

Wrap-up session

Eskarne Arregui

Victoria Galan Muros



European
Commission



Joint
Research
Centre

HEIs & GOVERNMENT...

**Institutionalise
cooperation within
your university**
(holistic approach)

co-existence. collective. zusammenarbeit. critique. contribution. herausforderung. kommunikation. dialog. diversity. pluralism. reflection. impuls. inclusion. interpretation. multiplication. narrative. perspektiven. representation. learning. science. technology. innovation.

**Coordinate to ensure an
alignment of policies
(governmental and
organizational)**





**Create strategies but make sure they
are implemented successfully**

**Give academics
incentives to
cooperate**



Promote your work

The billboard is divided into several sections. The top left section shows a man in a red and white striped shirt with the text '-PORTER'. The top right section features the text 'Follow us on the remarkable journey.' The bottom left section shows a person jumping in the air. The bottom middle section shows a person in an orange jacket with a Twitter bird icon. The bottom right section shows a woman in a blue shirt. The billboard is mounted on a building with a 'Boots' logo on the left and a 'GAP' logo on the right.



A close-up, slightly blurred photograph of a stack of papers and folders. The stack is composed of various colored folders (purple, yellow, green, red) and numerous sheets of paper, some of which are slightly torn or layered. The word "Simplify" is overlaid in a large, bold, black sans-serif font on a semi-transparent white rectangular background in the upper left quadrant of the image.

Simplify



**CREATE
FLEXIBLE AND
FAIR PROCESSES**

**Future
proof
people**





Focus on SMEs

A close-up photograph of dark grey cobblestones. A small, vibrant green plant is growing out of a crack between two stones in the center. The lighting is soft, highlighting the textures of the stones and the plant. A semi-transparent dark grey rectangle is overlaid on the right side of the image, containing white text.

**Invest on
sustainable
innovation and
growth**

INTERMEDIARIES...

Put together a smart complementary team





Be a connector



**FIND THE WAY,
even if it is not a straight-forward road**

Be creative and resilient





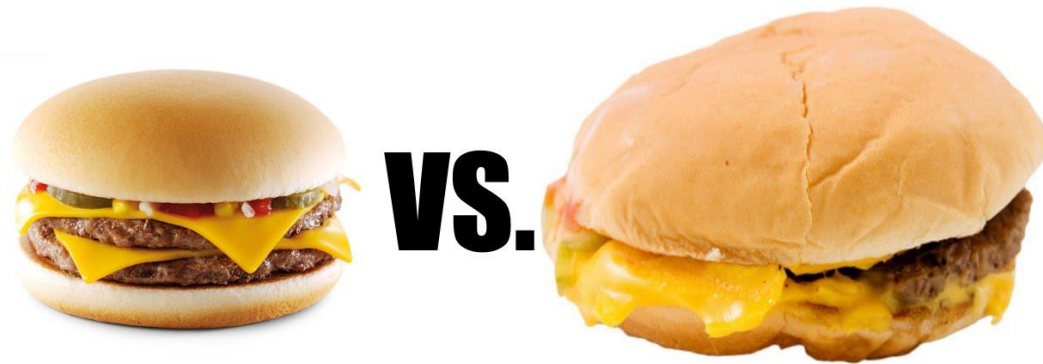
**Bring people together
as early as possible in
the process**

LIS



TEN

**Be aware of what the
other party wants and
expect**



Focus on their individual benefits



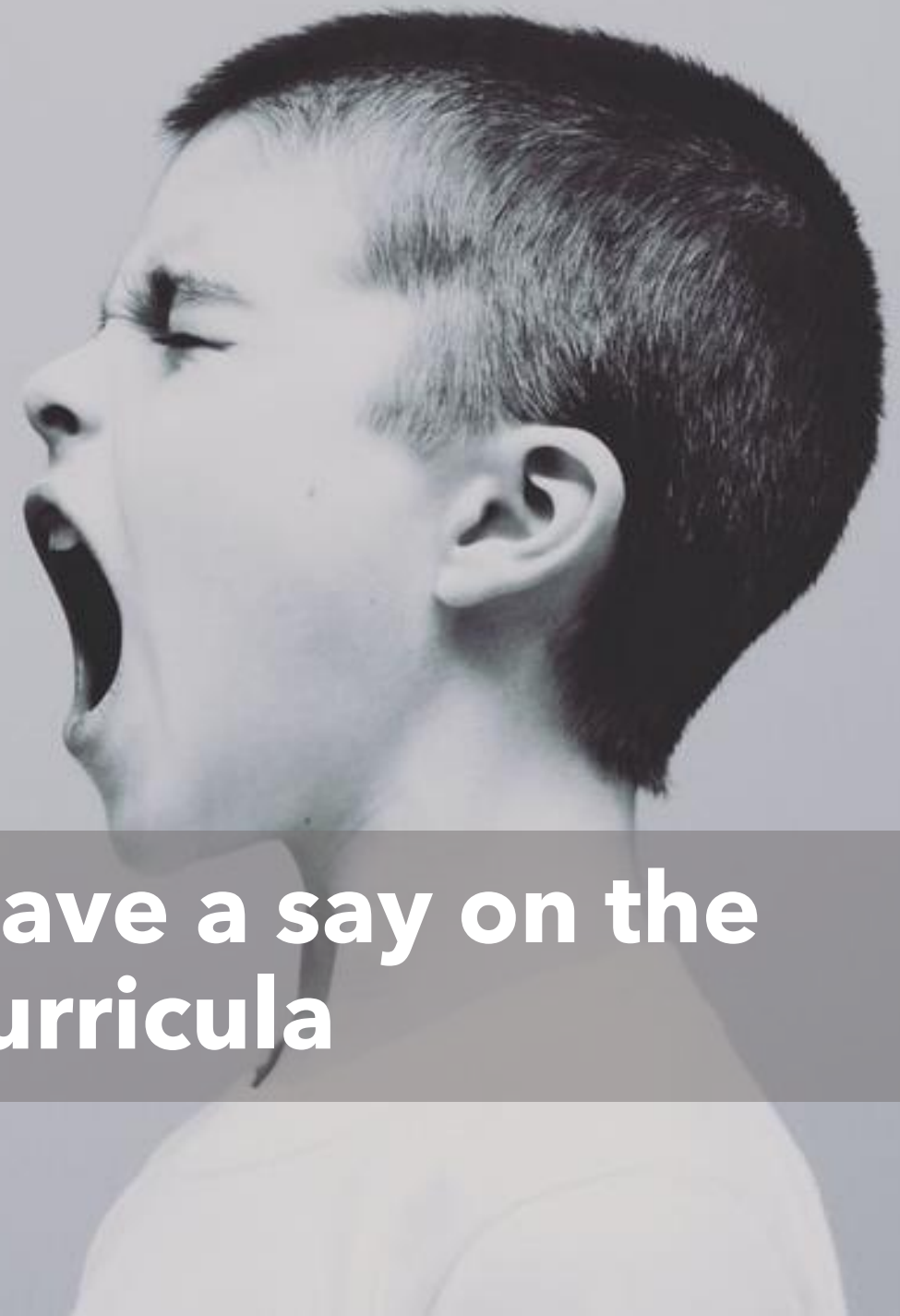
BUSINESS...

Be the 1st to spot the talent





**Have a say on the
curricula**



A woman with long brown hair and glasses, wearing a light blue long-sleeved shirt, is seated at a workstation in a technical laboratory. She is focused on a laptop computer. The workstation is part of a complex metal frame structure with perforated panels. Various cables, including a prominent red and yellow braided cable, are visible. A black speaker is mounted on the frame behind her. The background shows more of the laboratory environment with similar structures and equipment.

Communicate your future skills needs



**Share your knowledge
directly with the students**

A glowing neon sign spelling the word "open" in a cursive font. The sign is composed of white neon tubes. It is surrounded by a circular neon ring made of orange and red tubes. The background is dark with some bokeh light effects.

open

YOUR DOORS

**to students and researchers for
high quality practical experiences**

A woman with long black hair, wearing a white t-shirt and blue jeans, stands in a meeting room pointing at a whiteboard covered in colorful sticky notes. She is addressing a group of people seated around a white table. The room has large windows on the left, and the atmosphere is professional and collaborative. The text 'Keep the skills of your staff updated...and use the university for this' is overlaid in the bottom left corner.

Keep the skills of your staff updated...and use the university for this



**Technical or scientific
consultancy?
The university might
be able to help**



Most radical innovations come from science...*just saying!*

A top-down view of a desk. In the upper right, a silver laptop is open, showing its keyboard and trackpad. In the upper left, a small potted plant with green, succulent-like leaves sits in a white pot. In the center, two hands are clasped together in a supportive grip. The hand on the left is wearing a silver metal-link watch with a white face. The hand on the right is resting on the laptop's trackpad. The desk surface is a plain, light color.

**Patience, science
in progress**

A 3D rendered scene featuring a Stormtrooper and R2-D2 against a light blue background. The Stormtrooper, on the left, is dressed in white armor with black accents and has two black circles on its helmet. It is surrounded by numerous US dollar bills falling around it. R2-D2, on the right, is a small, blue and white droid. The overall scene suggests a theme of financial success or investment.

**Be the first client of those
innovative start-ups and
spin-offs**

A man in a pinstriped suit and blue sunglasses is looking through a magnifying glass. The magnifying glass is held up to his face, and the lens is focused on his eyes. The background is a blurred outdoor setting with trees and a building.

**Looking for a place for your next
office/lab/factory?
What about next to a university/RI?**

A person wearing blue jeans and brown shoes stands on a large white arrow painted on a paved surface. The arrow points downwards. The person is carrying a camera and a bag. The background shows a paved area with white lines.

GO BACK
to your university
and explore
opportunities


Give strategic advice



THE CORE...

UBC
is a people's game





**Exchange good
practices, learn
from each other**

BUILD

TRUST

A photograph of a child standing on a large set of stone steps in front of a stone wall. The child is wearing a hat and a striped shirt. The steps are made of large, rectangular stone blocks and lead up to the wall. The wall is also made of large, rectangular stone blocks. The scene is brightly lit, with shadows cast on the steps and wall. The text "Start small" is overlaid on the right side of the image in a white, sans-serif font.

Start small

A person is silhouetted against a sunset over a body of water. The sky is filled with a bright orange and yellow glow, with a long, thin, bright streak of light extending from the top left towards the center. The person is standing on a beach or shore, looking out at the water. The overall scene is peaceful and inspiring.

**Aim Big &
Be the change**