



Education and Culture DG

UNIVERSITY-INDUSTRY RELATIONS: MAIN MECHANISMS AND POLICY TOOLS, EUROPEAN COMMISSION PRACTICES

“BRIDGING RUSSIAN AND EUROPEAN TECHNOLOGY PLATFORMS”
Higher School of Economics – Moscow – 7 / 12 / 2011

Ricardo Ferreira

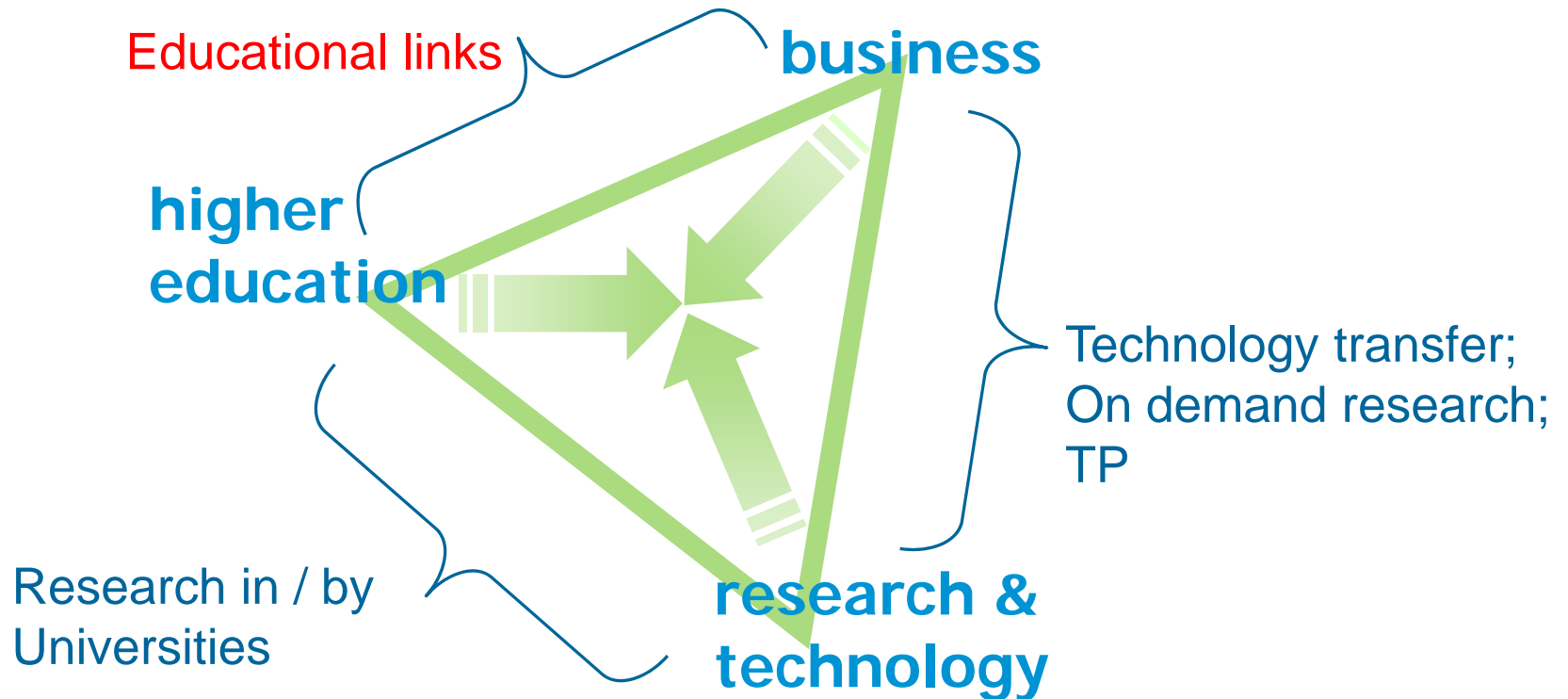
Presentation overview



- Innovation and the Knowledge Triangle
- Importance of educational links
- Types of UB collaboration
- Commission's instruments
- Policy framework
- Future policy relevance



Innovation and knowledge triangle



The knowledge triangle at the core of innovation



Importance of educational links



- Address the skills gap;
- Improve employability;
- Promote transversal skills in graduates, in particular entrepreneurship;
- Better links to enhance knowledge (including technology) transfer



University – Business Cooperation



Communication of the Commission:

« A new partnership for the modernisation of universities: the EU Forum for University-Business Dialogue » (Com(2009) 158)

Governance

Curriculum Development

Entrepreneurship

Mobility

Knowledge Transfer

Lifelong Learning

Types of UB
Colaboration in
educational
issues



Governance



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- To have representatives from industry participating in universities governance bodies;
 - Ensuring that strategies include business concerns
 - Optimising University contribution to local development
 - Enhance easier implementation of cooperation



Curriculum development

- To have business representatives in groups designing curricula (or redesign)
- To map industry specific needs for graduates before designing curricula
 - Ensuring that future graduates will have the adequate skills for the future jobs
 - Ensuring talent attraction and retention in the regions/countries



Entrepreneurship

- To provide transversal skills to graduates in all areas;
 - Ensuring that graduates will have basic business knowledge (e.g. understand and design a business plan)
 - Ensuring that graduates will have some willingness to implement their own innovation;
 - Ensuring that graduates will understand the need to change their knowledge to innovation



Entrepreneurship, e.g.



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- By teaching basic economics (business plan, basic finance, legal environment, etc.)
- By providing support to implementation of students business plans; (classes, prizes, junior enterprises)
- By providing mentoring and coaching from business people



Mobility



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- To support mobility (beyond U-U)
 - Of teaching staff to companies
 - Of business people to universities
 - Of students to companies
 - Between different partners in UB cooperation



Knowledge transfer

- Creating strong links between partners allows an easier transfer of knowledge
 - Formal, research projects on demand
 - Informal, students dealing with specific business problems as learning subjects.
 - Transfer driven by people
 - Technology platforms as a powerful tool



Life Long Learning



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- Universities as the main place to recycle knowledge and workers during their lives
 - University capacity to update skills
 - Businesses willingness to define required skills.



Commission's instruments



- European Institute of Innovation and Technology
- University-Business Forum
- Knowledge Alliances



European Institute of Innovation and Technology

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- An independent body with EU funding
- “To increase European sustainable growth and competitiveness by reinforcing the innovation capacity of the EU”
- Knowledge and Innovation Communities on specific issues (societal challenges)
- A new way for managing research, based on business plans



EIT - KICs

Education

Technology

Research

- Universities
- Large companies
- Different colocation centres



CC BENELUX



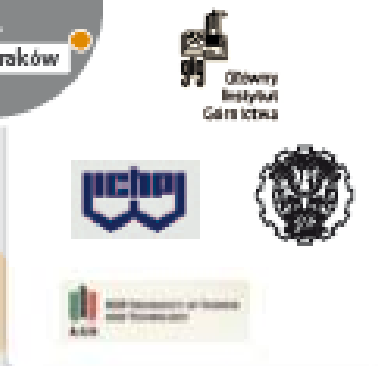
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University Business Forum



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New Partnership between HE and Business:

- provide a platform for a structured dialogue between the stakeholders
- allow for exchange, discussion, sharing of good practice and mutual learning
- Will be a knowledge base of experiences and academic research on the field (e.g. recent survey to >6000 academics on the drivers for University – Business cooperation)
- ec.europa.eu/education/universitybusinessforum.html



Knowledge Alliances



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“The Knowledge Alliances will create new multidisciplinary curricula to promote entrepreneurship within education as well as developing other transferable skills such as real-time problem solving and creative thinking. Knowledge Alliances must be a truly two-way process: higher education and business joining forces to design innovative, sustainable ways of increasing human capital.”



Knowledge Alliances

- Structured partnerships between higher education institutions, businesses and others
 - Minimum of 3 partners from 3 Member-States of the European Union
 - Will focus on long lasting cooperation targeting at educational activities abovementioned
 - Direct support from the EU: up to 400.000€ (75%)
 - Very large demand (94/3)
 - Expected large impact on changing tendencies



Policy framework

- EU 2020 Strategy:
 - Smart growth
 - Sustainable growth
 - Inclusive growth
- EC (2006) 208 Communication – Modernisation Agenda for Universities
- EC(2009)158 A new partnership for the modernisation of universities: the EU Forum for University-Business Dialogue
- EC (2011) 567 – Modernising higher education



Innovation
Union



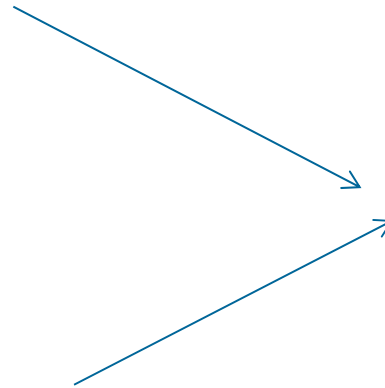
Future policy relevance

- Education as the key driver to enhance long-term growth
- Proposed Multiannual Financial Framework with an increase in education budget of 70%
- Knowledge Alliances as a specific line of “Erasmus for All” 2014-2020



Final note

Knowledge
triangle



U – B Links
also in
education

By promoting cooperation in UB, TP
can have an important role





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