



Towards effective science-industry co-creation

Paris, 5 December 2018

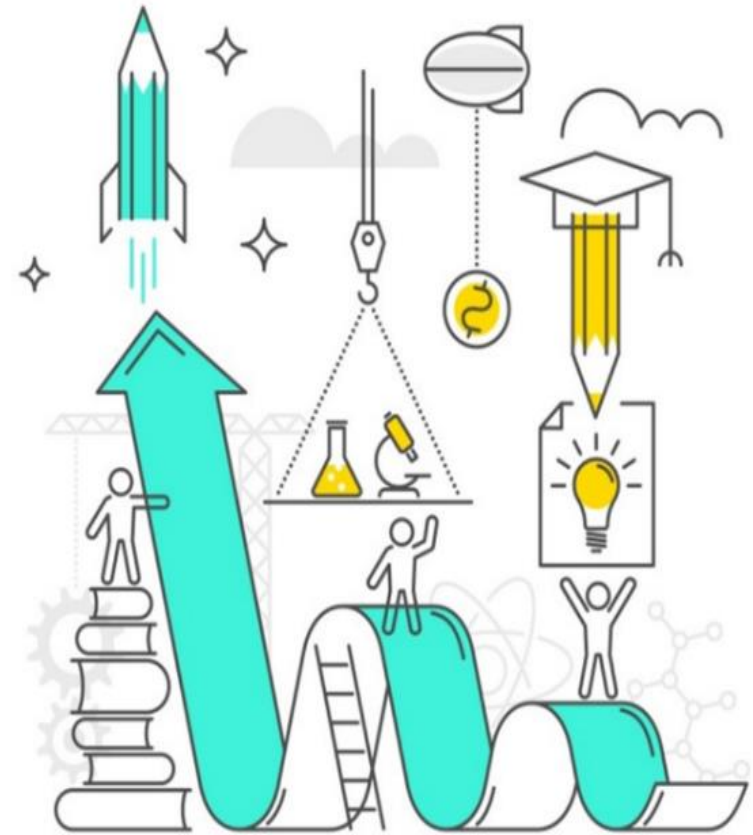
PRELIMINARY IMPRESSIONS AND TAKEAWAYS FROM THE WORKSHOP





Objectives of the workshop

- Gather new **insights from university, industry & civil society** on the trends & challenges in science-industry co-creation today
- Discuss **what policy changes are needed** to enable effective co-creation for productivity growth & to address societal challenges





What is science-industry co-creation?

- The **joint creation of knowledge by industry, civil society and research** (e.g. common laboratories, joint research projects).
- A **shift away from the traditional linear model** of innovation dominant in the 20th century.
- Tool to **boost industry competitiveness and productivity** and a way to address social challenges





Trends and examples

Trends

- Going beyond commercial solutions to address **broader societal challenges**, & higher participation of civil society
- Leveraging the **potential of digital technologies**
- **Geography** is still important but it is changing

Examples

- **Joint Open Labs** by Telecom Italia and Italian Universities
- **The Structural Genomics Consortium (SGC)** undertakes basic scientific research of relevance to drug discovery
- **The Christian Doppler Research Association** (CDG)
- **OrganiCity** which explores co-creation for digital (Smart City) solutions



Challenges & policy questions

Challenges



Building new collaborations across **disciplinary & geographical boundaries**



The **management of IP**



Building **organisational structures** and intermediary institutions

Policy questions



What can be done to improve **match-making** across distances?



What principles should apply to the **IP rights** from joint public-private collaborations?



What **collaborative spaces & intermediary institutions** are needed to successfully collaborate & co-create knowledge?



Agenda of the workshop

- 9h30 – 10h15* Opening and introduction to the workshop
- 10h15 – 10h45* **Keynote address** by Fiona Murray on ‘co-creation at MIT’
- 11h15 – 12h30* **Panel 1:** University perspectives on co-creation
- 14h00 – 15h00* **Panel 2:** Private sector & civil society perspectives
- 15h00 – 16h30* **Breakout session**
- 17h00 – 18h00* **Policy roundtable:** lessons learnt & next steps
- 18h-18h15* Closing remarks



Main takeaways from the workshop

- **Physical spaces and intermediaries remain critical** to build trust and doing the collaboration. **Digital platforms** complement human interactions. *What does it mean for geographic inclusiveness?*
- Policy urgency because of the **need to address important challenges**: sustainability, transport, health and building inclusive societies
- Moving away **from bilateral to multiple stakeholders**, finding ways to democratise creating solutions





Main takeaways from the workshop (2)

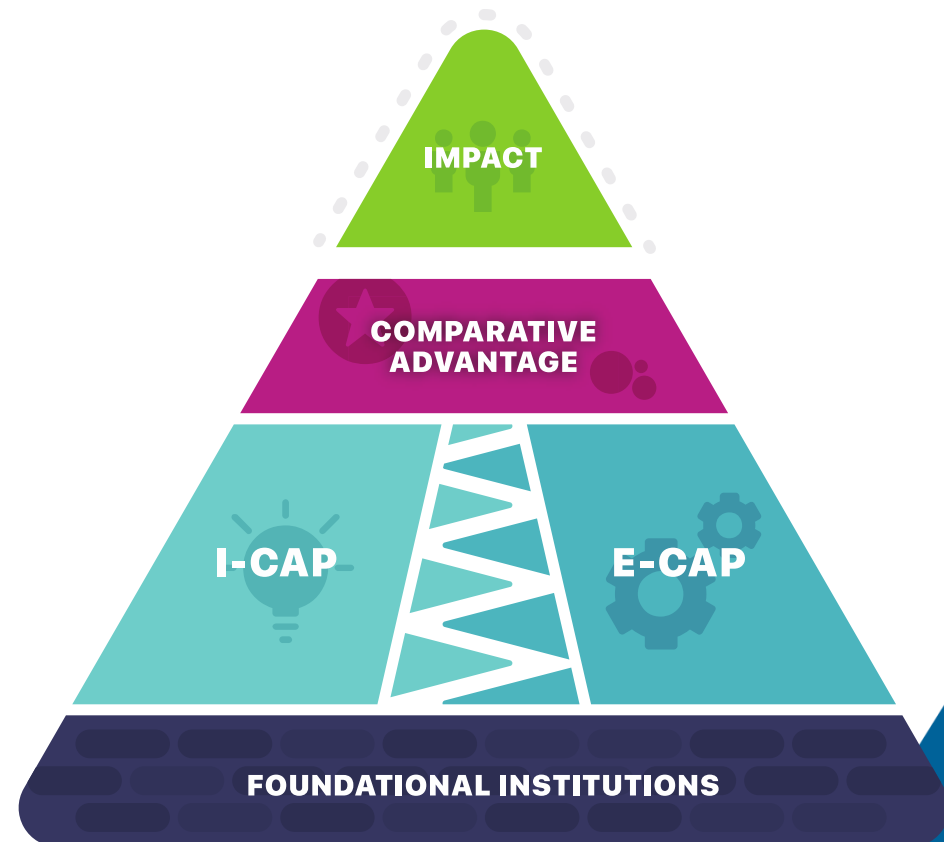
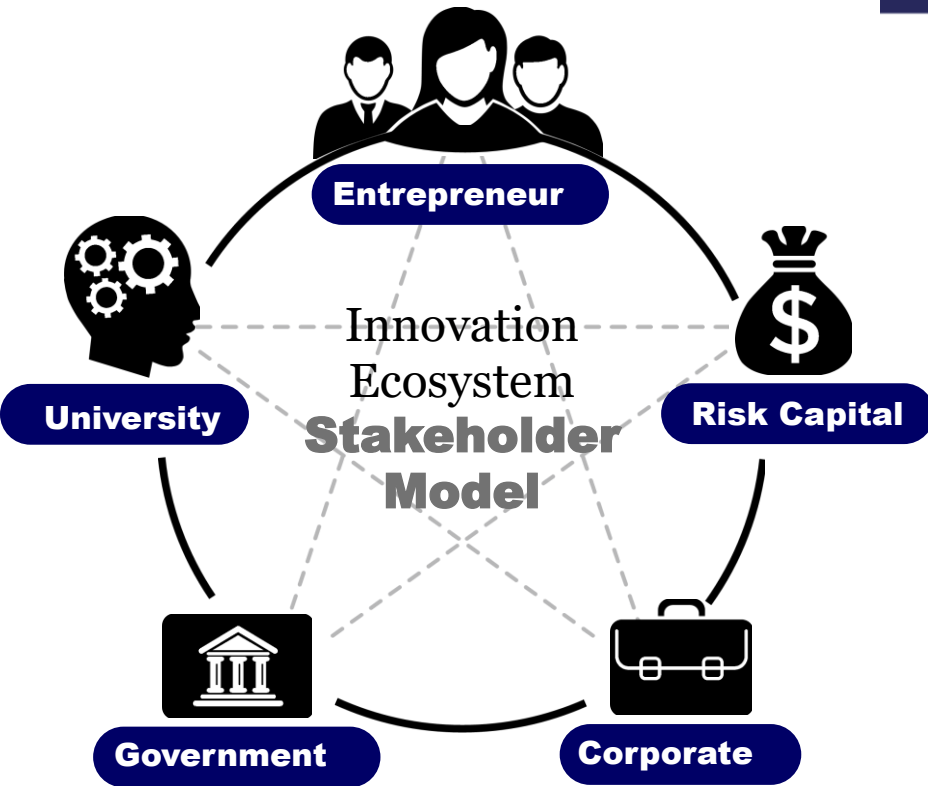
- **Engagement of civil society** in all its complexity, using new tools and creating new effective spaces
- **Meeting everybody's interests** for effective co-creation: Pre-competitive research projects, building technology platforms & research tools rather than products/services for commercialisation for successful partnerships building on data access conditions





Keynote speech by Fiona Murray

Effective regions build a strategy for co-creation around assets, identity & activities that drive **comparative advantage**



Find Fiona Murray's presentation [here](#)



Panels 1 & 2: perspectives on co-creation



Questions to address

- How can co-creation be an effective way to produce breakthrough **innovations & solve societal challenges**?
- What key **challenges** should be addressed ?
- How should **ownership of co-created knowledge** be handled? How should civil society best be involved?
- How can **human talent** be circulated across organisational boundaries to ensure effective co-creation?



Participants

Panel 1: University perspectives

- Adriënne Heijnen
- Cathie Vix-Guterl
- Kazuyuki Motohashi
- Valeria D'amico

Panel 2: Private sector and civil society perspectives

- Michael Sundstrom [videoconf.]
- Harley Davis
- Oihana Basilio
- Yves Bernaert

IBM's Point of View

Collaborations to solve societal challenges and create innovation

1. MIT and IBM Lab

2. Paris-Saclay Co-Innovation Center

 Emmanuel Macron
@EmmanuelMacron
From research to practical applications in our daily lives, @IBM is well known for its innovations. @IBM chooses France to take the artificial intelligence forward. #ChooseFrance #AIforhumanity



10:56 am · 29 Mar 2018 From Paris, France

Key challenges that need to be addressed

- **Skills**
 - IBM France Academy
 - P-Tech
 - Course Curriculum development
- **Space**
 - Construction
 - Transport
- **Incentives**
 - Funding
 - IP
 - Publishing

The ownership of co-created knowledge

IBM strongly encourages all joint research to be published

Jointly developed IP should generally be jointly owned or public via open source licenses

- IBM Faculty Awards are not contracts and no intellectual property rights are stipulated as part of a Faculty Award.

- OCR Awards enable IBM and university participants to forge deep relationships through multi-year collaborations; results are free to the public through open source and open standards communities

Talent is created across organisational boundaries

Using the example of Paris-Saclay, IBM is committed to improving talent across organizational boundaries

- **Employment:** Team up to advance research projects
- **Skills:**
 - Transfer skills by relocating researchers to France. Develop exchanges with the IBM Research Network
 - Leverage new French ability to have public researchers spend time in industry

Key co-creation initiatives

Co-creating innovation to solve societal challenges



Towards effective science-industry co-creation



5 December 2018

Past initiatives – GIC (2012-2017)



Our CoP – FIE – GCSS (2016-2018)



Hyperlink talent & opportunities = **hack serendipity.**

People need
excuses to connect
not new channels

Empower Massive Community-Driven Collaboration



- Personalised Insights
- New P2p Connexions
- Collective Narratives

Presentation of Oihana Basilio (find it [here](#))



Interactive breakout session

Topic 1

How do **policy practices and principles** for science-industry interactions have to be **revisited to promote co-creation** (rather than knowledge transfer)?

- *Discussion lead:* **Lars Frølund**

Topic 2

What can be done to **improve match-making**, building effective new collaborations across distances? What **best practice examples** show what policy can do in this regard?

- *Discussion lead:* **José Guimón**

Topic 3

What **principles** should apply to the IP rights from joint public-private collaborations? How can **public and private interests** best be reconciled while enabling collaborations?

- *Discussion lead:* **Margaret Chiappetta**

Topic 4

What collaborative **spaces and intermediary institutions** are needed to successfully collaborate? Are there **best practice examples** illustrating how policy can help address this challenge?

- *Discussion lead:* **Michael Keenan**



Takeaways from breakout discussions

Challenge 1. Revision of practices and principles for co-creation

- Develop new ways to do policy: a new classic program is not enough, we need innovation in the way of doing policy
- Revisiting incentives for researchers, to support co-creation moving away from bilateral to multiple stakeholders. What to do with people that really want to engage in co-creation but are not a legal unit?





Takeaways from breakout discussions

Challenge 2. Match-making and collaborations across distance

- Digital platforms do not replace but complement human interactions. Physical spaces and intermediaries remain critical to build trust and facilitate matchmaking.
- National research funding programmes should promote cooperation with international partners. The European Commission has taken important steps in this direction.

- Encourage international partners in public funding schemes, but considering them as "in kind" funding

- Regulation sometimes prevent public funding to international partners → national govts could emulate EU Commission to open to foreign partners

- How to address regional inequalities is a big challenge // National level plays a role

- Local collaborations of MNE affiliates is hard to promote, more incentives are necessary (e.g. in Eastern Europe)

- Matching problems w/ solutions when they are in different places





Takeaways from breakout discussions

Challenge 3. Principles for IP and reconciliation of public and private interests

- less restrictive IP + pre-competitive research
- need to define which IP tools are needed in which domain
 - ↳ Sector defines applicability of IP tools
- patents as a metric of innovation is problematic
- having a clear IP policy/agreement from the start
- access to data!
- IP toolkits + explaining IP strategy to researchers





Main takeaways from breakout discussions

Challenge 4. **Spaces and institutions for co-creation**

- Adapt existing structures and institutions to meet the new challenges of co-creation, e.g. inclusiveness and openness towards civil society
- Develop new spaces and structures that can meet new societal challenges, given that there are different types of challenges and different value sets of actors





Policy roundtable

Participants



Chair:

- **Göran Marklund**, Deputy Director General and Head of Operational Development at VINNOVA

Speakers:

- **Mu Rongping**, Director-General and Professor, Center for Innovation and Development, Chinese Academy of Sciences, China
- **Darja Isaksson**, Director General, VINNOVA
- **Richard Johnson**, CEO of Global Helix LLC and member of the Board on Life Sciences at the National Academy of Sciences, USA
- **Joerg Niehoff**, Head of Sector Joint Programming, DG Research and Innovation, European Commission



Full proceedings will be released shortly





Many thanks to all contributors !



Workshop website:

www.innovationpolicyplatform.org/co-creation

(All presentations are available on the page)

Contacts:

- Lars Frolund
(Frolund@mit.edu)
- Caroline Paunov
(Caroline.Paunov@oecd.org)

**Towards
effective
science-industry
co-creation**

Paris, 5 December 2018