From InnoMix to University-Industry Collaboration – fostering exchange at eye level

Carsten Hille, Daria Morcinczyk-Meier, Sarah Schneider, Dana Mietzner

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PRACTICE- Structures and Mechanisms Supporting University-Industry Cooperation
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Innovation Hub 13 – fast track to transfer

Central platform of TUAS Wildau and BTU Cottbus - Senftenberg to promote the knowledge and technology transfer in the region

Bringing together players / stakeholders with their competencies and infrastructures

Lusatia region (Lausitz) along the highway A13 between Berlin and Dresden
Our tools for the region’s success

Innohub13.de/angebote (in German)
How transfer scouts support regional players:

- Providing information about research results and technologies available at both universities
- Access to state-of-the-art technical infrastructure
- Recording demands of companies in the region
- Bringing together specific challenges on the company side and existing or future solutions on the academic side
- A broad network of players in universities, research institutions and industry
- raising awareness and matching of relevant partners
- Events for KTT and networking
- Mediation and translation between the involved partners
- Supporting funding proposals for joint R&D projects
Our network format – some key facts

• Topic-specific
• Exchange “at eye level”
• Bringing together academia and industry
• Regional intermediaries as partners
• Preselection of players & targeted invitation
• Interdisciplinary approach & different perspectives
• Participant profiles
• Virtual marketplaces
• Face-to-face & digitally

But how does it actually work?
Our experience so far

- 11 InnoMix
- 3 face-to-face & 8 digitally
- 5 interdisciplinary (life sciences, digitalization and lightweight construction)
- 7 intermediaries as partners
Key steps for preparation of InnoMix
Digital tools to support InnoMix

Virtual Marketplace
(news, project ideas, potential partners, funding opportunities, contact details)

Matrix of key competences
(along the value chain)

Participant profile
(Who am I? What can I do? What do I need?)
Some impressions from previous InnoMix
University Industry Interaction outcome Paths

- Follow-up discussions in smaller groups
- New Networks
- Cooperation and R&D projects
- Project proposals

UIIN Conference   |   16. June 2020   |   Sarah Schneider → sarah.schneider@th-wildau.de
Challenges to overcome

• Further activities between participants not always clearly traceable
• Limited TS resources allow only initiation of activities
• Establishing networks requires TS involvement
• Sustainable activities do not emerge after just one event
• Involvement of all actors of the quadruple helix innovation model
Further development of our network formats

*innotreff*
Bringing together scientists within an university to create synergies

InnoMix
Bringing together academia and industry for an exchange at eye level

InnoSalon
Bringing together academia, civil society and government

InnoMix³
Bringing together academia with players from the quadruple helix

InnoLab
Initial InnoMix lead to new, independently operating networks
Take home messages:

• Pre-Matching guarantees quality for the participants
• organisation with regional intermediaries stimulates synergies
• InnoMix leads to follow-up discussions, new networks, project proposals and further cooperation
• Digital tools help to organize an InnoMix and support sustainability
• Activity tracking is challenging

⇒ For detail, see our full paper @ UIIN
 „From InnoMix to University-Industry Collaboration – fostering exchange at eye level“
Thank you! Questions, ideas, comments?

We offer the fast track to transfer. Contact us!
info@innohub13.de
www.innohub13.de
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Be part of our InnoX Science Festival (in German)
22. September – 25. September