



# ISAB-G Annual Meeting February 11, 2022

UPDATE STRATEGY PLAN 2022 - 2025  
Markus Nordberg



# STRATEGY PLAN 2022 - 2025

- 1) Key activity drivers: ATTRACT (incl. CBI), Crowd4SDG, CERN-offerings (new GRADE initiatives; tech courses/WSs and support to CERN people; Science Gateway; SPARKS)
- 2) Key goals: More visible role in CERN activities/goals; developing ATTRACT; re-inventing CBI by 2025 (“Terraforming”)
- 3) Key resources: ATTRACT, budget from CERN (2021 and 2022 assured), additional income still needed by 2024 (exec mgmt. courses; investors?)

# POSITIONING IDEASQUARE (FIG. 9)

		Exploring "Fuzzy Front End"	Identifying societal opportunities	Incubation phase	Business accelerator	Business Parks, other
	Time span	months	months	year(s)	< year	longer
Prototyping		X	X	X		
Exploring B. Model			X			
Consolidating B. Model				X		
Public seed-funding (e.g. ATTRACT, national sources)			X	X		
Capital (private)					X	X



# EVOLUTION OF ID2 ACTIVITIES

Activity	2016	2017	2018	2019	2020	2021
Students (CBI, IfC, NTNU, CESP in residence):	9 weeks	9 weeks	20 weeks	20 weeks	2 weeks	0 weeks
Number of students (MSc)	95	146	225	280	278	207
EU-project meetings (STREAM, Medicis etc.)	3	1	1	1		
ATTRACT-related events			1	7	1	1
Hacks (e.g. Port, OpenCare, IoT, PiScience):	9	12	12	11		
Internal CERN events (e.g. IT, CMS, LHCb)	12	4	7	19	5	5
Regular weekly meetings (e.g. EMU, LabView, IS circle,)	3	3	2	4		
Workshops, seminars, meetings (e.g. TedX, IDFW, clubs)	16	11	39	18		12
Of all above, number of week-end events	17	11	8	20		
Scheduled visits to IS	28	12	21	20	3	3



# ID2 UPDATED BUDGET PLAN, kCHF in FIG. 11)

		<i>Actual</i>	<i>Actual</i>	<i>Actual</i>	<i>Actual</i>							
		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>Total</b>			
<b>IdeaSquare</b>	Personnel	330	50	9	80	5	5	5	484	e.g. PJAS/Fellows/Temp L.		
	WS, equipment, consol.	65	25	65	215	70	25	25	490	Upkeeping, consolidating electro&mech WS, AV, cleaning		
	Consumables, prototyping	40	20	26	12	20	20	20	158	Mech/electr. WShops, kitchen, 3D printers etc.		
	Events at ID2	65	20			380	385	100	950	WSs, hacks, conferences, events related to CBI/ATTRACT		
	... of which charged to ATTRACT					330	335		665	"Vouchers" for CBI students		665
	... plus using overheads								0	0.5M removed by FAP		163
	Consulting, travel	97	60	24	77	100	150	150	658	External/internal WS, IS travel		
	<b>Sub-total</b>	<b>597</b>	<b>175</b>	<b>124</b>	<b>384</b>	<b>575</b>	<b>585</b>	<b>300</b>	<b>2740</b>	average	391	
<b>From CERN</b>			175	124	384	245	250	145				
<b>Other, new income</b>				0	0	0		155	155	Exec mgmt etc	ass. 50% can be used for ID2 op.	

ID2 Team: O. Lillelokken, L. Mabiata, C. Marcelloni, R. Muller, J. Sarnikorpi, P. Tello, L. Veyrat, L. Wirtavuori; Strong support from: V. Brancolini, O. Darwich, L. Leveratto, S. Makinen, T. Utriainen

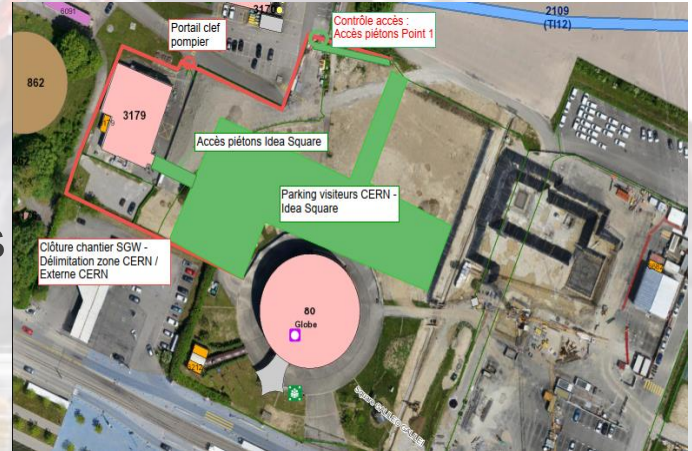


# MEASURING IMPACT IN TERMS OF RELATIONAL VALUE?

	Internal Focus (Interunit)	External Focus (Interorganizational)
Building	<p><b>Capacity Building</b></p> <ul style="list-style-type: none"> <li>• Changing internal culture and mindsets to build cognitive capital</li> <li>• Building internal capabilities and skillsets to build cognitive capital</li> <li>• Developing innovative processes and priority setting to build structural capital</li> </ul>	<p><b>Stakeholder Building</b></p> <ul style="list-style-type: none"> <li>• Developing knowledge sharing routines across sectors</li> <li>• Developing new collaborative processes</li> <li>• Agenda setting in the ecosystem</li> </ul>
Linking	<p><b>Interunit Linking</b></p> <ul style="list-style-type: none"> <li>• Increasing collaboration between HQ and country offices to establish interunit relations</li> <li>• Allocating funding to facilitate collaborative projects</li> <li>• Breaking down internal hierarchical silos to develop interunit network paths</li> </ul>	<p><b>Ecosystem Linking</b></p> <ul style="list-style-type: none"> <li>• Creating new cross-sectoral partnerships</li> <li>• Sourcing ideas in the ecosystem</li> <li>• Opening up new ways of funding</li> </ul>

# KEY CHALLENGES FOR 2022 - 2023

- On-going COVID-restrictions: Can we host in 2022 our student projects as planned? Use of rental space outside (e.g. Hive)
- Budget: Can we execute 2023 programs as planned (including ATTRACT-CBIs)?
- Adapting to be on the *public side* of the CERN fences as part of the Science Gateway Campus
  - What rules to follow (EP/IPT/other?)
    - Operation; access; security; safety procedures



New barrier (in red) is now in place moving ID2 outside the CERN perimeters

# CONCLUSIONS

- Similar to 2020, ID2 activities in 2021 were strongly affected by COVID-restrictions. ID2 was basically closed up all year – but we managed to run 10 of the 15 scheduled CBI-like courses online, engaging 200+ students ...
- As of 2021, primary focus has been supporting ATTRACT Phase 2, which now incorporates CBI. CERN-connection is stronger, but ...
- ... more needs to be done, and 2023-2025 budgets need to be secured
- Easing up of current COVID-restrictions? Which rules ID2 is to follow, (now included on the public side of the CERN fence)



*All you need is*

~~..Love~~ PHYSICS

*..Design*

*..Business*

*..and Engineering.*

Questions? Comments?

Contact information:

Email

Skype

Let's have a cup of coffee and make it happen!



Idea<sup>s</sup>