

Petra Holm & Jan Nåls

"Universities should have some percentage of how much they should collaborate with companies."

BACKGROUND INFORMATION

Petra Holm has a master's degree in business administration and has also studied journalism. After working 12 years with Yle Svenska - a TV channel, Petra began to search for new challenges. As the channel shifted to more program purchases instead of the production of their own content, Petra did not feel that there was anything new to give. Due to this In 2017, together with her business partner Susanna, she founded the Moilo company.

Jan Nåls works at Archada University of Applied Sciences and has been active in teaching and researching intercultural communication for the past decade, with a PhD dissertation over the functions of empathy in intercultural visual narrative.

In Moilo's Moka Mera Emotions project, research goes to skin.

In 2017, Petra Holm and Suzan Aledin founded Molio, an e-learning business that they define as a creative company that develops content to enhance development of children. However, she points that Moilo's development is fully based on research and is a strong basis for everything they produce.

Moilo collaborates with universities in the form of various projects. One of them is the Moka Mera Emotions app that teaches kids empathy by recognising a range of emotions and learning how they are able to express their own emotions.

For Moilo, researchers must have an active role on their projects. Jan Nåls explains that his role and of other researchers on the Moka Mera Emotions were not about feeding collaborators with scientific inputs, but to involve all the parts and make them understand the reason why things were being done that way, to make them learn the process behind children's emotions and empathy.

The researchers sparred Moilo employees to think about things from different perspectives, provided new perspectives or reinforced existing views.

The end product was thus more of a bakery product, in which the spices and all the ingredients have been mixed up, as if it is possible to establish a completely separated scientific reality. The researcher talked about the hundreds of small factors that made up the final product.

Jan and Petra agree that it is a lot of effort to make a project such as this to happen. Jan believes that researchers need to develop their communication to work with companies and consider a completely different working cycle and method of implementation.

Petra affirms that is easy to get researchers involved once they are in, but that it is a hard work to find just the right people for a project. The pace of universities is very different and setting company's goals is sometimes challenging.

KEY TAKEAWAYS

& ADVICE

Company's way of doing business is to make quick experiments and, through mistakes, to find the right solutions. **Researchers can learn a lot with new ways of doing analysis and evaluations.**

Companies and universities working together are valuable for both parts. It brings new perspectives and ideas to both sides. It also helps academic knowledge and academic communication to break the academic wall and spread to other environments.

“Research results and one's own work should be made visible on a concrete level so that the general public is aware of the work of researchers.”