

# CONNECTING WITH RELEVANT EXPERTISE AND INNOVATION ASSETS WITHIN THE RESEARCH BASE

#innovateuk14

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ON UK INNOVATION

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**Wendy Nicholson**

Edinburgh University

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# THE UNIVERSITY OF EDINBURGH

- £700+m turnover
- 32k students
- nearing 9k staff
- 22 schools
- split over 4/5 campuses
- NOT EASY TO NAVIGATE

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# WHAT HAVE WE DONE?

- If you know what you want
  - Web site pretty informative these days
- If you don't?
  - Staff more likely to know where to direct you
  - cross department working
  - Constantly questioning how we do things



- Uppsala University (2008)
- Focus on connecting organisations with the University
- Based on their questions
- 2 way: companies got expert feedback on issues of importance to them, the academic scientists gain valuable insights into what kind of issues are important to industry
- Choose different subject areas eg Materials
- Solutions seldom found on the day
- Building relations and collaborations

<http://www.times-scotland.co.uk/>  
<http://aimday.se/>

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Roy Sandback

NE LEP

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**Dr Joe Marshall**

Chief Operating Officer and Director of Strategy,  
NCUB

# ACCESSING THE BENEFITS

- Demonstrable evidence of the benefits:
  - Firms undertaking R&D more likely to supply markets in Great Britain (rather than local markets) and the rest of Europe as well as concentrate on product design
  - High growth firms twice as likely to launch products ahead of their competitors and more willing to disrupt their processes (in order to continue to grow)

# UNDERSTANDING ACCESS

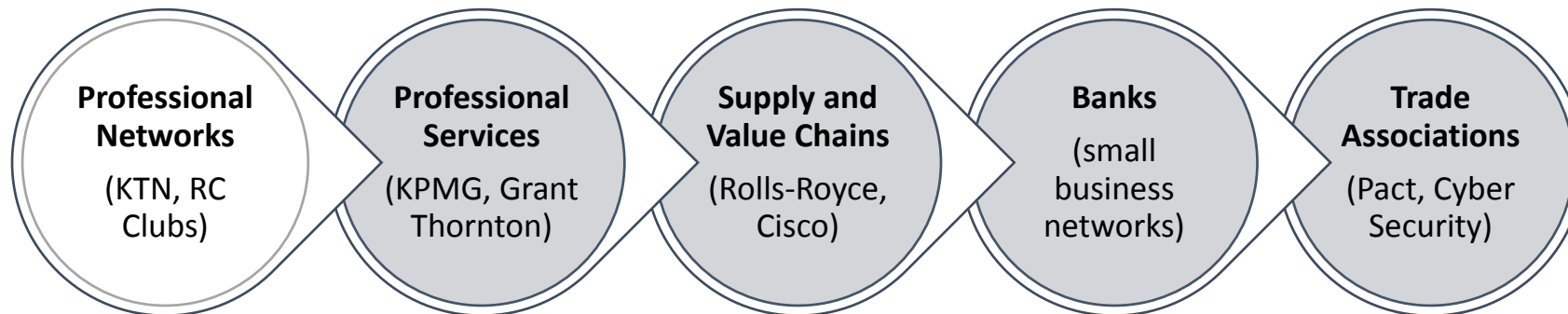
- Awareness of external support remains low
  - Unaware of the opportunities to collaborate (What to ask?)
  - Difficult to navigate the diversity (Where to start? Who can help?)
- In-house R&D perceived to be more flexible
  - More flexible, efficient and have greater control
  - Business product/service so unique
- Perception issues about universities and research organisations
  - Takes too long;
  - Do not have commercial interests
  - IP ownership issues

# MAXIMISING ACCESS

- NCUB works across the UK with universities, businesses and public funders of the innovation ecosystem to inspire, promote and maximise access
- Keen to harness and utilise web technologies, not to replace but compliment and add value to existing approaches, to reach even more businesses
- The internet has transformed the ways in which:
  - we can bring together information and opportunities;
  - we can help translate and give meaning to things in new ways;
  - we can be matched and connected to opportunities;
  - we can reduce geography and time as barriers to collaboration;
- Developing plans for a UK Intelligent Brokerage Tool

# ACCESSING NETWORKS

- Driving greater and broader business engagement with the research base critical
- With strategic partners
  - develop greater awareness and engagement in, through and across business sectors



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**Dr Matthew Ball**

EPSRC Head of Business Relationships



# RESEARCH COUNCILS:



**Invest in excellent research and people in the UK research base**



**Engage with business, industry and other users in order to enable their involvement with the research base.**



**Work to ensure that outputs and outcomes from this investment being taken up by business, industry and other users**

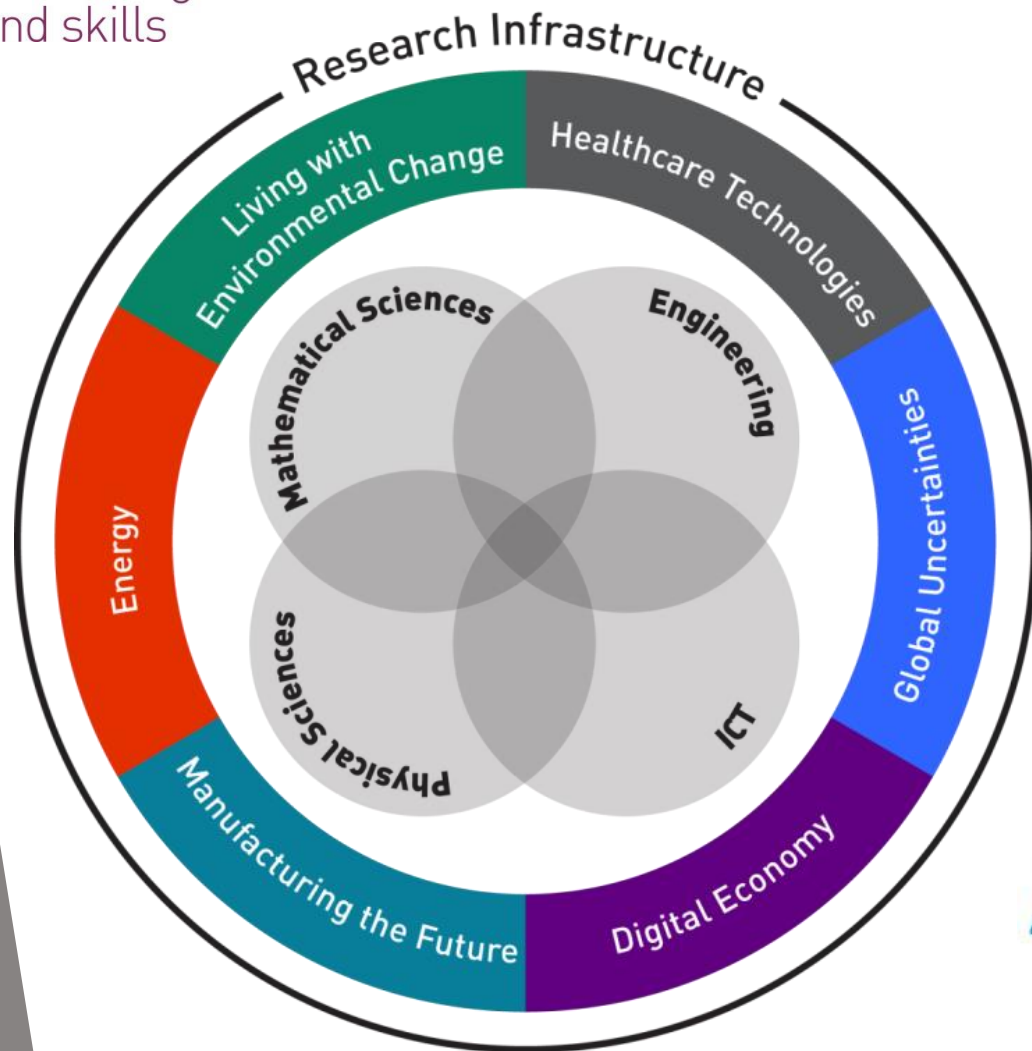
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# EPSRC

Pioneering research  
and skills

## ENGINEERING AND PHYSICAL SCIENCES RESEARCH COUNCIL



- £800M annual investment
- £4.2Bn – value of current investments
- Post-Graduate Training:
  - ✓ 115 Centres for Doctoral Training
  - ✓ £80M pa Doctoral Training Partnership
  - ✓ £17M pa Industrial Case

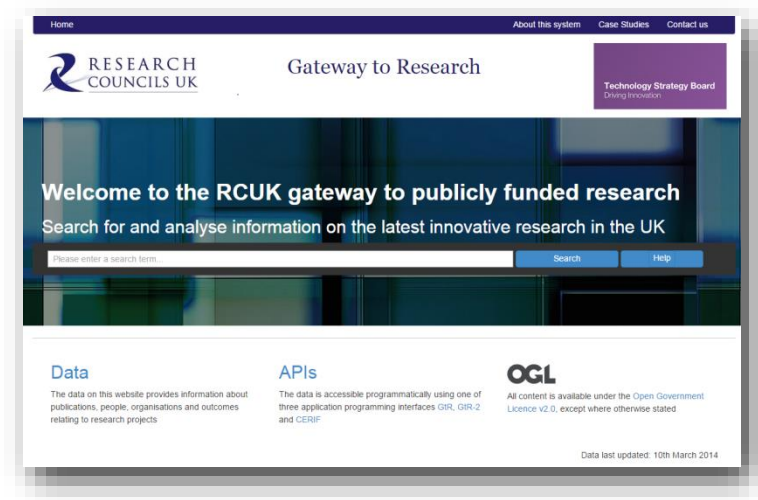


OVER **2,700**  
ORGANISATIONS INVOLVED IN  
COLLABORATIVE GRANTS

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# MAKING CONNECTIONS: ACCESS TO INFORMATION



RCUK Gateway to Research  
<http://gtr.rcuk.ac.uk>

EPSRC Visualising our Portfolio  
<http://www.epsrc.ac.uk/research/ourportfolio/vop/>



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# MAKING CONNECTIONS – IMPACT ACCELERATION ACCOUNTS

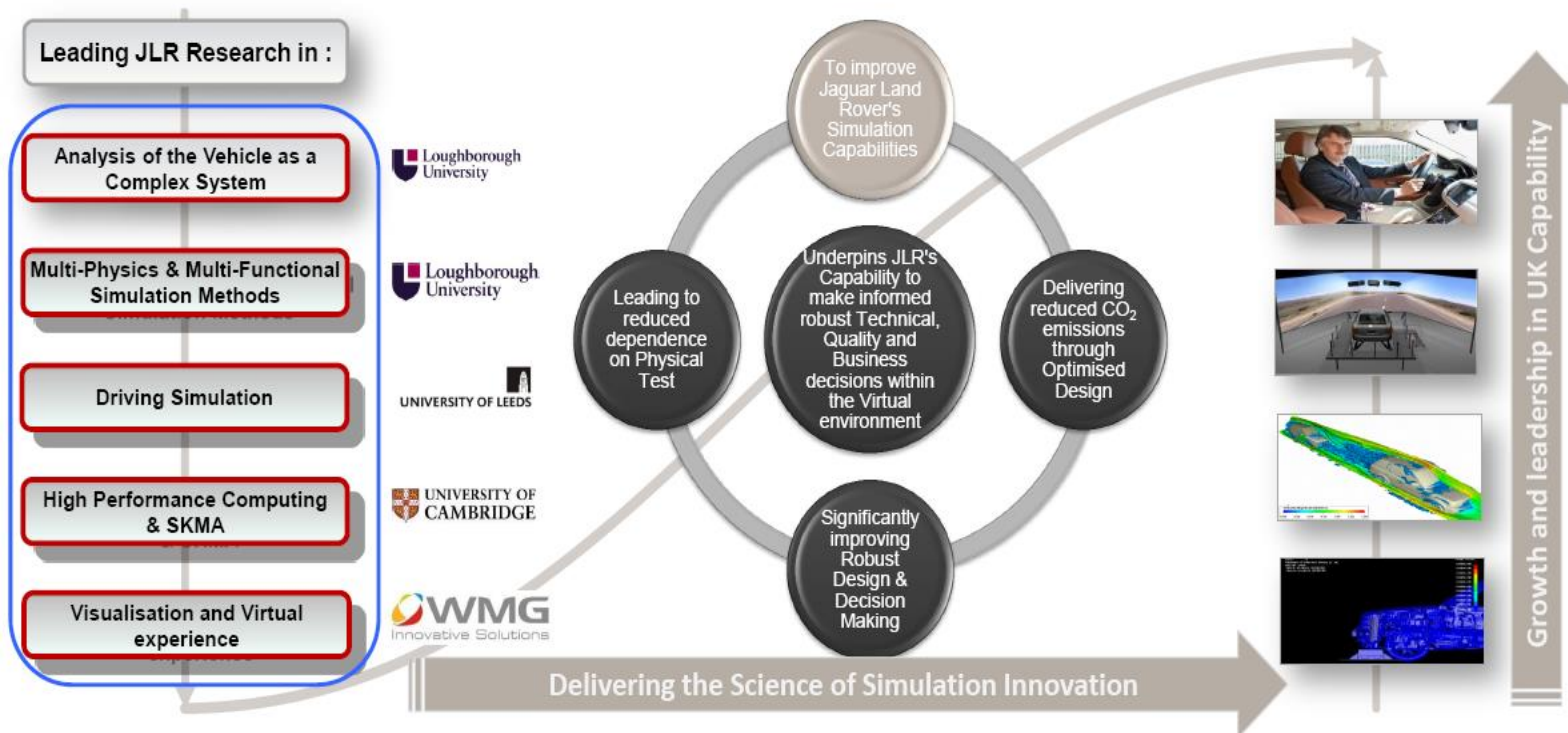
## ***Accessible funding for tailored impact activities***

- Account-based funding given to 31 universities according to size of EPSRC portfolio
- **Flexible funding** to facilitate increased impact from EPSRC research
- Opportunities include:
  - Secondments
  - Partnership Development
  - Feasibility Studies
  - Follow-On Funding



£90m

### 10m Collaboration between EPSRC, the universities and JLR





# CASE STUDY – PROMOTING SKILLS



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