

THE FUTURE OF RESEARCH (AND INNOVATION)?

# **IMPACT**



Curious and committed
The value of science



Vision: fascination and curiosity ensure scientific renewal and breakthroughs. Committed researchers contribute to societal progress. Johns Hopkins Medicine is dramatically extending its impact of excellence.







CASS CHARTERED ASSOCIATION

Building our Industrial Strategy

Pathways to Impact: Impact core to the UK Research and Innovation application process





## MARIANA MAZZUCATO

Economics - Innovation - Inclusive Growth - Public Purpose

ENTREPRENEURIAL STATE VALUE OF EVERYTHING RESEARCH PUBLICATIONS POLICY MEDIA TALKS



I am a Professor in the Economics of Innovation and Public Value at University College London (UCL), and Founder/Director of UCL's Institute for Innovation and Public Purpose. My work is focused on the relationship between innovation and the direction of growth, with emphasis on rethinking the public sector's role to ensure growth is more innovation-led, inclusive and sustainable. I work with global leaders on 'mission oriented' policies, which can steer solutions towards grand challenges from the battle against climate warming to building resilient health systems. My 2013 book, The Entrepreneurial State: debunking public vs. private sector myths, looks at the 'investor of first resort' role that the State has played in the history of technological change — from the Internet to biotech— and the lessons for a Green New Deal. In 2016 I co-edited the book Rethinking Capitalism:





#### **MISSIONS**

Mission-Oriented Research and Innovation in the European Union

A problem-solving approach to fuel innovation-led growth

#### Pillar 1 **Excellent Science**

**European Research Council** 

Marie Skłodowska-Curie Actions

Research Infrastructures

#### Pillar 2

Global Challenges and European Industrial Competitiveness

- Health
- Culture, Creativity and Inclusive Society
- Civil Security for Society Digital, Industry and Space
- Climate, Energy and Mobility
- Food, Bioeconomy, Natural
- Resources, Agriculture and Environment

Joint Research Centre

### Pillar 3 Innovative Europe

**European Innovation Council** 

European innovation ecosystems

European Institute of Innovation and Technology

#### Widening Participation and Strengthening the European Research Area

Widening participation and spreading excellence

Reforming and Enhancing the European R&I system

## **Knowledge and Innovation Communities**

What is an Innovation Community?

The EIT's Knowledge and Innovation Communities are partnerships that bring together businesses, research centres and universities. They allow

## Political Agenda **GOALS** Setting and Civic Engagement **GRAND CHALLENGES** Clear Targeted Missions Mission Mission projects projects Portfolio of projects and bottom-up Mission experimentation projects

#### Caring for soil is caring for life

Type to search, then press enter

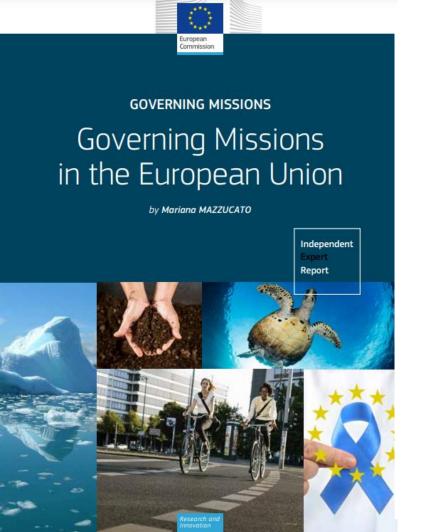
Ensure 75% of soils are healthy by 2030 for healthy food, people, nature and climate

Interim report of the Mission Board for Soil health and food





Figure 1. From Challenges to Missions Image: RTD - A.1 based on Mazzucato (2017)



## CONCLUSION

Europe shows scientific leadership, technological excellence, capacity to deal with complexity, ambition to lead on societal challenges and has a wide range of financing instruments. Missions provide a solution, an opportunity and an approach to better connect with citizens, making it more visible how science, research and innovation contribute to the challenges they are faced with on a daily basis. Furthermore, it will increase the impact of public investments in research and innovation activities.

This opportunity is, at the same time, an exciting and demanding challenge. Public actors should move out from their comfort zone, think outside of the box of "market failure" frameworks and be prepared to take the risks of co-creating new markets, not just fixing existing ones.

https://ec.europa.eu/info/publications/governing-missions-governing-missions-european-union\_en

The report is also accessible as PDF on webinar 2 part of the Nordic Webinar Series Homepage