

WORKSHOP

Three effective ways to build business collaboration for SHAPE sciences

Anna Kosonen
Partnership Manager
Tampere University

Goal for the workshop

Participants will share good practices and innovate new collaboration possibilities for SHAPE sciences in order to build value in business collaboration

Työpajan ideoinnin tuotos

SHAPE-tutkimuksen tuotteistus & yritykset

- Hankeidea ”räjähtävät lähdöt”: ennaltaehkäistään ja ennustetaan varhaisessa vaiheessa esim nuorisorikollisuuden syntyä. Työkalu rakennetaan data-indikaattoreiden ja paikkatiedon avulla

Indikaattoreina esim

- Vanhempien velkataakka
 - Erääntyvät laskut
 - Wilma-merkinnät (poissaolot)
 - THL lasten yksinäisyys-mittari
- ⇒ Viedään näitä paikkatietoon(kartta)
- ⇒ Sosiaali- ja nuoris ammattilaiset tulkitsemaan karttaa

Isot rahoitushankkeet

- Veturikartat Shape-viitekehyksen läpi
 - Keskustelut firman kanssa, yhteistyöideat veturiin liittyen
 - Visaisten ongelmien ratkaisuun
- Business Finland-mahdollisuuksien hyödyntäminen
- EU:n Pillar II ja III
 - Suunnittelussa mukana SHAPE
- Poikkitieteellinen tutkimus yliopistossa – STEMIn yritys yhteistyöverkostot SHAPEn käyttöön (5 tarran idea)

Kriittinen ja eettinen keskustelija

- Miten eettiset arvot toteutuvat yrityksen strategiassa?
Esim intersektionaalisuus ja sen toteutus yrityksissä

SHAPE-alat, yritykset ja yhteistyön edistäminen

- Viestitään rohkeammin yrityksille omasta osaamisesta (8 tarran idea)
- SHAPE-alojen markkinointi ja viestintä, tarpeelliseksi tekeminen

SHAPE & ihmiset & yritykset

- Medialukutaito & kriittisyys ja näiden opettaminen (7 tarran idea)
- Ymmärrystä ihmismielen toiminnasta ja miten teknologia vaikuttaa (9 tarran idea)

SHAPE-tutkimus, vastuullisuus ja yritykset

- Sustainability burden should not be on consumer. Work with consumer to make smart pipeline (scale)
- SHAPE could facilitate discussions between companies and consumers to generate ideas on how to bring sustainability into everyday life

SHAPE-tutkimus, tuotteistaminen ja yritykset

- Create service – integrate- normalise – promote
- Service gap analysis – externalise - implement

SHAPE-tutkimus, työhyvinvointi ja yritykset

- SHAPE is needed to support employees worklife
- Yhteenkuuluvuuden tunteen lisääminen työelämässä (etätyö)

SHAPE-tutkimus ja yritykset

- Opetusyhteistyötä yritysten kanssa, työelämäymmärrystä opiskelijoille & tiedon soveltamista (9 tarran idea)
- Yrityksen brändin ja imagon vahvistaminen näkymällä mukana koulutus- ja tutkimusyhteisössä

SHAPE ja yritysten projektit & vaikuttaminen

- Projektirooli SHAPE-tutkimukselle
 - Toimia tulkkina ja osallistaa, stakeholder communications with NGOs (7 tarran idea)
- Projektihakemus-rooli
 - Yhteiskunnallinen ja poliittinen konteksti

AI, SHAPE-tutkimus ja yritysyhteistyö

- AI & kestävyys
 - Sähkön kulutus ja sen vaikutus yhteiskunnan turvallisuuteen (12 tarran idea)
- AI to solve aging problem
- Tiedon hallinta, arkistot, historia tekoälyn opetuksessa
- Digitointi tuo/tarjoaa tietopankin

Schedule

- **SHAPE in 5 minutes**
- **Instructions for the workshop**
- **Idea carousel (20 minutes)**
- **Collective reflection (10 minutes)**
- **We will finish the workshop at 12.00**

The workshop outputs will be distributed to all participants afterwards.



SHAPE in five minutes

**44% of employees will need to
reskill or upskill**

**2/3 of skills will become
outdated by 2030**

(The Future of Jobs, 2025)

Social sciences Humanities and Arts for People and the Economy



SHAPING the meaning

- While STEM builds the tools, SHAPE gives them meaning. It asks the big questions:
 - What kind of world are we building?
 - Who gets to participate?
 - How do we solve complex social problems with compassion, creativity and context?





Workshop instructions

- You were given group number when you entered the room. **Find your group** members. Each of the group has 3 participants.
- There are three themes– each of the themes is an angle to potential SHAPE & business collaboration
- Your team can **focus on one or several** – depending on your wishes.

Workshop instructions

- Focus on
 - What have we already done to activate SHAPE & business collaboration within the selected theme?
 - What we could do also?
- You will find question cards (optional) to help you kick off the conversation

Can you share or ideate 3 ideas?

Select specific theme or decide to look at all relevant themes

THEN

Spend first 5 minutes in silence to gather your thoughts and then each group member has 5 minutes to share

OR

Jump in to dialogue, share & learn immediately, yet ensure that everyone has possibility to express their thoughts.

**Write ideas and well-working
practices on post-it notes
and place them on the wall**

Tips

- No bad or wrong ideas
- Try "yes, and"-mindset. Get inspired from others thinking and add on your own thoughts!
- Don't try to be perfect, focus on getting started



Let's go!

Reflection

- Now vote! Give sticker(s) to an idea or tested practise you have faith for or gives you inspiration



Thank you!

All shared ideas and well-working practices will be added to the presentation material and shared with you after the conference



THEMES & QUESTION CARDS

THEME: Sustainability transition and societal changes

GOOD PRACTISES AND NEW IDEAS

- SHAPE sciences can support planning and implementing people-centred sustainable transition, bringing understanding how people change behavior and thinking.
- How are we today collaborating with business in this area?
- What could we do in future?

HOW THIS CAN BE / HAS BEEN DONE?

- How could SHAPE scientists support businesses to changing environment? What could make this possible?

QUESTION CARD <sustainability transition and societal changes>

- What kind of challenges companies are facing in this area? How could science support this?
- What do people experience as obstacles or motivators in a sustainable lifestyle? How would companies benefit from understanding this in relation to their offering?
- What role do companies have in communicating the sustainability transition effectively? How could they benefit from science?
- How well do companies take into account the importance of emotions or identity in societal changes (customers, employees etc)? What skills are needed and why this is important? What could research provide?
- How to make social impact visible and understandable?

THEME: Worklife skills, competence, future worklife

GOOD PRACTISES AND NEW IDEAS

- SHAPE sciences research wellbeing at work, AI's impact on changing working life and ethical considerations
- How are we today collaborating with business in this area?
- What could we do in future?

HOW THIS CAN BE / HAS BEEN DONE?

- How could SHAPE scientists collaborate in this field in different ways? Consider possibilities in projects, case studies, visiting lecturers, research

QUESTION CARD <worklife skills, competence, future worklife>

- What changes should companies take into account in work ability management? What could make research data more accessible for companies?
- How could science benefit companies to adjust to AI also from leadership / behavioral aspects?
- Why wellbeing at work remains popular topic and what benefits could SHAPE science bring for companies to solve wellbeing related issues?
- How does AI change hierarchy and leadership in companies?
- Where do the companies receive information regarding the latest changes in technology? What is university's role in this?

THEME: Critical and ethical conversation partnership

GOOD PRACTISES AND NEW IDEAS

- SHAPE asks bold questions and challenges assumptions
- Supports ethical decision-making in the age of technology, artificial intelligence, data and automation
- How are we today collaborating with business in this area?
- What could we do in future?

HOW THIS CAN BE / HAS BEEN DONE?

- How could critical conversations be seen as value building at companies?
- What could make this possible?

QUESTION CARD <critical and ethical conversation partnership>

- Why should companies consider the social impact of their services? What capabilities are needed? How can science support?
- Could SHAPE scientist be part of company's development team as critical thinker? What's the benefit for company or research?
- How could ethical considerations benefit companies to solve challenges related to accessibility, diversity or digitalization? Or other challenges?
- How could SHAPE approach bring value in risk assessment? Or crisis management?