


With the global Covid-19 crisis, the climate change, the digital transformation... we need to fundamentally rethink the innovation process to be more resilient and to be able to find new solutions.

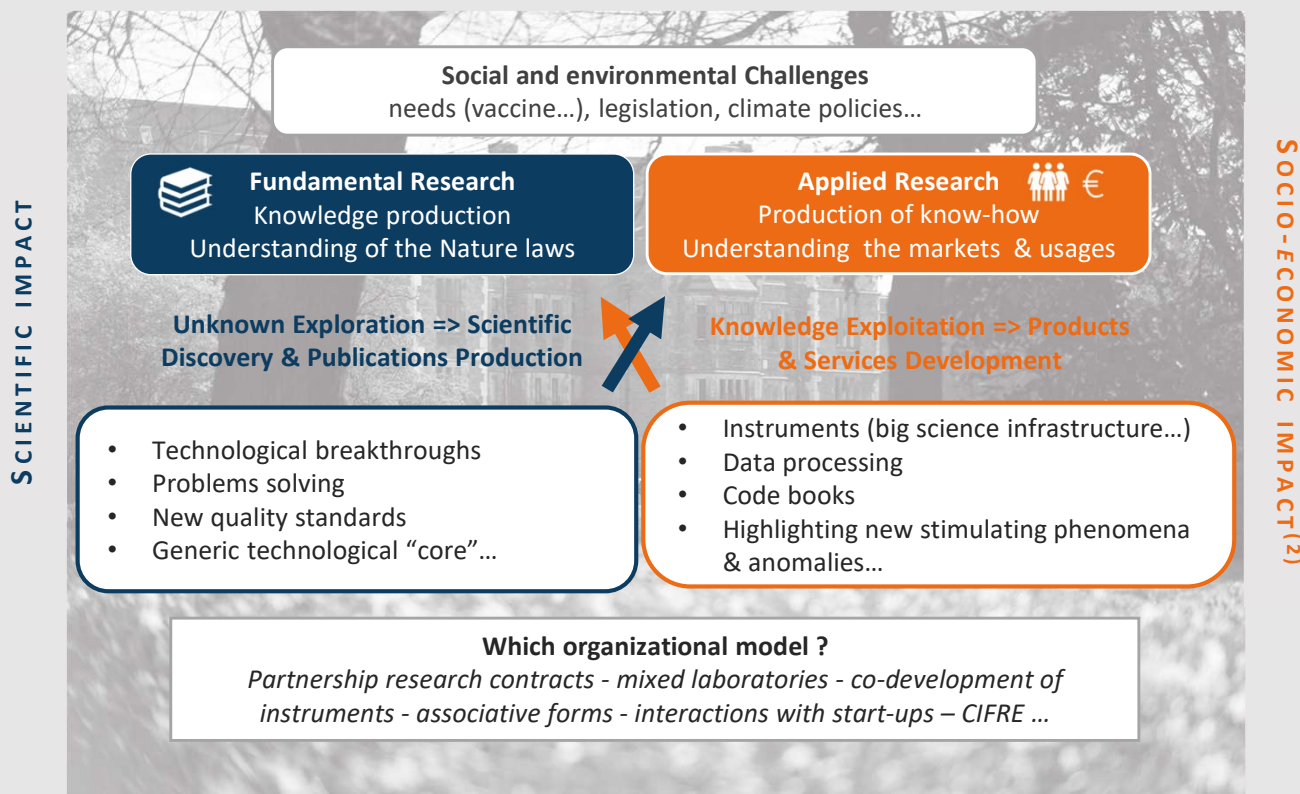
 Thanks to the vaccine, we can get out of the sacrificial dilemma "distancing or covid 19".

How to improve the innovation process to meet the challenges we are facing? How can we increase the efficiency of exploration? How can we ensure forms of knowledge exploitation for new product development processes?



By increasing the researchers' creativity which is favored by relationship between research and industry.

We interviewed⁽¹⁾ researchers belonging to public research organizations (Brgm, Cea, Cnrs, Ifpen, Inserm...) and industrial laboratories (Atos, Decathlon, Microsoft, Thales, TotalEnergies...). They showed with examples the interest of sharing ideas and crossing different cultural environments.



Main issues

Unsynchronized clocks between fundamental and applied research
Serendipity vs profitability
Cultural gap
Unavoidable fixations and biases

Main questions for R&D Management

How to finance basic research? How to cover the risks of fundamental research?
Which criteria for success of a collaboration?
How to deal with confidentiality and IPR issues?
How to steer R&D and innovation towards a positive impact desired by society (ethics...)?