



CONSULTANCY

STRATEGIC ADVICE AND COMMUNICATIONS SERVICES

With a solid track record in advising governments, EU institutions, multinationals and universities, Science|Business is unrivalled in communicating to Europe's innovation leaders. We offer a range of targeted and tailored communications activities including strategic advice, editorial, policy research, high-level networking, intelligence, event organisation and online promotion.

Estonian Presidency of the Council of the European Union

July – October 2017

As media partner of the presidency's Research Conference (12 October 2017), Science|Business was contracted to run a pan-European online consultation – with over 1000 respondents – on how to increase the impact of research and innovation in Europe. A dedicated newsletter, produced in the run up to the conference to introduce the main research-related topics of the presidency, was distributed to 18,000 contacts in Europe's innovation community and beyond. The contract also includes live-tweeting from the conference.



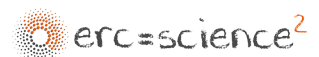
ATTRACT

Since 2014, Science|Business has been providing strategic communications advice to ATTRACT, a new, open, pan-EU initiative to accelerate the development of high-performance detector and imaging technologies for market – through a process of co-innovation among European research institutes, small and medium enterprises (SMEs), companies and universities. Partners in the project include: CERN, ESADE Business School, Aalto University, EMBL, EIRMA, the European Synchrotron Radiation Facility (ESRF), Neutrons for Science, and the European Southern Observatory (ESO).



ERC=Science²

ERC=Science² is a pan-European communications campaign using popular scientific themes such as 'cities of the future' or 'robotics' to highlight the scientific research funded by the European Research Council and the potential impact it can have on society. Led by Science|Business and in association with seven partners each bringing their own unique areas of expertise, the campaign will last 42 months and aims to reach and interest European and international audiences through the use of traditional web-based and social media and also more novel and innovative carriers of information, such as augmented reality, modules of graphic design, professional journalistic "snowfall" articles, science fairs and more.



Huawei

June – October 2016

For the European operations of this Chinese technology company, Science|Business planned and executed a communications campaign focused on the importance of industrial technology clusters in economic development. An original Science|Business report identified and profiled 10 European innovation clusters noteworthy for their integration with local and international industry, such as shipping (Rotterdam) and pharmaceuticals (Stockholm.) It was released at a high-level Science|Business Webcast conference on 16 October 2016 at the Bibliothèque Solvay, and was coordinated with a social media and press campaign.

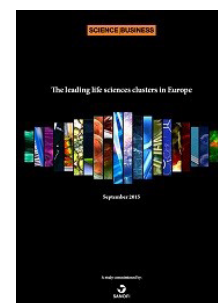


Sanofi

July – September 2015

Science|Business organised a conference on life sciences clusters that brought together top-level representatives from universities, research labs, science parks, incubators, venture capital, hospitals, start-ups and government agencies, all having a role to play in these regional innovation ecosystems.

On this occasion, a commissioned report took a comprehensive look at the capacity of European life sciences clusters to generate scientific creativity and talent to enable future innovations in healthcare. A mapping exercise identified 17 leading life science clusters across Europe. The aim of this conference was to create a knowledge exchange and networking platform for key life sciences stakeholders.



EIT communications strategy

January – October 2013

Science|Business provided the EIT with the external professional expertise required by the Institute to support its communications and public relation efforts. Science|Business reviewed and updated the EIT's communications strategy, based on opinions and expectations from key stakeholders, including from the EIT, the Commission and the three KICs. In the process, three workshops were organised. Participants were top decision makers, and, separately, communications directors within the EIT, DG EAC and the KICs.

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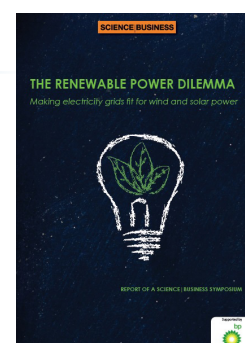
One message,
many messengers
An integrated communications
strategy for the EIT

COMMISSION OF THE EUROPEAN UNION
EUROPEAN COMMISSION
Directorate-General for Economic and Financial Affairs
Unit B.1 – Policy and Strategy

BP

2010 – 2014

From 2010 to 2014, Science|Business organised a series of private high-level policy symposia and produced a dozen reports around hot innovation topics in energy, investigating the technology options and the policy challenges related to renewable energy, electric cars, natural gas, biofuels, carbon capture and storage, among others. The public conference "The EU Energy Challenge: Can innovation fill the gap?" held on 14 November 2014 concluded the series and gathered top EU decision-makers in energy policy and senior BP executives.



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