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.

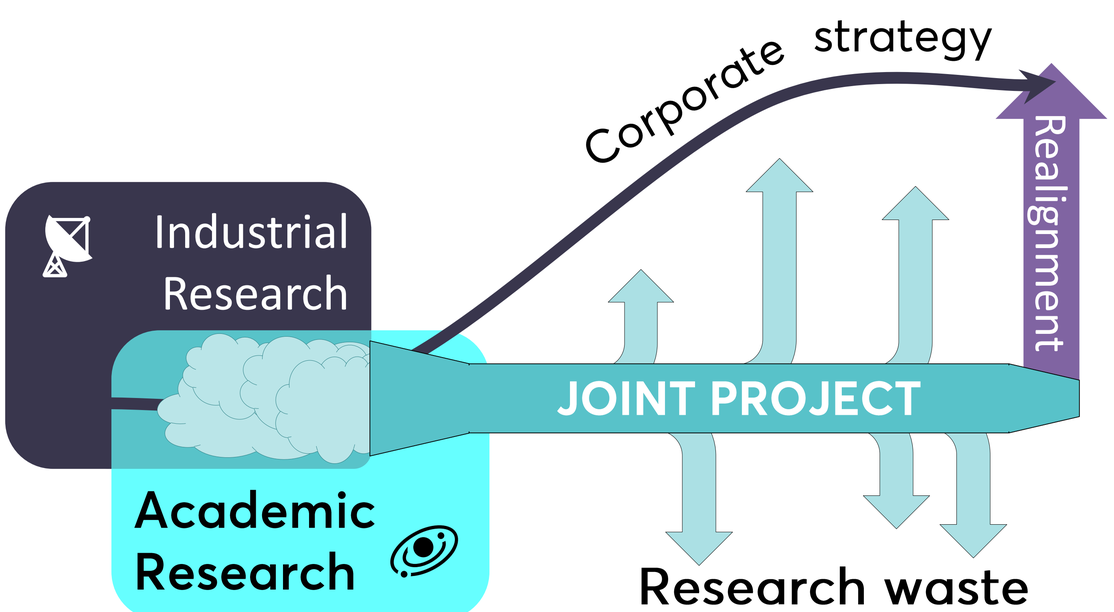
A path to waste minimization

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

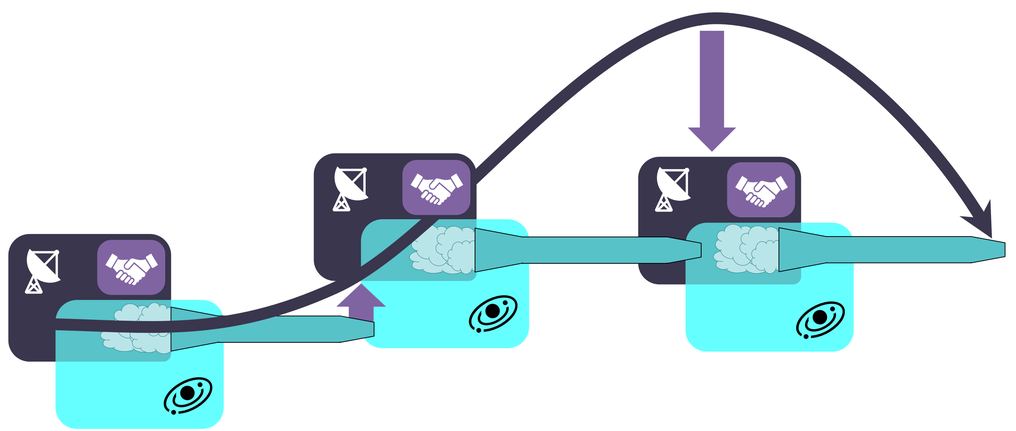
This will be done by

- 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



Improved model



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

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)
- Pivots generate overhead, impacting research velocity and pace.

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