

D6.4 STRATEGY FOR INNOVATION REPORT

Type of Deliverable: Report, Public

30 September 2023

*Technological University of the Shannon: Midlands Midwest (TUS), Ireland
Széchenyi István University (SZE), Hungary*

Table of Contents

Abbreviations	3
EXECUTIVE SUMMARY	4
1. Introduction.....	5
2. Current RUN-EU Innovation Ecosystem Supports.....	6
2.1 Research & Innovation Expertise	6
2.2 Research & Innovation Infrastructure.....	12
2.3 Cloud of Knowledge Portal.....	12
2.4 RUN-EU Knowledge Transfer Agreements.....	14
3. Strategies to Strengthen Academia-Business Collaboration.....	16
3.1 Professional Practice-based Research Degree Programmes	16
3.2 Enhancement of the capacity of the human capital engaged in research and innovation.....	17
3.3 Implementation of the RUN-EU PLUS Innovation Capacity Programme and Innovation Detection System	20
3.4 Upscaling strategies	20
3.5 Strengthening strategies	21
3.6 Broadening strategies	22
3.7 Facilitation strategy.....	23
4. Summary	24
Appendix 1	25

Table of Figures

Figure 1 - Knowledge Transfer model of the RUN-EU Innovation Ecosystem	12
Figure 2 – Cloud of Knowledge Portal developed by RUN-EU PLUS	14
Figure 3 – Calendar of RUN-EU PLUS researcher training events 2021-2023.....	18
Figure 4 - Research Challenge SAPs	19

Table of Tables

Table 1 – RUN-EU PLUS Research & Innovation Ambassador Network	6
Table 2 - RUN-EU Template Knowledge Transfer Agreements (RUN-EU D5.3 RUN-EU Research Framework-Research, Material, Intellectual and Knowledge Transfer Agreements)	15

Abbreviations

CSA	Co-operation and Support Action
D	Deliverable
EIH	European Innovation Hub
ERA	European Research Area
EZ-ID	European Zone for Interregional Development
FHV	Vorarlberg University of Applied Sciences, Austria
HAMK	Häme University of Applied Sciences, Finland
IP	Intellectual Property
IPCA	Polytechnic of Cávado and Ave, Portugal
IPL	Polytechnic of Leiria, Portugal
KPI	Key Performance Indicator
KT	Knowledge Transfer
MOU	Memorandum of Understanding
NDA	Non-disclosure Agreement
NHL Stenden	NHL Stenden University of Applied Sciences, The Netherlands
R&I	Research and Innovation
RUN-EU	Regional University Network – European University
RUN-EU PLUS	Regional University Network – European University: Professional Research Programmes for Business and Society
SAP	Short Advanced Programme
SZE	University of Győr – Széchenyi István University, Hungary
T	Task
TT	Technology Transfer
TTO	Technology Transfer Office
TUS	Technological University of the Shannon: Midlands Midwest, Ireland
WP	Work Package

EXECUTIVE SUMMARY

This RUN-EU PLUS deliverable document outlines the development of the necessary innovation supports and platforms which will support the strengthening of academic-business co-operation for the RUN European University.

This deliverable is linked to RUN-EU PLUS Project Task 6.4 and includes the development of strategies to upscale and strengthen the connection of the RUN European University with other actors of the eco-system including business and societal organisation, to facilitate access to innovation and innovators, to connect to a broad set of stakeholders including for social or cultural purposes, and to set up local innovation networking platforms to induce academia-business collaboration. Measures such as the recruitment of R&I Ambassadors, design and delivery of practice-based research degree programmes, mainstreaming of open science practices, the development of human capital and the implementation of an Innovation Capacity Programme each play a key role in supporting the RUN European University enhancement of the Research & Innovation (R&I) ecosystem with business and society at a regional and inter-regional level across the University alliance.

The implementation of this RUN-EU PLUS Strategy for Innovation supports the successful creation of the European Zone for Interregional Development (EZ-ID), a multinational interregional alliance and the ultimate mission of the RUN European University.

1. Introduction

RUN-EU is a new European University, made up of 7 Higher Education Institutions from 6 countries which will be expanded to 8 institutions in 2024. RUN-EU provides a structured framework for the enhancement of the Research & Innovation (R&I) ecosystem with business and society at a regional and inter-regional level across the University alliance. The RUN-EU implementation plan set out a delivery mechanism for the creation of a new multinational interregional alliance and a European Zone for Interregional Development (EZ-ID). The EZ-ID will act as a driver for the implementation of Smart Specialisation Strategies and the promotion of common European values and European Union regional cohesion policies.

This RUN-EU PLUS Horizon 2020 project (Grant Agreement number 101035816) primarily focuses on enhancing the development of R&I with and for society through the implementation of a common R&I agenda and associated collaborative action plan focused on the strengthening of regional business and society partnerships in R&I across the network which will complement the existing RUN-EU strategic vision for teaching, learning, research, and engagement activities, delivering institutional and societal transformation. Through its collaborative R&I activities, the project will support the development of the RUN-EU European Innovation Hubs (EIH) and Research Cluster Areas, thereby ultimately contributing to the success of the EZ-ID.

The main objectives of this Co-operation and Support Action (CSA) project are being achieved through the design and delivery of joint and collaborative professional practice-based research programmes at both masters and PhD level across the RUN-EU alliance in association with industry, business, and societal stakeholders. The mainstreaming of Open Science practices and skills within the RUN-EU R&I ecosystem ensures research results and outputs are available to everyone to use. The development and implementation of strategies which enhance the capacity of the human capital engaged in research and innovation, is pivotal to ensure the future skills requirements of regional partners are met. Delivering on the future and advanced skills necessary for its students and stakeholders to successfully meet the challenges of the future, the RUN-EU PLUS project will contribute to societal transformation and promote active citizenship, thereby contributing to the European Zone for Interregional Development (EZ-ID). This document presents the strategies employed by the RUN-EU PLUS project to support the enhancement of the R&I ecosystem with business and society at a regional and inter-regional level across the RUN University alliance.

2. Current RUN-EU Innovation Ecosystem Supports

2.1 Research & Innovation Expertise

2.1.1 Research & Innovation Ambassadors

The RUN-EU PLUS project has created a Research & Innovation (R&I) Ambassador Network whose role is to support innovation development by consolidating the connection of the RUN European University with other actors of the R&I ecosystem including the wider business community, agencies, and investors.






Represented by two ambassadors from each partner, the network will develop strategies to strengthen the engagement with business and society, inducing collaboration between researchers, students and academic staff, and local companies and institutions. It will advise the RUN-EU alliance on the best policies for strengthening the academia-business cooperation.



The R&I ambassadors are members of the RUN-EU Research & Innovation Committee (**Section 2.1.4**) where they facilitate knowledge transfer between their institution’s researchers and research centres/groups, their regional strategies, and the larger RUN-EU Innovation Ecosystem. They play a key role in developing the innovation capacity within their institution, assisting with implementation of the Innovation Capacity Programme (**Section 2.5**).

Profiles of the RUN-EU PLUS R&I ambassadors are presented in **Table 1**. Two members of the RUN-EU co-ordination team lead the network. Ambassadors each possess a significant track record in external stakeholder engagement and innovation development.

Table 1 – RUN-EU PLUS Research & Innovation Ambassador Network

RUN-EU PLUS Research & Innovation Ambassador Network			
R&I Network Managers:			
 Siobhán Moane	Technological University of the Shannon: Midlands Midwest	RUN-EU PLUS Project Manager, Director of LIFE Health and Biosciences Research Institute	Academic

 Patrick Murray	Technological University of the Shannon: Midlands Midwest	Head of Research and Technology Transfer, Director of LIFE Health and Biosciences Research Institute	Academic
R&I Network Members:			
 John Cosgrove	Technological University of the Shannon: Midlands Midwest	Director of Smart Manufacturing	Academic
 Pedro Assunção	Polytechnic of Leiria	RUN-EU Coordinator, VP Research	Professor
 João Santos	Polytechnic of Leiria	Dean of Art & Design	Professor
 Annukka Pakarinen	Häme University of Applied Sciences	Head of Research, Director of HAMK Bio Research Unit	Director
 	Häme University of Applied Sciences	Director of HAMK Design Factory	Academic

Jari Jussila			
 João Vilaça	IPCA – Polytechnic Institute of Cávado and Ave	Pro-president for Research and Development, Director of Applied Artificial Intelligence Laboratory, 2Ai	Associate Professor
 Pedro Morais	IPCA – Polytechnic Institute of Cávado and Ave	Researcher of Applied Artificial Intelligence Laboratory, 2Ai	Research Manager
 Agnes Brinks	NHL Stenden University of Applied Sciences	Education & Research Quality Advisor	Manager
 Katalin Czakó	Széchenyi István University	PhD Programmes Manager	Assistant Professor
 Tibor Dóry	Széchenyi István University	Chair of Management Campus Competence Centre	Associate Professor

 Markus Preißinger	Vorarlberg University of Applied Sciences	Head of Research, Director of Energy Research Centre	Professor
 Katrin Paldan	Vorarlberg University of Applied Sciences	User-Centred Technologies Research Centre & Chair of FHV Ethics committee	Senior Researcher

2.1.2 Research Managers

2.1.2.a Research Cluster Area Managers

The eight Research Cluster Areas of the RUN European University each bring together teams of researchers, research students, academic staff, and regional partners (businesses and social organisations) to apply a multi-disciplinary approach to address societal challenges. Each cluster is led by a RUN-EU partner who has appointed a Cluster Manager as follows:

Research Area 1: Creative Art, Design and Materials Thinking (Cluster lead: IPCA)

Research Area 2: Food & Biotechnology (Cluster lead: HAMK)

Research Area 3: Tourism (Cluster lead: TUS)

Research Area 4: IOT & Cybersecurity (Cluster lead: NHL Stenden)

Research Area 5: Smart, Sustainable and Advanced Manufacturing (Cluster lead: TUS)

Research Area 6: Climate Change – Circular Economy & Decarbonisation (Cluster lead: SZE/IPL)

Research Area 7: Education & Social Sciences (Cluster lead: NHL Stenden)

Research Area 8: Health & Wellbeing (Cluster lead: IPCA)

Cluster managers co-ordinate the strategic direction of the cluster research and are the international facilitator between Research Institutes/Centres/Groups across RUN-EU in their specific discipline area. These managers are drivers of the RUN-EU Innovation Ecosystem (**D6.1**)

and play a key role in the implementation of the Innovation Capacity Programme (**MS11**) developed by the RUN-EU PLUS project.

2.1.2.b European Innovation Hub Directors

Directors of the RUN-EU European Innovation Hubs are charged with enhancing the link between teaching, research, and innovation within RUN-EU and hence are an important vehicle in supporting industry-academic collaboration. It is through the functioning of the hubs that these directors act as a bridge between the RUN-EU Research Clusters and the regional stakeholders. Hub directors collaborate with associated partners in business, society organisations, government and uniquely with the OECD Secretariat of Higher Education and outcomes of these collaborations feed back into education, research, and innovation development opportunities within the regions. RUN-EU has created innovation hubs in the areas of the Bioeconomy, Social Innovation and Future Sustainable Industries.

2.1.2.c Enterprise Support Managers

A small number of RUN-EU partner institutions have Enterprise or Business Incubation Centres but those that do have a very important resource in their managers who liaise with business leaders every day and who are in a key position to identify best practice in developing and managing business-academic relationships, identify commercial opportunities for RUN-EU research, develop commercialisation/valorisation strategies for new RUN-EU innovations and advise and mentor other RUN-EU partners in these activities.

2.1.3 Technology Transfer Experts

Not all RUN-EU partners have Innovation Support Managers (in the form of Technology Transfer Officers, Business Incubation Officers etc) and some alliance partners are further down that innovation development road than others. Expertise which exists within the alliance will be shared in the form of experiences and best practices through the Research & Innovation Committee described in **Section 2.1.4**.

2.1.4 RUN-EU Research & Innovation Committee

The RUN-EU Innovation Ecosystem will be managed by its Research & Innovation Committee, a central oversight committee which will strategically lead both knowledge creation and future skills training across the RUN-EU alliance in accordance with the needs of RUN-EU regional business and societal partners. The committee is comprised of key roles in the ecosystem including the directors of the RUN-EU European Innovation Hubs, Research Cluster leads, RUN-EU PLUS R&I ambassadors, TT Case Managers and the RUN-EU co-ordinators. Between them there is extensive expertise in TT, research, innovation development and commercialisation.

The knowledge transfer model of the RUN-EU Innovation Ecosystem is presented in **Figure 1**. Regional business and societal organisations inform RUN of their future innovation and skills needs through consultation with their RUN-EU Innovation Hub and RUN-EU PLUS FASA. The Research & Innovation Committee supports the development of new RUN skills training programmes (from researcher training workshops to doctoral programmes and entrepreneurship training) in addition to collaborative research projects with industry. The new knowledge created by researchers within their research group will be protected in accordance with best practice, promoted as new technology offerings to RUN-EU regional partners and which will be commercialised through licensing agreements with them or through the creation of RUN-EU spin-out companies.

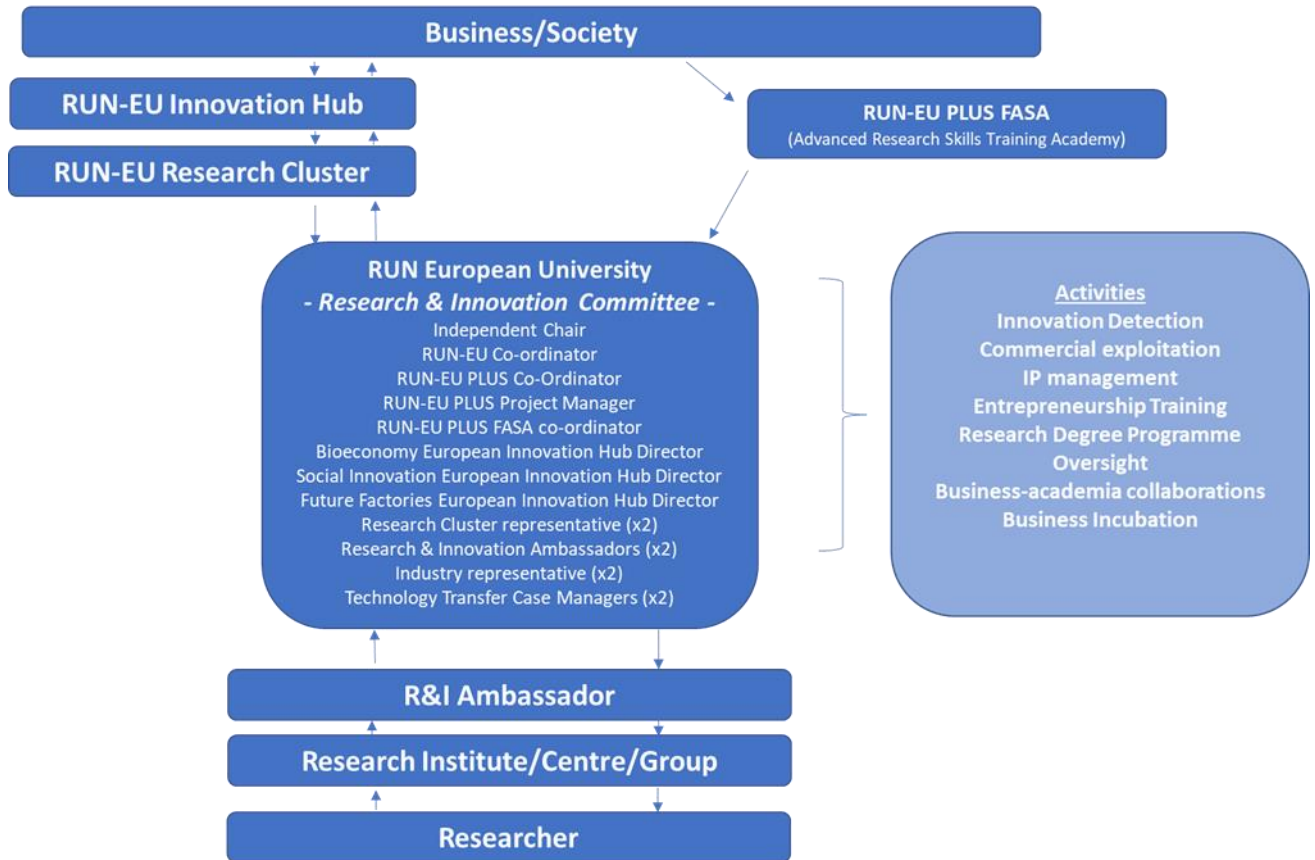


Figure 1 - Knowledge Transfer model of the RUN-EU Innovation Ecosystem

2.2 Research & Innovation Infrastructure

Agreeing on best practices for sharing research infrastructures and other resources for implementation of the common R&I agenda was key to delivering a coherent research ecosystem. A coordinated approach on best practice sharing between the consortium is necessary as well as and an integrated long-term agreed joint R&I strategy across the network and coordinated support systems linking our R&I outputs with societal challenges. Critical to sharing best practice was a requirement for a discussion forum across the European University network.

2.3 Cloud of Knowledge Portal

The RUN-EU PLUS project has developed a digital knowledge hub portal which will support the equipping of researchers with a combination of pedagogy and research skills. The research

expertise and facilities of RUN-EU research institutes, centres, and groups as well as individual researchers will be showcased on this research cloud of knowledge portal which will act as a collaborative research space, research repository and portfolio of data, results, progress, and publications and highlight the potential for societal added-value and contributions to knowledge and practice.

The Polytechnic Institute of Cavado and Ave in Portugal have led development of the portal, which is a training resource for the RUN-EU research community and when completed will include a wide variety of resources for researchers which have been gathered from all RUN-EU partners (existing and new ones) and from other institutions outside the consortium. The archive portal will include different resources including publications, policy documents, informative and training materials and videos focusing on a variety of researcher career development topics such as resilience and independent working, communication skills, networking and influencing skills, prizes and recognitions, education, areas of interest, expertise project management, personal development, strategic career planning, time management, writing and publishing skills.

The RUN-EU PLUS Cloud of Knowledge Portal will provide an intersectoral collaborative space and local innovation networking. The RUN-EU PLUS research and innovation strategy fundamentally reinforces our cooperation in research and innovation with other sectors, particularly in academia-business cooperation in a quadruple helix approach. The portal will facilitate international collaboration through common approaches to research skills, intellectual property, ethics, research integrity and impact assessment. It is also designed as a tool to showcase excellent and impactful research of the RUN European University.

All public project results and evaluation of changes in practice and added-value will be published for peer review and the results, datasets, presentations, and theses will be made available through this RUN-EU PLUS developed open access repository. Research graduates of the RUN European University will have greatly increased their research skills and knowledge to enhance their career and will have made a valuable contribution to their company's competitiveness and innovation capacity.

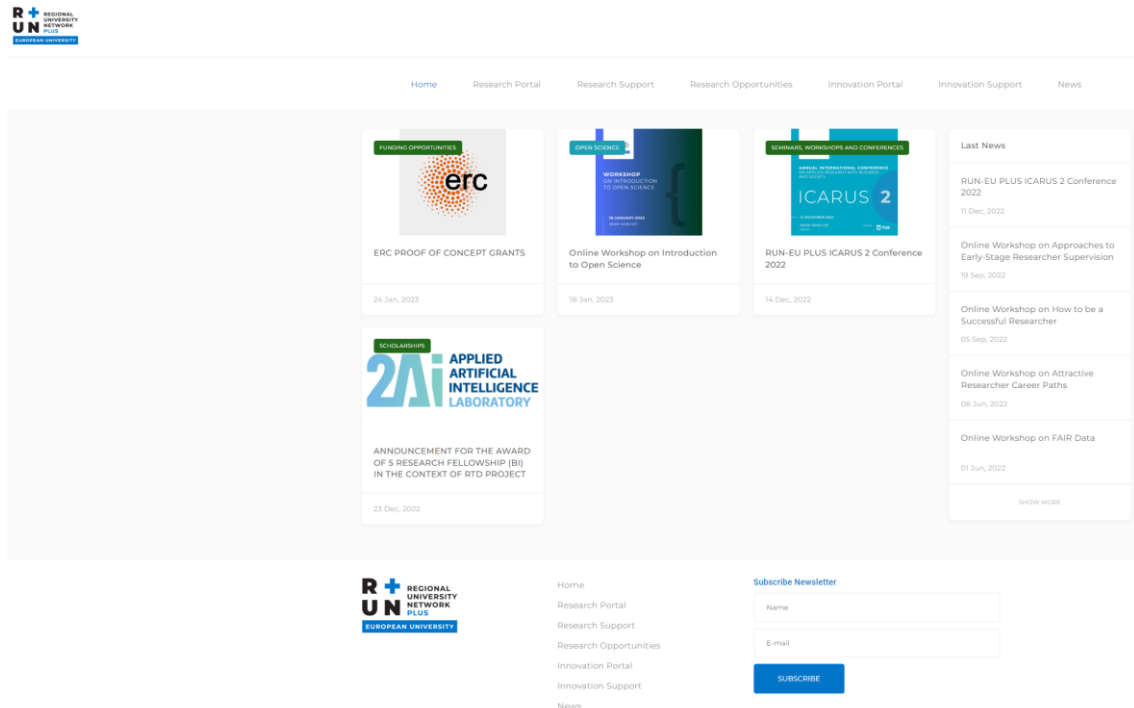


Figure 2 – Cloud of Knowledge Portal developed by RUN-EU PLUS

2.4 RUN-EU Knowledge Transfer Agreements

An integral part of the RUN-EU Innovation Ecosystem presented in **D6.1** of RUN-EU PLUS, is a suite of model template agreement forms has been developed by WP 5 (RUN Discovery Programme) of the RUN-EU Erasmus+ project. These agreements will serve as the central point of reference for internal RUN-EU-alliance and industry-RUN-EU alliance research partnerships from the perspective of knowledge transfer (KT) and Intellectual Property (IP) management. The template forms are designed to be suitable for research transactions assisting in removing ambiguity in KT by encouraging predictability and transparency across the RUN-EU KT system. The model agreements are offered in a ‘clean’ form Word document, ready to download and use as a starting point for drafting and discussion with research partners.

This suite of common research and IP agreement templates have been established to include how material, knowledge and intellectual property transfer within the RUN-EU Innovation Ecosystem will be managed. The basis of the agreements is based on the results of European best practice across the partnership members following partner consultations. The RUN-EU suite of research documents and the information documents concerning IP management and

commercialization available through the European Commission IP Helpdesk (<https://intellectual-property-helpdesk.ec.europa.eu>) will provide exemplar templates for engagement. All the draft templates will be made available on the RUN-EU PLUS cloud of knowledge portal for access by RUN-EU members.

Table 2 - RUN-EU Template Knowledge Transfer Agreements (RUN-EU D5.3 RUN-EU Research Framework- Research, Material, Intellectual and Knowledge Transfer Agreements)

RUN-EU Model Agreement Type:
Research Consortium Agreement
Collaborative Research Agreement (Part Industry Funded)
Collaborative Research Agreement (Wholly Industry Funded)
Material Transfer Agreement Outward
Material Transfer Agreement Inward
Innovation/IP Disclosure Form
Joint Ownership and Management Agreement
Exclusive License Agreement
Non-exclusive License Agreement
Option and Evaluation Agreement
Confirmatory Assignment Agreement
Contract Research Agreement
Learner MOU

These agreements are key enablers in the development and maintenance of strong collaborative research links between the RUN European University and regional stakeholders with whom we co-design and co-deliver research and innovation.

3. Strategies to Strengthen Academia-Business Collaboration

This section presents the strategies which are being implemented to strengthen the collaboration between partners of the RUN European University and business and societal organisations of their regions. R&I Ambassadors played a key role in developing these strategies and their opinions were captured in written report format which each partner institution completed (**Appendix 1**).

3.1 Professional Practice-based Research Degree Programmes

The master's and doctorate research programmes developed by the RUN-EU PLUS project are collaborative programmes which bring industry and organisational partners together with interdisciplinary programme teams from across the RUN-EU alliance. The project has developed a research degree programme framework which will educate a new cohort of professional graduates skilled in research methods and approaches that can lead change within their business, industry and/or societal organisations of environments.

The research undertaken will be in the thematic areas of Sustainability, Digitalisation, and Social Innovation, the regional priority areas for development as defined by the RUN-EU PLUS project (**D3.1 Strategic Research Priority Areas**). These programmes will strengthen collaboration between academia and regional business due to:

- their collaborative nature with joint development and joint delivery.
- joint supervision with a supervision team of 2 or more partner institutes and industry partner.
- a regional organisation involvement and relevance.
- a focus on innovation development.
- a strong focus on knowledge transfer to the collaborative partner.
- research with a sustainability/digitalisation/social innovation theme.

3.2 Enhancement of the capacity of the human capital engaged in research and innovation

The RUN-EU PLUS project has developed a Research Career Development Training Programme (D4.2) designed to develop researchers as innovative thinkers with strong competences in research, innovation development, and the transferable skills required by the leaders of the future. Open Science practices are a key pillar of the programme, thereby raising awareness in the research community about access to research data and outcomes. A Cloud of Knowledge Portal has been developed by the RUN-EU PLUS project, a repository for research expertise, research infrastructure, innovation offerings and training material which is available to RUN-EU researchers and external collaborators.

The developed training programme adheres to the principles as set out in the European Charter and Code and supports RUN-EU researchers in identifying their current researcher skills, development needs and clear personal career paths which will encourage inter-sectoral, interdisciplinary and international mobility during their careers. The Researcher Career Development Training Programme supports RUN-EU researcher mobility and internship programmes. The programme aims to prepare our researchers with skill sets for a variety of careers in the public and private sector in research and non-research roles.

Overlapping principles in the Researcher Career Development Training Programme are the following themes:

- practice-based research
 - the Programme supports the knowledge construction and research practices in different environments (academia, public sector, industry, business etc.).
 - researchers learn to face uncertainty, uniqueness and conflicts in research environments, and tackle these with innovative approaches.
 - Business and Innovation training.

- mobility
 - the Programme will support campuses of the RUN-EU universities to become more transnational as learning environments.
 - the transnational cross-networking between researchers and stakeholders increases.

- Open Science
 - Open Science training programmes are being developed under RUN-EU WP5 Mainstreaming of Open Science Practices.

- Gender and Diversity
 - the Programme will support, encourage, and advocate women and women in Research and Innovation (R&I) and career advancement within the RUN-EU participant network, following commission recommendations on gender balance and equality.
 - the Programme helps all researchers to develop their skills to take care of their wellbeing and to be active to support the wellbeing of the research community.
 - the Programme supports the attractiveness of researcher career paths and encourages more young people to embark on careers in research in the consortium and in Europe.

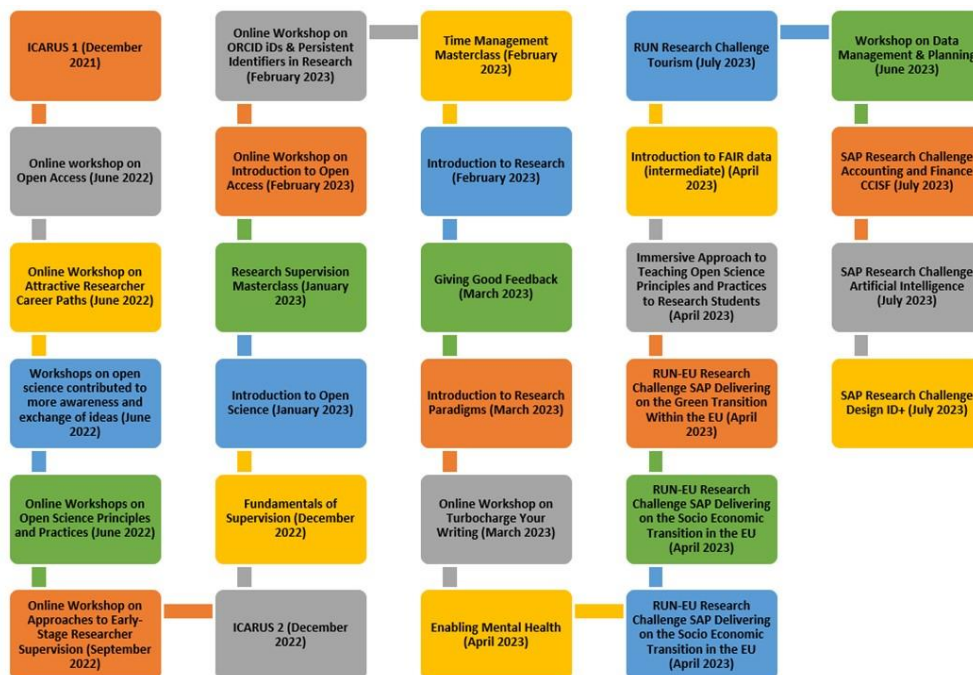


Figure 3 – Calendar of RUN-EU PLUS researcher training events 2021-2023

RUN-EU provides its students with the opportunity to take part in Short Advanced Programs (SAPs). Spanning one to eight weeks, SAPs have emerged as a powerful tool to empower students of RUN partner institutions with the skills and knowledge needed to develop innovative solutions to such challenges. These unique programs bring together teams of students from

across the RUN-EU alliance and through a combination of on-campus activities with carefully designed online sessions, foster a rich and immersive learning experience that transcends geographical barriers and empowers participants to become agents of change. These SAPs are designed to ignite a student's intellectual curiosity and drive their research endeavours to new heights that push the boundaries of their understanding.

Research Challenge SAPs are specifically targeted to RUN-EU postgraduate students and researchers and are developed and delivered through collaboration between RUN-EU (Erasmus+) WP3 (SAPs), WP5 (Discovery Research Programme) and the RUN-EU PLUS project. Traditional research education, while essential, may not always cater to the urgency of addressing real-time issues. SAP Research Challenges fill this gap by offering specialized and intensive curricula focused on specific research challenges, cutting-edge technologies, or emerging fields. Participants (researchers) are provided with an opportunity to delve deeply into relevant topics and build knowledge that can be directly applied in practical settings. **Figure 4** shows examples of Research Challenge SAPs developed collaboratively by RUN-EU WP3 (SAPs), WP5 (Discovery Research Programme) and the RUN-EU PLUS project for the research community of the RUN European University.



Figure 4 - Research Challenge SAPs

3.3 Implementation of the RUN-EU PLUS Innovation Capacity Programme and Innovation Detection System

RUN-EU PLUS has developed an Innovation Capacity Programme (**MS11**) which is the cornerstone of the RUN-EU PLUS Innovation Eco-system (**D6.1**) being developed across the partner organisations of RUN-EU. This Innovation Capacity Programme is designed to promote the sharing of knowledge, the identification of skills needs and the valorisation of an entrepreneurial mindset amongst the RUN-EU research community and regional partners. It will help to lead R&I development across the consortium, supported by an Innovation Detection Scheme (**D6.2**) to identify new innovations and innovators. The programme will integrate technology transfer functions across RUN-EU, including innovation support staff and business incubators.

The Innovation Capacity Programme has been designed to enhance the regional R&I eco-system within RUN-EU members, which will be applied to strengthen the collaborative research capacity between business and academia, to support innovation development and to develop & mainstream entrepreneurship and transversal skills. The programme is presented in **D6.1 RUN-EU PLUS Innovation Eco-system** report.

3.4 Upscaling strategies

The connection of the RUN European University with other actors of the innovation eco-system such as investors or business will be upscaled through:

- expansion of RUN-EU PLUS project dissemination efforts such as through on-line and in-person communication.
- A 'RUN-EU PLUS Innovation Roadshow' will showcase the research and innovation offerings and impacts of the RUN European University at regional, national and international conferences and industry events.
- European networks including FOREU, FOREU2, Enterprise Europe Network and EU Commission events will be prioritised to widen collaboration with other research providers.
- Current partnerships with industry and public partners will be applied as 'launching customers' to pilot research projects within the RUN-EU family and use successful experiences with current partners to upscale to other actors.

- Collaboration with other “meta-organisations” like the Industrial Association or Regional Development Agency will be a key focus. One such example in Austria is the “Technologiebörse” event together with the Regional Development Agency as a large driver of the innovation ecosystem in Vorarlberg.
- Focus will be placed on communicating to a global audience through setting up communication strategies for sharing success stories on social media and other well-streamed platforms.
- Participation in Industrial Fairs
- Creation of OpenDays in each partner with show cases of IP and technologies.
- Creating a digital portfolio of services, R&D infrastructures and technologies using the RUN-EU website ([RUN-EU](#)) and RUN-EU PLUS Cloud of Knowledge Portal ([Cloud Of Knowledge \(ipca.pt\)](#)).

3.5 Strengthening strategies

Strengthening the connection of the RUN European University with other actors of the ecosystem such as investors or business will be achieved by:

- Using the RUN-EU PLUS practice-based masters and PhD programmes as an incentive for long-term collaborations to be established and strengthened through joint supervision of research programmes and training programmes.
- Broadening dissemination tools – videos, vlogs, blogs, on more channels, LinkedIn, TikTok, instagram – to include testimonial videos of successful students, industry case studies, interviews with industry leaders, impact case studies.
- Developing long-term strategic partnerships with industry groups such as Innovatiecluster Drachten (a group of cooperating high-tech companies in the northern Netherlands) using incentives such as special licensing agreements, innovation voucher schemes, use of facilities etc
- Industry sponsorship opportunities including researcher positions (such as postdoctoral fellowships) where an industry network of about 10 highly innovative and large companies pay an annual fee used to undertake research to address a shared challenge

in the area of energy management or digitalisation. An Endowed Professorship model is currently implemented at FHV which has proven to be very effective in nurturing strong collaborative relationships with regional partners. The professorships enable the support of teaching, research and innovation in the areas of Energy and Digital Business Transformation.

- Creation of an industrial advisory board to steer the research direction of RUN-EU Research Clusters.

3.6 Broadening strategies

The RUN-EU PLUS project aims to broaden the stakeholders with whom the RUN European University connects, including for social or cultural purposes. Emphasis will be placed on approaching new potential partners and promoting the opportunities for companies to register employees on the RUN-EU PLUS practice-based masters and the PhD programmes as well as collaborating with the university in research projects.

The project will do this through:

- Engagement with regional, national and European (and associated country) bodies and programmes that support collaborations between academia and external organisations.
- Annual RUN-EU Research & Innovation Roadshow showcasing impactful individual case studies.
- Implementation of the RUN-EU PLUS Innovation Capacity Programme (**MS11**) to broaden the innovation development activity across RUN-EU.
- Implementation of the RUN-EU PLUS Innovation Detection Scheme (**D6.2**) to raise awareness of innovation development amongst RUN-EU researchers.
- Identify and engage with new regional partners via the European Innovation Hubs and Research Clusters.
- Broaden the range of collaborators to expand the number of “non-industrial” partnerships through promotion of opportunities and incentivisation. The “FORWARD – gemeinsam weiterdenken” initiative of FHV brings different stakeholders together, including citizens, to discuss the future of certain topics with staff of FHV. The event series involves all FHV departments so the topics discussed are broad (such as energy systems of the future, assistant systems in health care, digital solutions).

- Focus on effective communication and scientific dissemination.

3.7 Facilitation strategy

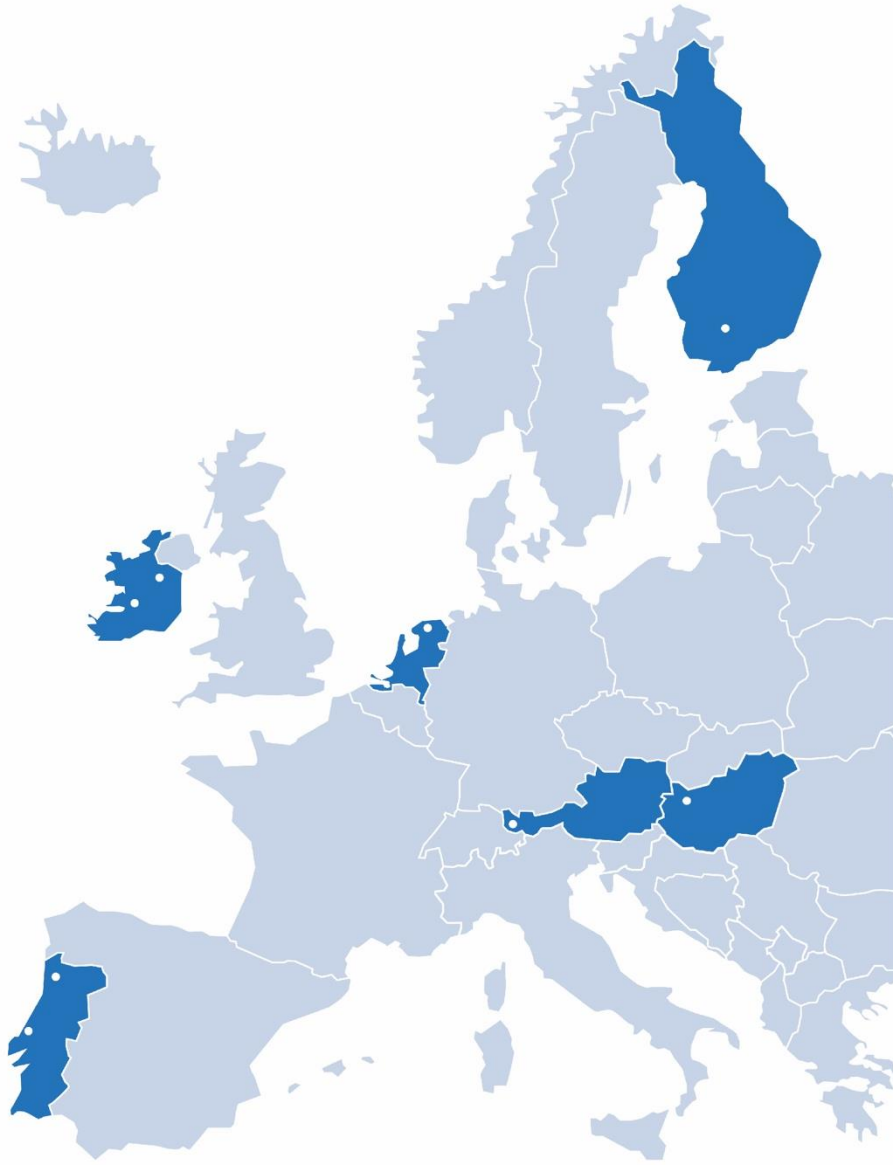
Access to RUN-EU innovation by both internal RUN-EU researchers and external partners will be facilitated by:

- Access to the RUN-EU PLUS Cloud of Knowledge Portal which will showcase RUN-EU intellectual property in the form of a digital portfolio.
- 'RUN-EU PLUS Research & Innovation Roadshow' which will bring innovation offerings to the external regional communities.
- Showcase of industry case studies promoting the positive impact and added value of RUN-EU collaboration to the company.
- Promotion to regional Chambers or Commerce and business networks via R&I Ambassadors and other Research Managers.
- Associating: business member fees aiming to finance practice-based study of students (only after setting up valuable, well-operating research and innovation services).

4. Summary

As presented in this report, delivery of the key objectives of the RUN-EU PLUS project ensure development of strong, long-lasting relationships between RUN-EU partner institutions and their regional organisations through collaborative research degree programme projects, the education of professional graduates with innovative ways of thinking and the development and transfer of innovations to regional partners for their future development as identified in regional strategic development plans. Effective dissemination of project objectives and achievements will raise public awareness and be proactive in making others aware of the benefits of forming long-term collaborations with the RUN European University.

Appendix 1



D6.4 STRATEGY FOR INNOVATION CO-OPERATION

PARTNER SURVEY: PARTNER NAME

September 2023

*Technological University of the Shannon: Midlands Midwest (TUS), Ireland
and Polytechnic of Leiria (IPL), Portugal*

EXECUTIVE SUMMARY

This report will outline the development of the necessary innovation supports and networking platforms for strengthening academic-business co-operation.

This deliverable is linked to RUN-EU PLUS Project Task 6.4 and includes the development of strategies to upscale and strengthen the connection of the RUN European University with other actors of the eco-system such as investors or business, to facilitate access to innovation and risk finance, to connect to a broad set of stakeholders, including for social or cultural purposes, and to set up local innovation networking platforms to induce academia-business collaboration. Measures such as the recruitment of R&I Ambassadors, generation of Innovation vouchers, innovation awards and promotion of successful research collaborations will be piloted at a regional level.

Please provide your ideas on how to:

- Upscale the connection of the RUN European University with other actors of the eco-system such as investors or business.
- Strengthen the connection of the RUN European University with other actors of the eco-system such as investors or business.
- Broaden the set of stakeholders with whom we connect, including for social or cultural purposes.
- Facilitate access to RUN-EU innovation.
- Facilitate access to risk finance.
- Set up local innovation networking platforms to induce academia-business collaboration.
- Any additional ideas/thoughts you may have on how RUN-EU PLUS may support our RUN European University in strengthening academia-business co-operation.



The content of this publication represents the views of the author only and is his/her sole responsibility. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains. Grant Agreement Number: 101035816.