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SHIFT-HUB's Best Practice

Open Innovation Workshops

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❓ Why Open Innovation Workshops?

Open Innovation Workshops focus on **creating a cross-fertilization process among representative stakeholders** of the Smart Health community, to co-design and co-develop solutions answering the current sectorial challenges.

This type of Workshop leverages an **SME-centric open innovation methodology**. Targeted stakeholders are invited through Open Innovation Workshops to participate in brainstorming, generation of project leads and elaboration of roadmaps for the implementation of new Smart Health solutions. This proposed collaborative approach allows participants to generate project ideas and co-design solutions.

The main objectives are:
· to explore in-depth the needs of the healthcare sector,
· to discover technological solutions that address real-word challenges,
· to generate innovative ideas, and
· to support the emergence of cross-sectoral collaborative research, development and innovation/technology transfer projects.

🎯 Who to target?

The **Key Target Stakeholders** who benefit from participation in Open Innovation Workshops are:

✤ Technology Providers
✤ Healthcare Professionals & Health Organizations
✤ Innovation Experts & Innovation Intermediaries
✤ Public Authorities as Professional Associations, Healthcare Associations, Citizens Associations, Public and Regional Authorities

✤ Other supportive stakeholders such as Knowledge & Infrastructure Providers, RTOs, other DIHs, Technology Parks, Industry Associations, Regional Innovation Agencies

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Best Practices – **How to do it best**

Pyramid (bottom to top)

5 — Continuous feedback & follow up

4 — Skilled facilitation & process management

3 — Use of structured methodologies

2 — Clear definition of objectives & governance

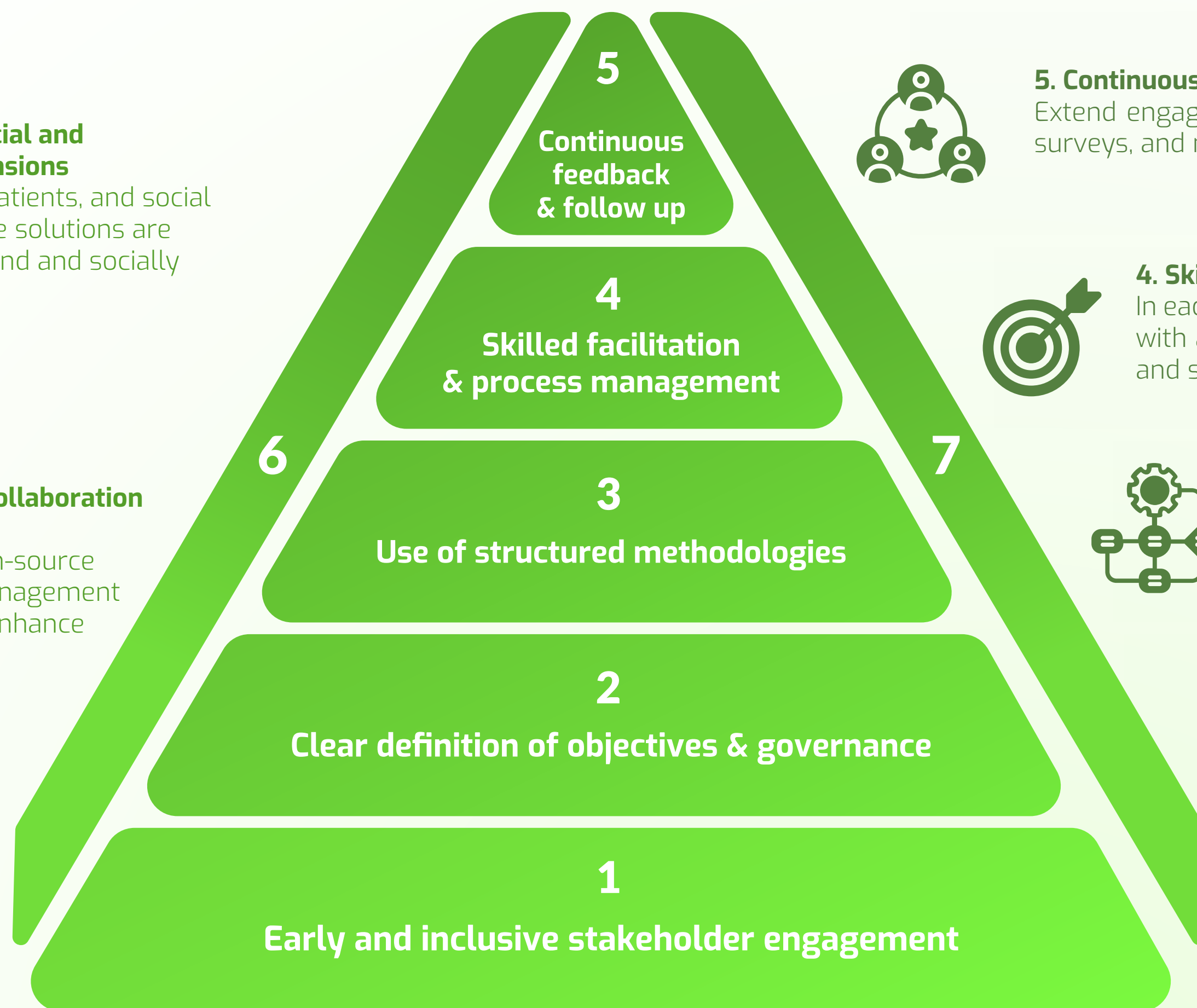**1** — Early and inclusive stakeholder engagement

6 **7**

Left side

6. Integration of social and technological dimensions
Include end users, patients, and social innovators to ensure solutions are both technically sound and socially relevant.

7. Usage of digital collaboration tools
Use accessible, open-source tools for project management and co-creation to enhance transparency and efficiency in cross-country collaborations and during the sessions.
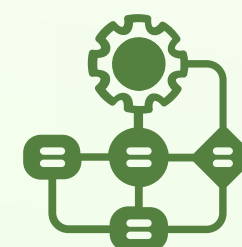
Right side

5. Continuous feedback and follow-up
Extend engagement beyond the event through digital platforms, surveys, and mentoring to refine ideas and track implementation.
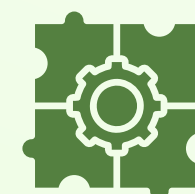
4. Skilled facilitation and process management
In each session, combine an experienced Open Innovation expert with a skilled moderator to keep discussions focused, inclusive, and solution-oriented.

3. Use of structured methodologies
Use frameworks such as Design Thinking, Lean Startup, and Value Mapping to guide ideation, document progress, and link creativity to actionable outcomes.

2. Clear definition of objectives and governance
Set clear goals, roles, and governance structures. Assign coordinators or "idea owners" and establish follow-up mechanisms like steering committees to maintain momentum.

1. Early and inclusive stakeholder engagement
Start with thorough stakeholder mapping and involve stakeholders from academia, healthcare, industry, and civil society from the beginning to build trust and ensure diverse perspectives.

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In short...

Open Innovation Workshops are most effective when **facilitation is structured, participation is inclusive and interactive**, and **roles and responsibilities are clearly defined**.

When these elements come together, the impact goes far beyond simple idea generation. Success depends on sustained stakeholder engagement, transparent communication, and the seamless integration of technological and social perspectives. In this environment, ideas are not just discussed — they evolve into meaningful and lasting solutions.

Want to learn more?

Please find more information in the Resources section of the SHIFT-HUB website.

Take a closer look at **SHIFT-HUB's Best Practices Guide**

And explore detailed findings in the **Capacity Building Workshop report**

Ready to apply it yourself?

For specific questions related to the replication of Open Innovation Workshops, please contact:

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SHIFT-HUB's Best Practice
Open Innovation Workshops

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