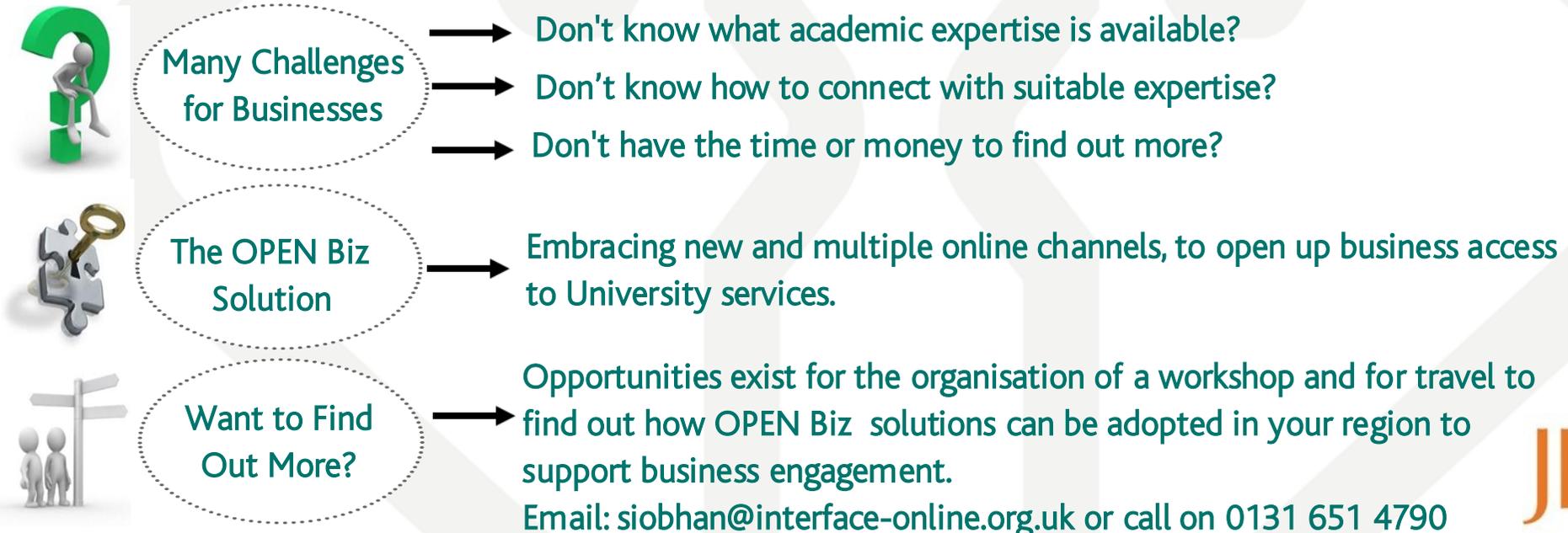# Discover new ways for academic institutions to connect with businesses – OPEN Biz did!

Expand your business engagement with low cost, innovative online options that drive effective brokerage results. Workshop and travel opportunities available for sharing the solutions offered by OPEN Biz.

Contact: **siobhan@interface-online-org.uk** or for more details.

Businesses are keen to access the knowledge, expertise and facilities within academic institutions but often do not know what is available or ways to engage. Widening access for businesses will increase business engagement and lead to an increase in innovative activity in line with current economic development policy. The OPEN Biz project piloted new online methods to engage and influence businesses to tap into the world class knowledge and expertise in Scottish universities.

Many Challenges for Businesses

→ Don't know what academic expertise is available?

→ Don't know how to connect with suitable expertise?

→ Don't have the time or money to find out more?

The OPEN Biz Solution

→ Embracing new and multiple online channels, to open up business access to University services.

Want to Find Out More?

→ Opportunities exist for the organisation of a workshop and for travel to find out how OPEN Biz solutions can be adopted in your region to support business engagement.
Email: siobhan@interface-online.org.uk or call on 0131 651 4790

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In collaboration with five partner universities the OPEN Biz project blended existing and new digital tools to enhance business access to academic expertise.

How : Presenting businesses with a choice of how and when to connect!

Video case studies of 2-3 minutes hosted on YouTube.	Live blended webinars opening events to a virtual audience, coupled with moderated online discussion.	Testing easier access to research publications via a digital publishing tool.	A free to download iPhone app with business relevant content.

Results:

- OPEN Biz enhanced business engagement in the West of Scotland
- OPEN Biz supported Scottish Universities expand their communication platforms
- OPEN Biz provided innovative solutions to current business access challenges

Reasons to find out more:

- Discover if the OPEN Biz experience can be advanced and adopted elsewhere
- Explore in detail the mechanisms used and the lessons learned.
- Would this model support your engagement with businesses/other academic institutions?

OPEN Biz was delivered by Interface— The knowledge connection for businesses in conjunction with 5 University partners.

To learn more about Interface, visit: www.interface-online.org.uk

Interface
The knowledge connection for business