

In 1930 Charlie Chaplin (silent films) and Albert Einstein (theoretical physics) met in Los Angeles.

Einsten said to Chaplin:

"What I most admire about your art, is your universality. You don't say a word, yet the world understands you!"

Chaplin replied to Einstein:

"True. But your glory is even greater! The whole world admires you, even though they don't understand a word of what you say."



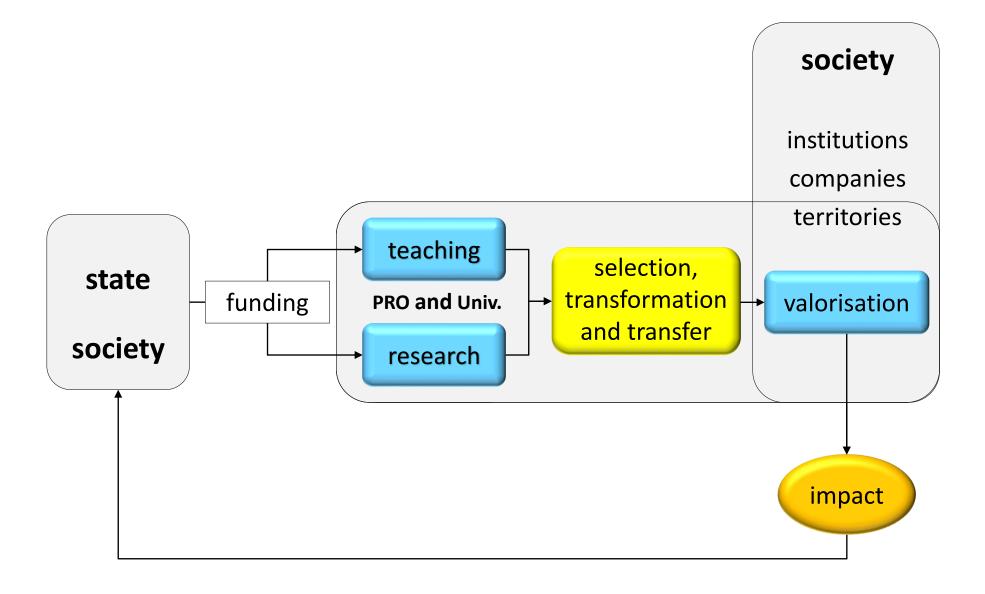
technology transfer and impact of research in 3 steps at CNR:

1. third mission or mission?

2. complexity

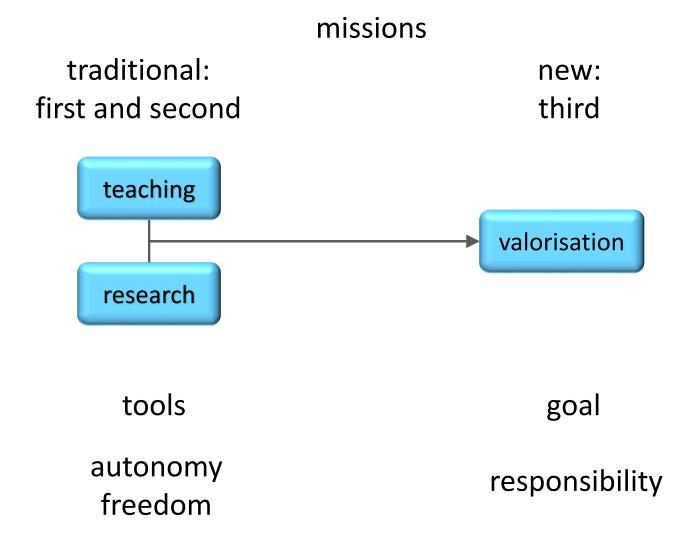
3. strategy

third mission or mission?



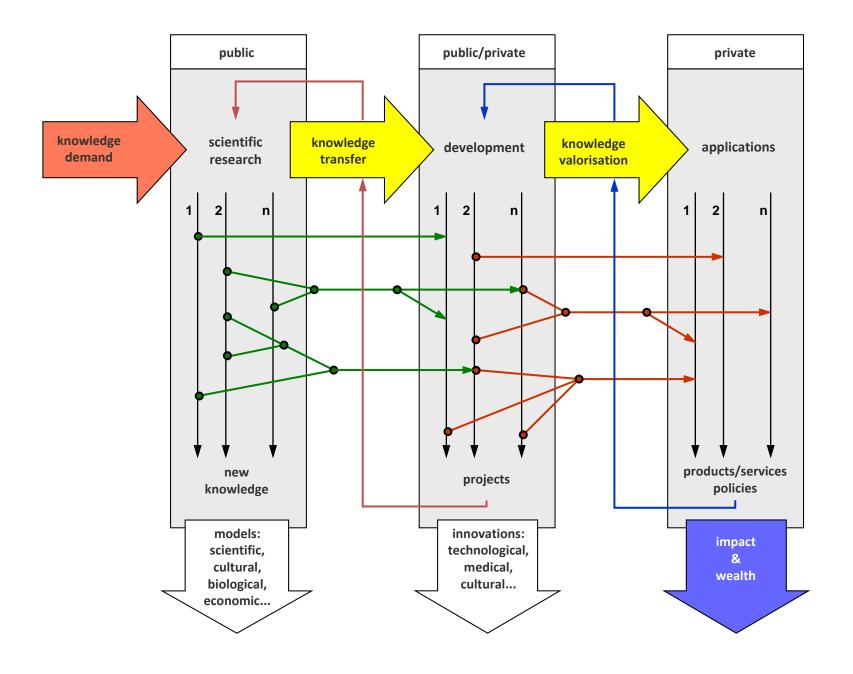


third mission or mission?





complexity





humanities
social sciences
natural sciences
technologies

health, demographic change and wellbeing

food security, sustainable agriculture and forestry, marine and maritime and inland water research, and the bioeconomy

secure, clean and efficient energy

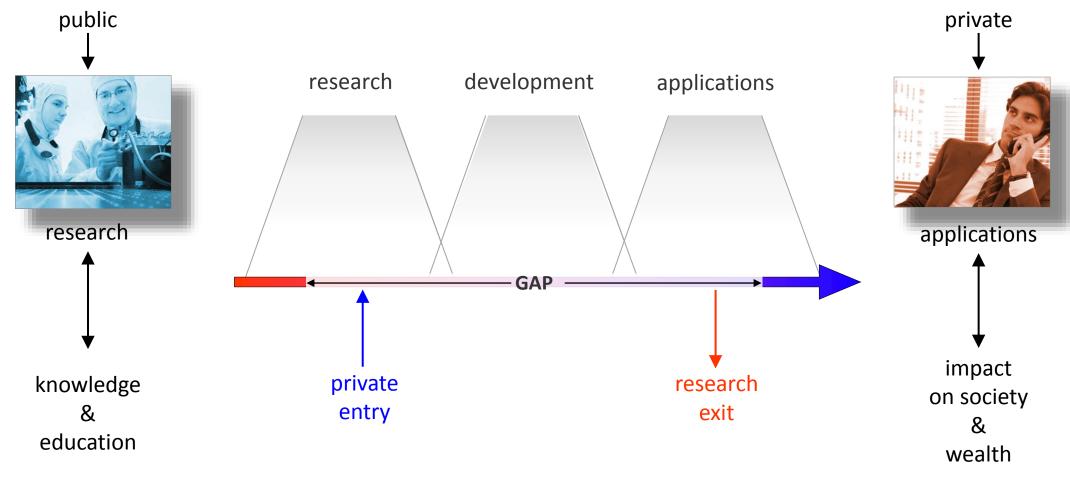
smart, green and integrated transport

climate action, environment, resource efficiency and raw materials

Europe in a changing world

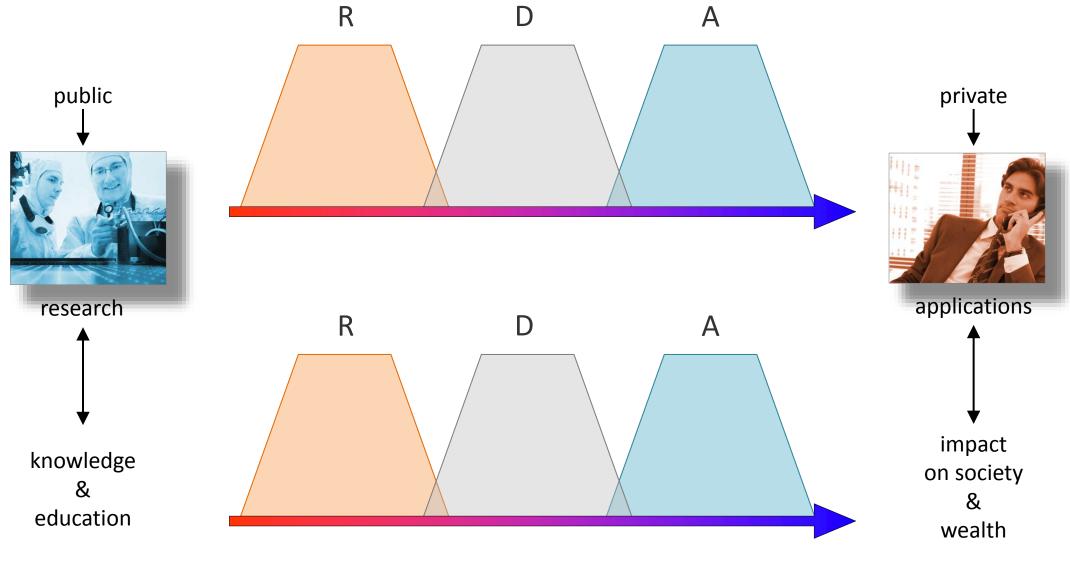
secure societies



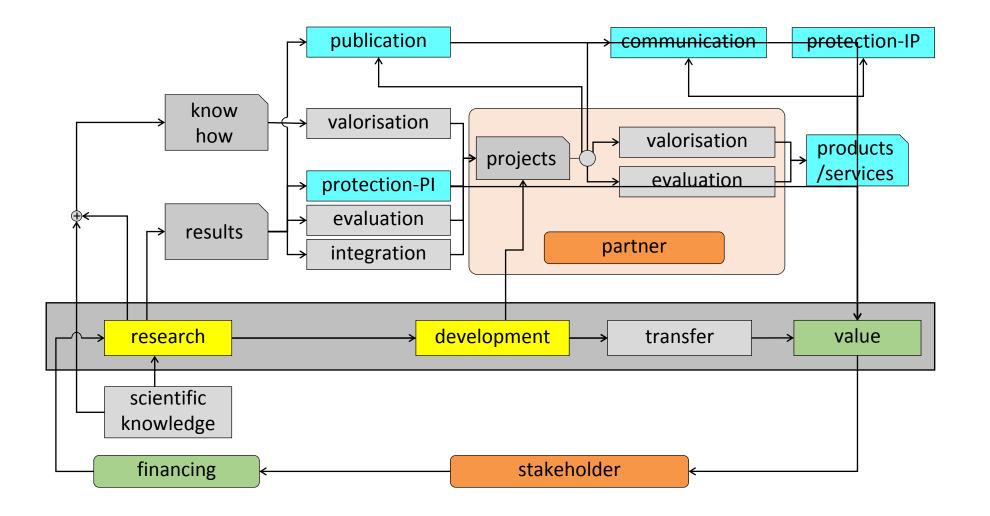




strategy (1)

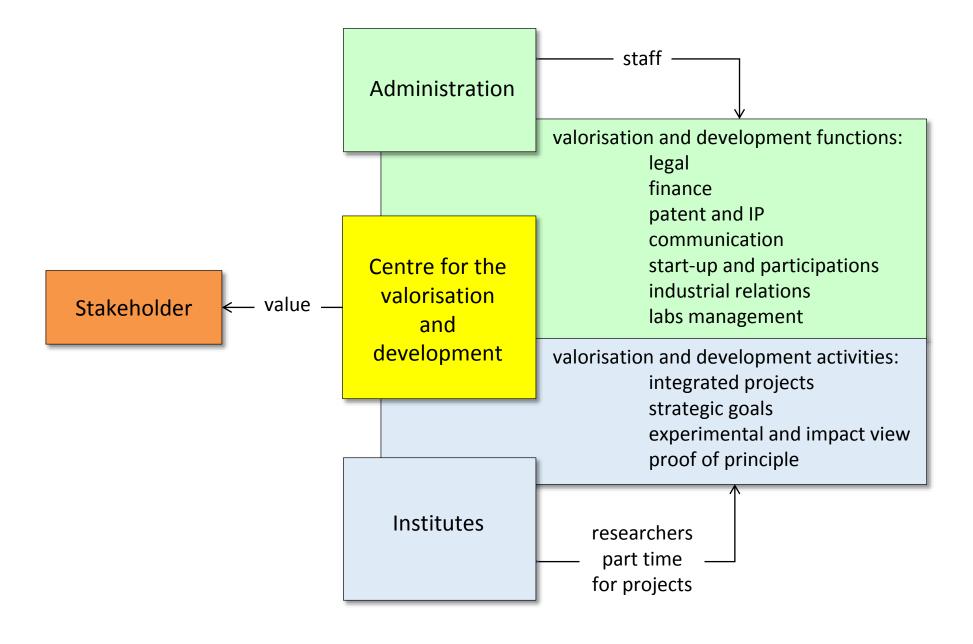






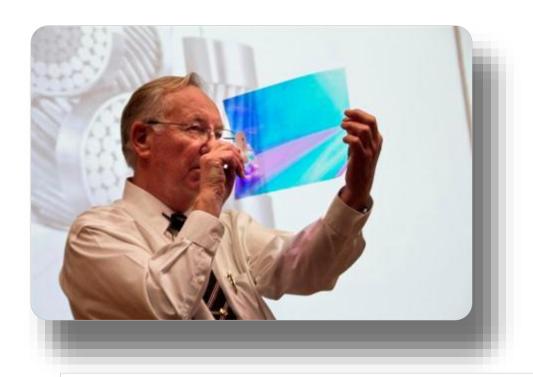


strategy (2)





innovation



Geoffrey C. Nicholson, Geoff, served as Vice President of Corporate Technical Planning and International Technical Operations of 3M Corporation. He served at 3M Corporation from 1963 to 2001. During his career at 3M, he was instrumental in the development of its "Post-it" Notes as well as oversaw 2500 3M employees internationally.

Imperial College London

Department of Chemistry Centenary Lecture on Innovation, 22 February 2007

Innovation: A Survival Issue

Dr Geoff Nicholson



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"...research is the transformation of money into knowledge and

innovation is the transformation of knowledge into money..."







industry

- 1. research produces knowledge and
- 2. innovation uses knowledge

- 1. research consumes money and
- 2. innovations produces money