

## Expert meeting

### Funding, Sustainability and Research Priorities

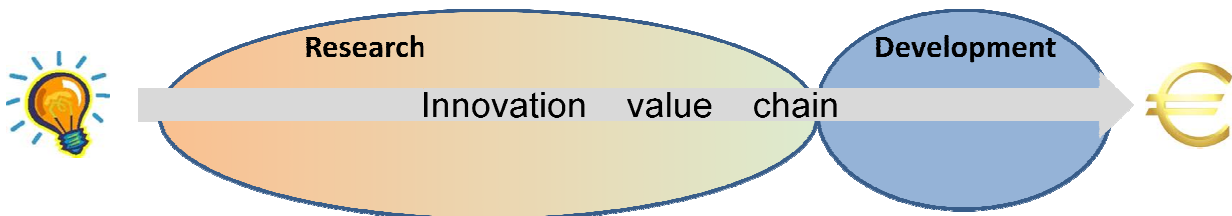
Sion/Sierre, Switzerland, 18<sup>th</sup>-19<sup>th</sup> November 2010

#### Concept of the expert meeting

While the demand of funding for the tertiary education has increased extensively, the available public revenue decline. Attracting funding for research becomes therefore more and more difficult, putting the UAS in front of a big challenge. In order to persuade the funding bodies, the research projects must always be better drafted and more innovative.

Taken the statement above into account, we propose to focus the next expert meeting on the following theme: ***Constructing the innovation value chain by enhancing the cooperation between the UAS and the Universities and SME.***

The innovation value chain could be designed as follows:



Starting with an idea, the innovation value chain ends up with a marketable product. In the chain, basic and applied research join forces, involving therefore UAS and Universities, while for the development step, the cooperation between SME and UAS is required.

Cooperation between these partners should therefore be encouraged and, in order to build strong and lasting cooperation, it is of great importance for the UAS to communicate clearly on what they can offer. A SWOT analysis is therefore crucial to identify strengths and weaknesses of the UAS as well as to define research priorities.

The innovation value chain is therefore an interesting element to strongly position the UAS in the field of “Market driven” issue, making a wide space for innovation. To create a consortium with Universities in this precise context allows the UAS to be a majority shareholder and generates interesting opportunities to attract funding. The customers can either be companies, countries or regions. The innovation value chain is therefore a fitting tool to approach the notion of funding and sustainability.

Thus, the aims of this expert meeting are: i. to discuss how the UAS would be / are able to efficiently cooperate with the Universities as well as with the SME, ii. to define the profile of strengths and weaknesses of the UAS, i.e. what can they offer and where are their limits ?, iii. to discuss a communication strategy and an action plan.

### ***DRAFT - Programme of the meeting***

The meeting will take place in Valais (Switzerland) – 18<sup>th</sup> and 19<sup>th</sup> November 2010

#### **18<sup>th</sup> November 2010**

13h30 - 14h45 : Registration – Welcome and Introduction speeches

14h45 – 15h30: Point of view of the Universities

15h30 – 16h15: Point of view of the SME

16h15 – 16h35: Coffee break

16h35 - 17h20: Point of view of the UAS

17h30 – 19h00: workshops I and II

The objective of the workshops is to define what the UAS can offer, what their limits are and how to build a tool to help the UAS to establish their communication strategy. A SWOT analysis will be made in two groups: I - **S**(trengths) and **O**(pportunities) and II - **W**(eaknesses) and **T**(hreats).

20.00 : Dinner

#### **19<sup>th</sup> November 2010**

09.00 – 10.30 : Workshops conclusion in plenum

10.30 – 11.00: Coffee break

11.00 – 11.30: Concluding remarks

11.30 – 13.00: Lunch

13.00 – 14.30: Visit of research departments with a focus on “life technologies” at the Life Technologies Institute of HES-SO Valais (<http://itv.hevs.ch/switzerland/institute-life-technologies.html>) and / or a focus on material, energy, intelligence at the Institute of Systems Engineering of HES-SO Valais (<http://isi.hevs.ch/switzerland/institute-systems-engineering.html>).