

Offers of Wageningen University & Research for business and society

2024



Fundamental Research

Proving scientific theories for better understanding and prediction of natural or other phenomena.

TRL 1-3



Applied Research

Developing innovative tangible products and services on an experimental scale.

TRL 4-6



Deployment

Bringing new concepts and products to practice for market and society.

TRL 7-9



Support to find your way within WUR is available via our experts.

Proving scientific theories for better understanding and prediction of natural or other phenomena

Special Chair

Wageningen University has so called special chairs, financed by external organisations (e.g. business, NGOs, governmental organisations, research institutes, etc.), which are also embedded in chair groups to strengthen collaboration between science & society.

- [Professors at WUR](#)

PhD

Fundamental research is carried out by our PhD candidates in a four-year research, supported by six [Graduate Schools](#). Funding this PhD research provides entrance to new knowledge. We have more than 2000 PhD candidates.

- [WIMEK Case studies](#)
(as an example)

(Public-private) Scientific research project

Highly academic, research-oriented programmes focused on specific subjects, carried out by a public-private consortium.

- [SoFit](#)
(arbitrary example)



Developing innovative tangible products and services on an experimental scale.

(Public-private) Research project

Research programmes focused on application. To bring an idea to a first tangible product concept, it is often necessary to involve all relevant partners at an early stage in the process.

- [Movie Atze Jan van der Goot](#)
- [Pulses optimised for flavour and functionality](#)
- [Science Shop](#)

Interactive Design

Good design and visualisation can help to achieve certain goals more effectively. Involving stakeholders in the design of a new development can help to improve the outcome.

- [WANDER-LAB](#)

New Concept Development

Creating a new product or idea for the market and society. This includes circular by design for new products and processes. Examples are:

- [Circular Fashion Lab](#)
- [Nature Based Materials](#)

EngD

During the two-year post-master Engineering Doctorate the candidate develops a complex new design in collaboration with the industrial partner, to create innovative technological solutions for products, processes, and systems.

- [Engineering-Doctorate Degree](#)
- [Examples of EngD trainees of 4TU](#)

International collaboration

European and global collaboration with experts and business partners leads to new knowledge, a wider network, access to high-tech facilities and new businesses.

- [Systemic: reducing biowaste](#)
- [Sustainable Development Goals](#)





Deployment for business and society

2024

Bringing new concepts and products to practice for market and society.

Demo

Facility to test and demonstrate new concepts and products on a large scale. We offer several demonstration sites.

- [Greenhouse in Bleiswijk](#) (as an example)

IP & Tech Offers

In order to promote further development and (commercial) use, we patent knowledge and findings (partially) in order to utilise this knowledge.

- [Technology Offers & Patents](#)

Impact stories to inspire

- [Impact stories of WUR](#)

Digital Service

Digital services and software tools to support decision making in ag and food production, based on big data and models. We offer several digital services.

- [Farmmaps](#)
 - [Mixblup](#)
 - [YieldGap](#)
- and many more

Validation & Monitoring

To bring new concepts or products on the market, validation and control tests must be carried out to determine effectiveness, toxicity, etc. We offer these tests in accordance with the legal requirements.

- [Testing of crop protection methods](#) (as an example)

Field Lab

A Field Lab or Living Lab is a network of relevant stakeholders, experimenting with new concepts and products in order to learn as a community. The Lab might be a physical site or a virtual one.

- [Farm of the Future](#)
- [Knorr's good food lab](#)



Providing the opportunity to use the advanced research facilities and high-tech research equipment on Wageningen Campus.

Research and pilot facilities

Wageningen University & Research has a wide range of research facilities and equipment at its disposal. Researchers from other universities, knowledge institutions and companies can use our facilities.

- [Shared Research Facilities](#)
- [Facilities & tools](#)

Database facilities

Via our database researchers from universities, research institutes and companies, including start-ups, can find research equipment with their relevant expert and use it, generally on a pay-per-use basis.

- [LAB facilities](#)

Campus and events

Wageningen Campus is a place for exchanges and connections between knowledge organisations, the business sector and start-ups.

- [Wageningen Campus](#)

In the Dutch regions WUR is present in several hubs:

- [WUR Regional hubs](#)



Exploring with scientists, students and stakeholders in order to create new ideas and concepts.

Dialogue

In our field of work, we experience differing opinions and interests. If we want to make room for the different opinions and interests, we need a dialogue to explore all these different perspectives together. We organise dialogue events with stakeholders.

- [Wageningen Dialogues](#)

Hackaton

A hackathon is an event in which teams of participants work non-stop to come up with solutions for cases presented to them within a short period of time. We can organise a hackaton with researchers, students and partners. An example is our hackaton on Greenhouses.

- [Hackaton Autonomous Greenhouse](#)

Scenario study

Scenario studies are developed via a variety of techniques and give grip to defining research questions. Examples are NL2120 and Dairy2030.

- [Map NL2120](#)
- [Dutch Dairy Farming in 2030](#)
- [6 Dilemma's for agriculture](#)

Ideation

Ideation is the process where you generate ideas and solutions through sessions, using different ideation techniques. It can help to create solutions for wicked problems. An example is ideation with our entrepreneurial students.

- [Ideation with entrepreneurial students](#)



Exploration



Coming into contact with young talent of WUR.

Student projects

The team Society Based Education facilitates collaborations between lecturers, students and companies, startups, knowledge institutes, and non-profit organisations where students perform research and act as consultants, bringing fresh perspectives and innovative ideas.

- [Society Based Education](#)
- [2024 Student project](#)
- [Internships](#)

Honours Programme

The BSc Honours Programme is a supplementary programme for students, who want to further develop their talents and interests both within as well as outside their study domain. The Honours Programme includes connections with partners of society and industry.

- [BSc-honours programme](#)
- [MSc-honours programme](#)

Student Challenges

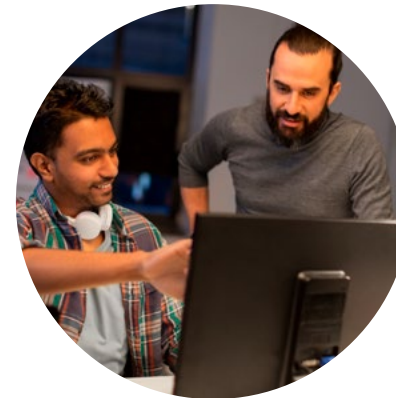
Student competitions provide a myriad of opportunities for our partners to work together with motivated students on real-life problems. We organise yearly a WUR Student Challenge and our students join challenges worldwide. An example is our challenge on Rethink Protein.

- [Options to collaborate with WUR Student Challenges](#)

Junior Talent

Student Career Services offers the opportunity to meet our talented students, recent graduates, PhD and EngD candidates.

- [Collaboration](#)
- [WUR Career Platform](#)
- [Career Events](#)



Creating new business (ideas) with WUR-knowledge.

Start-up for students

StartHub Wageningen is the startup incubator and educator for students, PhD's and recent graduates of Wageningen University & Research. Our core focus is development of entrepreneurial competences of students and student entrepreneurs. Read the testimonials to get an impression.

- [Starthub testimonials](#)

Start-up programme

StartLife empowers founders to build and grow Foodtech & Agtech startups with lasting impact. To give you an impression, see the startups of StartLife.

- [StartLife Startups](#)



Developing and strengthening the skills, abilities, processes and resources that companies, organisations and communities need to innovate.

Wageningen Academy

WUR develops programmes and organises courses for professionals from business and government. Courses can be on the Wageningen Campus, online or blended.

Examples of courses are:

- Summer and Winter Schools
- Tailor made training in-company



MOOCs

Massive Open Online Courses are offered by WUR on a wide variety of topics. Some courses give entrance to Master programmes at Wageningen University, the so-called MicroMaster.

- Massive Open Online Courses



International courses

The online courses for international active professionals are focusing on a variety of topics such as farmer entrepreneurship, linking farmers to markets, food and nutrition security, climate change, agro-food sector transformation, monitoring and evaluation, managing for impact and multi-stakeholder partnerships.

- Online-learning



Knowledge to share for business and society

This publication gives an overview of what types of activities WUR has to offer to companies, governments and societal organisations. Scientific integrity and responsibility are central in WUR's research and partnerships. WUR consists out of Wageningen University and Wageningen Research as shown in the organogram.

Dossiers and news

Information is shared in a variety of ways through thematic newsletters, thematic dossiers and target group-specific dossiers.

- [Dossiers](#)
- [News](#)
- [Magazines](#)
- [GroenKennisNet](#)

More information

WUR is available on [About WUR](#).

Knowledge disclosure by WUR

WUR discloses the developed knowledge via the website wur.eu, the [WUR Library](#) and a variety of [dossiers](#) per topic.

Colofon

This publication was developed by the Corporate Value Creation of WUR in 2022. Suggestions for improvement are welcome at valuecreation@wur.nl with reference to Offers of WUR.

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