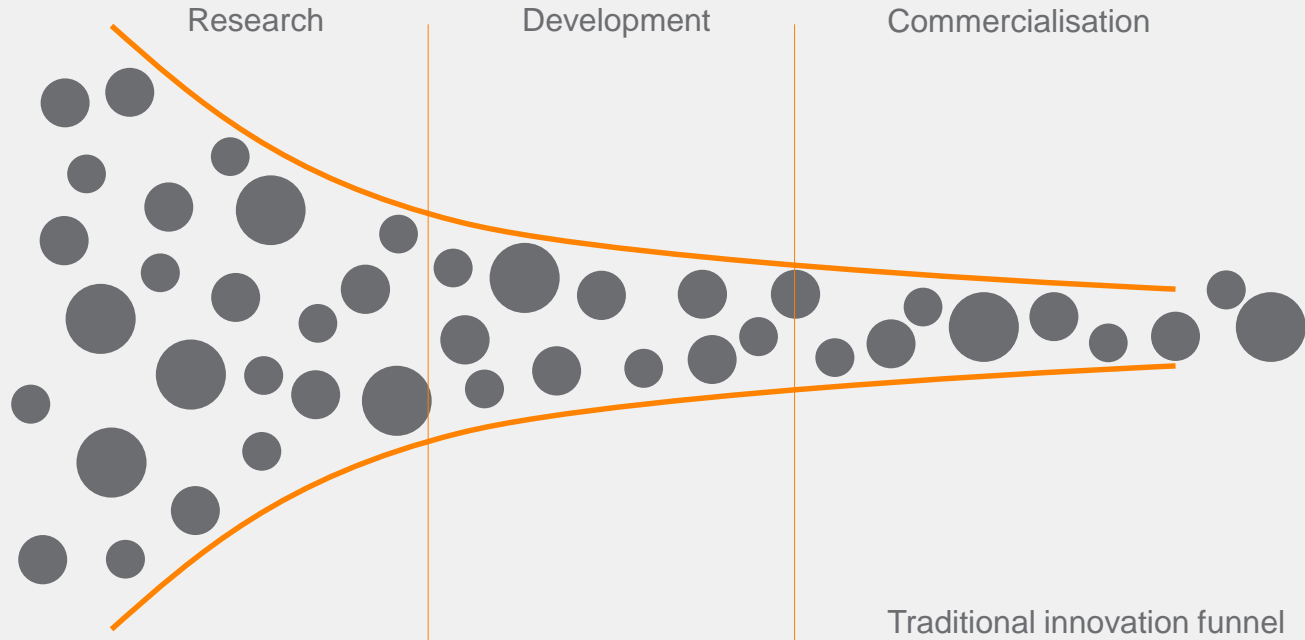
Open Innovation in the Packaging Industry

Brian Lodge – RPC Design Manager



What is Open Innovation?

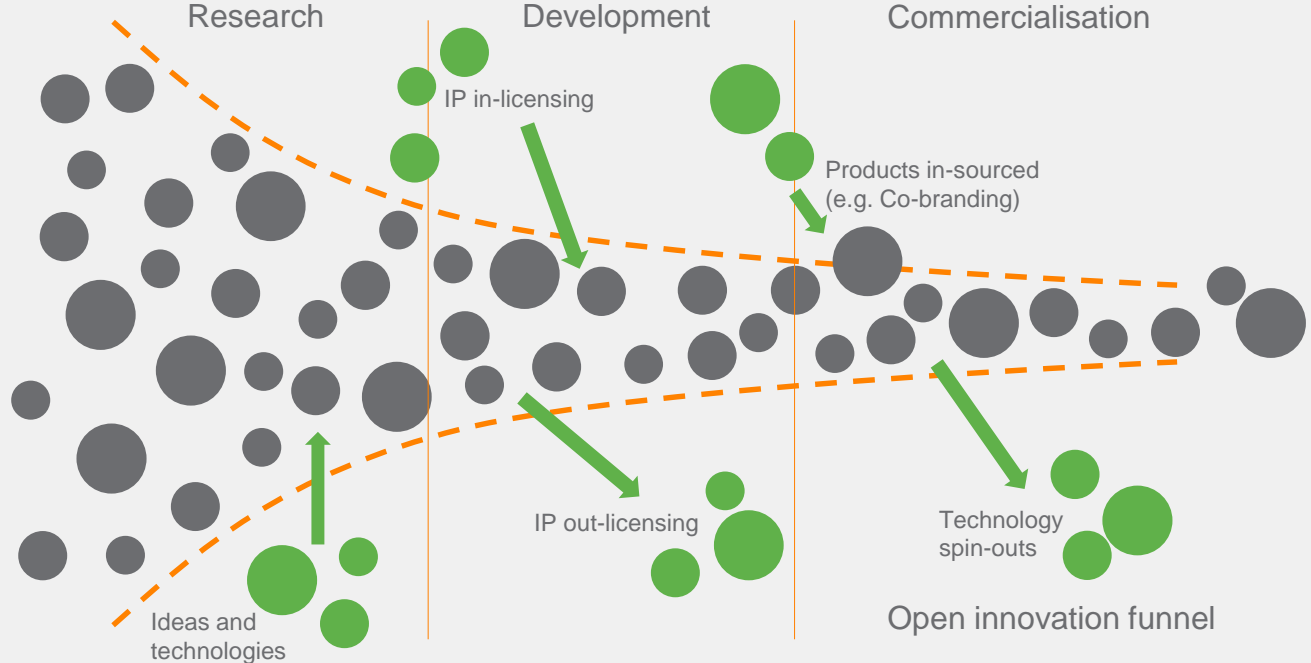
“the use of purposive inflows and outflows of knowledge to accelerate internal innovation, and expand the markets for external use of innovation, respectively”*



*Chesbrough et al 2006

What is Open Innovation?

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Why?

Speed to market:

- Letting others come up with ideas for you (academia, customers, consumers etc.)
- Getting help in solving your problems (or importing someone else's solution)
- Getting commercial value from ideas you don't use (licencing, selling off technologies)
- Finding partners to help get your ideas to market

GE

- “believe that it's impossible for any organization to have all the best ideas, and we strive to collaborate with experts and entrepreneurs everywhere who share our passion to solve some of the world's most pressing issues”

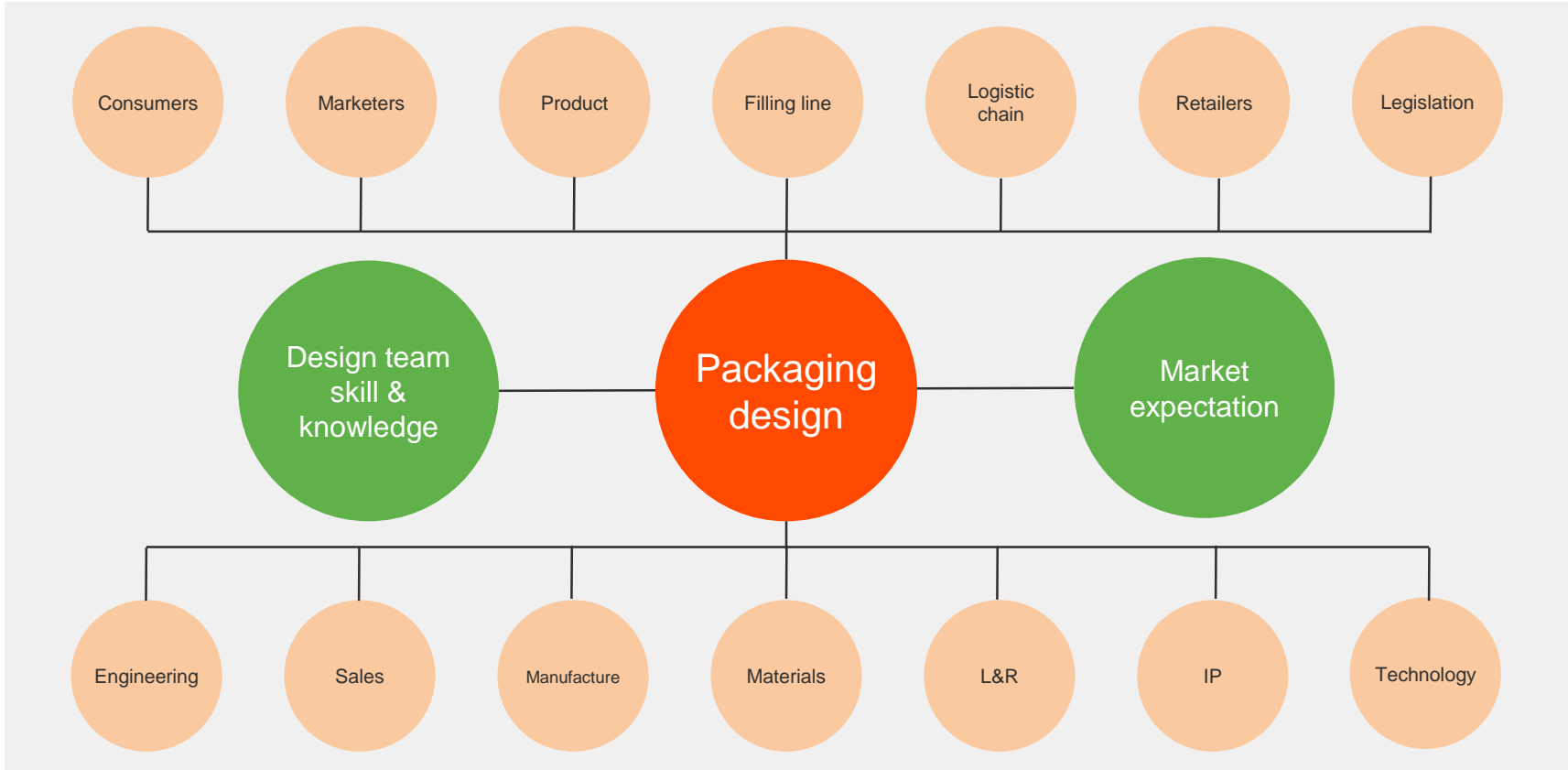
Mars

- Using OI Mars have reduced the lead-time it takes to launch a new concept from 5 years to 3

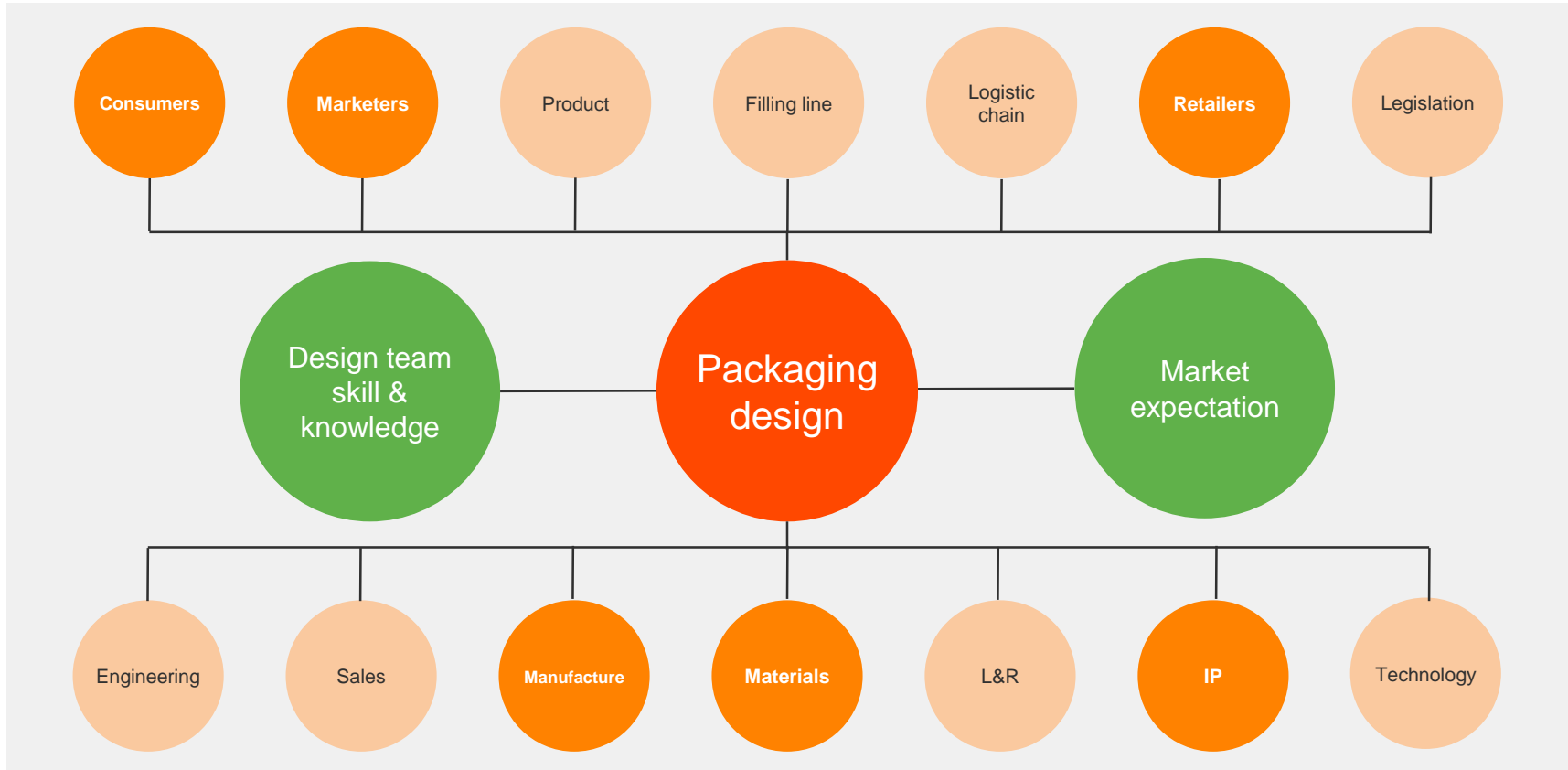
Lego

- “People don't have to work for us to work with us.”

Packaging design influences



Packaging design influences



External assistance



Consumers

Consumers

- Market research
- Complaints
- Feedback
- Competitions
- Blogs
- Reviews (Amazon etc.)
- Just ask



Marketers

Marketers

- Market research
- Brand information
- Competitor information
- Company information
- Product information
- Trends



Retailers

Retailers

- Market information
- Logistical challenges
- Recycling schemes
- Shelving/display
- Trends

Internal assistance

Manufacture

Manufacture

- Machinery capability
- Machine manufacturer
- Down stream machine manufacturers
- Best practice in group
- Rationalisation

Materials

Materials

- New/alternative materials
- Recycled materials
- Industry initiatives
- Blends
- Additives
- Masterbatch

IP

IP

- What do we own?
- What else is there in the group?
- Products, processes, machinery
- What else is there out there?

Other assistance

Academic
institutions

Academia

- Research projects
- Best practice
- New technologies
- Approaches to problems

Industry
bodies

Industry bodies

- Networking
- Informal discussion
- What are other people doing?
- Trends

Networks

Networks

- Who do you know who you can ask?
- Old boys network
- Former colleagues (linked in?)
- Previous collaborators

How?

Want

Define what we want and how we can innovate

Find

Find technologies and partners and understand them

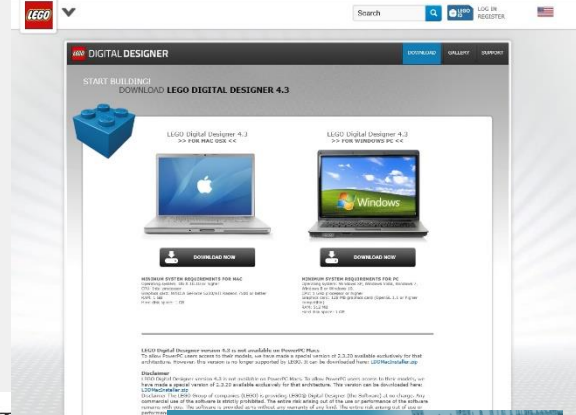
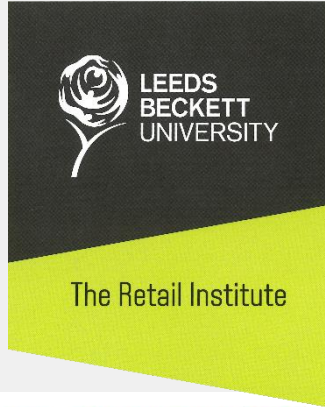
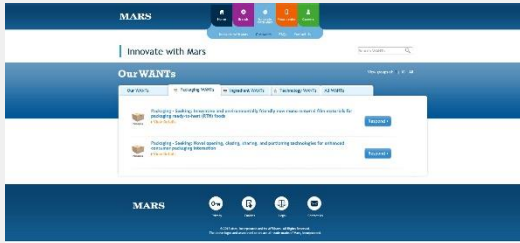
Get

Negotiate the agreement with the external partner

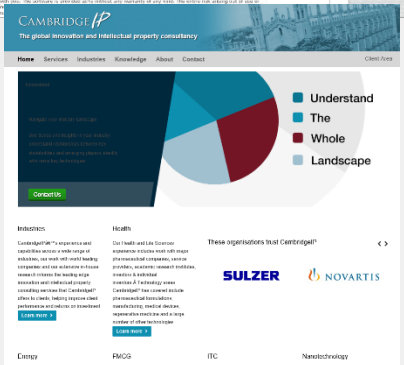
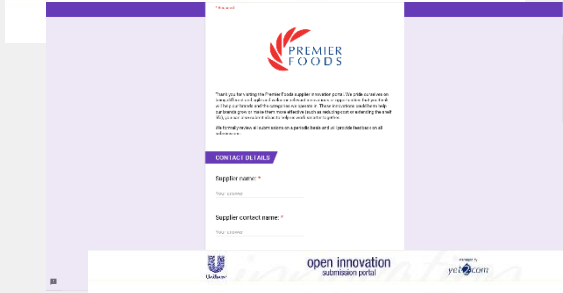
Manage

Manage the relationship throughout the collaboration

Examples



11



Summary

Open Innovation is now widely used – the majority of Fortune 500 companies now use OI in some form

- Main benefits are
 - Increased profitability (reduce costs, faster to market, new revenue streams, differentiation)
 - Competitive advantage
 - Reduces risk
 - Evolve your business model
- It's not difficult to implement but does require a “culture of innovation” in the company (from the top)
- Can be achieved in many ways
- The plastic packaging industry is ideally placed to participate in and benefit from OI



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