

## Summary BRILLIANT Talk Show

Sunday 16 October 2016



On Sunday 16<sup>th</sup> October the i-SUP2016 conference was opened with a talk show of Brilliant. Brilliant (<https://brilliant.vito.be/>) is not only an online portal; it is also a community for dialogue between science and industry.

During a live talk show the themes circular economy and advantages and need for an international network and international partnership between researchers and entrepreneurs were discussed.

Ann De Bie acted as a moderator; she suggested theorems and asked questions to the participants.

Carla Koen (Professor of Technology Management and Entrepreneurship at Tias School for Business and Society, Tilburg), Florens Slob (Director Business Development at Van Gansewinkel/Managing Director Circularity Center), Dirk Fransaer (Managing Director VITO), Florian Graichen (Science Leader - Biopolymers and Chemicals at Scion), Ankit Shukla (Practice Director & Global Head of Growth Consulting, TechVision, Frost & Sullivan) and Walter Eevers (Research and Development Director VITO) were the guests of the talk show.

The slogan of Van Gansewinkel "waste does not exist" was the first topic of the show. Florens Slob explained how Van Gansewinkel recycles valuable elements from refrigerators and laptops and how they cooperate with research institutions for this.

Dirk Fransaer told about the benefits and added value to work with VITO as a research partner and what the role of technology can be. The profitability of recycling was also discussed and should be able to compete with combustion of waste.

Carla Koen helps companies who want to innovate and explains how companies can take steps to be more sustainable and everything that comes with it to make it profitable, because recycling alone doesn't mean we can talk about circular economy where new raw materials are not needed anymore. She explained what companies need to do and what the obstacles are.

There were also discussions about the excessive regulations, making it more difficult for innovative technologies to actually feed into society, after all businesses are keen to make a profit.

Dirk Fransaer gave the example of geothermal energy, an exciting technology with a great social importance - but the question arises whether it should always be linked to profits. The role of the entrepreneurial government is also of great importance.

With its portal, Brilliant wants to bridge the gap between research and industry, between new technologies and sustainable businesses. Research and industry need each other and can encourage each other.



Although Brilliant is a VITO initiative, it is not just about VITO technologies. Research centers from all over the world can become a so called 'Partner'.

Florian Graichen talked about the technology LIGNIN and the advantage of having a partnership with VITO and what convinced them to become a partner. He also explained the opportunities for technology transfer Brilliant gave them.

Ankit Shukla told us more about the trends in technology transfer from public research centers to the industry and what the obstacles can be. He also explained the strengths of an online portal like Brilliant for innovative companies on the one hand and for research centers on the other hand. It is very difficult nowadays to link the right technological solutions or innovations to the companies that can implement them.

Walter Eevers said why it is so important that Brilliant is a truly global platform and what criteria are used in order to decide whether a research center can become a partner.

Research centers from across the globe can offer solutions to our Flemish or European innovative and sustainable companies. Brilliant has challenging international ambitions from which companies can benefit. If you are curious about Brilliant membership or partnership visit our website at: <https://brilliant.vito.be/> .

To end a Brilliant evening, the Belgian singer-songwriter and producer Ozark Henry and singer Laura Groeseneken performed their brand new live show with string quartet of the National Orchestra of Belgium.

Watch the infographic videos [Brilliant members](#) and [Brilliant partners](#) to learn more about Brilliant.

