

# Science | Business Communications Services

*Expert, targeted strategic advice for the innovation community*

How does your company measure the tangible benefits of communications? What constitutes a successful reputation management strategy? At Science | Business, we provide our clients not just with outputs, but also outcomes. We have a strong track-record of providing strategic advice and credible platforms for stakeholder engagement, leading to relationships of understanding and trust.



*Client since 2006*

**Most recent project:** Small companies, big ideas: How intellectual property helps SMEs grow

**Project objective:** To examine the role and value of intellectual property training and management for SMEs and how it can help them to prosper in Europe.

**Science | Business project delivery:** Roundtable policy discussion in the European Parliament, hosted by MEP Maria da Graca Carvalho (Brussels, March 4th 2014) / Survey – ‘The role of IP in Europe’s Technology Start-ups’ / Print report of the survey and event: **Entrepreneurship skills and training for SMEs – where does IP fit?**

**Project outcome:** Microsoft profiled in front of MEPs as supporter of IP and SMEs.



*Client since 2007*

**Most recent project:** GE + Saudi Aramco ecomagination challenge: Renewable energy solutions for seawater desalination – June 2014

**Project objective:** To promote the challenge internationally to help secure applications.

**Science | Business project delivery:** 2 thought leadership articles about the technological challenges and opportunities of desalination / homepage box on [www.sciencebusiness.net](http://www.sciencebusiness.net) promoting the content / lead generation to search out desalination projects at European universities

**Project outcome:** Ecomagination challenge highlighted to EU innovation community / GE in contact with additional desalination technology companies



*Client since 2009*

**Most recent project:** Next Generation Stem Cell Therapies

**Project objective:** To examine what challenges exist for the EU to maintain its lead in the field of stem cell research.

**Science | Business project delivery:** Policy Roundtable (Brussels, October 18th 2012) **Next Generation Stem Cell Therapies** / **Project report** circulated to key policymakers.

**Project outcome:** Research on human stem cells, both adult and embryonic, may be financed under Horizon 2020 (except in Member States where such activity is forbidden).



*Client since 2010*

**Most recent project:** The renewable power dilemma – making electricity grids fit for wind and solar power

**Project objective:** To investigate the technology options and the policy challenges to enable electricity systems to safely integrate rising volumes of intermittent renewable power generation such as wind and solar.

**Science | Business project delivery:** Academic Policy Symposium (Berlin, March 18th 2014) **The Renewable Power Dilemma**

**Project outcome:** BP positioned as an engaged stakeholder in the debate about renewable energy challenges.



*Client since 2011*

**Most recent project:** Health for all, care for you

**Project objective:** To analyse the cost benefits of personalised medicine

**Science | Business project delivery:** Personalised Health Care: From Theory to Practice conference (London, January 19th 2012)/

Report: **Health for All, Care for You. Unlocking the value of Personalised Healthcare in Europe**

**Project outcome:** Development of health economics models demonstrating that personalised healthcare has the potential to improve health and cut costs



European Institute of  
Innovation & Technology

*Client since 2011*

**Most recent project:** Strategic communications advice, stakeholder mapping

**Project objective:** To help the EIT, a new EU institution, reach and engage its stakeholders more effectively

**Science | Business project delivery:** Stakeholder interviews, international benchmarking, 2 EIT staff workshops, report of recommendations, EIT Governing Board presentation

**Project outcome:** EIT communications strategy revised in accordance with our recommendations; website and promotional materials revamped



*Client since 2013*

**Most recent project:** 'Big science:' What's it really worth?

**Project objective:** To suggest ways that science policy makers can leverage their investments in big scientific facilities.

**Science | Business project delivery: Research report:** Panel discussion (Brussels, March 3rd 2014): Is Big Science worth it? & dinner-debate: How to get more value from Research Infrastructure

**Project outcome:** CERN provided with independent platform to present the case to EU officials that 'big science' has economic value and social benefit.



European Research Council  
Established by the European Commission

*Client since 2013*

**Most recent project:** New technologies from the European Research Council

**Project objective:** Proof of Concept grantees trained to effectively communicate their business ideas

**Science | Business project delivery:** New technologies from the European Research Council event (Brussels, July 4th 2014)

**Project outcome:** To showcase the technologies coming out of the ERC's Proof of Concept programme



**HUAWEI**

*Client since 2014*

**Most recent project:** 5G@Europe Summit - Munich, February 5th 2014

**Project objective:** To bring together high-level experts in 5G to discuss potential benefits and technical challenges of the new generation of mobile networks.

**Science | Business project delivery:** To provide content and communications advice to help shape the Summit, organise the live-streaming of the conference and promote it to the EU innovation community

**Project outcome:** Huawei positioned as an innovation leader in the field of 5G

**About Science | Business:** Science | Business is dedicated to helping Europe innovate. Since 2004, Science | Business has reached a targeted and loyal audience of key decision-makers in the worlds of research, industry and policy. We are expert in informing, advising and connecting people in the European innovation scene, all with a view to fostering a better climate for innovation. Our mission is to provide key stakeholders across a variety of sectors (e.g. ICT, energy, healthcare, transport), in Europe and beyond, with new strategies, ideas and contacts to succeed.