

Rethinking CDE approaches for industry impact

FREDERICK BRUCE
SUBMARINER NETWORK FOR BLUE GROWTH EEIG

A Community of Members



KIEL MARINE SCIENCE
CONNECTED RESEARCH



LATVIJAS
HIDROEKOLOGIJAS
INSTITŪTS



UNIVERSITY OF TARTU



SYKE



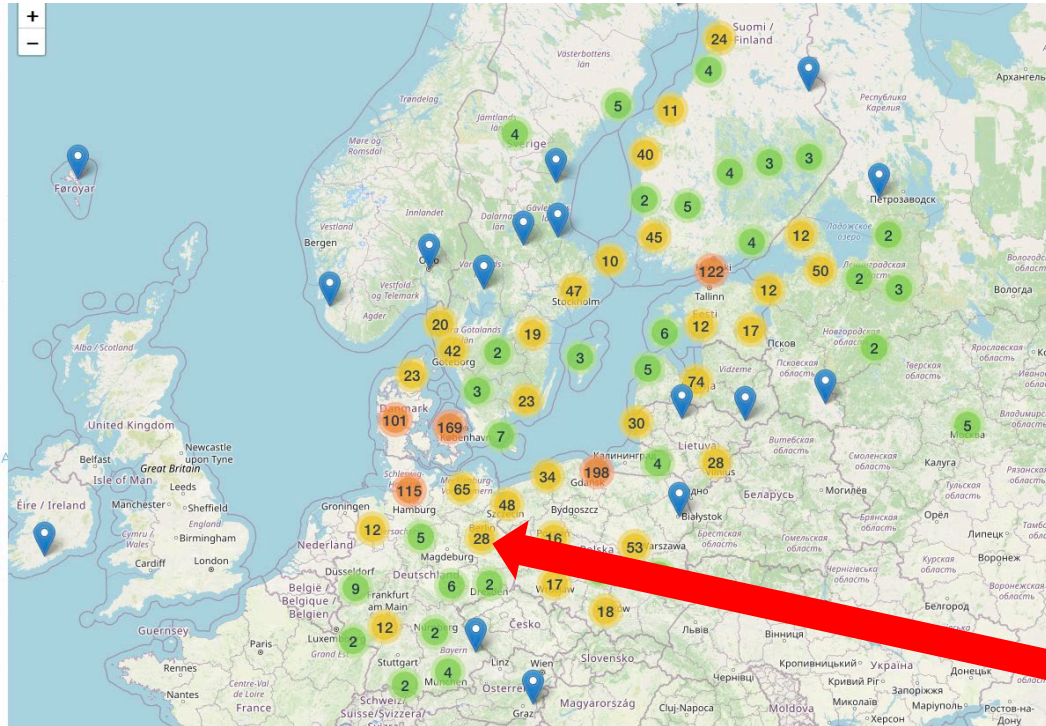
SDU



BioCon Valley®



Coastal Research and Planning Institute



10 Full Members

10 Countries

6,000 Stakeholders

32 Associate Members



A Community of Projects



EU4ALGAE

January 2022 - January 2025



Baltic Sea Safe (BSS)

January 2022 - April 2023



Prep4Blue

June 2022 - June 2025



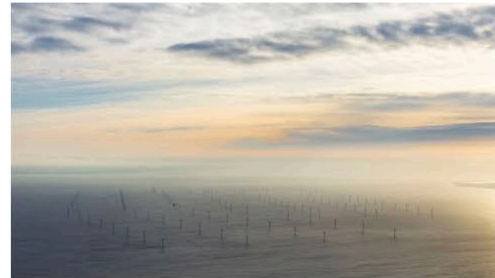
SeaMark

July 2022 - July 2026



BLUE BIO CLUSTERS | BBC

August 2022 - August 2025



MSP4BIO

August 2022 - August 2025



CrossGov

September 2022 - August 2025



ShapingBio

September 2022 - September 2025

What we do



Project development and application



Management of projects and platforms



Stakeholder processes and strategy design



Studies and reports



Capacity building

and...

SUBMARINER CATALOGUE

THE BLUE BIOECONOMY BUSINESS HUB

Register your company



Cooperations

Profit from new partnerships



Visibility

Showcase your company profile



Interactive platform

Use it as networking tool

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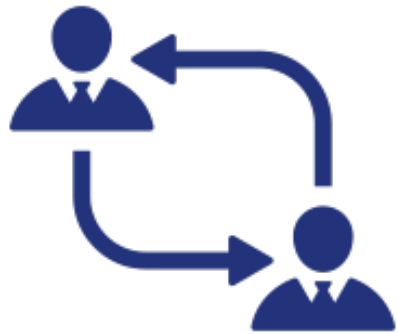


VS.



Are research agendas and Open Science practices
compatible with commercial exploitation?

CDE stands for...



Communication =
Information flows



Dissemination =
Who needs to know?



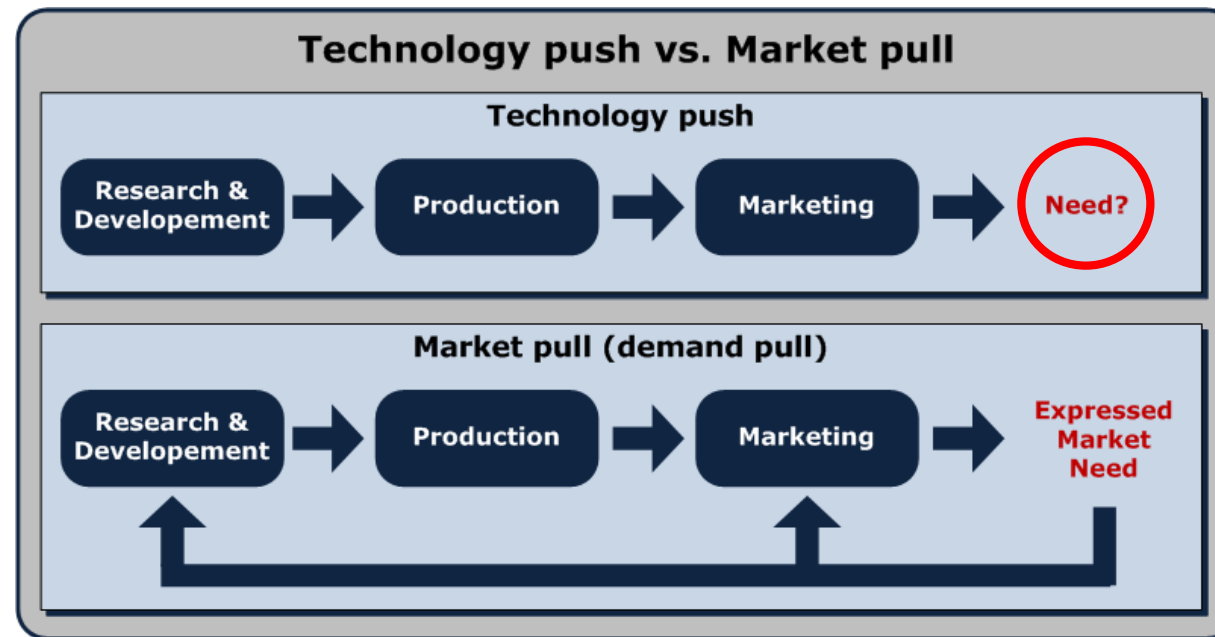
Exploitation =
Who should use it?

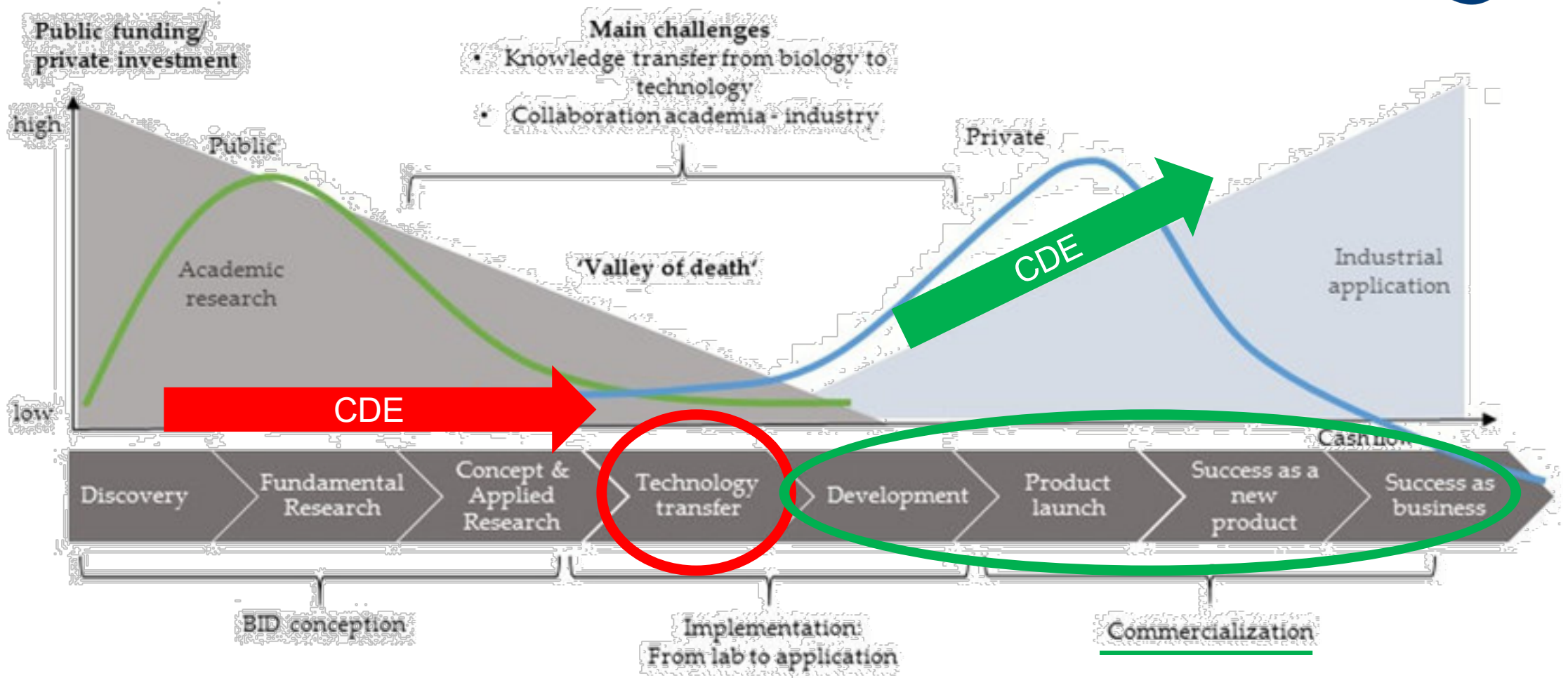
What should CDE do?

Understand market needs
(**market pull**)

AND

Help businesses with marketing
(**technology push**)





Commercialisation is a project in itself...

- Exploitation = “**concrete use** of solutions...”
- How do we **verify** these steps?
- How do we measure **long-term success**?





TASTEHEAD DEVELOP AWARD-WINNING FOOD INNOVATION AND PRODUCT DEVELOPMENT FOR THE FOOD & DRINK INDUSTRY, AND OFFER A RANGE OF COMPLEMENTARY SERVICES TO SUPPORT YOUR PROJECT FROM CONCEPT THROUGH TO LAUNCH.



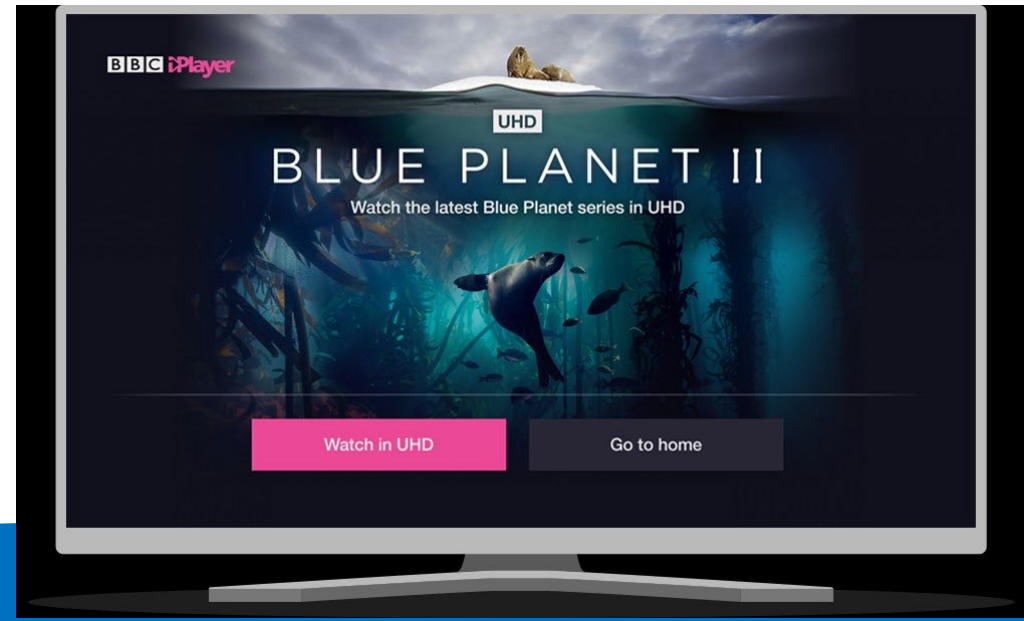
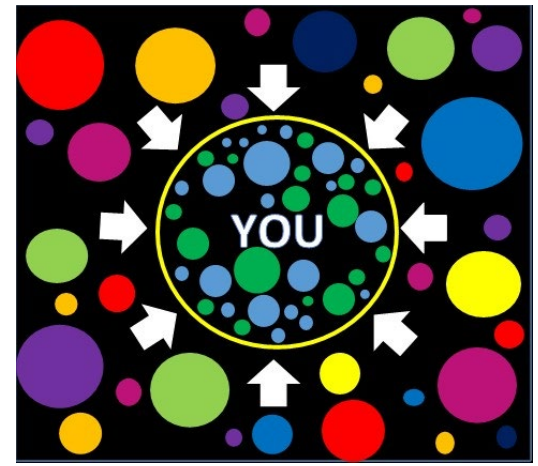
Rethinking CDE

- **What formats do we use now?**
 - Publications, factsheets, reports, handbooks, reports, reports, reports

- **Which formats have real reach & impact?**
 - Short videos, storytelling, influencers, podcasts, TV, radio, newspapers, magazines



The Echo Chamber effect



Innovation is not just technological...

They are also...

- **Simple**
- **Reproducible**
- **Relevant** (meets a need)
- **Open-source**
- **Low-tech**
- **Convenient** (low barriers)
- **Resilient**
- **Social** (social enterprises, activism, volunteering, microcredit or distance learning)
- **Big impact** (disseminates itself)
- **Affordable**



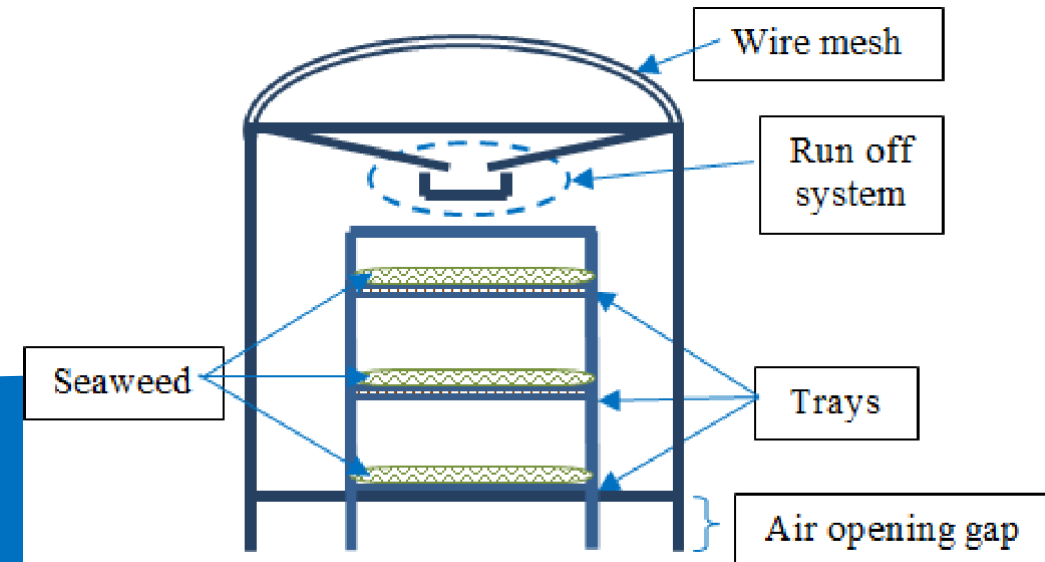
>>> Projects should be designed with exploitation in mind

The Fish Site

Genetics Farm management Health & welfare Nutrition Environment Post-harvest Technology & equipment Aquaculture.com

Researchers design an open-source, "plug and play" digital aquaculture system

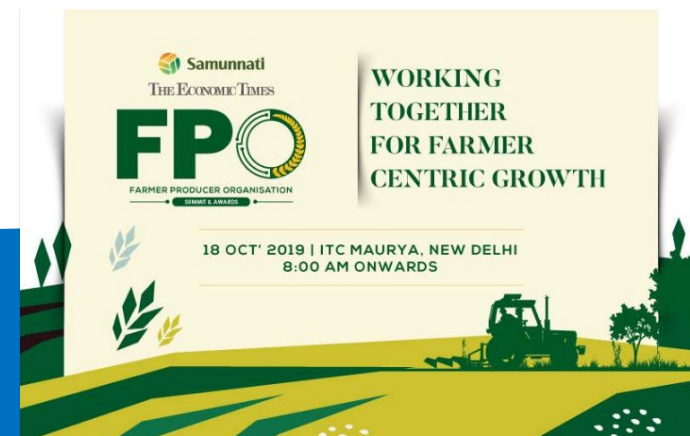
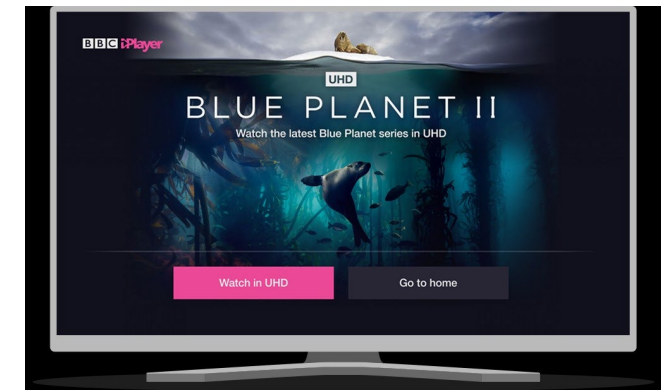
Researchers have developed a low-cost sensor suite that can help aquaculture producers make the digital transition without needing complex technical expertise.



Ideas



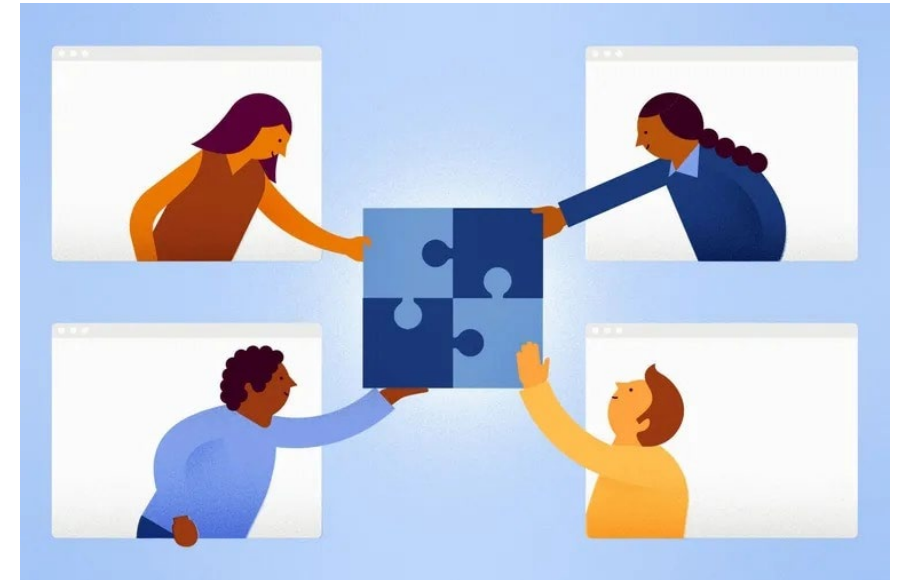
- Project **Exploitation** Officer?
- **Citizens assemblies** to identify real needs?
- **Mandatory** Business Support partners / Work Packages on commercialisation?
- Consider **new communication formats** (TV, radio, TikTok etc)?
- Projects become **permanent** (e.g. Producer Organisations)?

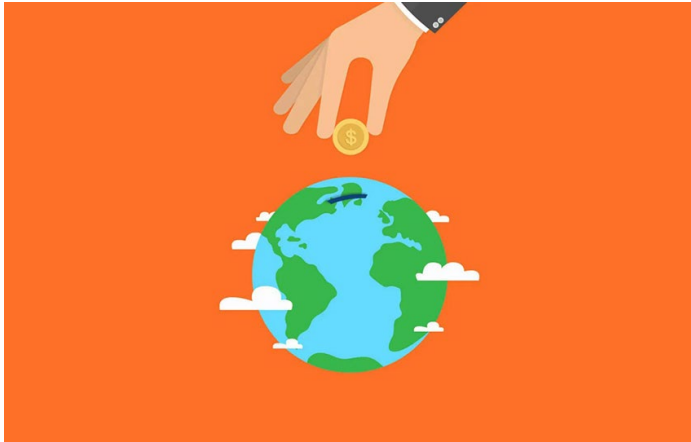


Conclusions

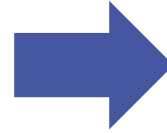
>>> Projects should be designed with exploitation in mind

- **Exploitation should be built-in at the proposal stage**
 - Identify a real need with market traction
 - Include industry partners and business support organisations
- **Think outside the innovation box**
 - Look beyond technological innovation, add social value
- **Industry partners need greater incentives to join consortia**
 - e.g. better publicity, business support, permanent producer organisations)
- **CDE needs to adapt from a research to an industry focus**
 - Advertising, storytelling, participatory approach
- **Team up with parallel projects to consolidate CDE efforts**





DEMONSTRATE ADDED SOCIAL
OR ENVIRONMENTAL VALUE



COMMUNITY BUY-IN

Are research agendas and Open Science practices
compatible with commercial exploitation?