Co-location is “the purposeful integration of industry and university personnel in a dedicated space where costs are shared for active collaborative or independent research, with the strategic intent of encouraging idea exchange by reducing communication and cultural barriers that accompany the physical challenge of being located in different facilities” (as described in Co-locating Industry and University Researchers report from UIDP).

**How can research waste be minimized in industrial co-located teams?**

**Why is waste generated?**

The world and the market are constantly changing, creating a lot of uncertainty for business. Companies need to find ways to adapt rapidly and cost efficiently to changes in the conditions and behaviour of the customers. Co-located research teams are also impacted by these requirements; they need to constantly assess alignment of their research projects with corporate strategy. Thus, open innovation processes must be adapted to continue creating value to the organization instead of what we call research waste: unwanted research results or direction and cancelled projects.

**A path to waste minimization**

We propose to expand the actors involved in the co-creation process grounded in co-located teams to add potential consumers of the research.

This will be done by:
- engaging them in the early alignment of the research project;
- periodically assessing alignment, pivoting to changes in environment if necessary;
- Exploitation-oriented mindset from the beginning of the project.

**Traditional co-location**

- Industrial Research
- Academic Research
- JOINT PROJECT
- Corporate strategy
- Realignment
- Research waste

**Expected outcomes**

- Increased flexibility; projects able to pivot
- Better alignment to market demands
- Capacity to leverage external ideas
- Early talent detection
- Students acquire industry-essential skills

**Improved model**

**Challenges**

- Addition of stakeholders makes project management more complicated
- Some projects may not be so flexible to pivot due to their nature (PhD or EU project)
- Pivot generates overhead, impacting research velocity and pace.

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