

Innovative pathways for higher education institutions

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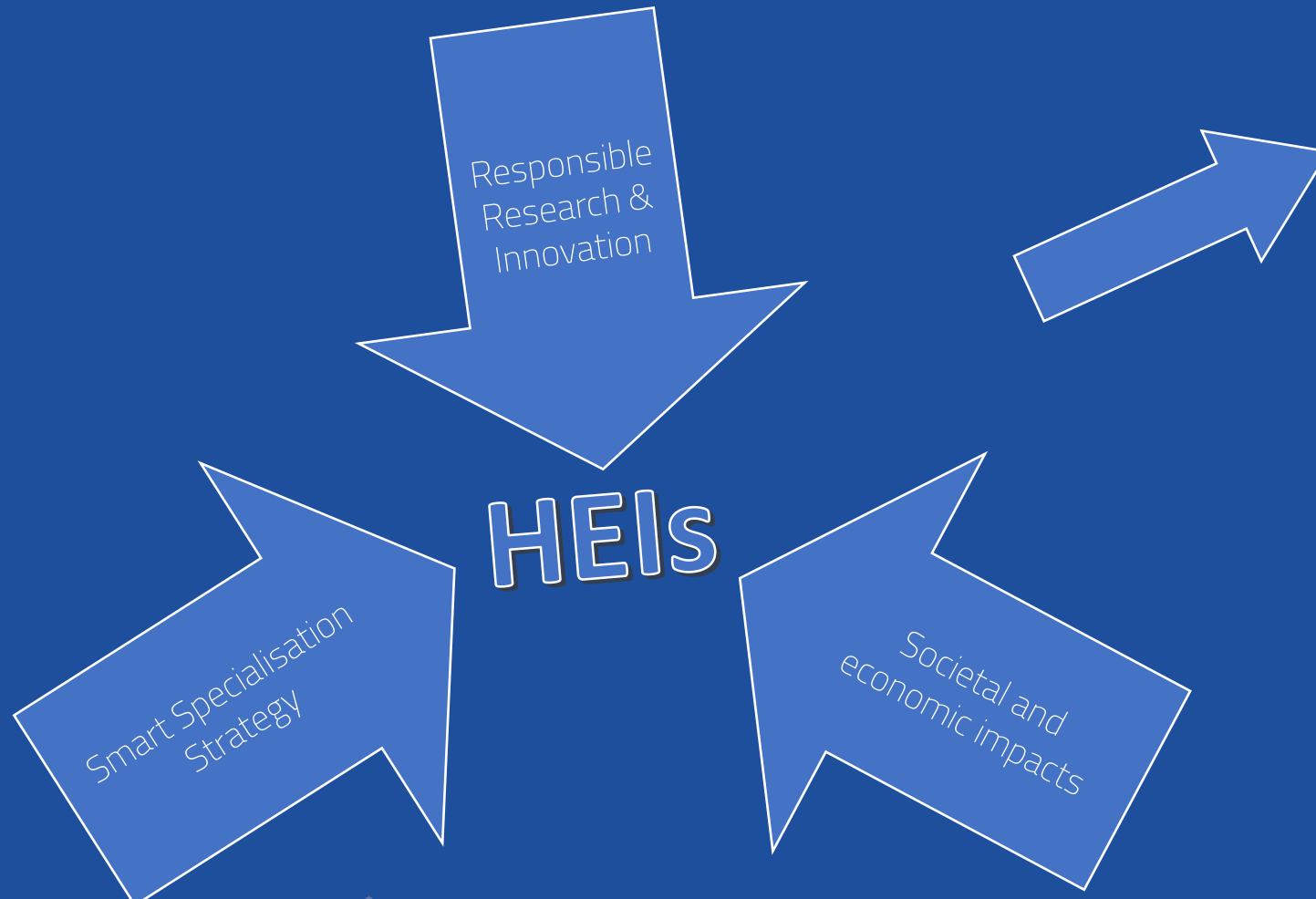


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Strategic tensions



Innovative pathways for HEIs

- Going beyond technology patenting + transfer + spinoffs
 - Co-creation with users and producers (EIT Food RIS Consumer Engagement Labs)
 - Commercial use of research infrastructures (EIT Food RIS Research Infrastructure Network)



EIT

- European Institute of Innovation and Technology
 - communities of scientific and industrial partners
 - addressing specific societal challenges
- EIT RIS – Regional Innovation Scheme
 - enhancing innovation performance of regions
 - focus on Southern and Eastern Europe, incl. Italy

Co-creation

- Involvement of users and producers in the development of new products
- Source of consumer insights
- Universities as facilitators could link users and producers





EIT Food RIS Consumer Engagement Labs

- 16 countries, 15 new products on the market
- Benefits for HEIs
 - Learning experiences: know-how and methodology
 - Facilitation skills needed for co-creation
 - Attractive offering for the industry
 - Project funding

EIT Food RIS Consumer Engagement Labs

- Università degli studi di Bari Aldo Moro
- Co-creation with older adults focused on plant-based products
- „Carrubo snack” introduced to the market by Valle Fiorita Srl
- University working also with other companies to leverage the insights



EIT Food RIS Consumer Engagement Labs

- 2022: looking for Italian universities to work with consumers and companies
- Designing innovative packaging for takeaway foods
- Deadline: 22 March 2022

<http://tinyurl.com/risCEL2022>

Commercial use of research infrastructures

- Valuable assets
- Costly maintenance
- Lower than expected use
- HEIs often don't know their competitive edges

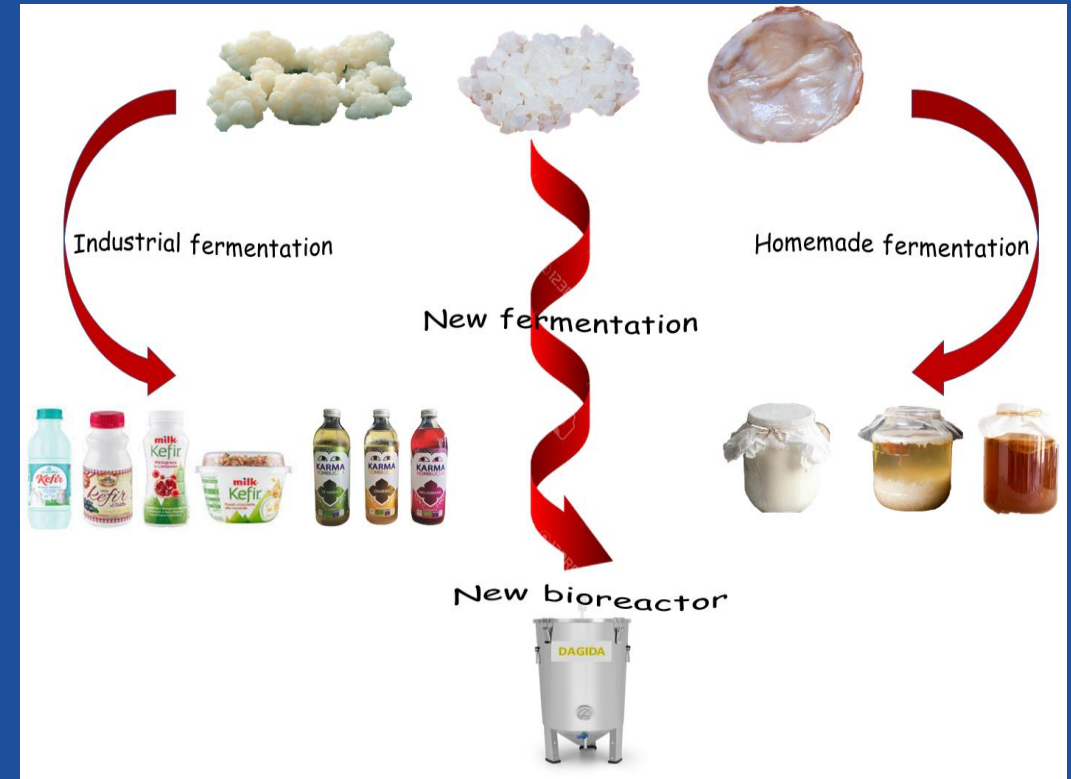
EIT Food RIS Research Infrastructure Network

- Training and mentoring for research infrastructure owners
- Assessment of competitive advantages and partners
- Establishing relations with companies and putting the research infrastructures to commercial uses



EIT Food RIS Research Infrastructure Network

- Università della Calabria (Growth Factors and Nutrients – Food Chemistry Laboratory)
 - comparison of own equipment and methods with other HEIs to identify sources of competitive advantage and focus areas
 - self-awareness, development of transversal skills that help scientists work with industry
 - relations with business partners



DAGIDA - equipment & novel fermentation methods, preserving microbiota and enabling industrial-scale production of home-like fermented products

EIT Food RIS Research Infrastructure Network

- 2022: recruitment of participants for next edition
- Universities owning agri-food research infrastructures
- Deadline: 15 March 2022
<http://tinyurl.com/risRIN>

Key lessons learned

- Moving beyond the „traditional“ patenting + transfer + spinoff models
- Universities can benefit from innovative approaches, including:
 - co-creation
 - commercialisation of research infrastructures
- Revealing own strengths
- Offering value to industrial partners

Apply to EIT Food RIS Consumer Engagement Labs
<http://tinyurl.com/risCEL2022>

Apply to EIT Food RIS Research Infrastructure Network
<http://tinyurl.com/risRIN>



Thank you!

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