

PRESS RELEASE**Ecole Centrale Paris, Altran, Mazars and Société Générale
create the Open Innovation Institute**

(Paris, 16 June 2014) Ecole Centrale Paris, Altran, Mazars and Société Générale announce the creation of the Open Innovation Institute (IOI).

The Open Innovation Institute will be responsible for helping large companies and start-ups to come together, encouraging and facilitating exchanges between these two worlds and developing synergies with the University's students and laboratories. The Open Innovation Institute has been created in partnership with Altran, Mazars and Société Générale (founding members).

Open Innovation is a business model that has adapted its innovation strategy to make the most of its external environment. It consists, above all, of moving away from a vision and a culture where everything is done internally to incorporate collaboration with all stakeholders in its ecosystem: clients, suppliers, start-ups and sometimes competitors. Over the last ten years, it has acquired an important place in the innovation strategy of the highest performing companies.

In a fast-moving context of globalisation, where technologies are becoming democratised, start-ups are playing an increasingly important role in the innovation strategy of large companies. They allow for a large number of potential solutions to a given problem to be examined more rapidly, with much lower overheads. They therefore become potential innovation accelerators for large companies. Start-ups are themselves seeking close ties with large companies to accelerate their market access and their growth.

However, very significant differences exist between the world of big business and the world of start-ups, including cultural aspects, time scales, decision-making processes and quality policies. It is not, therefore, obvious to large companies how best to master new relationships with start-ups and involve them in the innovation chain.

Motivations and contributions of the founding members:

Altran is a world leader in innovation and advanced engineering and supports companies in their processes for creating and developing new products and services. The Group has been operating for more than 30 years alongside major players in the aerospace, automotive, energy, rail, finance, healthcare and telecommunications sectors. This collaboration with the Open Innovation Institute is part of its process of creating value through open innovation. Altran is active in the French ecosystem

through clusters, stakeholders involved in the SME Pact and participation in entrepreneurial initiatives. The Group supports open innovation and was a promoter of the first parliamentary conference on open innovation in February 2014. For these reasons, Altran is committed to bringing its expertise and experience to this collaborative initiative.

Through its Entrepreneurial DNA, the Mazars group, managed by 800 Partner Entrepreneurs, has developed a deep knowledge of the VSEs and SMEs it advises on a daily basis (25,000 clients in France). Thanks to the trust it has secured from global companies, Mazars has grown steadily and combines entrepreneurial proximity with real knowledge of large Groups. This combination of skills and experience makes Mazars a natural partner for the Open Innovation Institute and we are proud to support its creation. Today, Mazars brings together the expertise of 13,800 employees in 72 countries who support businesses, whatever their size, at every stage of their development.

Société Générale sees this collaboration as a tremendous opportunity to expand its external ecosystem at a time when Innovation has become more important than ever in differentiation and performance. Innovation is one of the Group's fundamental values. Through its collaboration with external partners such as think-tanks, start-ups and innovative SMEs in the context of clusters, along with its participation in the SME Pact, Société Générale intends to remain connected with digital creativity stakeholders and jointly build up relational capital for the future.

These three large companies will financially support the Institute, in addition to contributing their skills and networks.

Organisation and missions of the Open Innovation Institute:

By the end of the year, the IOI will have a permanent team of a dozen individuals, with a twofold focus - both theoretical and practical.

On a theoretical level, the IOI will work to:

- develop knowledge in the field of open innovation strategies and approaches;
- draw up case studies, white papers, best practices, etc. on business interaction between large companies and start-ups;
- develop training devices to be used by executives and managers of partner companies and start-ups to facilitate collaboration between these two types of structures;
- promote educational devices to be used by students: courses, project opportunities, internships, working study break programmes, etc. related to Open Innovation.

On a practical level, the IOI will focus on:

- implementing start-up accelerators built specifically for large corporate partners, to give them every opportunity to come into contact with this other world;
- providing practical support to partners and large corporate clients in their Open Innovation approaches vis-à-vis start-ups, through coordinating meetings and setting up effective collaborative process;
- helping start-ups to find growth potential in their relationships with large companies, through providing operational support with the accelerators described above;
- helping start-ups to contact and draw upon the rich resources of partner schools, for example through student projects, internships, cutting edge experts and laboratory equipment;
- helping students from partner schools to better understand the process of creating value through innovation, by participating in it directly;
- helping laboratories to develop collaboration agreements with the world of business to make research validation more fluid.

The Open Innovation Institute should thus become a centre of expertise in open innovation. It will extend Centrale Paris' relations with large companies (founders, partners and prospects), as well as a vast network of start-ups, to strengthen the link between teaching and real projects, enrich its incubation offering and deepen its expertise on the subject of innovation, which is essential to the University.

The IOI's aim for 2014 is to bring together a dozen industry partners. Société Générale, Mazars and Altran have already joined this initiative as founding members, along with AXA Direct as a partner member.

By the end of 2014, the influence of the IOI, its partner companies and schools should extend to around fifty start-ups.

Press Contacts:

Ecole Centrale Paris

Etienne DAGES-DESGRANGES

Email : etienne.dages-desgranges@ecp.fr

Tel : (00 33) 1 41 13 14 74

<http://www.ecp.fr>



Altran

Léonore COUSIN

Email : press@altran.com

Tel : (00 33) 1 46 41 72 10

[Follow us on Twitter](#) #altranPR

Mazars

Sandrine VERDELHAN

Email : Sandrine.verdelhan@mazars.com

Tel : (00 33) 1 49 97 46 54

@MazarsFrance

Société générale

Astrid FOULD BACQUART

Email : Astrid.Fould-Bacquart@socgen.com

Tel : (00 33) 1 56 37 67 95

Cell phone. : (00 33) 6 86 46 85 66

<http://institutopeninnovation.fr/>