

**IdeaSquare**  
The innovation space at CERN

# IdeaSquare Strategy 2024-2030 First Steps

**ISAB Meeting February 16<sup>th</sup>, 2023**  
**Pablo Garcia Tello,**  
**CERN EU Office and IdeaSquare.**



# Considerations



- These slides convey a preliminary input to the ISAB regarding the IdeaSquare strategy 2024-2030 which is still under discussion among the team members.
- They will be concerned with the main strategic principles and objectives that have been discussed until now inside the team.
- More extensive feedback will be given to the ISAB no later than end of May 2024.
- That will constitute the background for discussion during the ISAB Meeting (proposed June 27<sup>th</sup>).
- Its first draft will be compiled and shared with ISAB in Autumn, 2024 for first round of feedback.
- The final draft will be submitted to ISAB consideration for its Annual Meeting in early 2025.



# Principle



- Without its team, IdeaSquare is simply an empty building with no impact.
- Therefore, the main overarching principle is “people above things”.
- What does it mean?
- That Roy and myself will do our best to secure the best possible contractual conditions for all the team members while they remain with us.



# General Strategic Lines



- Ensuring a smooth transition for Markus' succession.
- Achieving stable financial streams for IdeaSquare.
- Increasing IdeaSquare's internal (CERN) and external footprint so it becomes a reference facility.



# Smooth Transition



## **Main Objective**

- Ensuring that the key knowledge regarding IdeaSquare's managerial tasks is passed and understood by Pablo/Roy/Laetitia.

## **Observations**

- So far, the functioning of IdeaSquare in this *ad interim* period has been smooth.
- There are no reasons to foresee the contrary when Markus leaves permanently.



# Stable Financial Streams



## Main Objective

- Securing as much as possible a stable budget for operational functioning and, when possible, organic growth (e.g. building extension and personnel).

## Observations

- The main sources will be EU Projects coming up from the continuation of ATTRACT beyond 2025 and Green Village.
- The Green Village pipeline is being built as solidly as possible and talks are initiated with the EC for the continuation of ATTRACT.
- Secondary sources: Steps are taking to engage in for-profit executive education through collaboration/partnership with business schools (e.g. EHL Campus Lausanne, IMD Lausanne, INESC in Portugal and HWZ Hochschule für Wirtschaft Zürich).
- Initial steps are initiated to explore relationships with investors (e.g. Emerald).



# A Reference Facility (Internal)



## **Main Objectives**

- Increasing and improving the existing IdeaSquare offer as a prototyping facility for our CERN colleagues including courses.
- Strengthening and consolidating our collaboration with Science Gateway.
- Continuing hosting and organizing design thinking-based workshops for colleagues of different departments/groups.
- Exploring the possibility to host projects under the GRADE framework based on capacity and available resources.

## **Observations**

- The use and demand of IdeaSquare as a prototyping facility is increasing.
- The demand for facilitating design thinking-based workshops for colleagues regarding the improving of their working operations is on demand.
- The offering for Science Gateway has started last year with limited success.



# A Reference Facility (External I)



## **Main Objectives**

- Consolidating i2Planet as a novel and unique IdeaSquare educational program on 2025.

## **Observations**

- The demand for engaging in i2Planet has gone beyond our initial expectations and continues accelerating.
- Our 2024 calendar in this respect is fully booked now.
- We are starting to book on demand for 2025.





# A Reference Facility (External II)



## Main Objectives

- Strengthening the CIJ.
- Keeping and, when possible, increasing the IdeaSquare communication campaign.

## Observations

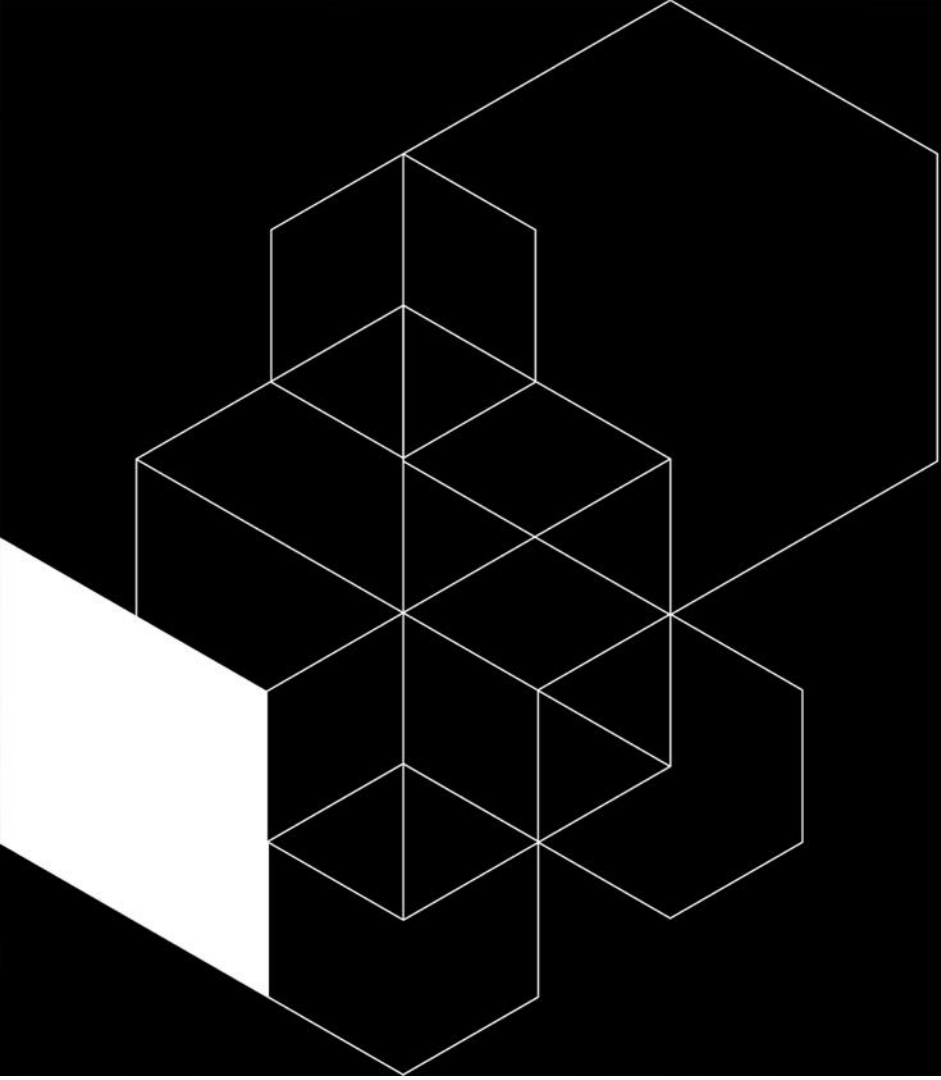
- We have dedicated special efforts for strengthening CIJ (e.g. expanded from 2 to 3 issues in 2023, new section on methodological notes, monthly writing “clinics” and workshop on offer).
- We will continue actions (e.g. publications coming from ATTRACT Socio Economic Studies, stabilize 3 issues with a special one from DFGN.R, Apply for Web of Science index by the end of 2024).
- Two landmark communication events in 2024 and 2025 (IdeaSquare 10<sup>th</sup> Anniversary planned for October 2024 and ATTRACT Final Conference Q2 2025).



# General Preliminary Conclusions



- We are preparing ourselves to assume the transition for Markus' succession.
- “People above things”.
- We are taking solid steps to ensure as much as possible a continuous financial stability for IdeaSquare.
- We are increasing our internal footprint at CERN.
- We are building a unique value proposition for IdeaSquare to become a reference facility in the near future.



**Thanks for your  
attention and any  
questions**



*Idea<sup>s</sup>*

