

An initiative of The Work Foundation
and Lancaster University



**BIG
INNOVATION
CENTRE**

Catalysing UK Businesses: When Academics are Empowered, Enterprising and Innovative

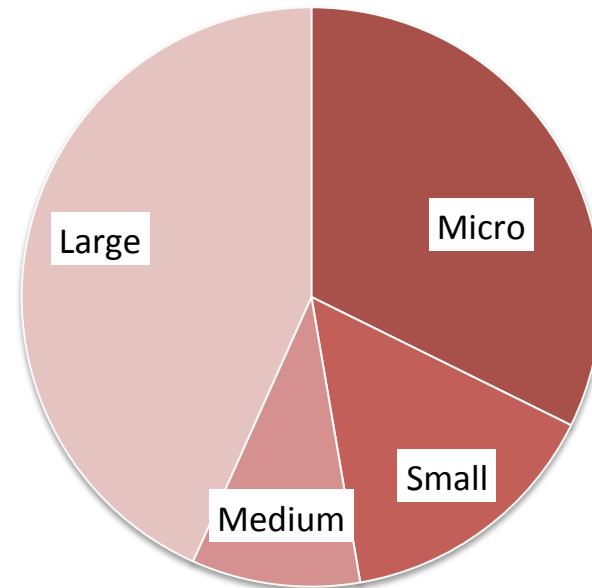
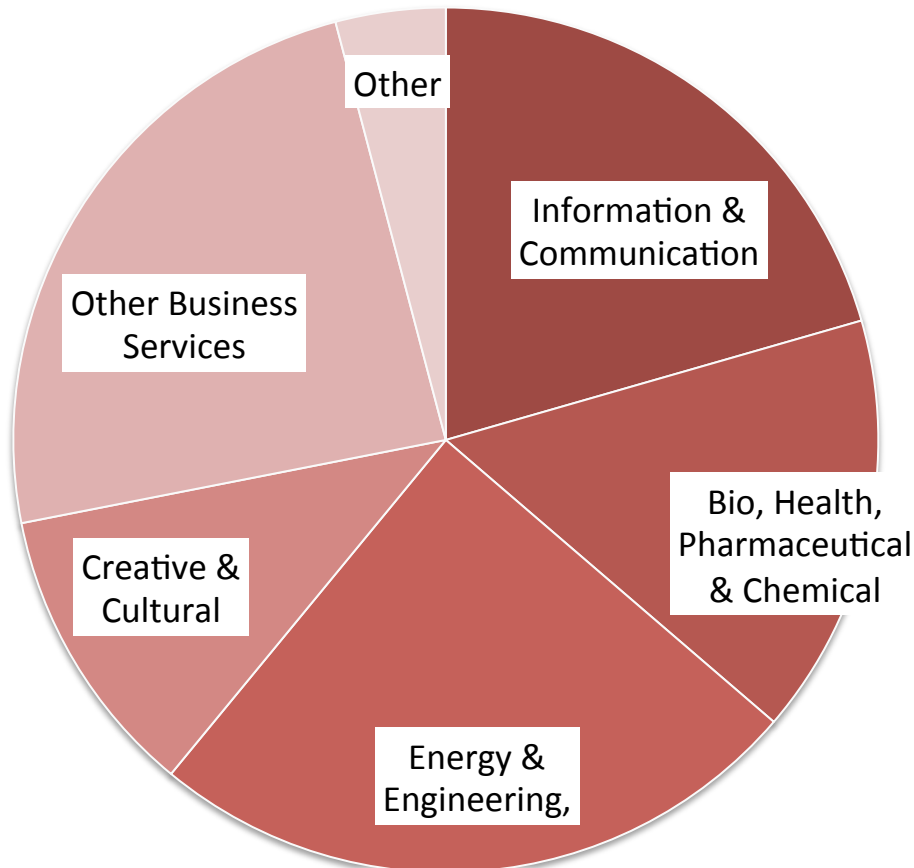
BIRGITTE ANDERSEN
Director
Big Innovation Centre

Catalysing UK businesses: What works?

Big Innovation Centre in partnership with UK Intellectual Property Office

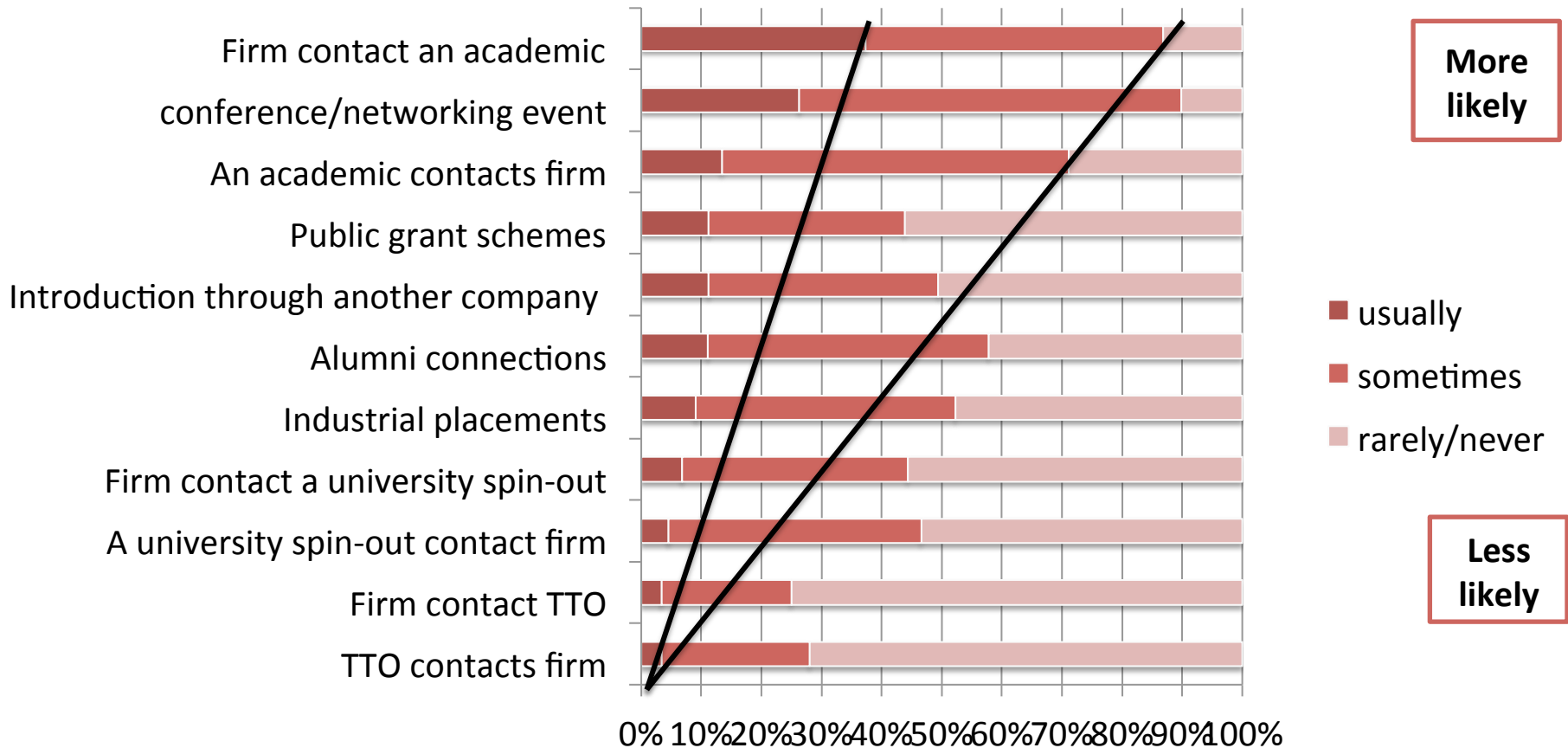
National survey of UK businesses identified by a range of UK universities (137 responses so far..)

REPORT FORTHCOMING: Launch event at the Triple Helix International Conference, London 8-10 July



1. Empowered Academics

Most university-business interactions begin with individual academics than through institutions



2. Multiple types of engagement

Engagement	Works very well
Research based interactions :	
Participate in joint research projects	81%
Arrange joint conferences or workshops	79%
Service based interactions:	
Consultancy	61%
Services - testing or prototyping	74%
Education based interactions:	
Firms participate in higher education and training	86%
Firms supervise university students	88%
Staff attend executive training	71%

Firms have experienced success in a wide array of interactions with universities

Engagement	Works very well
Placement based interactions:	
University staff industry placements	82%
Student placements	89%
Other interactions:	
Contact with university—business spin-outs or start-ups	86%

3. Enterprising Academics ?

Why businesses engage	Work very well	Work less well
Innovation related:		
Develop new basic knowledge	74%	26%
Develop new products and processes	33%	67%
Interactive learning and co-creation	51%	49%
Resource related:		
Access university talent	70%	30%
Strategic networking related:		
Formal collaborative agreements	72%	28%
Informal links with a wider range of people within the university	65%	35%
Market related:		
Gain access to strategic positioning in the market	44%	56%
Gain professional recognition	55%	45%

Knowledge transfer works well

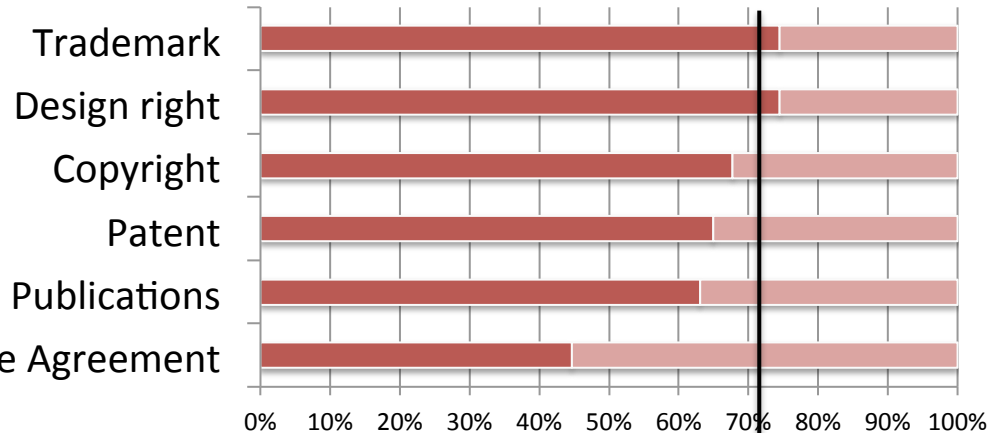
Open innovation capabilities need strengthening

4. Flexible Intellectual Property Value Creation

Mechanisms

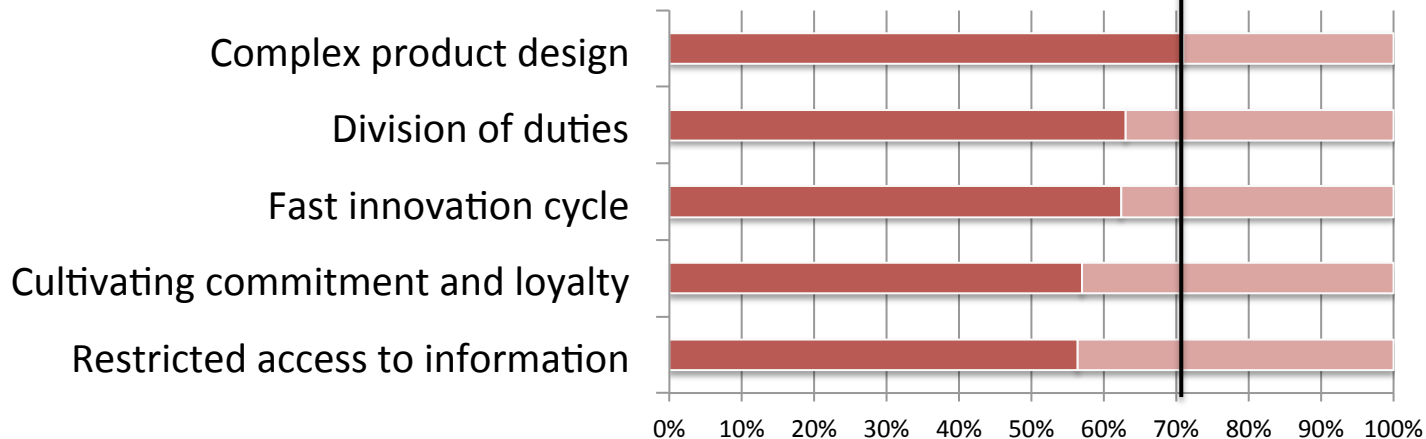
A majority of firms have not used (formal or informal) IP tools
About 50% of firms using each of the IP tools think that they work very well (About 50% think less well)

Formal IP Value Creation Mechanisms



■ Haven't used
■ Have used

Informal IP Value Creation Mechanisms



■ Haven't used
■ Have used

EXCEPT:
Non disclosure & Investments in cultivating commitment and loyalty seem to pay off

5. From Open Science to Open Innovation?

Call for more open access? - HEFCE pre-consultation on Open access
and post- 2014 REF
But what about Open Innovation ?

Implementing Open Access must involve the development of:

- 1. Skills and awareness of academics** - Empower academic communities to understand open access licenses and the role of copyright in scholarly communications landscapes, **as well as the benefits of wider access to research outputs, including OPEN INNOVATION**
- 2. Coordinating mechanisms and infrastructure** – Develop support mechanisms to address many of the technical challenges associated with the discoverability of open access content
- 3. Experiment with new platforms & business models as evidence of what works** - Design of platforms and coordinating mechanisms to support open access publishing.
- 4. Intellectual property regulation must be fit for purpose** – The increasing importance of open innovation is placing new demands on our Intellectual Property (IP) system and the opportunities generated from open access business models.

6. Best Practices

(New?) Institutions must empower academics. Incompatible practices must be recognized and dealt with.

	Work very well	Work less well
Access related:		
Institutions that link academics and companies	44%	56%
Communication and collaboration related:		
Shared understanding with academics	65%	35%
Matching the practices of academics or universities to your business routines	43%	57%
Increasing transparency	61%	39%
Openness to collaboration by academics	60%	40%
Institutional support structure related:		
Strong work programme structure with clear milestones or challenges	78%	22%

Success: When Academics are Empowered, Enterprising and Innovative

1. Empower individual academics to engage with businesses
2. Engage in multiple types university-business relationships
3. Develop capabilities to integrate knowledge transfer with open innovation, or shift entirely
4. Recognise that traditional intellectual property tools are not key, but that non disclosure agreements and loyalty seem to pay off
5. Integrate the Open Access movement with an Open Innovation movement
6. Be more open to new best practices with collaborations which are compatible and with clear challenges