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The European CEETNOVA project begins to boost the impact of research and innovation in Europe



Despite the excellence of research at European universities, it often fails to have a real impact on society. With the aim of reversing this trend, the UAB is participating in the CEETNOVA project, which promotes the role of knowledge valorisation ambassadors to strengthen the role of institutions within the European innovation and entrepreneurship ecosystem.

Studies in the field of knowledge valorisation highlight the existence of a "knowledge paradox," which underscores the gap between scientific advances and their effective application in addressing social challenges. To reduce this gap, it is essential to adopt a more pluralistic and inclusive approach to research valorisation. Beyond the economic sphere, it is necessary to recognise the broad and transformative benefits that science can bring to society.

In this context, the UAB is involved in the international project "**Connecting European Innovation and Entrepreneurship Ecosystem through Knowledge Valorisation Ambassadors**" (CEETNOVA), launched in October 2024. This initiative promotes the role of **knowledge valorisation ambassadors** with the goal of **strengthening the role of institutions** within the European innovation and entrepreneurship ecosystem, ensuring that

university research transcends the academic sphere and reaches citizens, public policy, and the business sector.

Knowledge valorisation refers to 'the creation of social and economic value from knowledge, transforming data and research results into sustainable products and solutions that benefit society, fostering economic prosperity, environmental sustainability, and evidence-based policymaking'.

CEETNOVA is an Erasmus+ KA2 project that seeks to strengthen knowledge valorisation within the European innovation and entrepreneurship ecosystem. The goal is to empower higher education institutions to lead valorisation processes through the role of "Knowledge Valorisation Ambassadors". These future ambassadors, whether teaching/research staff or technical and administrative support staff, will be trained to drive this change.

«The main activity of the project is to develop a training package on valorisation, focusing on topics such as the green transition, technology transfer, and closer cooperation between universities and society. We aim to train 100 Knowledge Valorisation Ambassadors and have them apply theoretical knowledge through co-creation workshops organized with regional stakeholders», explains Utku Ali Riza Alpaydin, coordinator of the CEETNOVA project.

The project is coordinated by the University of Stavanger (Norway), with the participation of the Kaunas University of Technology (Lithuania), the Autonomous University of Barcelona (Spain), the University of Trento (Italy), and Linköping University (Sweden), all members of the European Consortium of Innovative Universities (ECIU). The UAB leads the second work package, focused on identifying gaps in valorisation processes and the skills of key actors, as a basis for designing the training package.

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