

EUA ANNUAL CONFERENCE 2019

Driving Innovation in Europe's Universities

Paris, April 11-12th 2019

Plenary Session III: Building partnerships

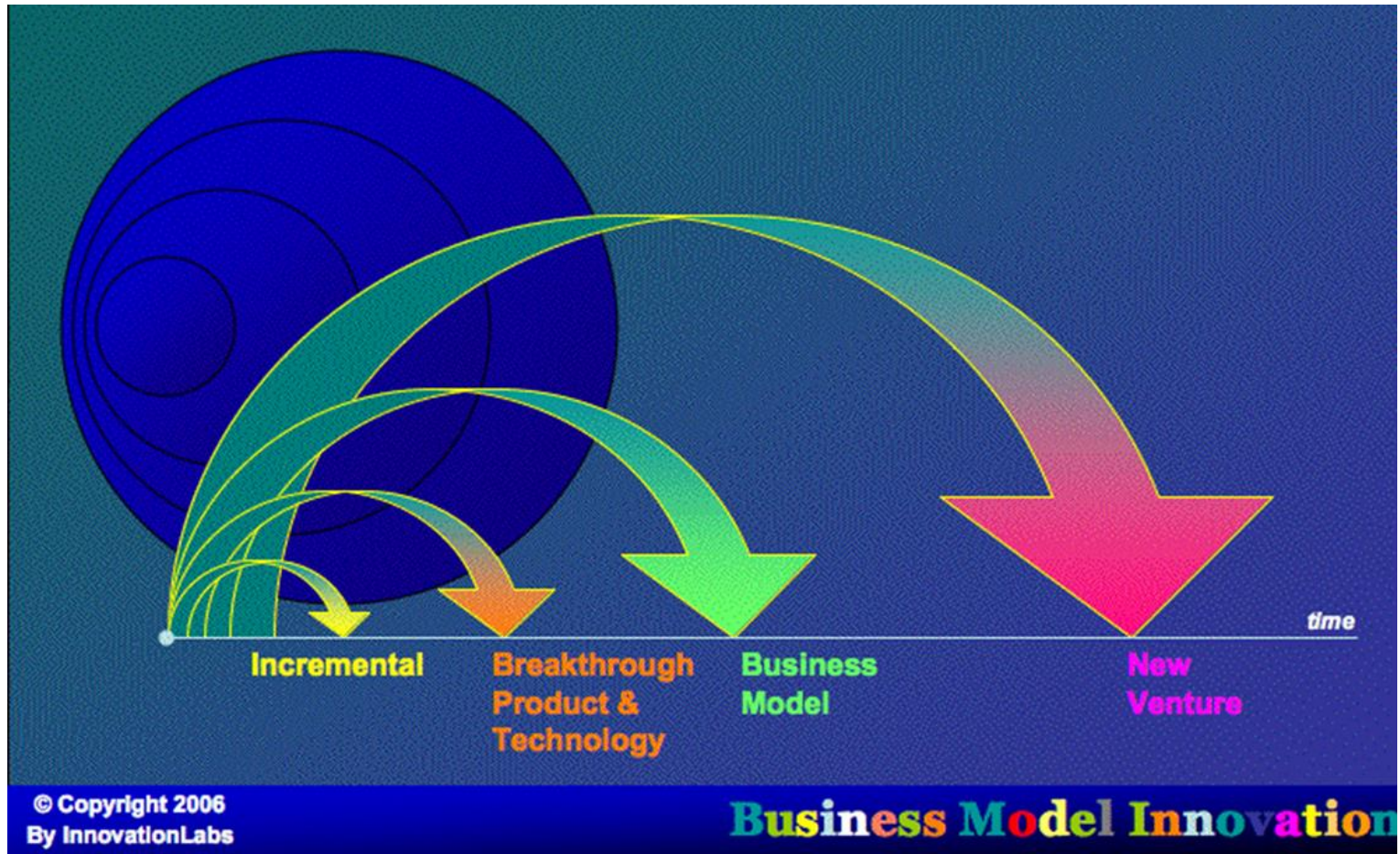
“How to foster innovation and ensure societal relevance”

Léopold Demiddeleer

www.TechBridgeOne.eu

“Foster Innovation” :

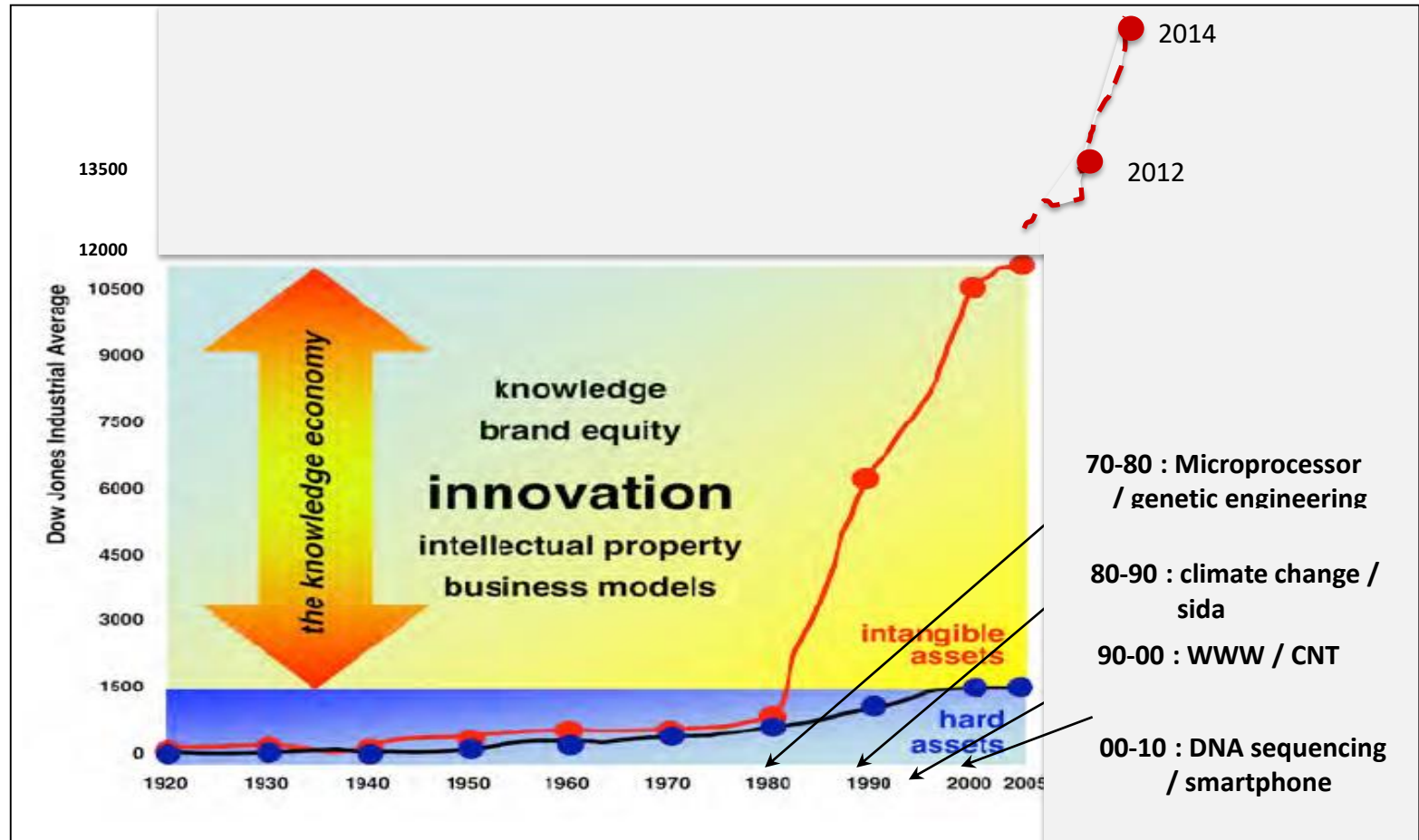
What type of innovation are we talking of ?



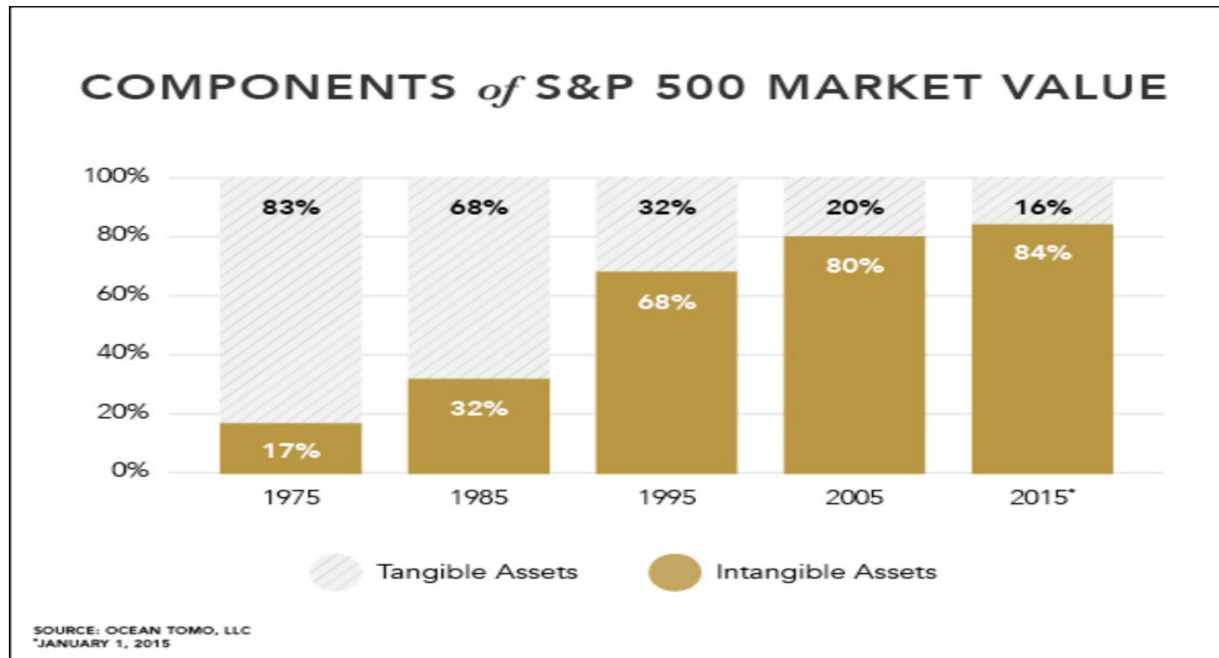
“ Societal relevance ” : Sustainable Development Goals as impact objectives...?



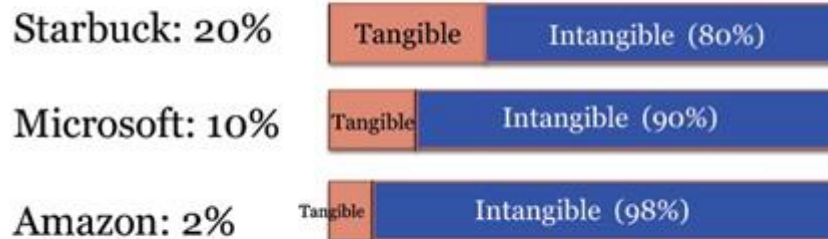
Innovation is the fuel of the current economy



Innovation is the fuel of the current economy



Book Value vs Market Value



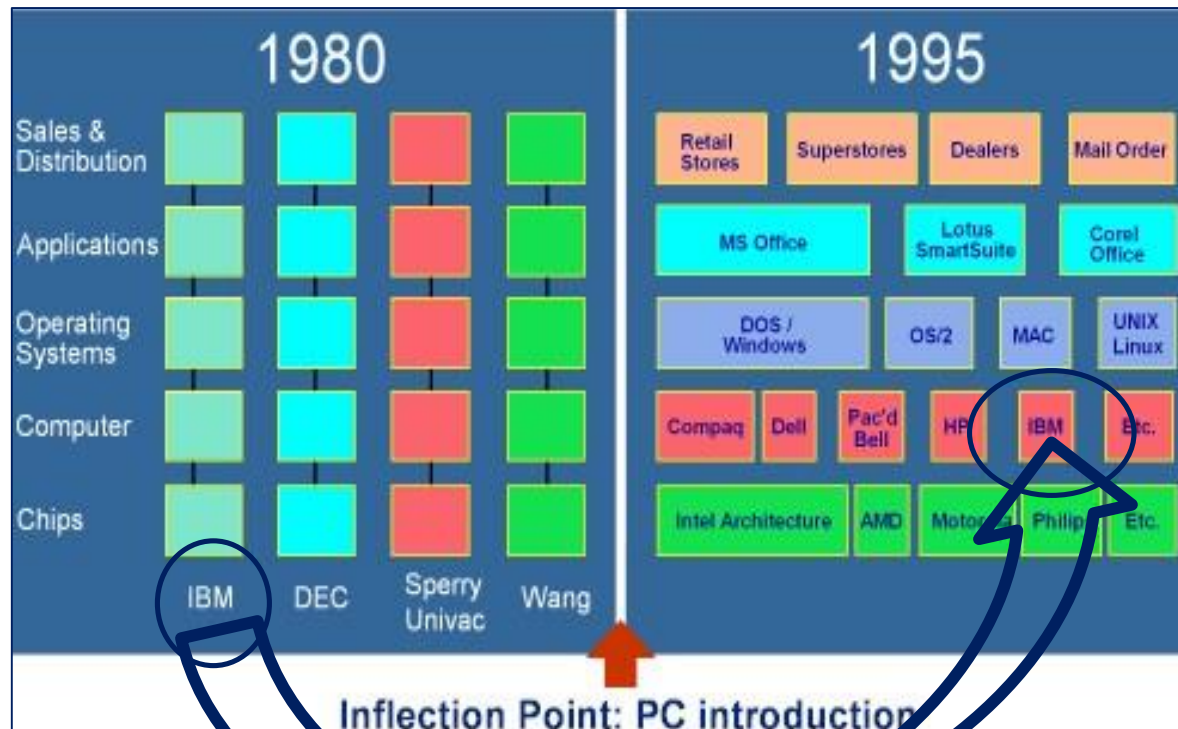
Coffee / Brand

IT Tools / Reference

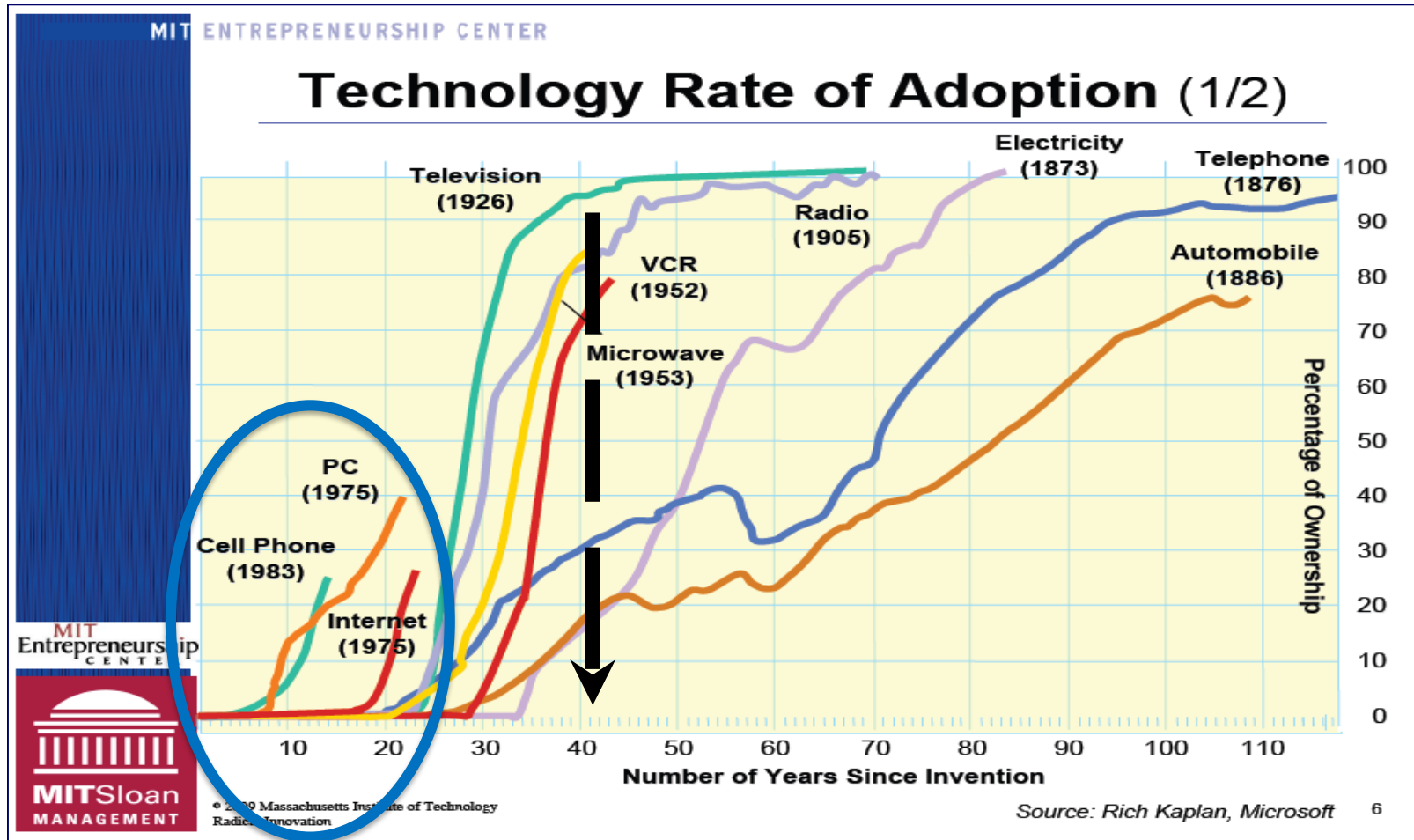
Items / Customer Services

Technology tumbles everything upside down : company profiles become volatile

e.g. Strategic positioning of companies “before” and “after” PC



Pace of tech adoption is becoming explosive ...

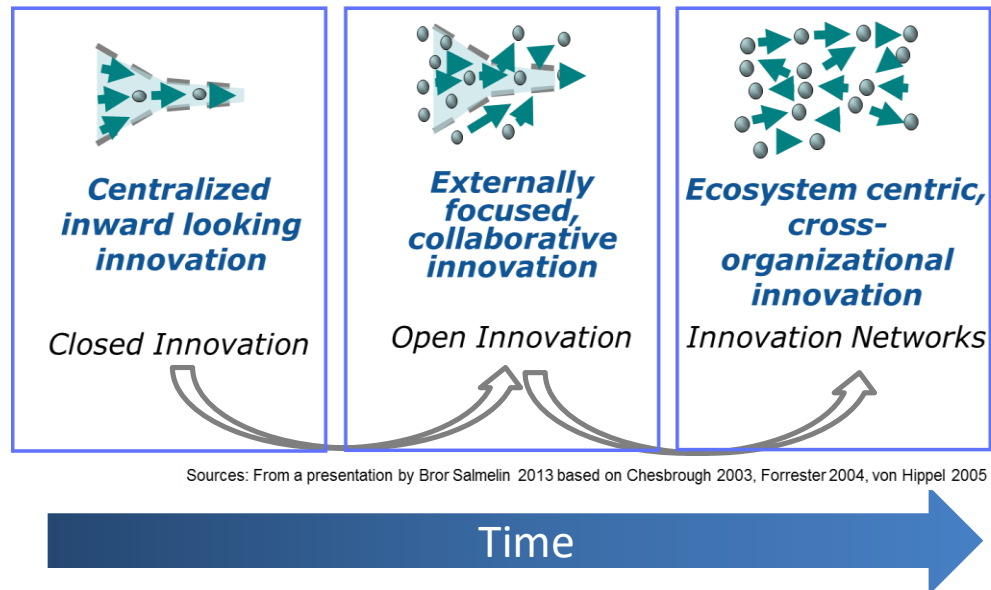


Innovation : Industry adapts under pressure



Evolution of Industry Innovation model from 1990's

Breaking boundaries for moving to genuine mash-up!



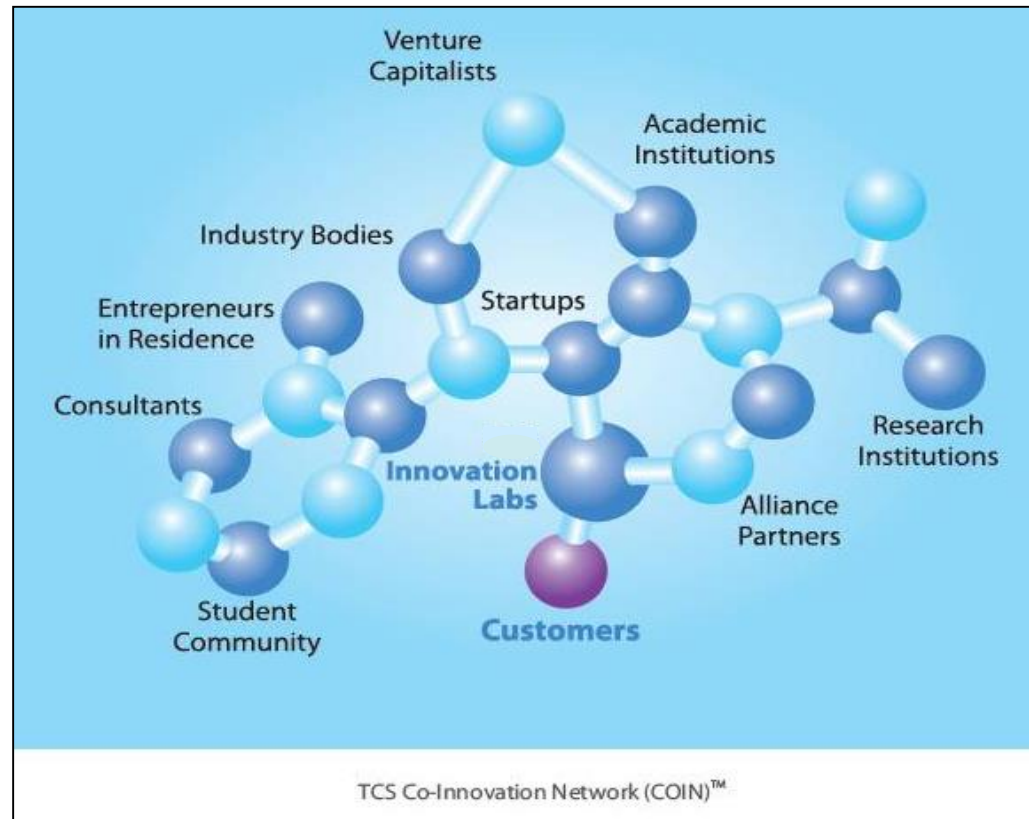
Sources: From a presentation by Bror Salmelin 2013 based on Chesbrough 2003, Forrester 2004, von Hippel 2005

Importance to connect internal and external sources of pertinent, high level, up-to-date knowledges !!!

How does the ecosystem evolve and how to play the game ?

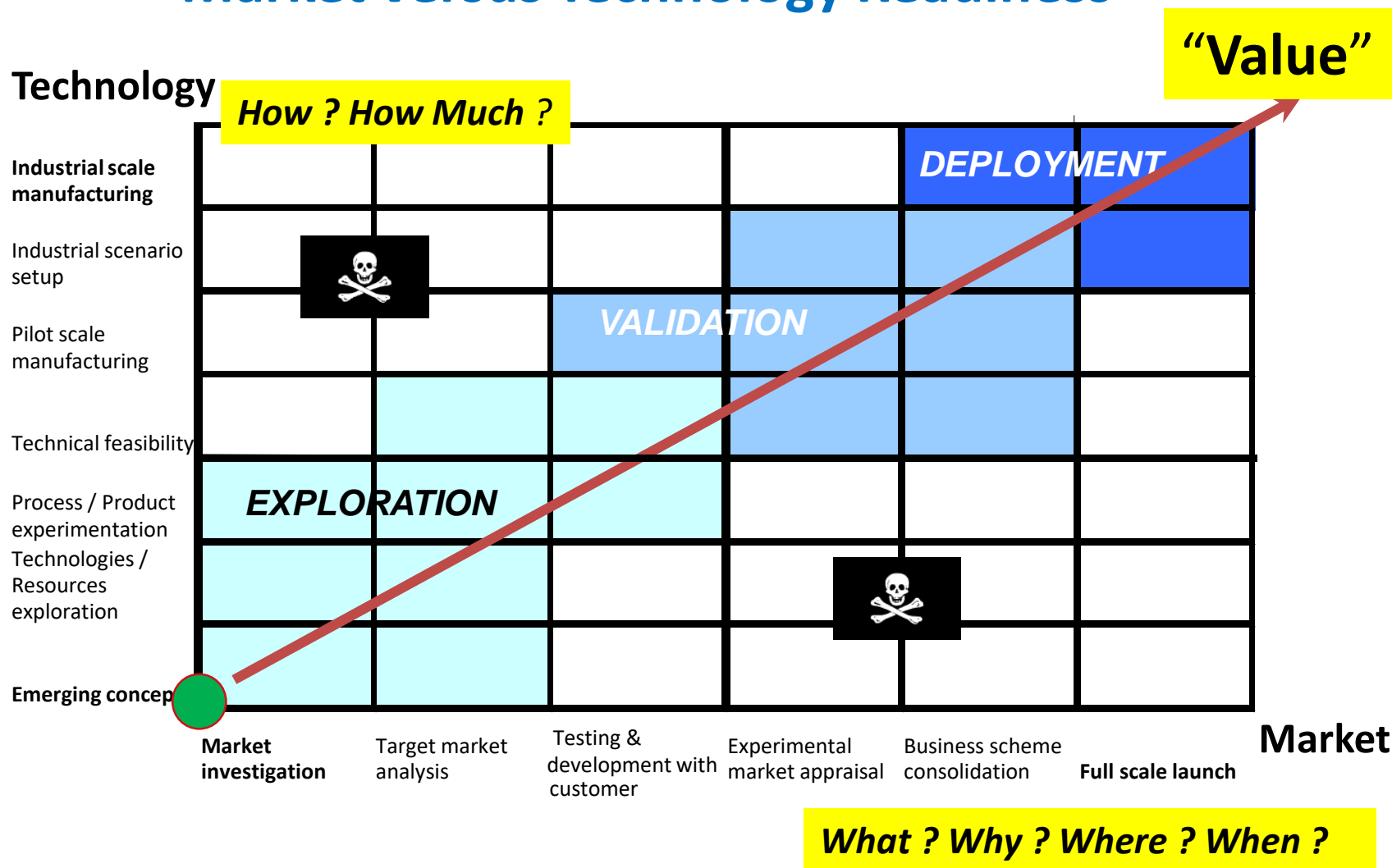
Evolution to “ Systemic Innovation systems ”

fostering open collaboration between teams

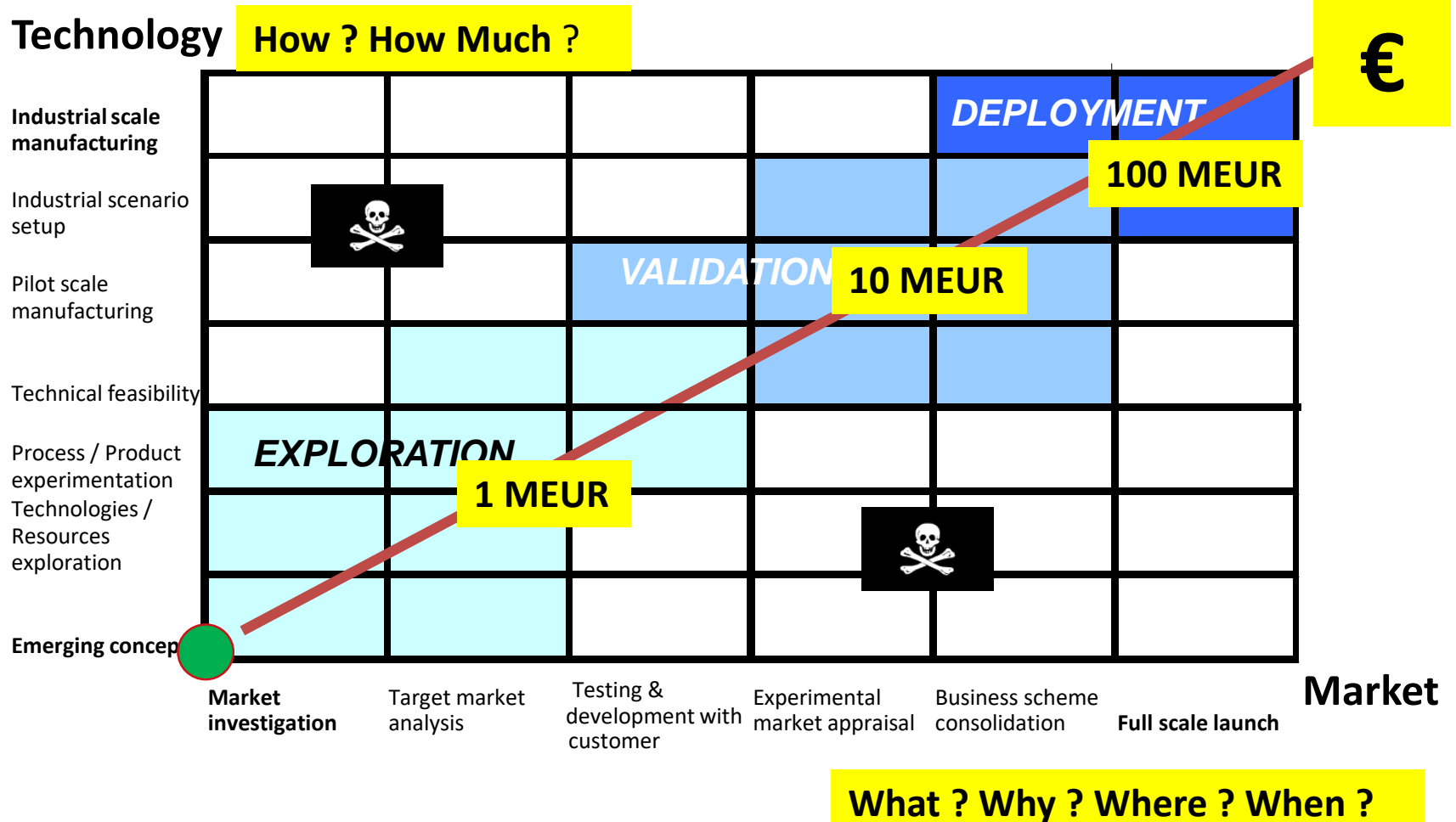


The Path to Value

Market versus Technology Readiness

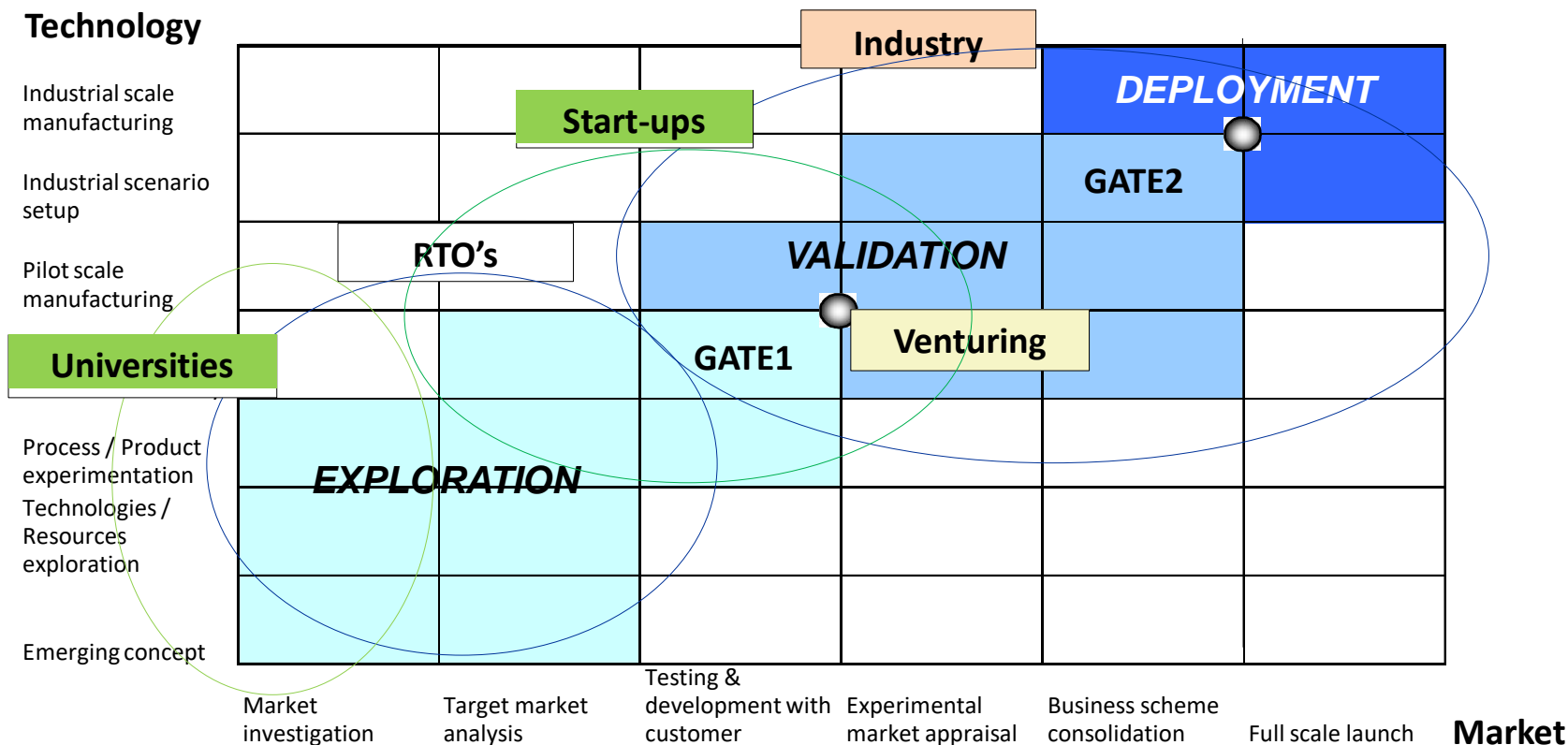


Every journey has a cost ...



One Goal and different expectations ...

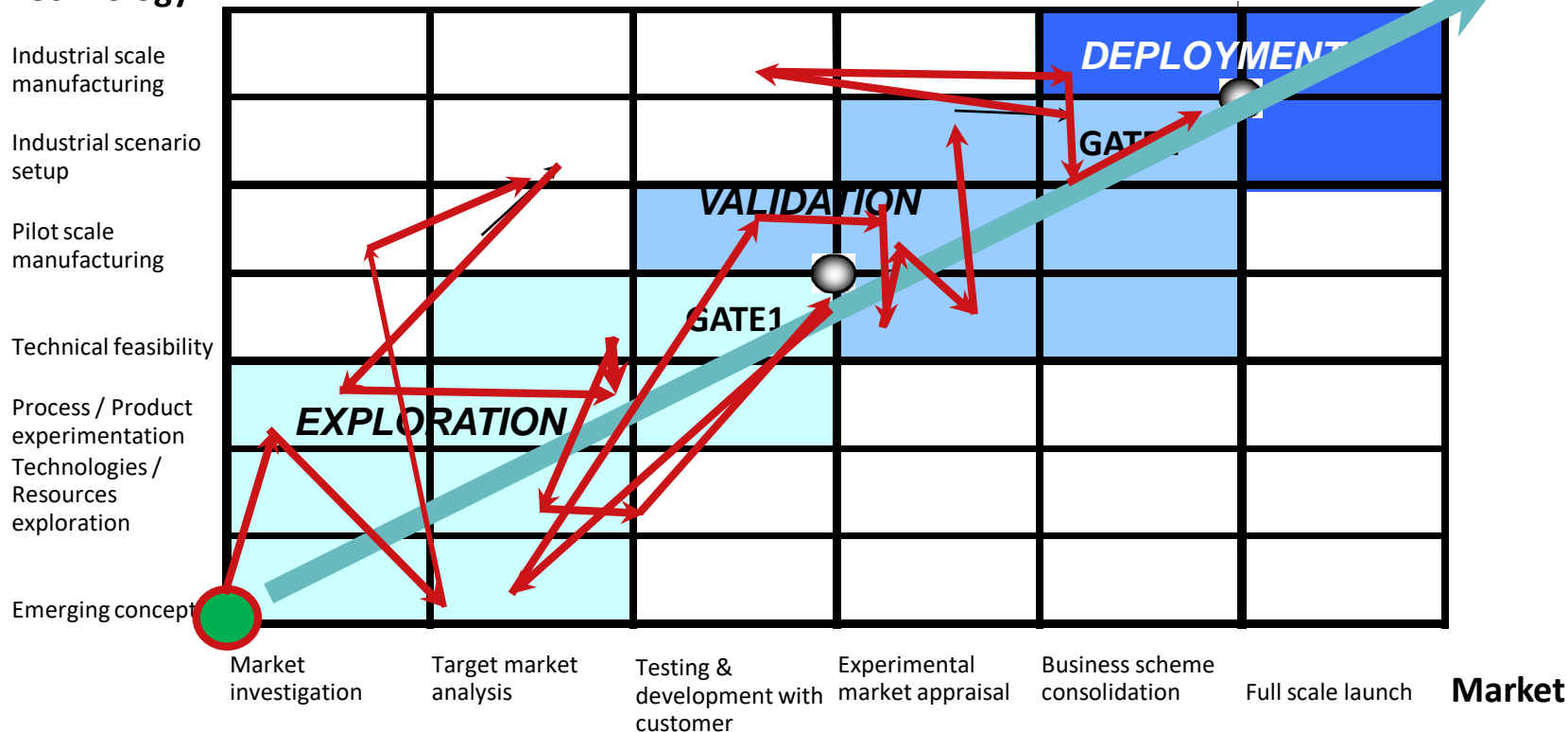
All stakeholders have to contribute to a **value chain**



In practice ...

Reality is always a bit more tricky !!!

Technology



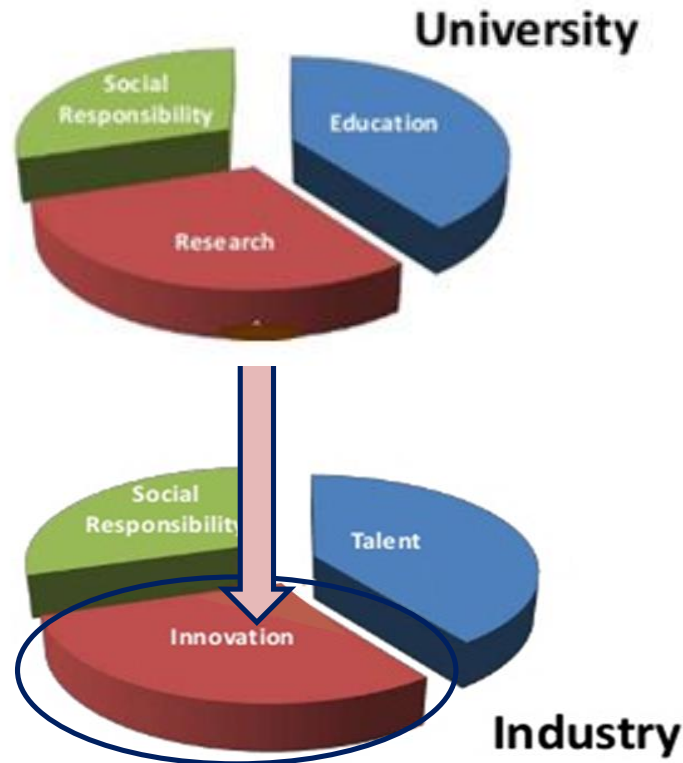
Academias - Industries partnership for Innovation

New Knowledges

“Excellence”

The Universities must be prepared not only to promote and develop new knowledge, but also to encourage its application

“Relevance”



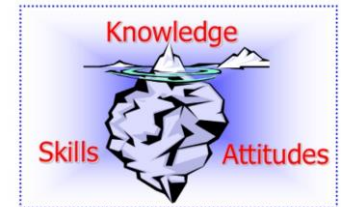
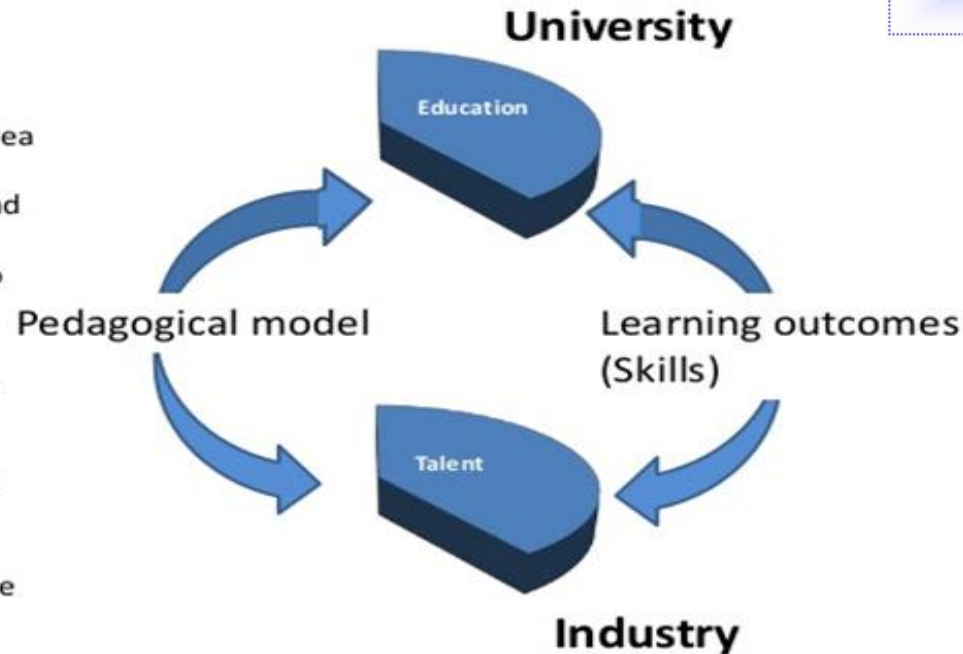
Fosca PUCP, 2016

Academias - Industries partnership for Innovation

Skills

Industry and academia can collaborate in the area of education by identifying global and specific skills that require graduates to be competitive professionals and good global citizens.

They also can work together to develop the better ways (pedagogical strategies) to achieve this skills.

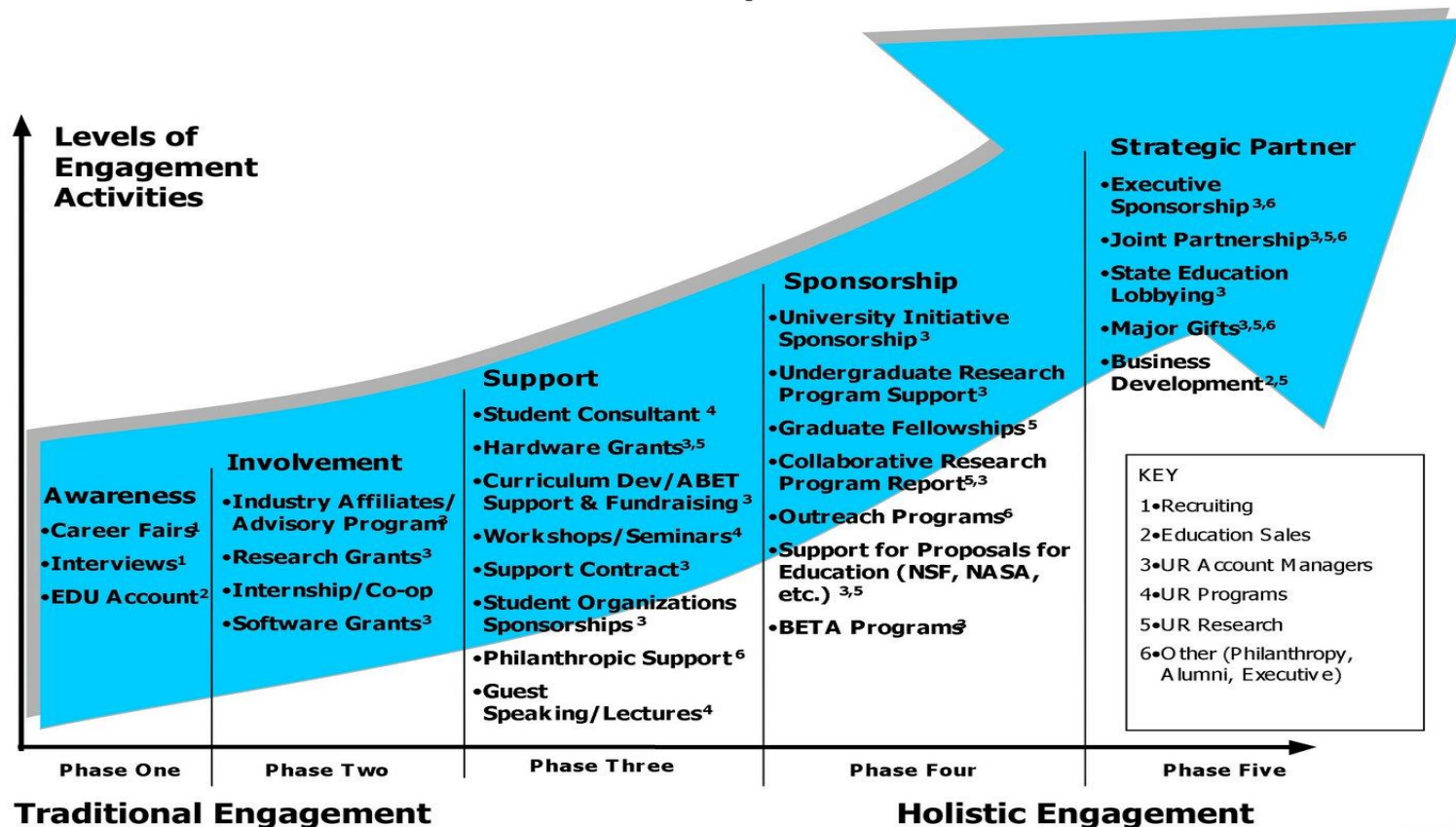


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Fosca PUCP, 2016

Example of HP

The Partnership Continuum



What impact for Universities in this Innovation scramble ?

- Understand what's at stake for all partners in the game and share risk and reward accordingly
- Be prepared for volatility, uncertainty, complexity, ambiguity
- Create and maintain platforms for centralized access to equipment and knowledge
- Project management discipline is mandatory when prototyping
- Continuous education of companies staff is a business for Universities
- Act as a knowledge enterprise, secure your value and trade it in a value chain !

Back Up

Management of portofolio skills

