

# EUA ANNUAL CONFERENCE 2019

## Driving Innovation in Europe's Universities

Paris, April 11-12<sup>th</sup> 2019

### Plenary Session III: Building partnerships

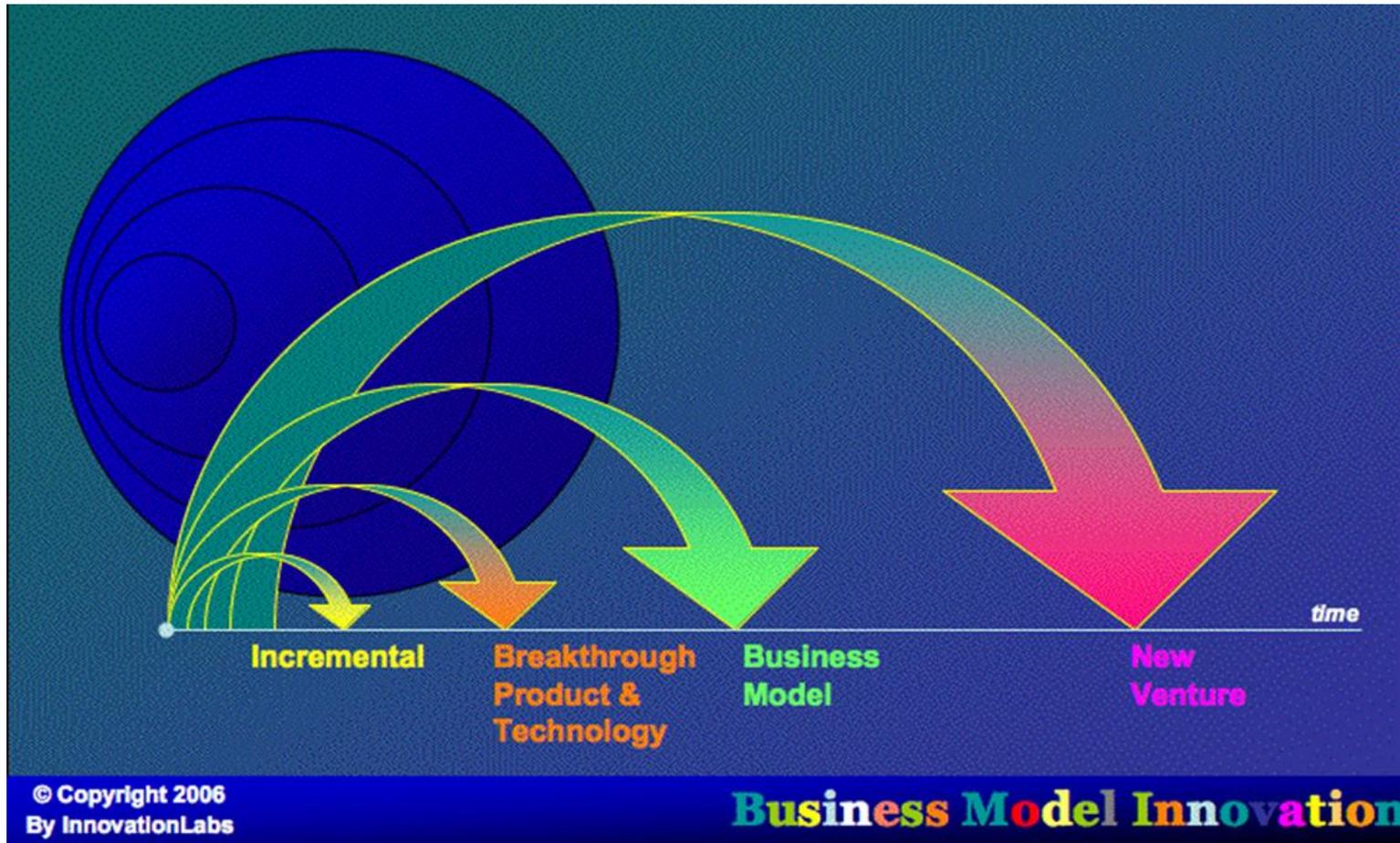
*“How to foster innovation and ensure societal relevance”*

**Léopold Demiddeleer**

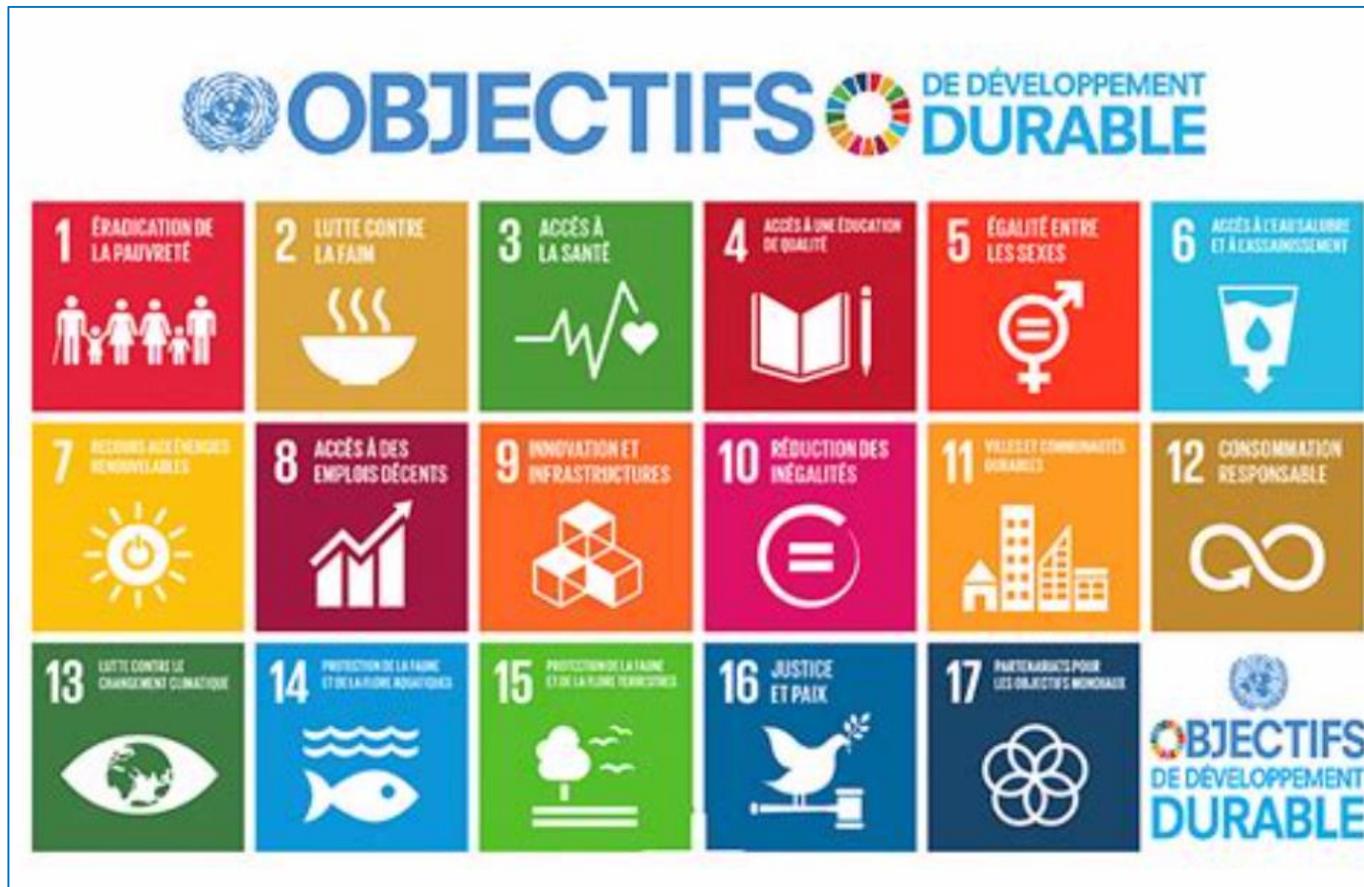
[www.TechBridgeOne.eu](http://www.TechBridgeOne.eu)

# “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

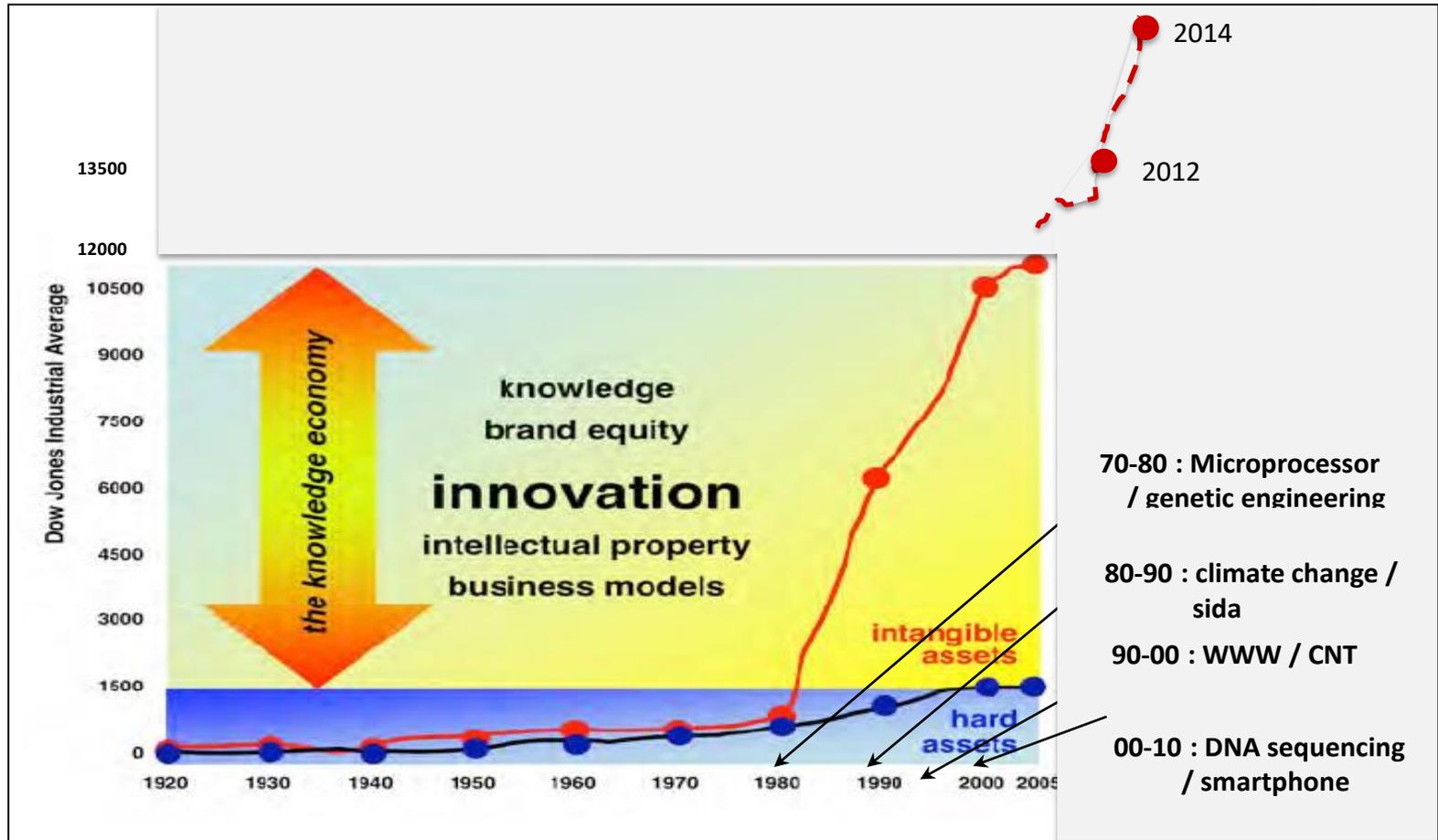
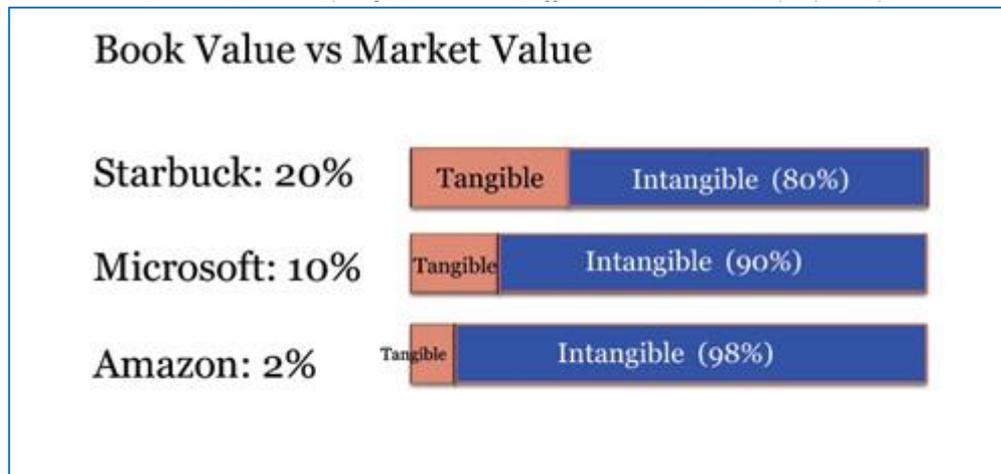
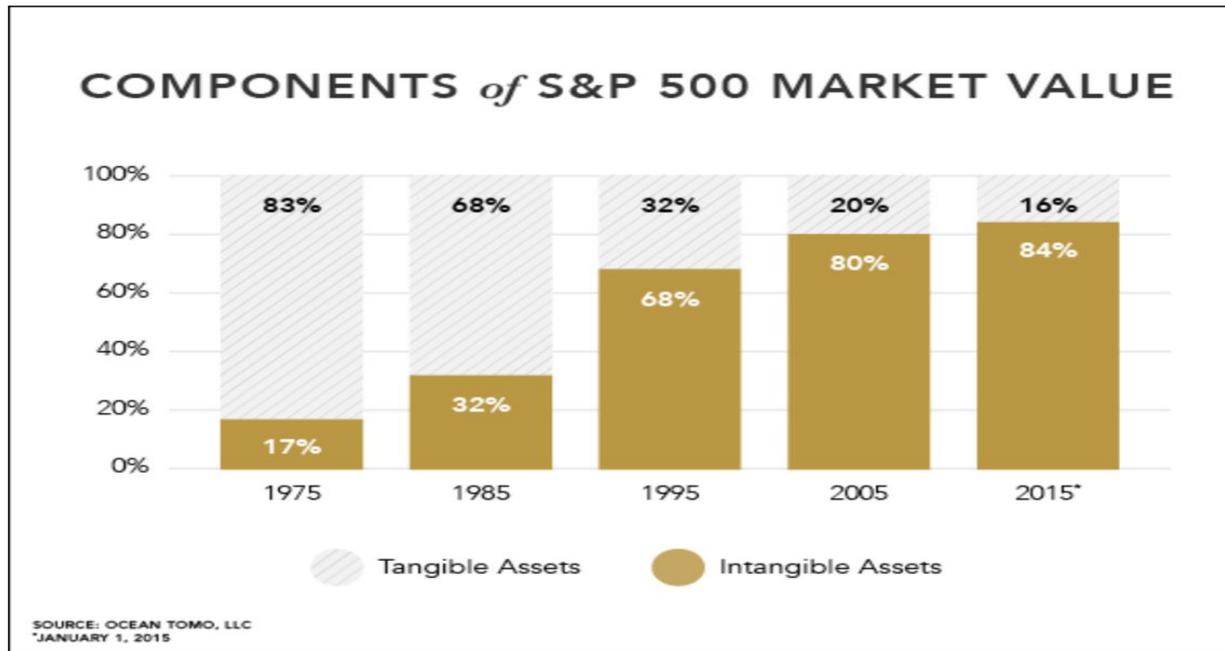


Figure 4.

## The Knowledge Economy, 1920 - 2005

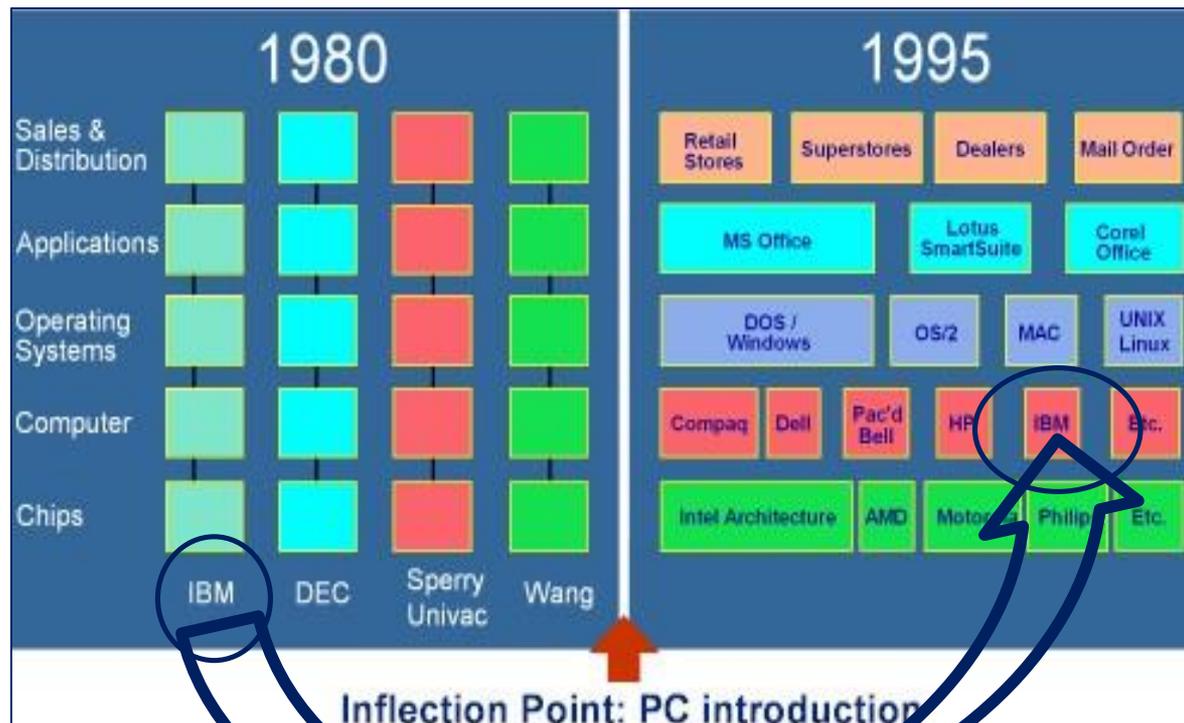
Beginning in 1980, investors recognized knowledge assets as much more important than hard assets.

# Innovation is the fuel of the current economy

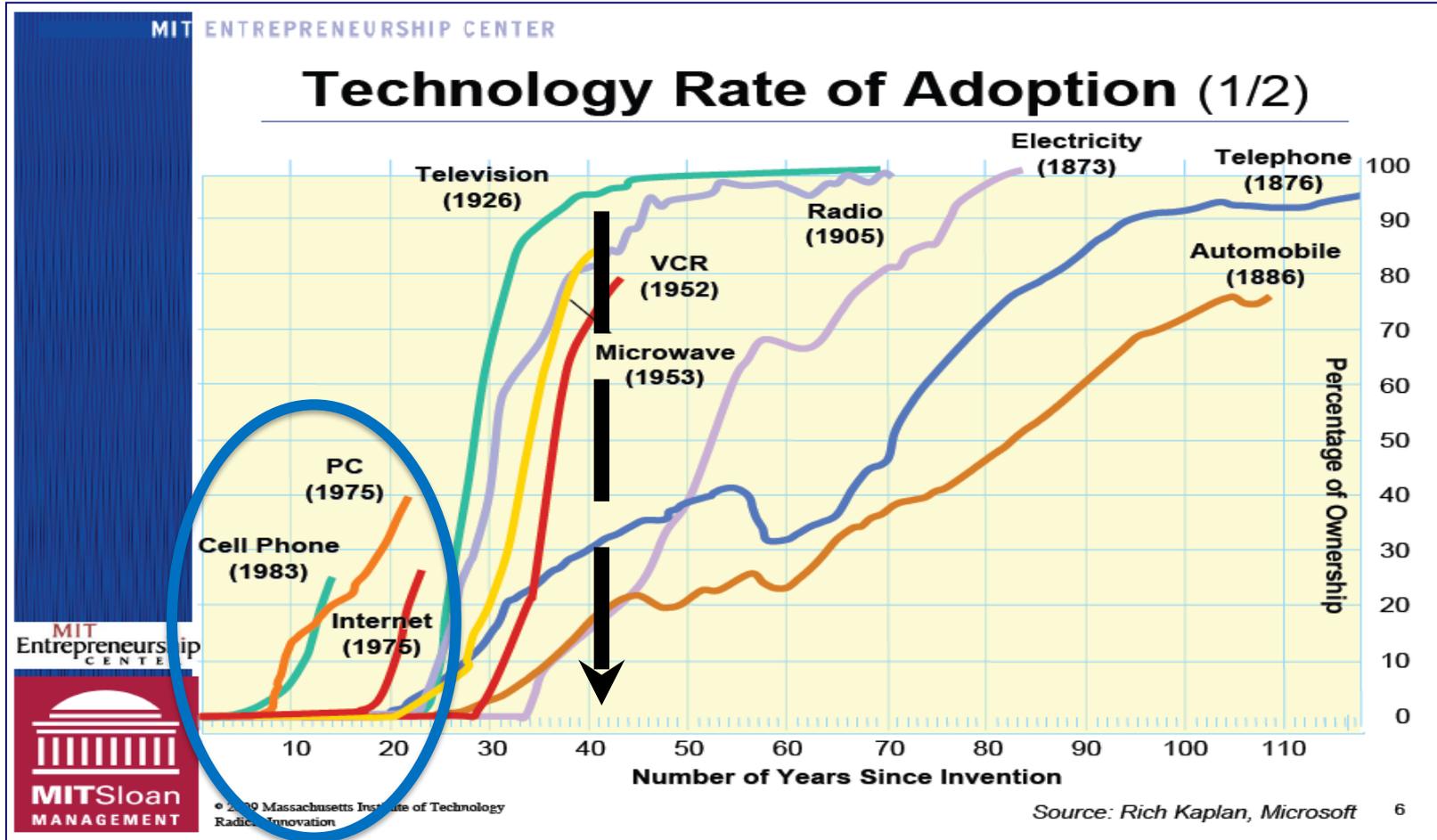


# Technology tumbles everything upside down : company profiles become volatile

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



# Pace of tech adoption is becoming explosive ...

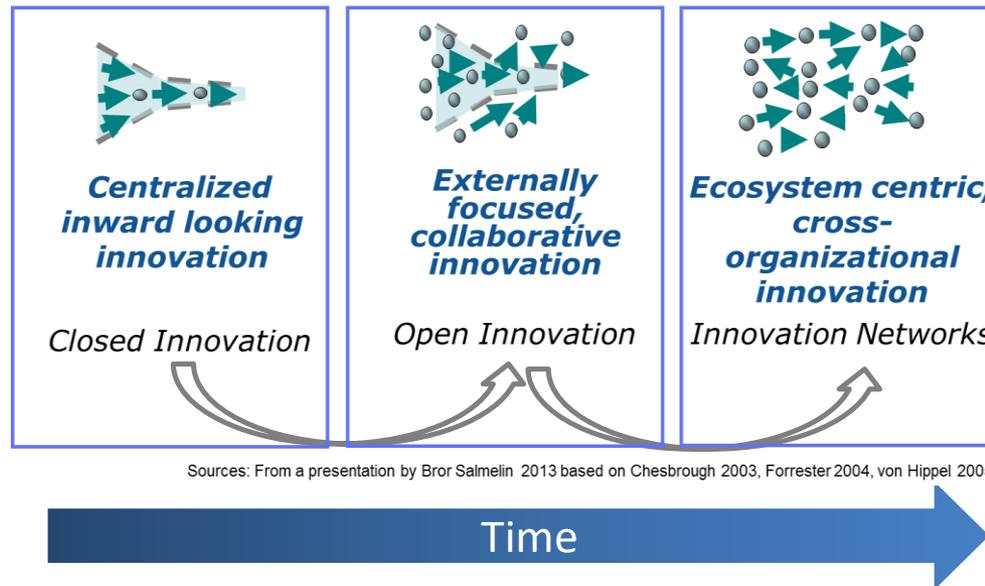


# Innovation : Industry adapts under pressure



## Evolution of Industry Innovation model from 1990's

Breaking boundaries for moving to genuine mash-up!

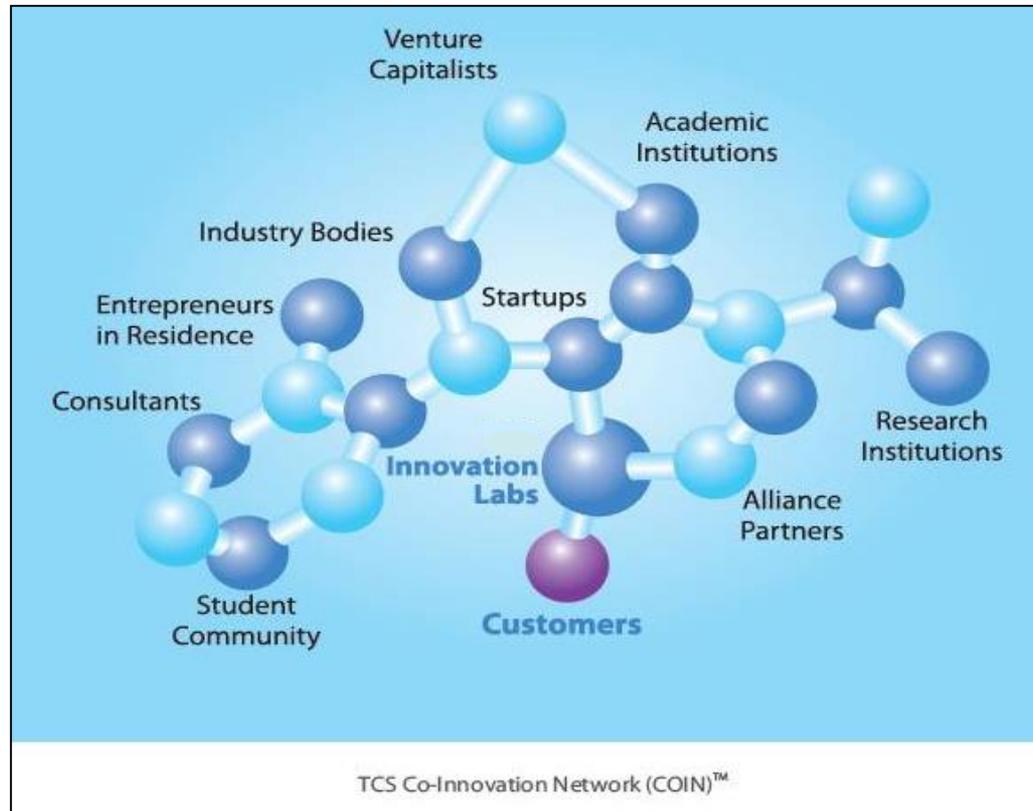


**Importance to connect internal and external sources of pertinent, high level, up-to-date knowledges !!!**

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

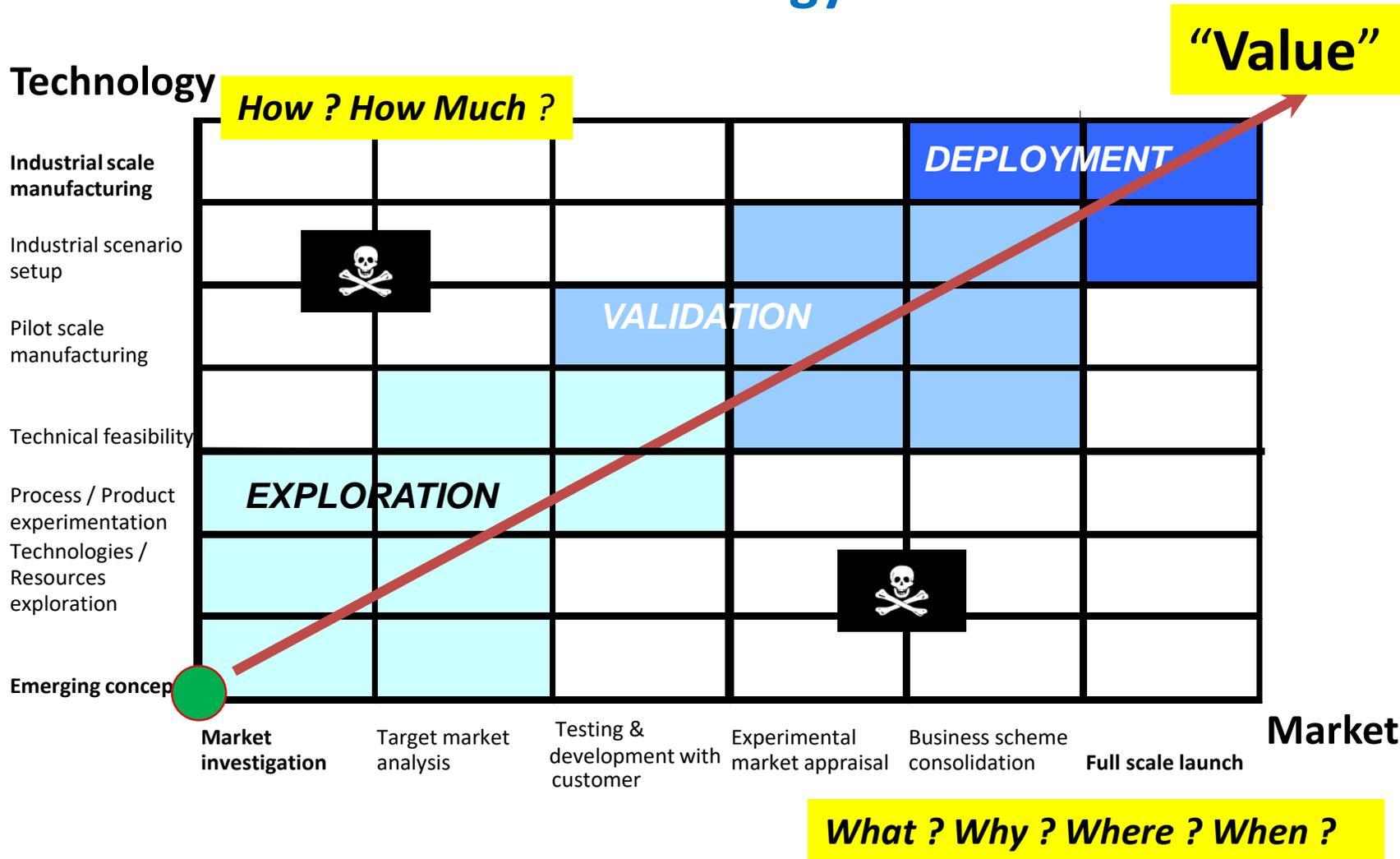
# Evolution to “ Systemic Innovation systems ”

fostering open collaboration between teams

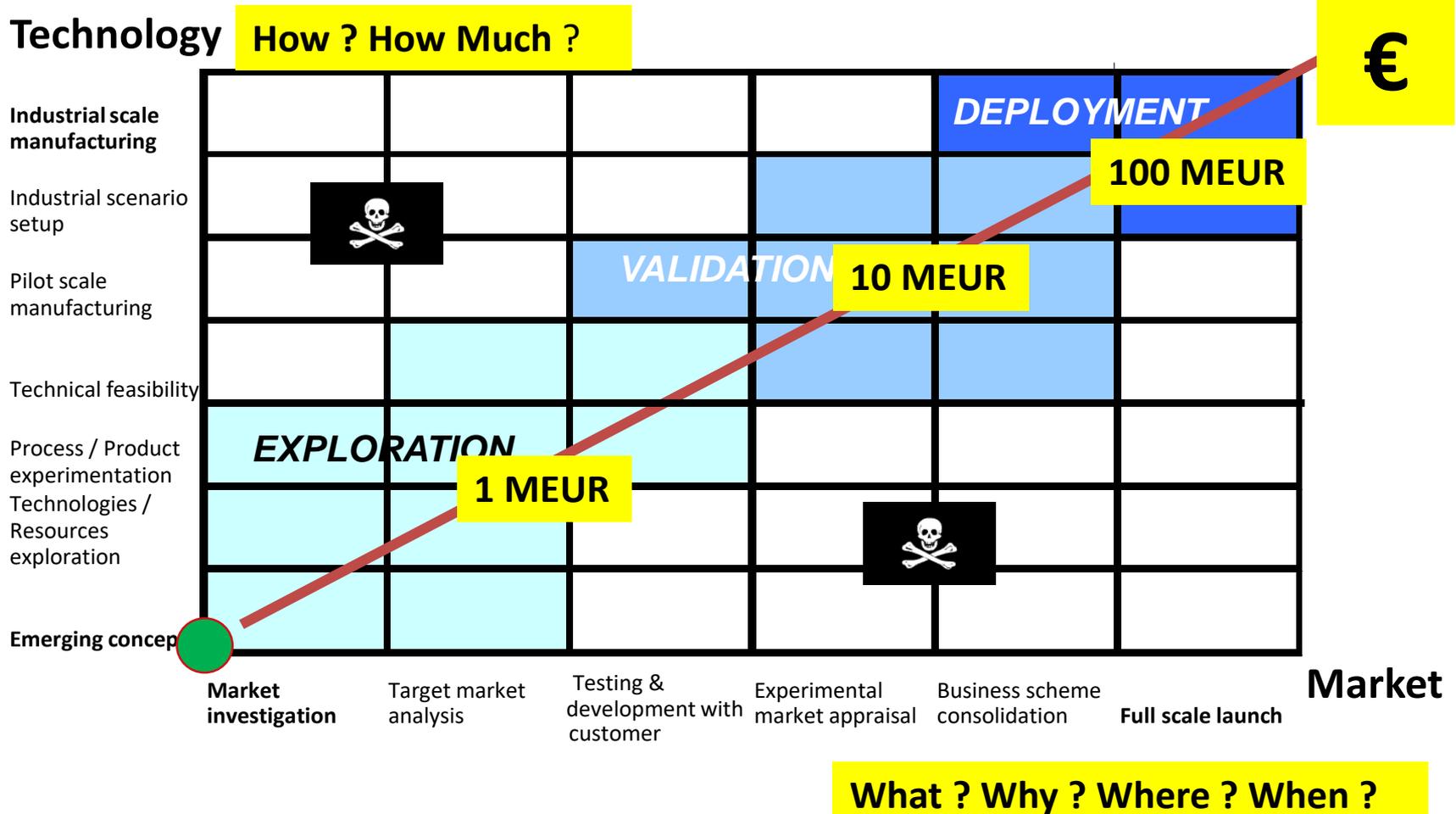


# The Path to Value

## Market versus Technology Readiness

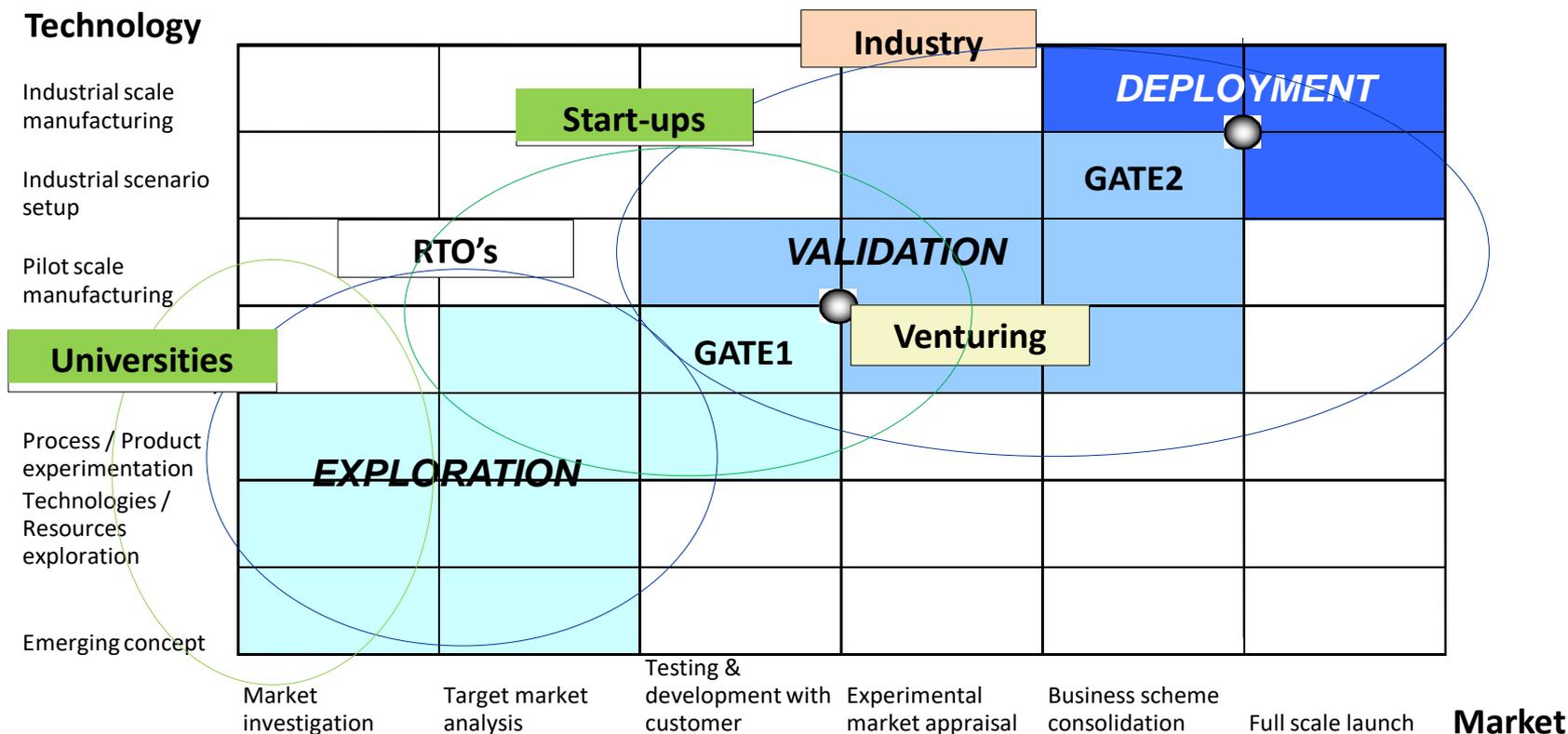


# Every journey has a cost ...



# One Goal and different expectations ...

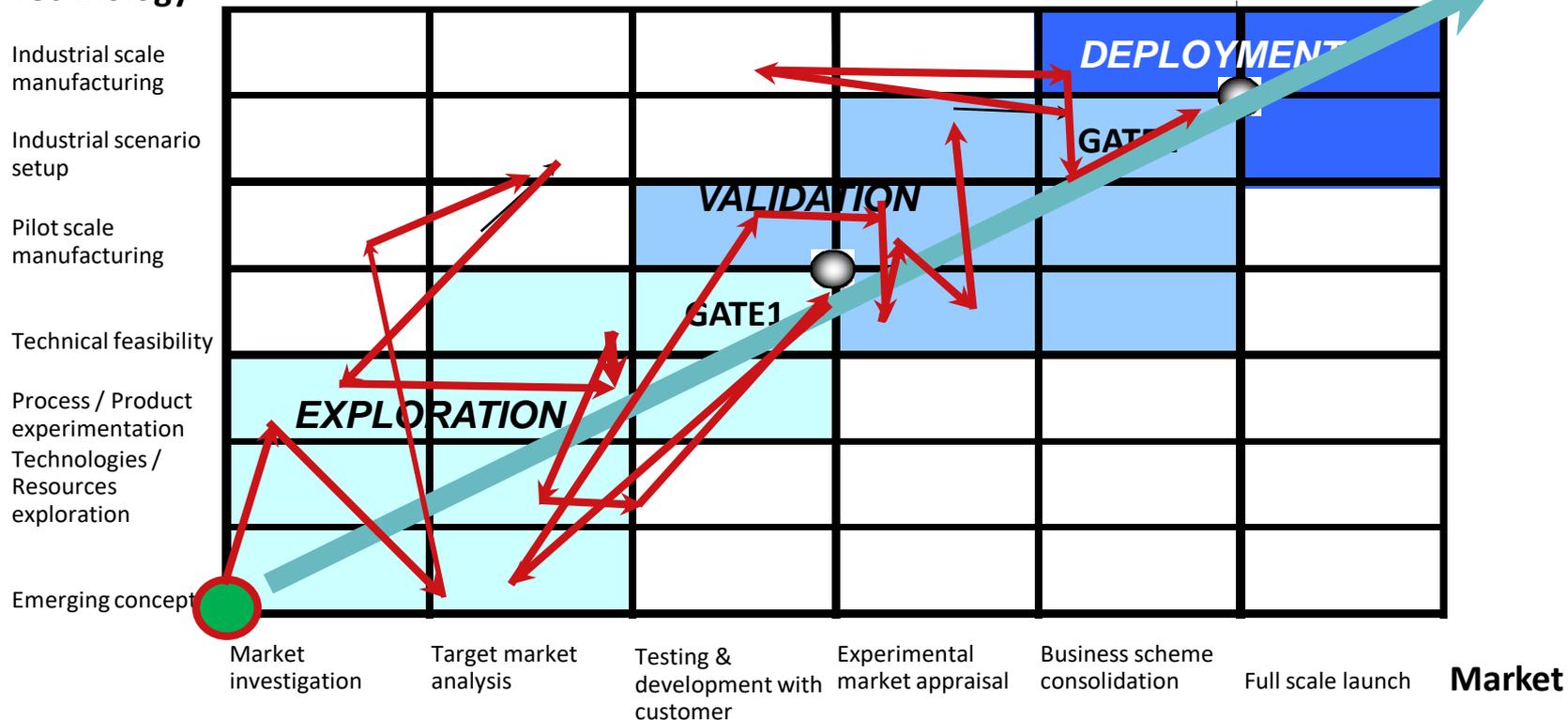
All stakeholders have to contribute to a value chain



# In practice ...

Reality is always a bit more tricky !!!

## Technology



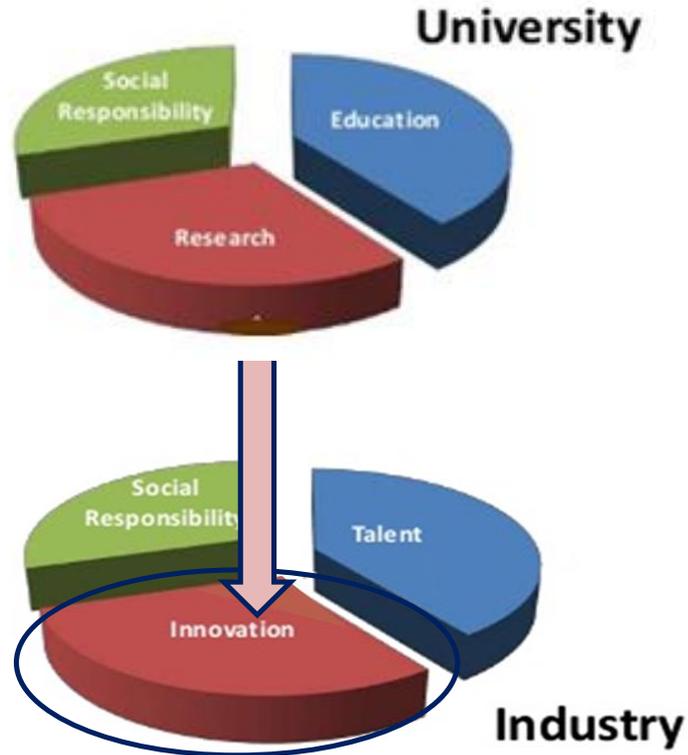
# Academias - Industries partnership for Innovation

## *New Knowledges*

**“ Excellence ”**

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

**“ Relevance ”**



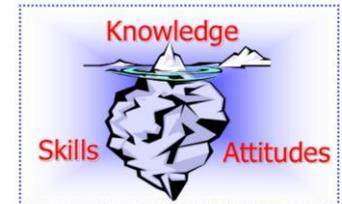
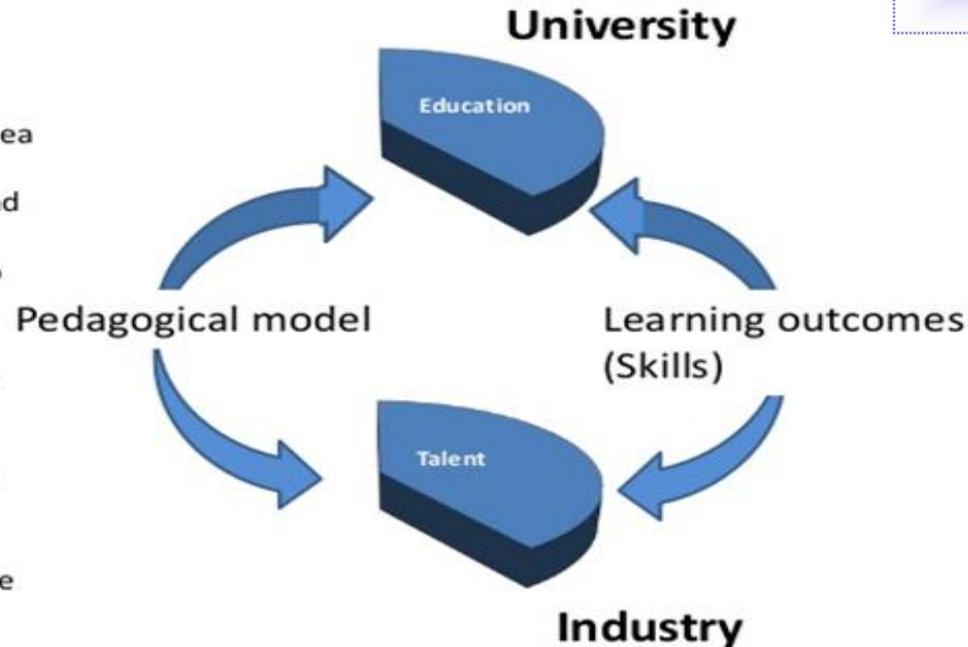
Fosca PUCP, 2016

# 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.

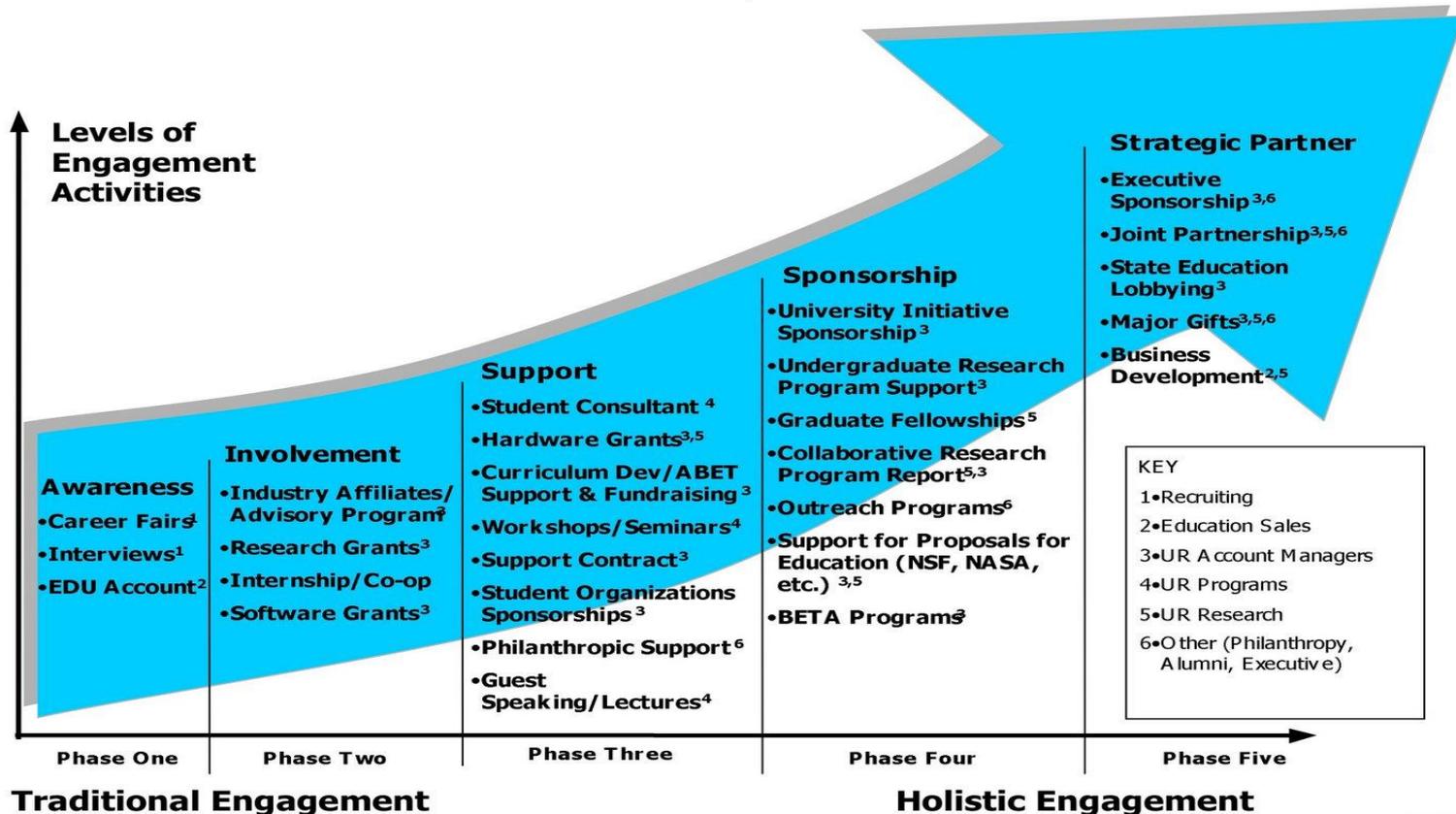


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Fosca PUCP, 2016

# 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

