



Are you familiar with the concept of knowledge valorisation?



Have you ever come across examples of collaboration synergies between artists and traditional industries?



Interaction Seeds

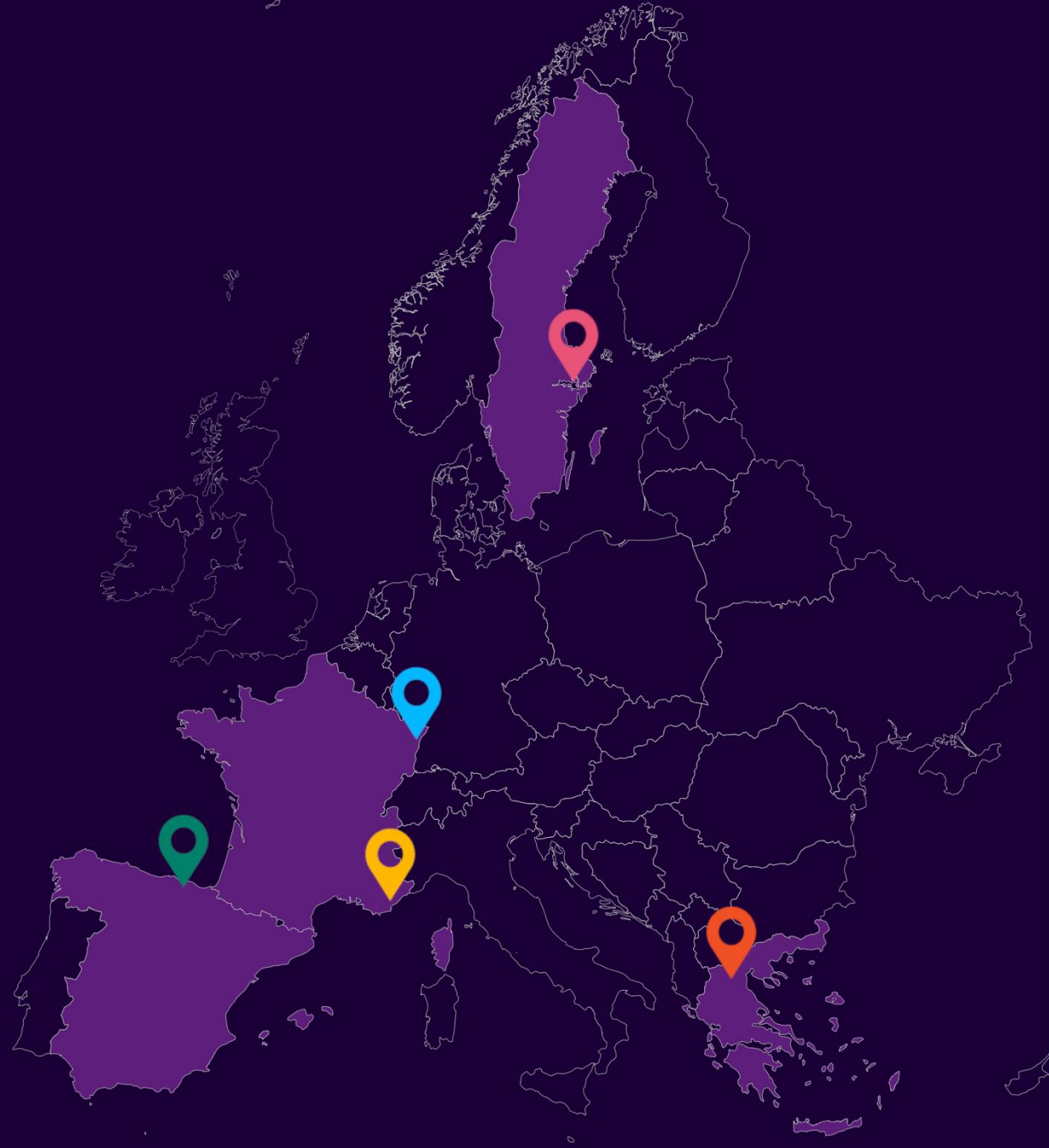


InteractionSeeds is connecting research and the arts to bring science closer to citizens and enhance the value of knowledge, making it more accessible and enriching for all.

Duration 2024 – 2025
1M€



-  Capital cities
-  Reconverted industries
-  Technopoles
-  Rural Areas
-  Artistic and Cultural Cities





**Fostering knowledge valorisation
through the arts and cultural
institutions**



Why is the European
Commission funding
such project?



Fostering knowledge valorisation through the arts and cultural institutions



Create a supportive environment for collaborations with arts and cultural organisations. This includes universities and research institutes, educational institutes, industrial platforms and cluster organisations, networks of artists and cultural organisations as well as national and European policy makers.

Enable the arts and cultural institutions, in collaboration with research, innovation and knowledge transfer actors, **to play an important role in the uptake of innovative solutions** that derive from research and are co-created with citizens and industry.

Spread good practices across Europe.



Digital age



Climate action & Environment



Democratic Change & Society



Health

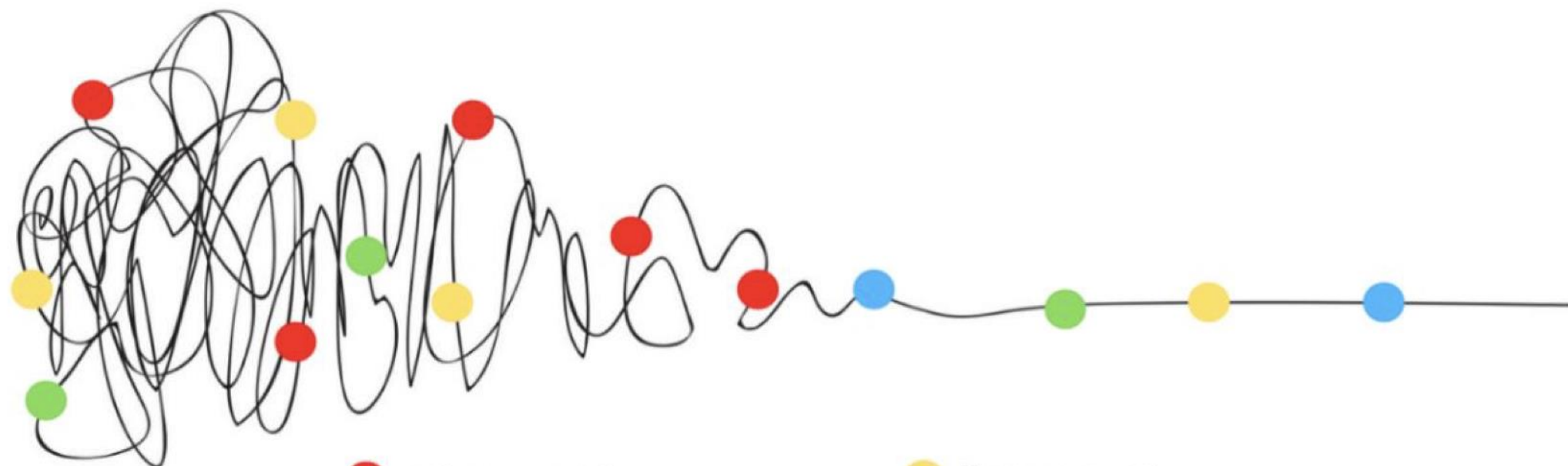
We are creating
interactions
challenges



What do we mean by
knowledge valorisation?

Knowledge creation flow

**Research-driven innovation
and societal impact**



Joint research

Engagement

Intermediation

Dissemination



How is knowledge
valorisation different from
knowledge
transfer?



Knowledge transfer mainly focuses on technology and commercialisation, whereas knowledge valorisation has a broader scope, includes all actors from the research and innovation ecosystem and covers all types of intellectual assets beyond technology and Intellectual Property Rights.



Knowledge Transfer:

The University of Bologna develops a new, efficient battery technology and patents it. The university then licenses this technology to a company that can produce and sell it, focusing on the commercialisation of the patent.



Knowledge Valorisation:

The same university conducts research on sustainable energy solutions, involving not only engineers but also social scientists, policymakers, and environmental NGOs.

They organise workshops, publish open-access materials, and engage with communities to raise awareness about sustainable energy use.

This broad approach maximises societal impact by involving various stakeholders and using knowledge beyond just commercial applications, without limiting it to a single patented technology.



Involvement of Arts and cultural professionals into knowledge valorisation processes:

More than applying art thinking methods



Creativity and business innovation

Creativity has become crucial for business innovation, enabling companies to stand out in a volatile and complex world.

Collaborations between artists and businesses primarily fall into three areas:

- Human resources and organisational development
- Marketing
- Research and development



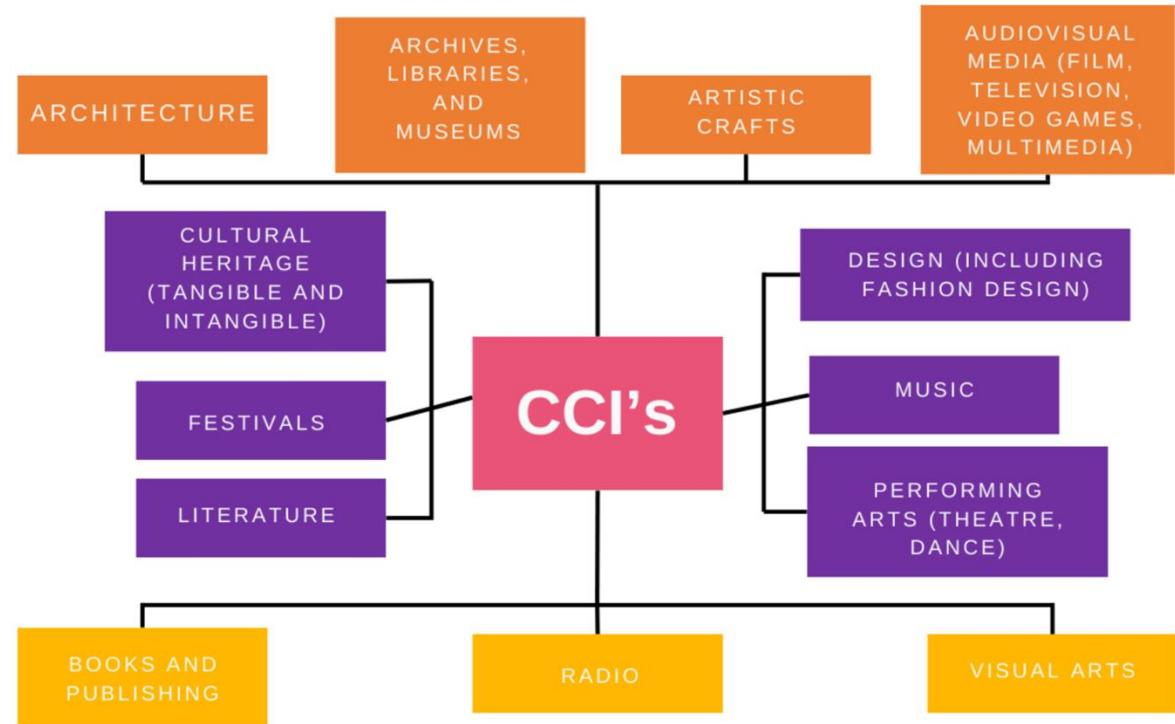
As a company's innovation capacity heavily relies on employees' mindsets, skills, and behaviours, art–science collaborations are seen as a means to foster an environment conducive to disruptive thinking and creative action.

These collaborations aim to enhance individuals' ability for idea generation and problem-solving.



CCIs as a Vital Part of Europe's Economy

Did you know that CCIs not only promote cultural diversity but also contribute about 4.4% to the EU's GDP and employ over 7 million people across the continent?



What could one say about their characteristics and role?



These sub sectors have a unique set of skills, competencies and talents.

Specific skills in story telling

- Translate complex content into comprehensible languages, stimulate the development of creative skills in others, thus enhancing the understanding and interpretation of knowledge.

Spaces for experimentation

- Alter the way in which we experience the world thanks to art thinking, i.e., the process of applying artistic thinking and an artful view to a broader range of challenge, related to a variety of topics (humanity, technology, nature and science, health, etc.).

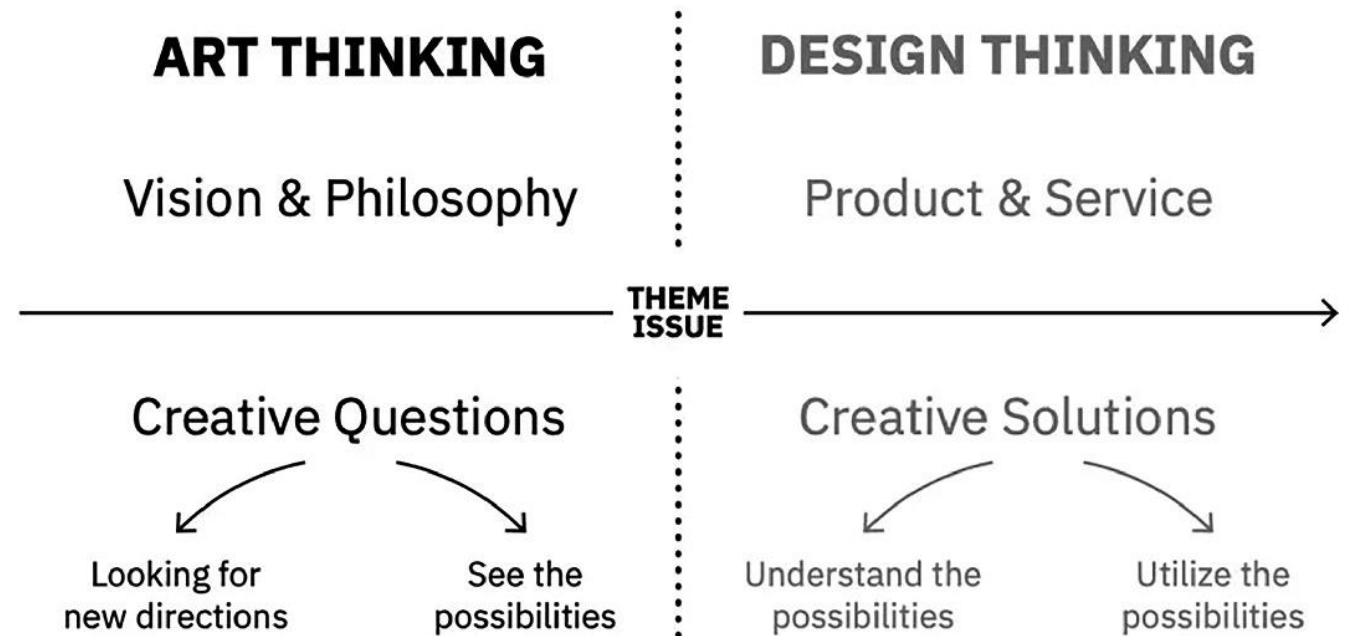
Development of art-thinking or art-driven innovation methods and artworks

- ‘New ways of sensing’, create conditions for strengthening relationships with the world through signs, forms, actions, and objects, enabling a change of mindset and an openness to alternative ideas.





Now, let's dive into the intersection of art and design thinking.

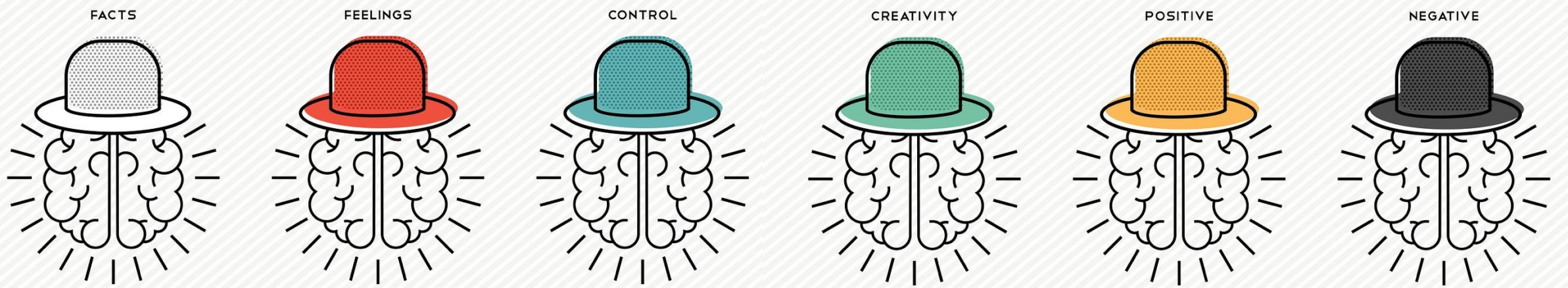


Art Thinking encourages thinking beyond conventional boundaries to inspire innovative ideas, rather than aiming for immediate practical applications.

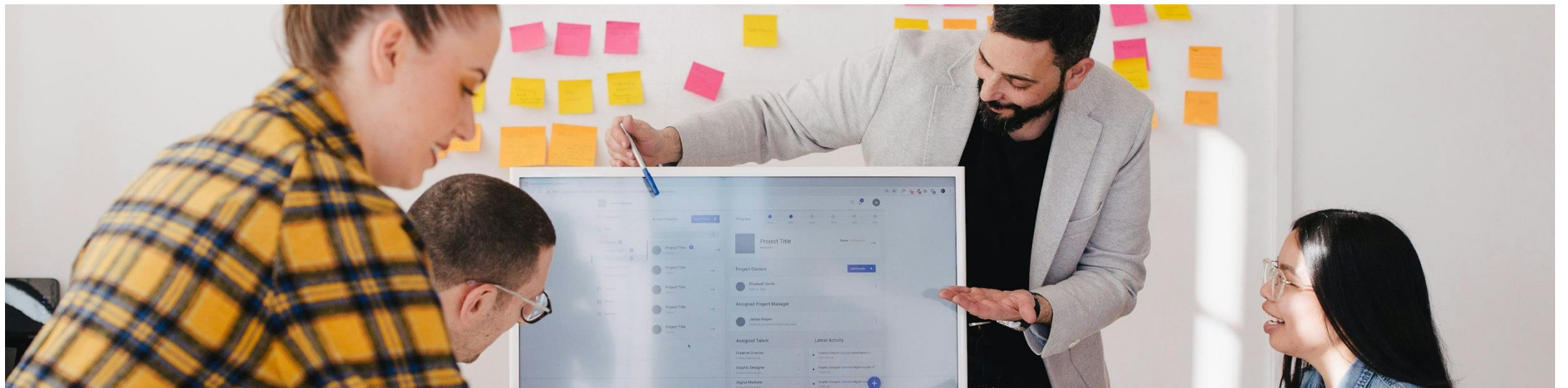


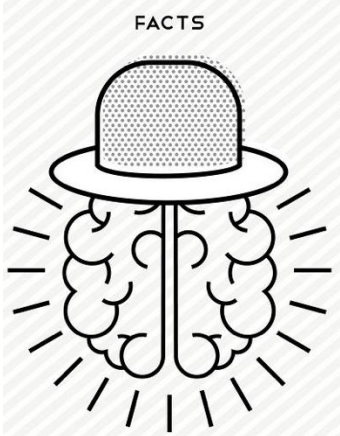
Design Thinking aims to create practical solutions for products and services by understanding and applying possibilities questioning.





The Six Thinking Hats is a framework developed by Edward de Bono to help individuals and groups explore different perspectives on a problem or decision. Each "hat" represents a different type of thinking, making it easier to address all aspects of a situation in a structured way. Here's an explanation of each hat with examples





White Hat (Facts and Information)

Focus: Neutral and objective, focusing on available data and information.

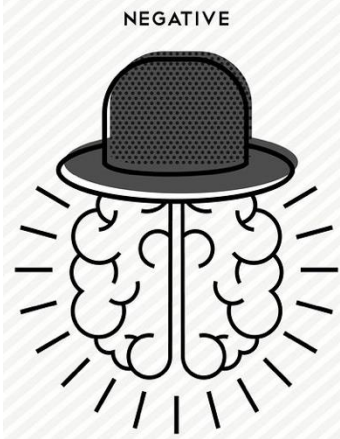
- Example: In a business meeting about launching a new product, the team wearing the White Hat would gather relevant data—market research, competitor analysis, sales forecasts, and customer demographics. This hat encourages asking "What do we know?" and "What do we need to know?"



Red Hat (Emotions and Intuition)

Focus: Emotions, feelings, and gut reactions, allowing space for subjective opinions.

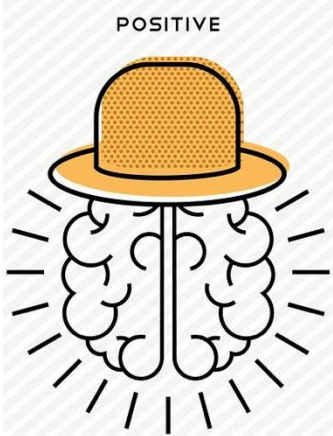
- Example: In the same product meeting, the team would express their initial feelings and intuitions about the product launch. Some might feel excited, while others may feel nervous or skeptical. This allows everyone to express how they feel without needing to justify it logically, capturing the instinctual responses of the group.



Black Hat (Caution and Critical Thinking)

Focus: Caution, potential problems, and risk assessment, highlighting reasons to be cautious or critical.

- Example: Here, the team would consider potential pitfalls of the new product launch, like high production costs, potential quality issues, or a limited market demand. The Black Hat encourages asking "What could go wrong?" and "What are the potential risks?" This helps identify challenges that may need solutions.



Yellow Hat (Optimism and Benefits)

Focus: Positive aspects, benefits, and potential opportunities.

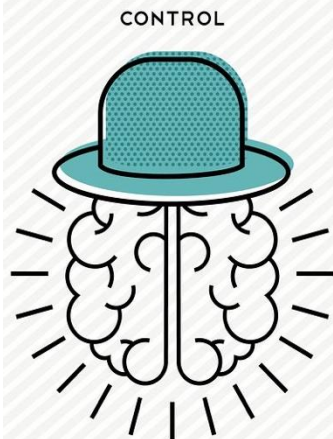
- Example: With the Yellow Hat, the team focuses on the positive aspects of the product launch. They discuss the potential market growth, increased revenue, and brand visibility. They explore how the product could bring value to customers and differentiate the company in the market.



Green Hat (Creativity and New Ideas)

Focus: Creativity, possibilities, and alternative ideas.

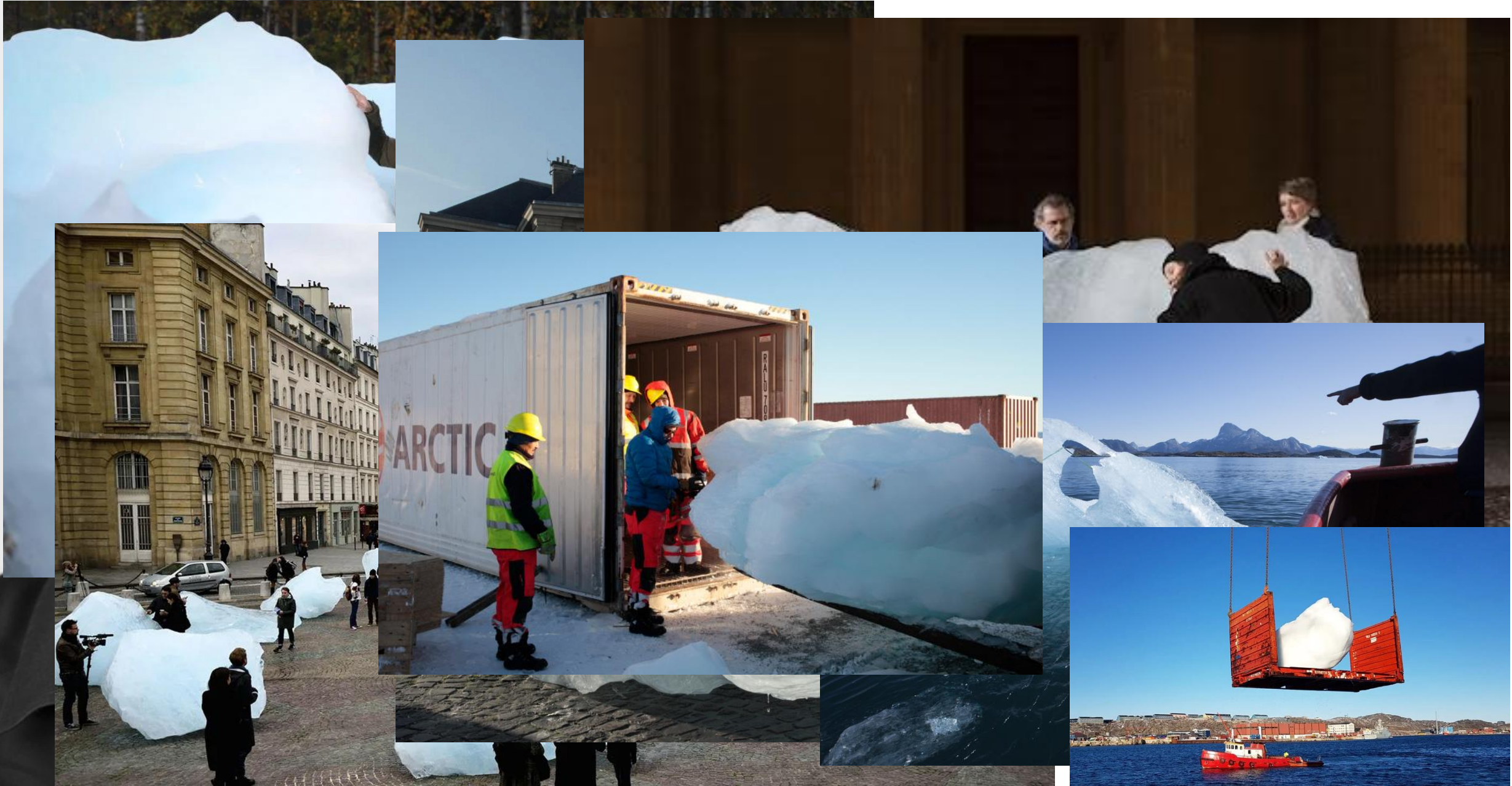
- Example: Wearing the Green Hat, the team brainstorms innovative ways to enhance the product or market it uniquely. They might explore new features, eco-friendly packaging, or unconventional marketing strategies. This hat encourages thinking "outside the box" and coming up with creative solutions to any identified problems.



Blue Hat (Process Control and Overview)

Focus: Managing the thinking process, organizing, and summarising.

- Example: The person in charge of the Blue Hat acts as a facilitator, guiding the discussion and ensuring each hat's perspective is considered. At the end of the meeting, they summarise the key points and outline next steps, such as additional research (White Hat) or brainstorming sessions (Green Hat).



SEF. 2014

SEF Outlook **wirtschaft konkret**
Penny Markets | Xerox Corp. | Cement Paste

Interlaken, 5-6 Juni 2014

the BIG SHIFT

Erkennen
Einschätzen
Agieren

Shift happens!

DIDIER BURKHALTER

Bundespräsident

Green-Schiff

Ökonomie

Sozialismus

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt

CLEMENS PUEST

Europa

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt

MARG-LOUIS-DREINFUSS

Management

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt

ULRICH SPIESSHOFER

CEO AMG

5 BIG SHIPES

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt

URSULA BURNS

CEO XEROX

change the game

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt

PETER SPÜHLER

SEF Awards

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt

SEF Awards

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt



DANIEL BLOCH

Verhalten

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt

ALAIN CHUARD

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt

NICOLAS SARKOZY

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt

ARIANA HUFFINGTON

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt

JEREMY GUTSCHE

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt

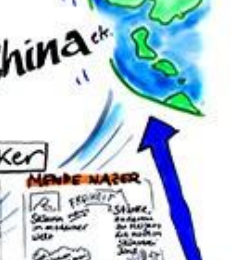
ANTON & THOMAS MEYER

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt



System

Technologie

Wirtschaft

Gesellschaft

Systemische Probleme

Wirtschaftskreisläufe

Systemische Probleme

Wirtschaftskreisläufe

Systemische Probleme

Wirtschaftskreisläufe

Internet

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt

REID denken

Wirtschaft

Umwelt

Arbeitsmarkt

Wohlfahrt



Let's talk about culture again



Empowering Tomorrow: Skills for a Circular and Low-Carbon Future

A cross-fertilisation event where art meets science



Co-funded by
the European Union



Interaction
Seeds

MATERIALIA[®]

LEGAL NOTICE

This project is funded by the European Union under HorizonEU research and innovation programme. However, this document reflects the views only of the authors, and the European Commission is not liable for any consequence stemming from the reuse of this publication. More information on the European Union is available on the Internet (<http://www.europa.eu>).



Except otherwise noted, the reuse of this document is authorised under a Creative Commons Attribution 4.0 International (CC - BY 4.0) licence (<https://creativecommons.org/licenses/by/4.0/>). This means that reuse is allowed provided appropriate credit is given and any changes are indicated.



Interaction Seeds