

# I03 - PoliUniBus Model of Engagement

This paper presents a conceptual model of how Policy Makers can collaborate with Businesses and academia to support national innovation ecosystem. The model is derived from a comparative study of various collaborations the UK and Europe wide that involved various combinations of public, private, and non-profit organisations pursuing a variety of service objectives. The study draws on the literature of interorganizational networks, management information systems, business-academia collaboration and organizational behaviour to devise a preliminary model of how such collaborations form and operate. The case study data are then compared to the preliminary model and a revised, more robust and dynamic model is presented which more closely fits the case experiences across various service types, project structures, and national settings.

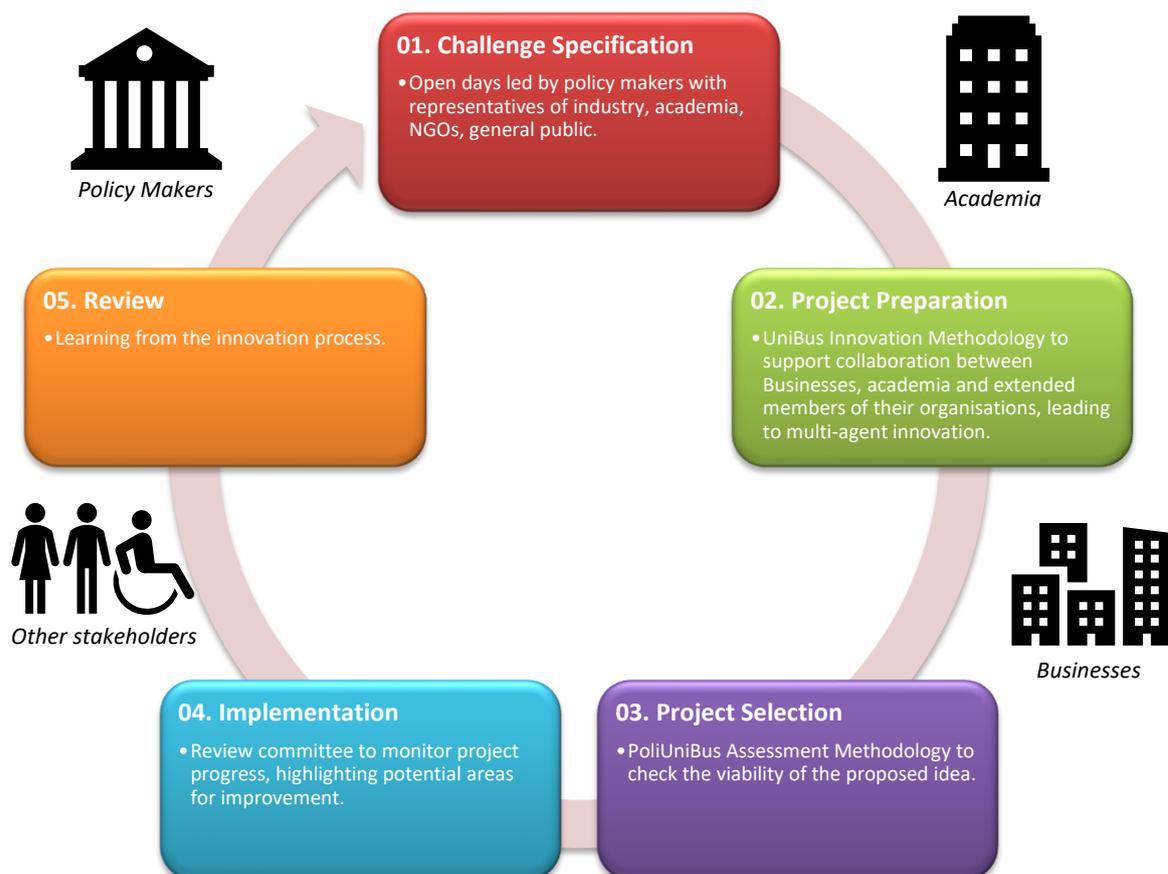


Figure 1. PoliUniBus Model of Engagement

The stages are outlined below:

1. **CHALLENGE SPECIFICATION.** This stage led by policy makers where they organise open days and invite people from industry, academia, NGOs and general public to discuss challenges and gather ideas for setting up innovation agenda for the country and develop a roadmap to identify future priority opportunities and capability needs for the country. Participants will contribute before the open days by providing their perspectives in a roadmap template –identifying priority Drivers, Opportunities, Capabilities and Enablers in the Short, Medium and Long timeframes. The gather information will then be consolidated ahead of the open days to provide a start point to which further issues can be added and priorities can be identified. The most important market opportunities will then be highlighted, where the country capability could deliver against major global market needs. These assessments will be based on defined criteria for Value (global & national market, competitive strength, added value and impact on societal and environmental challenges) and Capability (in the given industry, academia, research organisations and from adjacent industries. Policy Makers will then use the information gathered from the Open days to create/shape the innovation policies for the given sector.
2. **PROJECT PREPRATION.** In this stage of the Innovation Process, the actors e.g., businesses, academia, NGOs or other organisations involved in it generate ideas to address challenges and priorities identified in Stage 1. UniBus project offers a systematic methodology powered with Cloud based platform for such collaborations to take place in a safe and secured virtual environment. The projects will then be submitted to appropriate funding bodies to request funding.
3. **PROJECT SELECTION.** Once the projects are submitted, the funding body and its team of assessors will select the most promising ideas and offer funding support for idea implementation.
4. **IMPLEMENTATION.** During this stage the winner project teams will start the project implementation as per work plan specified in the project proposal. Implementation may imply several activities: from design and manufacturing to the marketing of a product. This stage also involves setting up a review committee who will monitor the project progress and highlights areas required improvements.
5. **REVIEW.** The final stage of our Model of Engagement consists of evaluating the degree of success of the implemented ideas in order to learn from past errors or replicate previous success stories.