



Western
Research Parks

The Strategic Framework: **Key Highlights**

The Mission

To be an innovation hub that provides meaningful programming content and spaces and places for collision that bring together industry, not-for-profits, government, and academia to collaborate, communicate, and connect.

The Vision

To be recognized globally as a model for interdisciplinary excellence in research translation, student engagement, and innovation.

The Themes

The Western Research Parks Strategic Framework includes five core themes:



COLLABORATION



CONNECTIVITY



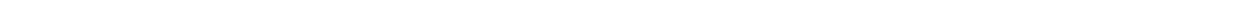
COLLISION



COMMUNICATION



CONTENT



About the Strategy

Western Research Parks are a critical innovation and commercialization asset supporting Western University's mission.

Rooted in the three guiding principles of the updated Western University strategic plan, the Western Research Parks strategic plan will advance and enhance Western University in:

<p>1. Driving Greater Impact</p>	<p>2. Mobilizing People, Community, and Culture</p>	<p>3. Securing Western's Place in the World</p>
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Building on Existing Strengths

The strategic framework builds on the following key strengths of Western Research Parks:

RESEARCH EXCELLENCE

\$395 Million

received by the five major government research funding bodies between 2015-20.

52

Research Organizations.

60+

Canada Research Chairs.

ALIGNMENT WITH WESTERN'S RESEARCH AND ENROLMENT PRIORITIES

Health

is the highest-funded research sector at the University, and health programs have the highest percentage of student enrolment.

COMMUNITY INTEREST IN GREATER COLLABORATION

Collaboration

was identified as a **top five area of importance** by tenant survey respondents.

STRONG EXECUTIVE CHAMPION AND AMBASSADOR(S)

President & Vice President (Research)

act as champions for the University and Western Research Parks

SPECIALIZATION IN HIGH-POTENTIAL SECTORS



HEALTH



MATERIALS



ENVIRONMENTAL SUSTAINABILITY

Priority Recommendations by Theme

1. Collaboration

- Establish sector-focused working groups for increased engagement.
- Enhance processes to better leverage industry / faculty / tenant collaboration.
- Introduce an Industry and Partnership Liaison to promote industry collaborations between tenants, faculty, and ecosystem partners.

2. Connectivity

- Investigate structuring the Western Research Park to be more physically and socially reflective of an interdisciplinary space.
- Create a research funding strategy to support interdisciplinary applied research projects in selected areas.
- Expand on involvement of Interdisciplinary Studies (IS) courses / programs / students / faculty at the Research Park.

3. Collision

- Investigate structuring the Western Research Park to be more physically and socially reflective of an interdisciplinary space.
- Provide an enhanced and expanded facility for tenants.
- Increase access by supporting the diversity, equity, and inclusion of all researchers, industry / sector partners, students, and the community.

4. Communication

- Promote research activities in partnership with Western Research Communications.
- Create an award for Parks-affiliated researchers to be recognized for their individual knowledge mobilization efforts.
- Create a comprehensive internal and external communications plan for the master plan.

5. Content

- Create a growth accelerator to increase the transition between the accelerator and SME.
 - Investigate special incentives for companies coming from the Fanshawe Centre for Research & Innovation (CRI) and Research & Innovation department at Lambton College.
 - Undertake an audit to determine options to keep, improve, or discontinue services.
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Target Outcomes

The strategic framework's five themes are intended to enable the following target outcomes:

- ✓ **BE THE CATALYST** for commercialization, partnership development, research translation, and entrepreneurial learning opportunities at Western.
- ✓ **ENHANCE SOCIAL AND ECONOMIC IMPACT** for the institution, local companies, and the community.
- ✓ **ACCELERATE** the development, growth, and sustainability of business throughout southwestern Ontario.
- ✓ **INCREASE PATHWAYS** for entrepreneur- and research-based experiential learning.
- ✓ **INSTILL** an equity, diversity, and inclusion-driven mindset.
- ✓ **RECRUIT TENANTS** aligned with research activities, educational programming, and the mission of the University.
- ✓ **OFFER A UNIQUE BLEND** of programs, services, and amenities that respond to identified market needs.
- ✓ **INCREASE** technology transfer and commercialization opportunities.
- ✓ **SUPPORT** the attraction, development, and retention of successful future leaders and organizations.
- ✓ **FOSTER** a culture of continuous innovation.



Opportunities to Maximize Impact

The ultimate objective is to enhance overall community impact in the following ways:

1. Greater Collaboration Between Community, Industry, Not-for-Profits, and University

2. Greater Tenant Satisfaction Through Park Amenities and Programming

3. Greater Clarity of Sector Focus Opportunities

4. Clear and Compelling Narrative to Local and Global Partners and Potential Tenants

5. Better Processes and Systems to Improve Operations



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