

# Science2Society

Science2Society (S2S) is a collaborative innovation project to **practically redesign the way scientists from universities and research institutions interact with those who can use that science** - industries, public and non-profit organisations – to create tangible benefits for European citizens.

The S2S project works on the **exploration, re-design and testing of science-to-society mechanisms** that make life easier for all concerned, while allowing all stakeholders to create optimum value with the resources they have. We do this by establishing and running pilots, sharing good practices, creating guidelines and training materials that improve awareness and practical performance in seven concrete university-industry-society interfacing schemes, especially re-designed with **Science 2.0** and **Open Innovation** concepts in mind.

The consortium consists of:  
**18 organisations** from  
**7 European countries:** Austria, Belgium, Finland, Germany, Italy, Spain and the UK.

The 3-year project will directly engage with some 50 universities and research organisations, 30 industries and 100 small businesses across Europe.

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“We need Open Innovation to capitalise on the results of European research and innovation. This means creating the right ecosystems, increasing investment, and bringing more companies and regions into the knowledge economy. I would like to go further and faster towards Open Innovation.”

(Commissioner Carlos Moedas “A new start for Europe: Opening up to an ERA of Innovation”, Conference Brussels, 22 June 2015)

The seven Science2Society engagement mechanisms covered in S2S are:

## CO-CREATION

How can products be developed in a Virtual Idea Laboratory together with future users?

## CO-LOCATION

How to establish industry innovation labs within universities?

## COLLABORATIVE R&D PROJECTS

How to set-up, facilitate and reward cross-organisational research teams?

## INTERSECTORAL STAFF MOBILITY

How can intersectoral staff mobility be established between universities, RTOs and other companies?

## BIG RESEARCH DATA TRANSFER

How to motivate researches to share their data and industry to take advantage of it?

## ACADEMIA TO SME KNOWLEDGE TRANSFER

What is necessary to improve 1-to-1 knowledge transfer from academia to SMEs?

## ONLINE TECHNOLOGY TRANSFER MARKETPLACE

How to connect universities, RTOs, industries, SMEs and start-ups with online knowledge marketplaces?



# HOW CAN DESIGN - THINKING CONNECT EUROPEAN RESEARCH TO BUSINESS

On 25 January 2018, Bax & Company welcomed guests, from across Europe, to take part in the **Future of Online Knowledge Marketplace** workshop to improve the way European research connects to business.

To address the ‘pains and gains’ faced by online tech-transfer and brokerage platforms such as Innoget – an online platform designed to connect industry challenges to researchers and innovators – participants of the workshop **used empathy maps, User Journeys** and societal **Megatrends** to explore ways to make such platforms work better, faster and be more user- friendly.

The purpose of the mechanisms is to create and foster greater interaction between researchers and knowledge institutes, and industry and business, to facilitate greater knowledge transfer from universities; the sort of work that **Bax & Company** have been doing for almost thirty years. For the workshop, we wanted to use a **design-thinking approach** to ensure that direct users and stakeholders were at the core of our thinking and solution development.

## WORKSHOP STEP-BY-STEP



### User Journey and Personas analysis

The participants identified ‘pains and gains’ faced by online tech-transfer and brokerage platforms, with empathy maps, User Journeys and Personas.



### Identification of bottlenecks

During the next step, participants, in small groups, drew on their own knowledge and experiences to add their own problems and opportunities, which they elaborated and shared.



### Input: Megatrends

Participants then used Megatrends to explore ideas of where the platform should be going and which trend could influence the future of the platform, including trends like “Going Mobile”, “Rating and Recommendation Schemes” and “Globalisation”.



### Overcome problems with an idea creation tool

The next step saw the participants introduced to an idea creation tool to find ways of overcoming the obstacles and further exploit the opportunities.



### Rating

For the final step, the participants rated the ideas collaboratively. This rating was based on ease of implementation and potential impact.

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