



The Douglas Bomford Trust



# ENGINEERING COLLABORATION FOR SUCCESS

*Best Practice for  
Knowledge Exchange in  
Agricultural Engineering*

Tuesday 6 November 2018



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APPRECIATION TO  
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# Landwards Conference 2018

## ❖ Engineering Collaboration for Success

- How can collaboration in engineering work?
- What does success look like?
- What can go wrong?
- How can we avoid the pitfalls
- Like minded people and new friends

# Introductory Remarks

❖ IAgRE President 2018-20




















❖ Professor Jane Rickson CEnv FIAgRE



# The Conference Aim ...

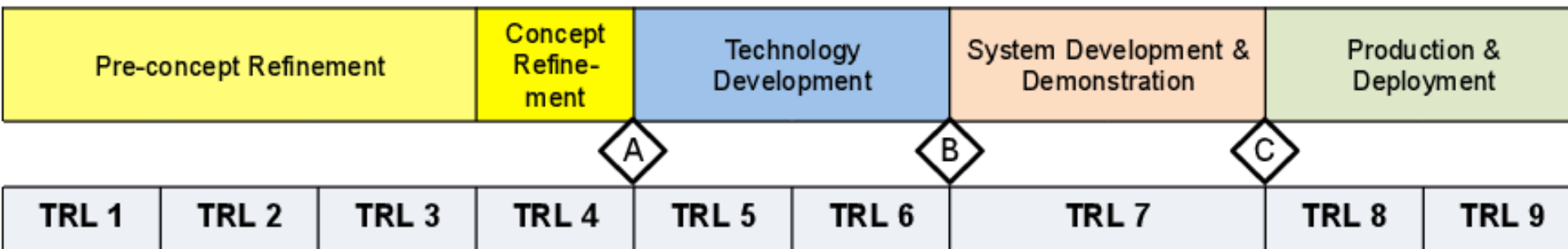
- ❖ *“The aim of the conference is to share ‘best practice’ in finding and developing collaborations between commercial, industrial, research and academic partners. Ultimately, the strengths of each partner should bring synergies to create innovative solutions to specific challenges.*
- ❖ *The conference is also an opportunity to find like-minded people, forge future collaborative relationships and access the funding opportunities out there with organisations such as the AHDB and Innovate UK.*
- ❖ *The need for knowledge exchange between industry, government and research has never been stronger.*
- ❖ *Some of the world’s greatest challenges - food security, coping with climate change, protecting our environment and sustaining rural livelihoods - require scientific and technological solutions that will increasingly rely on agricultural engineers working together.”*

# Across the generations ...

Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	Second World War Rationing Fixed-gender roles Rock 'n' Roll Nuclear families Defined gender roles — particularly for women	Cold War Post-War boom "Swinging Sixties" Apollo Moon landings Youth culture Woodstock Family-orientated Rise of the teenager	End of Cold War Fall of Berlin Wall Reagan / Gorbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Latch-key kids; rising levels of divorce	9/11 terrorist attacks PlayStation Social media Invasion of Iraq Reality TV Google Earth Glastonbury	Economic downturn Global warming Global focus Mobile devices Energy crisis Arab Spring Produce own media Cloud computing Wiki-leaks
Percentage in U.K. workforce*	3%	33%	35%	29%	Currently employed in either part-time jobs or new apprenticeships
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics" — entirely dependent on IT; limited grasp of alternatives
Attitude toward career	Jobs are for life	Organisational — careers are defined by employers	Early "portfolio" careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organisations not "for"	Career multitaskers — will move seamlessly between organisations and "pop-up" businesses
Signature product	 Automobile	 Television	 Personal Computer	 Tablet/Smart Phone	Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	 Formal letter	 Telephone	 E-mail and text message	 Text or social media	 Hand-held (or integrated into clothing) communication devices
Communication preference	 Face-to-face	 Face-to-face ideally, but telephone or e-mail if required	 Text messaging or e-mail	 Online and mobile (text messaging)	 Facetime
Preference when making financial decisions	 Face-to-face meetings	 Face-to-face ideally, but increasingly will go online	 Online — would prefer face-to-face if time permitting	 Face-to-face	 Solutions will be digitally crowd-sourced

# Introductory Remarks

- ❖ Transformational change is our aim
- ❖ How do we get to TRL 7 and above?



- ❖ The Knowledge Transfer Challenge ...
- ❖ Collaboration is the key to our success!



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**1115 to 1145  
Coffee Break**

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## ELEVATOR PITCHES – MORNING SESSION

12.45pm – Richard Johnson – Oxentia Ltd

12.50pm – Ilan Adler – EcoNomad Solutions

12.55pm – Linsey Cresswell – CHAP

13.00pm – Bruce Grieve – Manchester University

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**1315 to 1400**  
**Lunch & Networking**

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## ELEVATOR PITCHES – AFTERNOON SESSION

15.20pm – Keith Geary - Axomap

15.25pm – James Moldon – Frontier Agriculture Ltd

15.30pm – Jonathan Lodge – City Farm Systems

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# CONFERENCE REVIEW

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Alastair Taylor – IAgrE CEO



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Alastair Taylor – IAgrE CEO