

How to Define and Orchestrate Innovation Ecosystems

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Monday 20th June 2022



Open and User
Innovation Conference

AGENDA



INNOVATION ECOSYSTEMS



ACADEMIC AND UNIVERSITY PERSPECTIVE



HOW TO CREATE AN INNOVATION ECOSYSTEM



USE CASE FROM SHEMAKES.EU



SUCCESS PATH FOR UNIVERSITIES



INNOVATION ECOSYSTEM MINDSET



Q&A

Why Innovation Ecosystems?



Innovation Ecosystems to leverage funding, opportunities, collaborate faster, leverage knowledge, support and networks.



Jara Pascual

Jara Pascual, MBA and Master of Telecommunication Engineering, is founder and CEO of Collabwith, an author and an entrepreneur focused on innovation. Collabwith is an online platform bringing people together and encouraging collaborations online and offline. As board member of the Forum Knowledge4Innovation, her voice is heard regularly at the European Parliament discussing the topics of female investment, digitalization, from Lab to Market and academia-industry collaboration. She is Chair of the WG Innovation Ecosystems for the European Alliance for IoT Innovation. She is also the host of the Innovation Podcast "Business of Collaboration". She writes about innovation and collaboration management for different online magazines, is a telecommunications engineer and has worked for 15 years in Innovation Management doing transformational innovation culture and projects in a number of Fortune 500 Companies and R&D Labs.

COLLABWITH

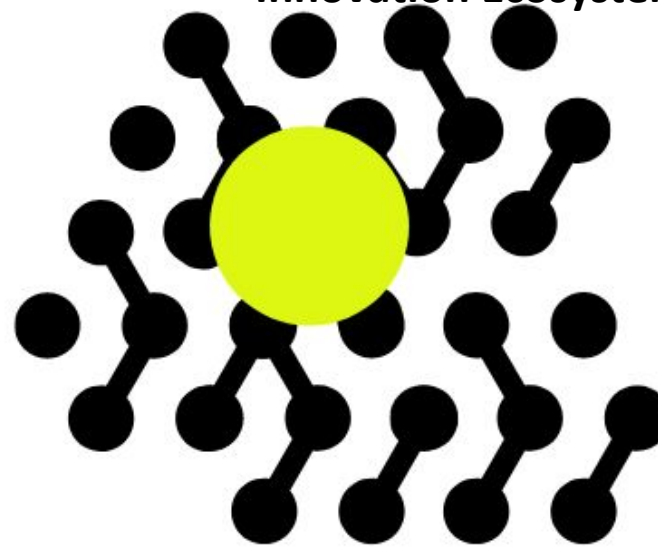
Adriana Cabrera

Adriana Cabrera is the innovation manager at shemakes.eu, a project dedicated to empowering female innovators of the future by bridging the gender gap. She is a senior consultant in creative Labs and Hubs at matrix GmbH & Co., as well as a guest researcher for FabLab Kamp-Lintfort, Germany, at the Rhine-Waal University of Applied Sciences. As a global lecturer in the soft robotics the advanced program Fabricademy, her works involve the use of digital fabrication, textiles and wearability in the manufacturing process. Adriana is an Instructor of the Academany by the FabFoundation and co-leads fabcare.network, making health and care more inclusive and innovative. Originally from Colombia, she works in diverse areas of design and tangible interaction. Having a background in industrial design, she complemented her studies with an MFA in Media Art and Design at Bauhaus University Weimar and later with an MA in Surface and Textile Design at the Weißensee Academy of Art Berlin, focusing on materials research.

matrix

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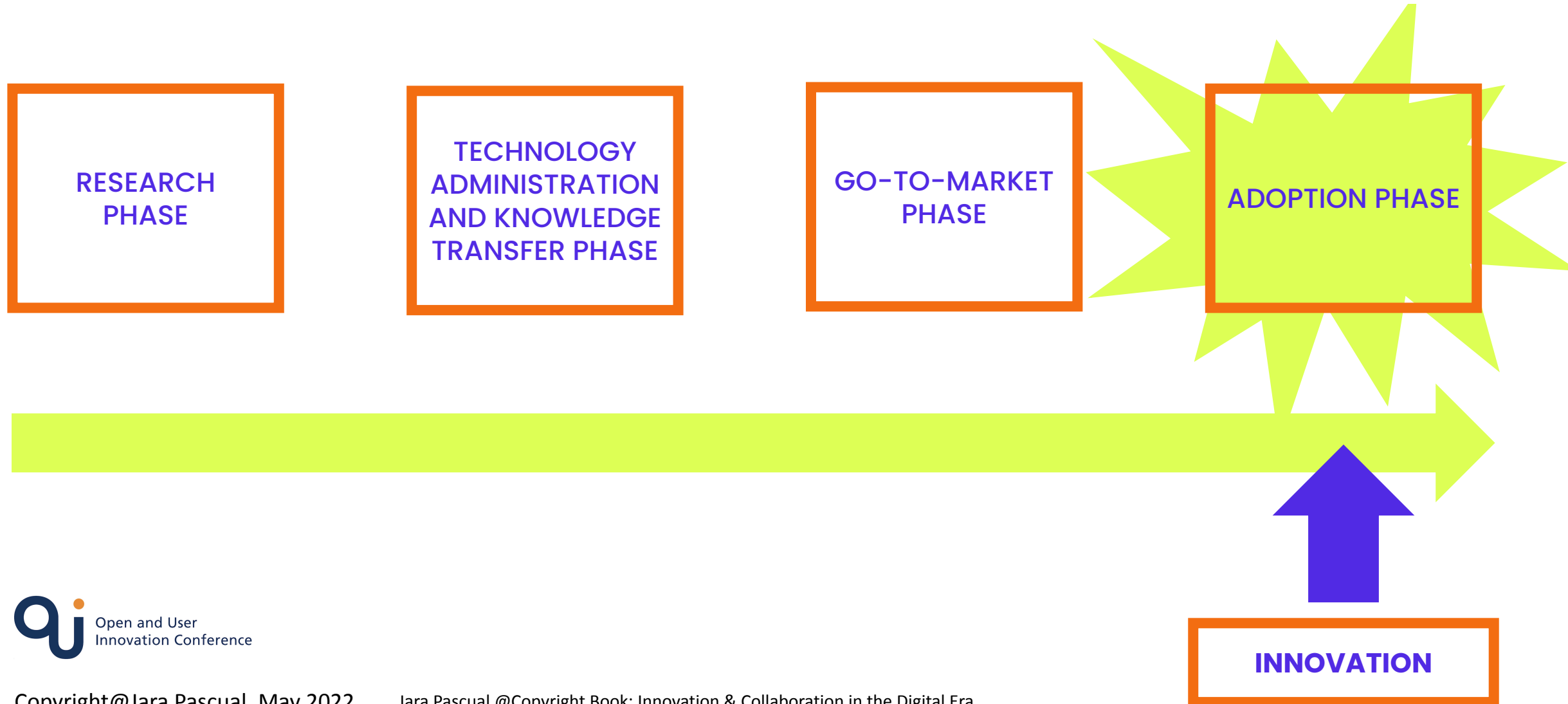
Why Innovation Ecosystems for Universities and Researchers?



Universities hold the knowledge,
technology and research with
inventions and solutions which our
society needs.

How does it work?

How can Universities support the ecosystem?





Knowledge transfer !=
go-to-market != adoption of
innovation



Innovation is bringing value
through creativity.

But... How to create an
Innovation Ecosystem?

ECOSYSTEM & COMMUNITY CANVAS

DATE

Energy flows where your attention goes.

STARTING

KNOWLEDGE:

(which kind of knowledge do you bring to the community and ecosystem?)

PREPARATION

ACTIVITIES:

(you need to schedule activities to bring people together. The objective is to share information and knowledge and bring value to them)

DEFINITION

NEEDS:

(define needs and issues your ecosystem and community are facing)

BONDING

VALUES:

(identify and define values for your ecosystem and community, such as transparency, innovation, collaboration, respect, diversity, etc)

SUPPORT:

(how can you help your community and ecosystem?)

PURPOSE:

(what is your ecosystem and community theme and purpose? What is the value creation you are creating with your ecosystem and community? Which problems are you solving?)

SOLUTIONS:

(what kind of solutions do you need to bring to the ecosystem and community?)

MANIFESTO:

(create your own manifesto for the ecosystem and community. Including mission and vision. Choose your SDG (sustainable development goals) and communicate it!)

ACTORS:

(make a list of actors you want to add into your community and ecosystem: corporates, academics, investors, consultants, startups, universities, policy makers, customers, etc.)

INFORMATION FLOW:

(list the information and the format you want to share: news, events, showcase expertise, curated collaborations, etc)

TOOLS:

(create groups in social media channels or collabwith channels. aka. Where does your ecosystem and community meet and connect?)

EDUCATION:

(what do you have to educate your ecosystem and community with? Innovation, collaboration, open mindedness, your topic, etc.)

Define your actors with their roles



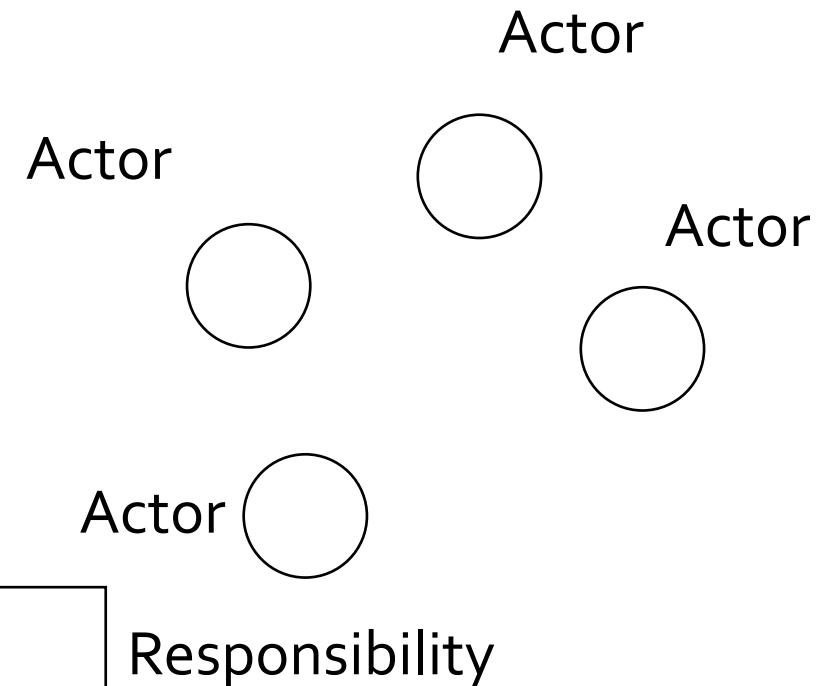
Who do you want to have in your ecosystem?



How is your current ecosystem?



What is the role of each actor?



What is the overall strategy?

ACQUISITION

Your ecosystem or community has to be full of people, not empty.

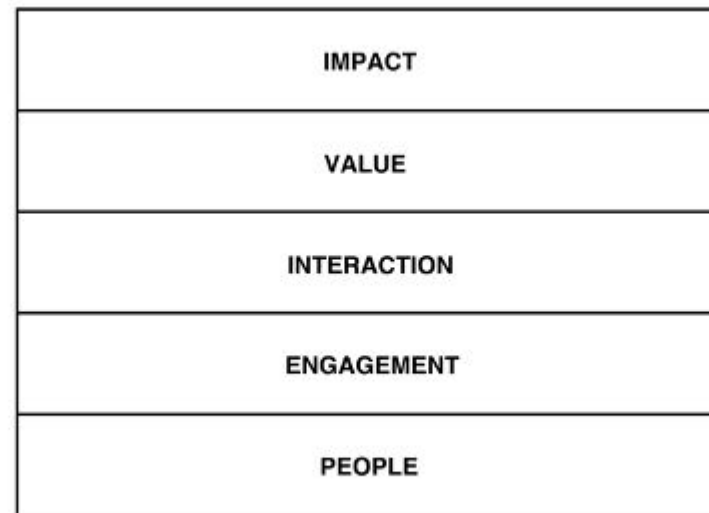
ENGAGEMENT

Your community has to read your emails, comment on your messages and follow you in different social networks.

INTERACTION

Your community has to network among members and create collaborations and activities together.

Ecosystem vs Impact?



What is shemakes.eu



About the shemakes.eu Project


**EMPOWERING
FUTURE FEMALE
INNOVATORS
OF THE SUSTAINABLE
FASHION INDUSTRY
THROUGH INSPIRATION,
SKILLS AND NETWORKS**

TCBL



FABRICADEMY
textile and technology academy



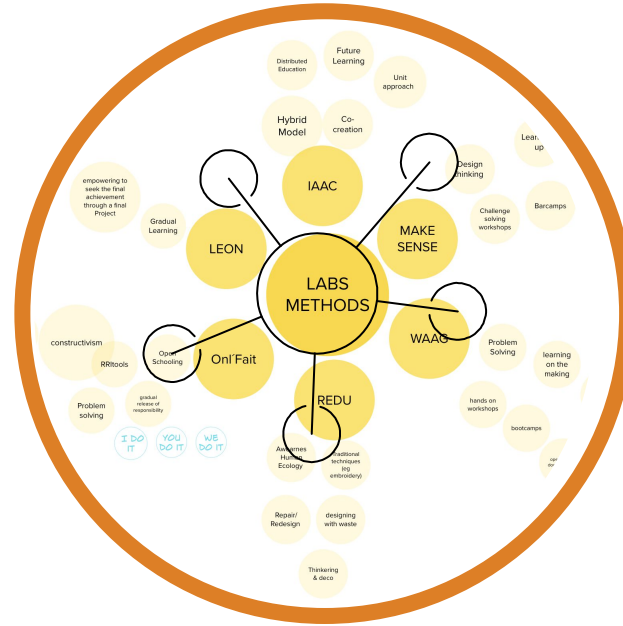


Innovation methodology



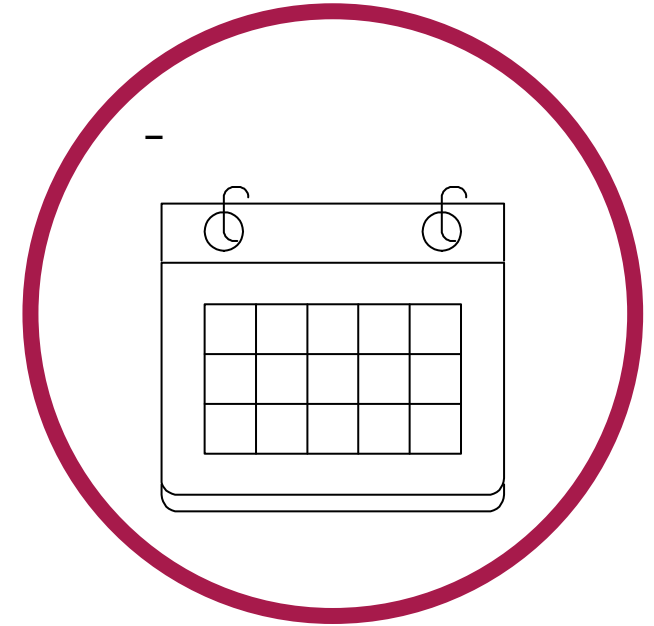
literature review of innovation ecosystems

Innovation ecosystems for women
institutional, organisational, and individual



mapping of the Shemakes ecosystem

Ecosystem of opportunities
Weave together in shemakes.eu
labs (TCBL and Fabricademy)
and actors that interact in the ecosystem



framing an innovation ecosystem canvas

Tool that helps systematically map and develop a non-linear ecosystem

Traveller (see in which place in the ecosystem are)

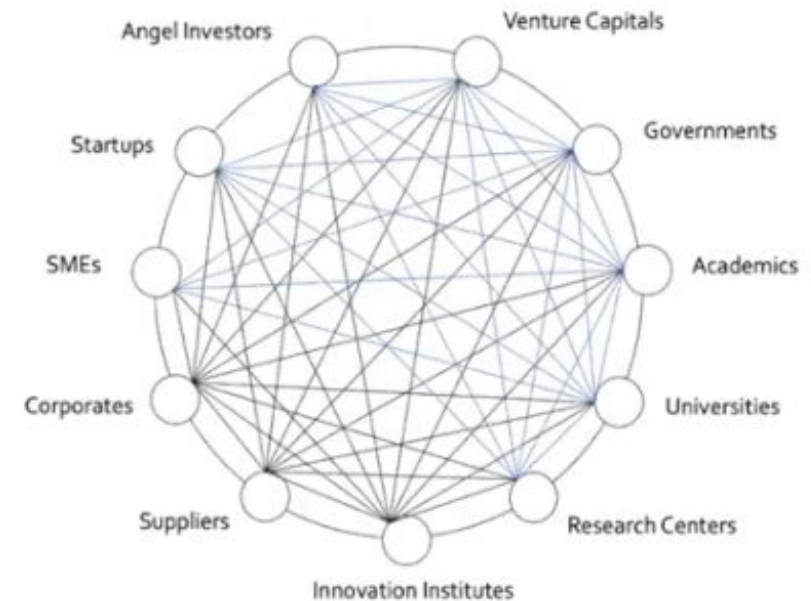
Developer (their own ecosystem)



What is an Innovation Ecosystem?

methodology: exploring innovation ecosystem

Shemakes will not be an innovation **methodology as an exact formula or recipe**, but as a set of all the activities, actors and interactions that move and generate innovations throughout the project. (community and the shared/ transfer values)



Pascual. Collaboration journey ecosystem



Why do we need an Innovation Ecosystem?

make an strategy that encompasses every action ...

creation of a community feeling

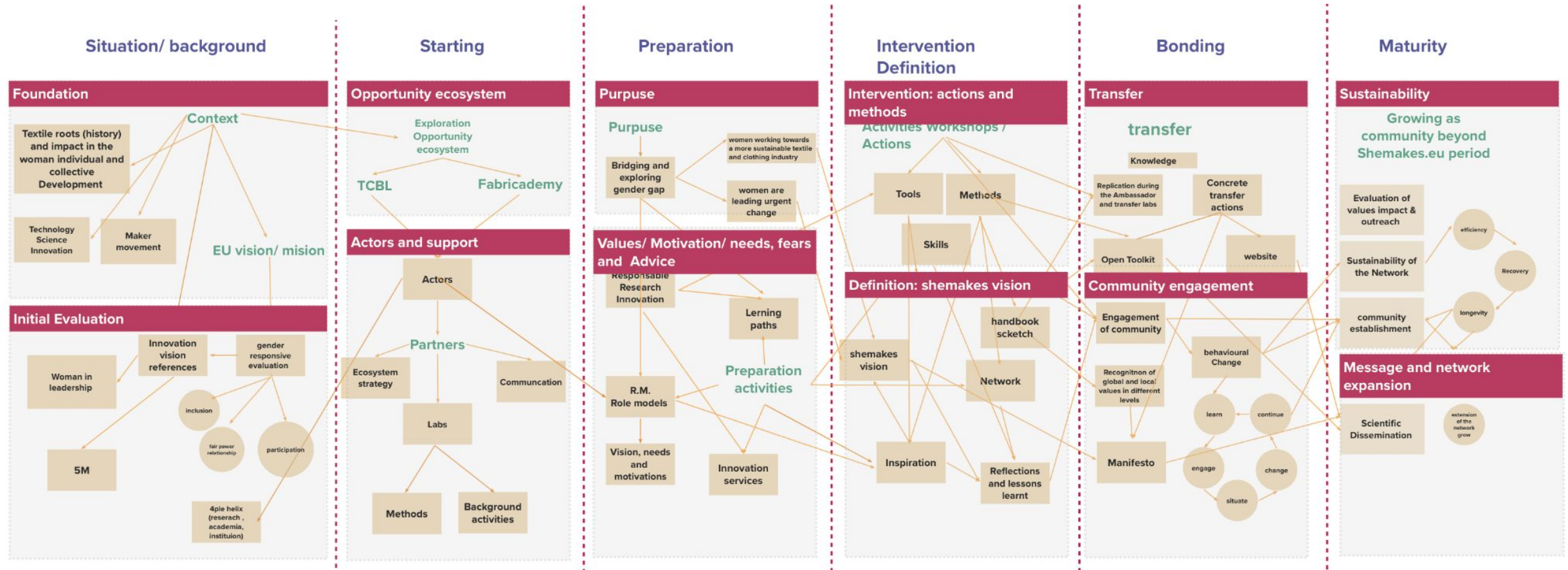
ecosystem motto: the glue or raison d'être that will connect a diverse group member

- The ecosystem should **value to every member or actor in the ecosystem**
- The ecosystem has to **make a positive impact** on the different areas, audience and beyond the local and global community
- An ecosystem with creative outcomes are coming **from knowledge and diversity**
- To **connect our local labs** with or shemakes activities in an agile approach and clear process.
- A ecosystem is not created alone by himself without support (from consortium, from gurus to transfer labs and ambassadors)



shemakes Innovation Ecosystem Canvas

our Journey





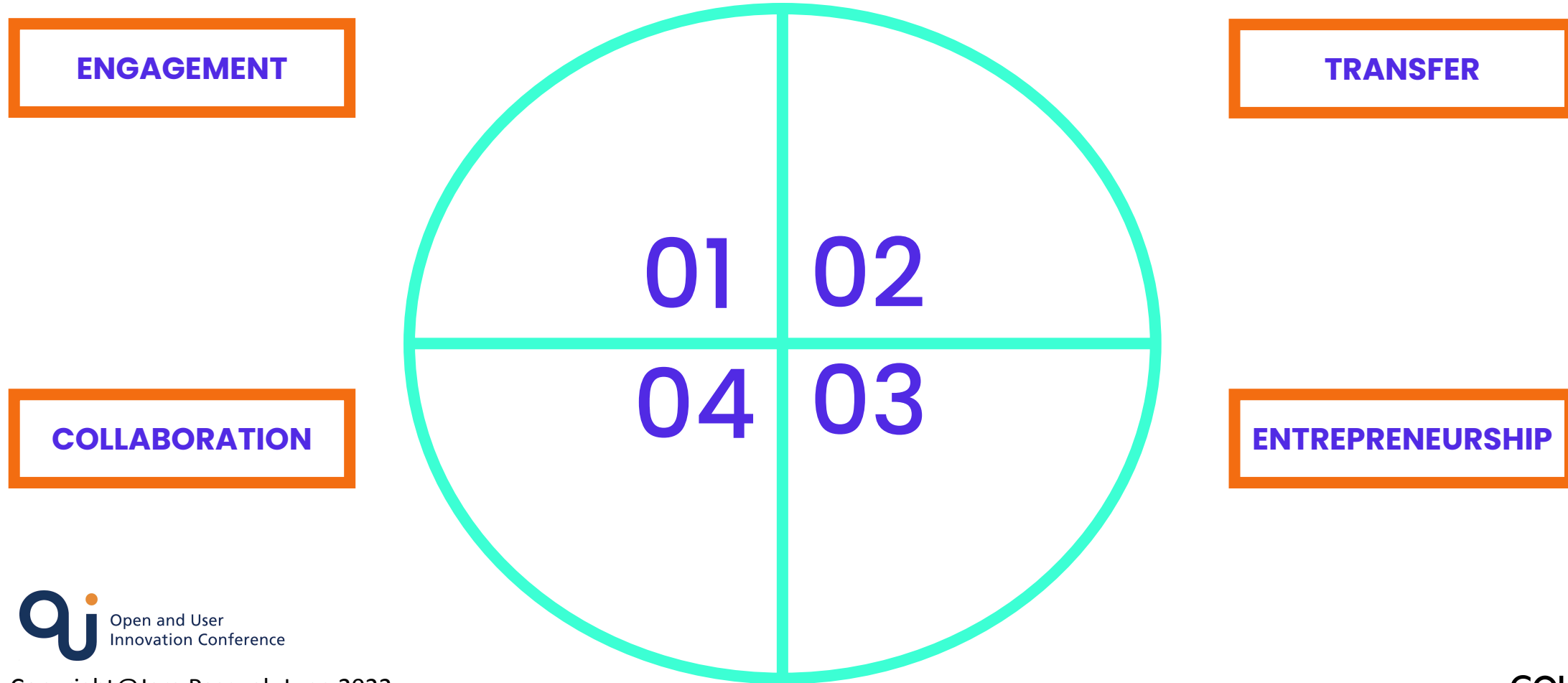
User Case

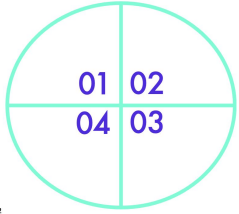
	Introduction of shemakes: 1 Background - Evaluation (session for all)	SU members and especially Gurus will introduce the project, the objectives shemakes vision and modus operandi.	M13
	Exploration: local ecosystem and 2 motivation in their shemakes activities (split section)	Map of the Activities, key partners and role models, how the partner labs develop their activities.	M14
		Input from the Gurus, contributions and motivations.	
	Preparation: of the activity session for all and co-creation divided per task 3	Tools, methods, skills. Mapping elaborated by the transfer labs (special input by mini-workshops).	M14
		Activity canvas	
		Review preparation	
	4 Making "the activity" (split activity divided per task and schedule)	Open Toolkit guidelines for activities.	M15 – M16
	5 Transfer (split section)	Documentation and deliverable. e.g documentation Open Toolkit.	M17
	6 Next steps Preparation call new action (session for all)	Guidelines promotion Ambassadors and local shemakes lab ecosystem engagement.	M18

How to maintain your
innovation ecosystem?

Ecosystem Success Path for Universities

4 Ecosystem Success Path for Universities





4 Ecosystem Success Path for Universities

ENGAGEMENT



Define who you need in your ecosystem (actors)



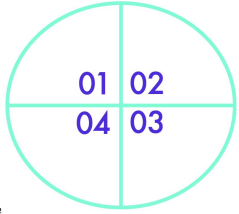
Create a structure to bring people together such as activities, events, etc.



Establish a format to bring value through knowledge sharing among the ecosystem members.



Ensure mechanisms to listen and understand the needs from every ecosystem member, and map needs vs support services.



4 Ecosystem Success Path for Universities

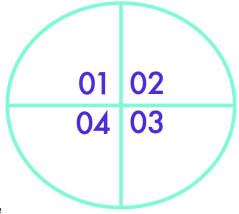
TRANSFER

List the type of activities academics can do to transfer knowledge to industry and society (not only to research community), such as paid-workshops, webinars, consulting, joint-white papers, board members, mentoring, consortia, art exhibitions, etc.

Create a structure and guidelines to support the individual knowledge transfer.

Define educational and mastermind sessions to enhance academic mindset towards supporting industry and society with their knowledge and research results, including technology.

Visualise and share up-to-date knowledge, research results, technology and papers through different platforms to increase transfer opportunities.



4 Ecosystem Success Path for Universities

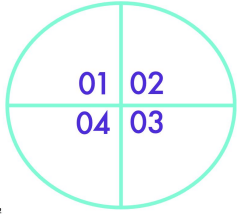
ENTREPRENEURSHIP

Select properly who will become a founder: Be mindful, not every researcher and academic will become an entrepreneur, so, first, ask this question.

Create space and trainings to transform scientific mindset to entrepreneur-leadership mindset. Because entrepreneurship is a long, expensive and hard way to “go-to-market” with the research results and technology (not transfer budget).

Create training for commercialization, sales, marketing and getting customers, first, and operations, second. It’s not about pitching investors.

Create a support team with horizontal experts for legal, accounting, finance, IT, design, branding, HR, leadership and psychology.



4 Ecosystem Success Path for Universities

COLLABORATION

Train academics, researchers, scientific and university staff on how to collaborate and negotiate with methodologies, tools and guidelines.

When you collaborate you create a new team with members from different organizations, so train and make guidelines how to lead teams and how to become a high performing teams.

Establish mechanisms, infrastructure and tools to collaborate easy with tech transfer office, and individual academics from industry and society perspective (and keep data and aggregate statistics).

Maintain a collaborative mindset where every collaboration is possible including students thesis, PhDs, co-research, co—innovation, consorcia, consulting, feasibility studies, sponsoring, etc, etc.

Mindset for Innovation Ecosystems

Mindset for Innovation Ecosystems



You need structure to create and successfully orchestrate the ecosystem because the objective is to bring people together from different backgrounds with a common purpose of innovation and collaboration.



Ecosystems is for entrepreneurs, team leaders and organizations that want to create their own innovation ecosystems and really make innovation happen.



Together we are stronger but also is the only way to bring innovation to the market and being adopted.



Bring value and bring people together. But also you have to have a transformational mission that only together you can accomplish!

Questions
to reflect

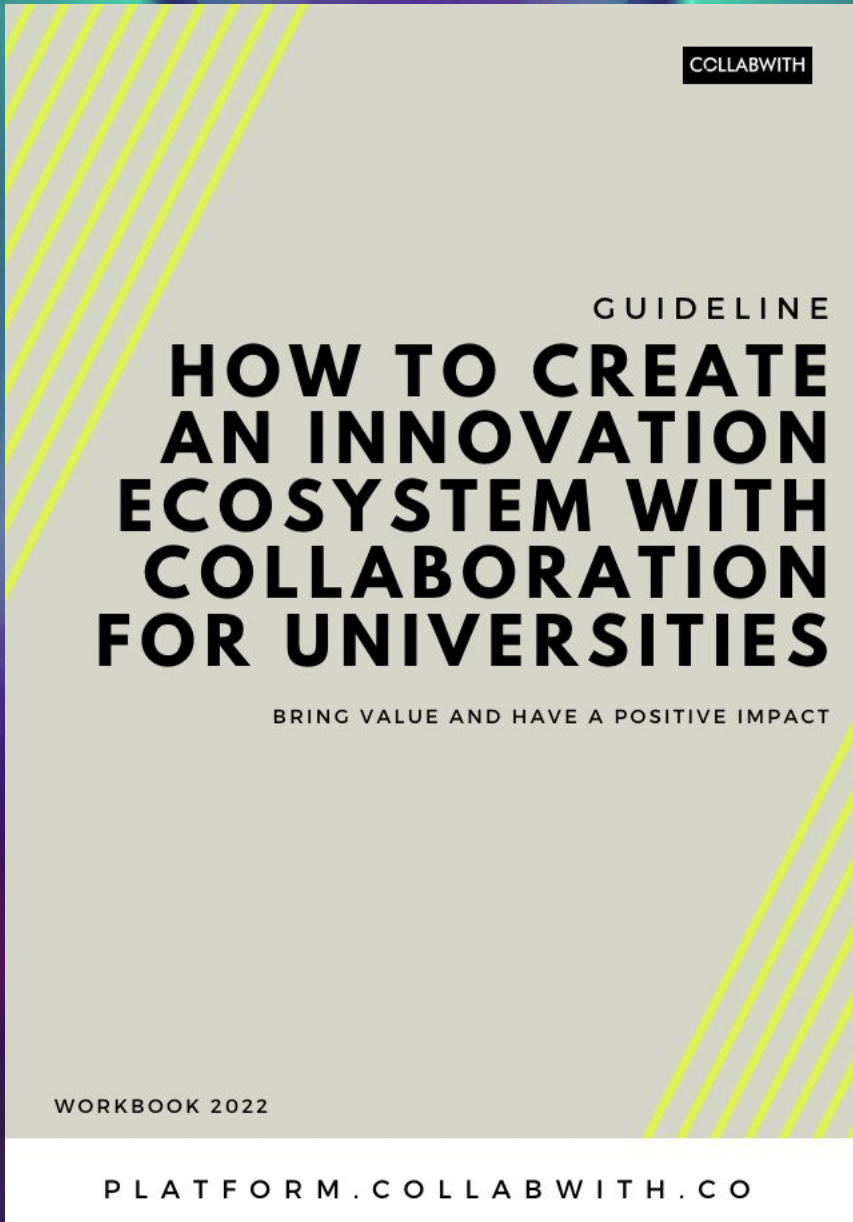
Questions?

What is the most important thing did you learn today?

What is the most challenging part for creating a high performing innovation ecosystem inside your university?



Download for free your guide:
<https://collabwith.co/universities>



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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006203. The views expressed herein reflect those of the author and the shemakes consortium; the EU/Commission is not responsible for any use that may be made of the information it contains.