



Knowledge & Technology Transfer of Emerging Materials & Technologies through a Design-Driven Approach

## 4.4 COMPANIES MANIFESTO

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### **Datemats**

Knowledge & Technology Transfer of Emerging Materials  
& Technologies through a Design-Driven Approach

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## EXECUTIVE SUMMARY

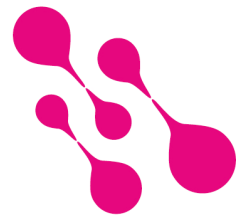
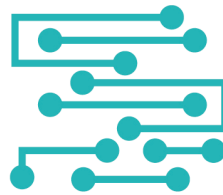
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This document reports the development and outcomes of the Task 4.4 Companies Manifesto. Based on the output coming from the Task 4.3 where the Higher Education Institutions shared their best practices for knowledge and technology transfer to companies. This task implementation was delayed as a consequence from the delay of T4.3 due to COVID-19 pandemic. All companies that participated in the Knowledge Transfer Labs in each country were approached to converge in a Manifesto. The companies subscribed a digital form specifically conceived for that purpose with the definition of their profile, with a distinction between the ones that develop EM&Ts and the ones that are, or potentially are, EM&Ts users. This form sets out the objectives related to the DATEMATS Project and the transfer of Emerging Materials & Technologies (EM&Ts).

This task is part of Work Package 4, aiming to define a proper Knowledge Transfer Method for EM&Ts in business practice. According to the Project Description, Deliverable 4.4 consists of the development of an online document through which selected companies would subscribe in, to converge in a manifesto, and that would involve at least 30 companies in total.

This document introduces the process, execution and results of the Task 4.4 Companies Manifesto. It is presented to involve the industry and the business sector in a transnational network as a result of the project activities and therefore to contribute to strengthen the cross-field multiplier networking task 7.6. This deliverable describes the development for the setup of the manifesto document to be presented to companies, its format and the process followed to engage them, not only in a way they would sign up the manifesto but also how to make them part of the above-mentioned network; including related communication with that respect. In particular, the text and form used for the Manifesto is reported, as well as the different subsequent actions that came from it, for example the collection of companies' logos to be shown and communicated through the project's website, and the setup to know what companies will be selected to participate in the interdisciplinary workshops foreseen in the Task 5.3. Conclusions describe future implications of the task in the scope of the project. The Manifesto Form is attached as annex to the document.

The goal of this initiative is to create a transnational network among Universities, Research Centres, Innovation and Design Institutions and Companies, in order to develop and implement interdisciplinary and transdisciplinary methods for education and training on EM&Ts. The objective thereby is to share approach, knowledge and needs among individuals coming from either the academia or the industry world, for further collaborations and to keep alive the connection after the end of the project.



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# 1 INTRODUCTION

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This document reports the process, execution and results of the Companies Manifesto initiative carried out to involve the industry and the business sector in a transnational network as a result of the project activities. The ultimate objective is to share knowledge and technology transfer methods for the four areas of emerging materials and technologies in business practice throughout the above referred network. The companies involvement is based on task 3.4 and will have a direct impact on the task 5.3 and task 7.6 of the project:

- Task 4.3 Knowledge Transfer Labs: a series of workshops performed by the organizations of industries in collaboration with the HEIs. The workshops included 94 companies, design studios or design professionals over a series of four labs in Sweden, Spain and Italy.
- Task 5.3 Interdisciplinary EMT&s challenges: four experimental workshops will be organized, each focusing on one of the four specific EM&Ts areas. The workshops in four different countries will involve each at least five enterprises, both material and/or technology manufacturers, and end-users companies. All the 4 workshops will involve in total, at least: 20 companies, 80 in-house students, 60 students in mobility, and 20 staff/faculty.
- Task 7.6 Cross-field Multiplier Networking: Creation, development and maintenance of an online cross-field network (such as LinkedIn page or other kind of online platform).

The Companies Manifesto is part of Work Package 4 focused on defining a proper method to transfer knowledge and technology from academia to the business world.

## 2 TASK DESCRIPTION

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### 2.1 OBJECTIVE

The selection of the proper companies will converge in a manifesto with the definition of companies' profile and objectives related to the EM&Ts. This, in order to share approach, knowledge and project with the other companies for further collaborations. It will be a subscription-alike for companies to keep alive the connection after the end of the project. At least 30 companies in total would be involved, which will serve as a basis for the interdisciplinary workshops in the Task 5.3, in which both selected companies and students will be involved.

### 2.2 METHODOLOGY

#### 2.2.1 FORMAT IDENTIFICATION

The manifesto was set up to be an agreement and a statement of intent by companies to be updated about the project results, to be part of a network formed by different kind of research centres and enterprises, and be involved in future activities related to the topic. The description of the manifesto needed to be concise, precise and straightforward to the issue. After a partners' discussion it was agreed not to appear as a signing a legal document but to be an action to confirm their commitment in being part of a network to share information and participate in knowledge transfer related activities.

There was two options. The first one was related to subscribing a form through which accept to join the Datemats Companies Manifesto. The second option was about joining a

LinkedIn group only for the Manifesto. It was finally decided to produce an online form, including companies profile identification and specific statements for companies to give their consent and show their interest in participating in future project's activities and receive project related results. Below it is noted the relevant information-sections and statements of the online form:

- Type of company (Material Manufacturer, Potential Material Manufacturer, End-user of Materials, Potential user of Materials).
- Area of EM&Ts most interested in (Interactive Connected Smart (ICS) Materials: wearables, Nanomaterials, Wood-based Materials, Advanced Growing Materials).
- I am interested in Emerging Materials and Technologies knowledge and transfers with a design driven approach (yes/no).
- I am interested in being part of interdisciplinary workshops with other companies and students to test and assess new knowledge transfer methods (yes/no).
- I want to receive project results as well as being part of the above referred transnational network to be connected after the end of the project (yes/no).

It was also agreed that the companies manifesto should appear on one section of the project's website as a list of companies with their names, logos, and links to their websites, as a tangible result to show. Therefore, one part of the action of joining the manifesto was also the consent to appear on the project's website.

### **2.2.2 IMPLEMENTATION FORMAT**

The Manifesto initiative was introduced to companies at the end of the four Knowledge Transfer Labs by the partner leading the activity in each country, explaining the context and the objective of it. Besides, a double-action strategy was approached since the companies received a follow-up email after the KTLs activity, in which the Manifesto initiative and the form were attached together with the KTL evaluation test.

After companies joined the Manifesto they were contacted by email to provide their company's website link and their logos, and also to ask their confirmation to participate in the interdisciplinary workshops focusing on one of the four specific EM&Ts areas.

## **2.3 RESULTS**

The objective was to reach a number of 30 companies signing up the Manifesto. As it is shown in the Figure 1 the current number of signatories to the Manifesto is 51 companies. The majority of companies are from Spain, Italy and Sweden. Other companies from Argentina, France and England were also part of one of the four KTLs. Should be stated that one signatory and participant at the KTL in Italy was actually representing not a company but a relevant Italian association of companies (ANVER), which is been asked to transfer their knowledge about the project's activities and the Manifesto itself to their associates.

	TOTAL	Sweden	Spain	Italy	France	Argentina	England
Company	<b>25</b>	6	10	7	1	1	0
Studio	<b>17</b>	1	9	3	0	2	2
Freelancer	<b>10</b>	0	8	1	1	0	0
<b>TOTAL</b>	<b>51</b>	7	27	11	2	3	2

Figure 1: Number of companies signing up the Manifesto

A Manifesto section has been set up on the project's website to show which companies are joining the project's transnational network, the layout of it is attached as Annex 2. As it is seen in the Figure 2, a total of 12 logos have been received and published in alphabetical order on the Datemats.eu website. This is being updated as more logos are received.

	TOTAL	Sweden	Spain	Italy
Company	<b>5</b>	1	2	2
Studio	<b>5</b>	0	3	2
Freelancer	<b>1</b>	0	1	0
Companies Association	<b>1</b>	0	0	1
<b>TOTAL</b>	<b>12</b>	1	6	5

Figure 2: Number of logos received

Considering the information gathered from the Manifesto form, the interest of the companies involved is very transversal, most of the companies selected three or all of the EM&Ts' areas. All of the Manifesto form respondents expressed a yes in the three statements:

1. I am interested in Emerging Materials and Technologies knowledge and transfers with a design driven approach.
2. I am interested in being part of interdisciplinary workshops with other companies and students to test and assess new knowledge transfer methods.
3. I want to receive project results as well as being part of the above referred transnational network to be connected after the end of the project.



In view of the feedback received when asking confirmation to participate in the interdisciplinary workshops, it can be seen in Figure 3 that for the moment 13 companies and professionals confirm their participation.

	TOTAL	Sweden	Spain	Italy
Company	5	1	2	2
Studio	4	0	2	2
Freelancer	3	0	2	1
Companies Association	1	0	0	1
<b>TOTAL</b>	<b>13</b>	<b>1</b>	<b>6</b>	<b>6</b>

Figure 3: Number of companies confirming interest in the interdisciplinary workshops

### 3 CONCLUSIONS

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This document reports the execution of the Task 4.4 Companies Manifesto, which initiative has reached a number of 51 companies above the 30 expected to sign the Manifesto. So considering the Manifesto description, these companies and industry professionals have become part of a network with access to the project's outcomes, which involve a series of activities and publications addressed to companies and professionals: such as exhibitions and events, knowledge transfer days, final international conference, training guidelines in the field of EM&T, training workshops addressed to managers/companies and students, and entrepreneurship workshops addressed to EM&Ts related start-ups. As a result, it will allow to develop new guidelines and approach to technology, transfer knowledge from academia to industries, and to create new professional competences and entrepreneurial skills in young students.

#### 3.1 FUTURE IMPLICATIONS

This initiative where a Manifesto has been set up for companies involvement has a direct impact on the project's task 5.3: Interdisciplinary EMT&s challenges. Four experimental workshops are to be organized, each focusing on one of the four specific EM&Ts' areas. The workshops in four different countries will involve each at least five enterprises, both material and/or technology manufacturers, and end-users companies. All the 4 workshops will involve in total at least 20 companies, which will be selected from those that signed the Manifesto and therefore are part of the transnational network that is conceived to develop interdisciplinary methods for education and training on EM&Ts.

When selecting companies to be part of the interdisciplinary workshops (task 5.3), it was agreed to select companies according to their experience instead of their interest, i.e. a company that is interested in an EM&T area has not necessarily experience in that area. Companies that already have experience in a specific EM&Ts can provide materials and

knowledge that students can use to prototype and design. It is not necessary that selected companies be the manufacturer of that EM&T, but that show expertise and application experiences. Therefore, an analysis will be done by HEIs to the companies signing the Manifesto in order to identify their experience and expertise in the specific areas of EM&Ts. The HEIs will contact companies that are classified as interested in their EM&Ts' area of specialization to start defining a design briefing and a challenge to be presented to students during the workshops foreseen in Task 5.3.

As a result, the above mentioned actions will put in direct contact the industry world with the academia and their students, so the ultimate consequence of the Manifesto initiative is that all the companies and academia being part of this network will have the means to share approach, knowledge and needs for further collaborations and to keep alive the connection after the end of the project.

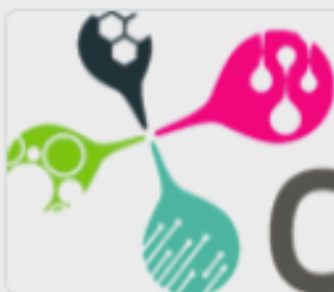
## **4 ANNEXES**

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4.1 Manifesto on-line form (Annex 1)

4.2 Layout of the Manifesto section on the website (Annex 2)

## 4.1 ANNEX 1: MANIFESTO ON-LINE FORM

The logo for the 'datemats' project. It features four stylized, overlapping shapes in black, pink, green, and teal, each containing a different geometric pattern (dots, circles, lines). To the right of these shapes, the word 'datemats' is written in a large, lowercase, sans-serif font.

### MANIFESTO FORM

\*Obligatorio

#### Introduction to this manifesto form

The following form is conceived within the framework of the Datemats project, which is formally known as Knowledge & Technology Transfer of Emerging Materials & Technologies through a Design-Driven Approach (hereinafter referred to as Datemats), a three years project (2018-2021) co-funded by the Erasmus+ Programme of the European Union.

It is an initiative that aims to create a transnational network among universities, research centres and companies in order to develop and implement interdisciplinary and transdisciplinary methods for Emerging Materials and Technologies (EM&Ts) education. While six different European countries are represented, -Denmark, Finland, Italy, Portugal, Spain and Sweden- the project currently involves ten partners representing different organizations such as high education institutions, research centres, and design and innovation promotion centres, i.e. Politecnico di Milano, Aalto University, Barcelona Design Center, Centro Italiano per l'Apprendimento Permanente, Copenhagen School of Design and Technology, Industrial Development Center West Sweden, Instituto de Soldadura e Qualidade, Materially Srl Impresa Sociale, Materfad the Barcelona's Materials Centre from FAD (Fostering Arts and Design) and TECNUN University of Navarra.

The main objectives of this project are to develop and implement a unique design teaching and learning method for design and engineering students in the field of Emerging Materials and Technologies, and to boost knowledge and transfers of innovative materials and technologies with a design driven approach from academia to companies and businesses.

With that in mind, the project involves a series of activities and publications addressed to companies and professionals, such as exhibitions and events, knowledge transfer days, a final international conference, training guidelines in the field of EM&Ts, development of a training methodology and framework, training workshops addressed to managers/companies, and entrepreneurship workshops addressed to start-ups related to EM&Ts. An integrated and systematic execution of the activities will allow to create new professional competences and entrepreneurial skills in young students, develop new guidelines and approach to technology, and transfer knowledge from academia to industries.

Consequently, the manifesto developed hereto focuses on involving companies and professionals to the above-referred transnational network. The objective thereby is to share approach, knowledge and needs with universities, research centres and other companies for further collaborations and to keep alive the connection after the end of the project.

I consent that this data will be collected, stored and used for communicating with me about this manifesto. \*

<https://www.datemats.eu/privacy-policy/>

☐ Yes

☐ No

Name and surname \*

Tu respuesta

Role / title in your company \*

Tu respuesta

Your e-mail address \*

Tu respuesta

Company name \*

Tu respuesta

Type of company \*

☐ Material manufacturer

☐ Potential material manufacturer

☐ End-user of materials

☐ Potential user of materials

☐ Other

URL of company website

Tu respuesta

Country \*

☐ Denmark

☐ Finland

☐ Italy

☐ Spain

☐ Sweden

☐ Otro:

In which area of Emerging Materials and Technologies are you interested in? (You can choose more than one, two and three options) \*

☐ Interactive Connected Smart (ICS) Materials: wearables

☐ Nanomaterials

☐ Wood-based Materials

☐ Advanced Growing Materials

### Statement of intent

I am interested in Emerging Materials and Technologies knowledge and transfers with a design driven approach. \*

☐ Yes

☐ No

I am interested in being part of interdisciplinary workshops with other companies and students to test and assess new knowledge transfer methods. \*

☐ Yes

☐ No

I want to receive project results as well as being part of the above referred transnational network to be connected after the end of the project. \*

☐ Yes

☐ No

Companies converging in this manifesto will be part of a unique network of High Education Institutions, Research Centres, Materials Libraries, and Design and Innovation Promotion Centres. In this regard, all the companies part of it will be shown and communicated through the project website and other dissemination activities.

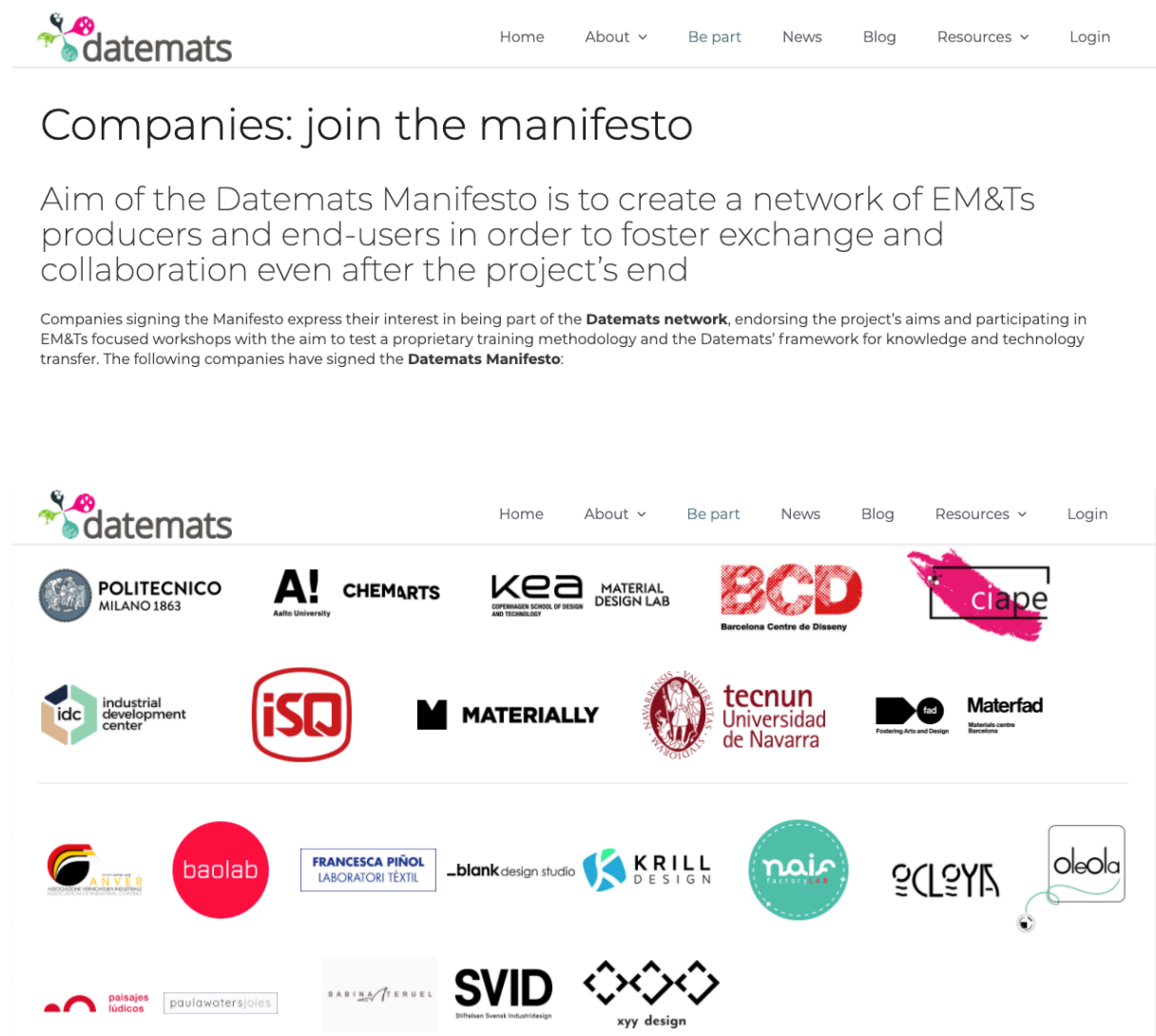
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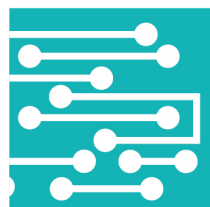
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## 4.2 ANNEX 2: LAYOUT OF THE MANIFESTO SECTION ON THE WEBSITE





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