



Entrepreneurship in Higher Education and University-Business Cooperation

**Entrepreneurship Key Competence:
Policy and Practice in the Eastern Partner Region**
Chisinau, 11-12 June 2013

Roberta Moscon, European Commission

EC Policy background

- **Europe 2020 strategy**

7 flagship initiatives

- ✓ **Modernisation of the Higher Education Agenda communication**

Education, research and business for excellence and regional development

- ✓ **Rethinking Education Communication**

Increasing the economic impact of education

- **Entrepreneurship 2020 Action Plan**

Re-igniting the entrepreneurial spirit across Europe

Entrepreneurship

DEFINITION:

*Entrepreneurship refers to an individual's ability to **turn ideas into action**. It includes **creativity, innovation and risk taking**, as well as the ability to plan and manage projects in order to achieve objectives. This supports everyone in day-to-day life at home and in society, makes employees more aware of the context of their work and better able to seize opportunities, and provides a foundation for entrepreneurs establishing a social or commercial activity.*

(Commission proposal for a Recommendation on Key Competences for Lifelong Learning COM(2005) 548 final)

Higher education and entrepreneurship

- *Develop entrepreneurial mind-sets: creative, flexible, problem-solvers who can cope with uncertainty*
- *Embed entrepreneurial approaches in teaching across all subject areas*
- *Be more entrepreneurial in their policies and governance – top down*
- *Incentives and support for staff to expand activities beyond traditional boundaries*
- ***Systemic cooperation & partnerships with business (UBC) & other stakeholders in the community***

UBC barriers



- **Differing motivation and values between HEI and business**
 - Business focuses on producing practical results
 - University research focuses on scientific results
- Differing mode of communication, language and time horizons
- Lack of awareness
 - University lacks awareness of opportunities arising from UBC
 - Business lacks awareness of HEI research facilities/offerings
- **Lack of financial resources**
- Difficulty in finding the appropriate collaboration partner
- Burocracy
- Need for Business to have confidentiality of research results
- Lack of contact people with scientific knowledge within business
- Limited capacity of business to absorb research findings, to take on internships or projects

UBC Drivers



- Access to funding/financial resources for working with business
- Flexibility of business partner
- Interest of business in accessing scientific knowledge
- Access to business-sector research and development facilities
- Employment by business of HEI staff and students
- Short geographical distance of the HEI from the business partner
- **Existence of mutual trust**
- **Existence of mutual commitment**
- **Having shared goals**
- Understanding of common interest by different stakeholders
- Prior relation with the business partner
- Cooperation as effective mean to address societal challenges and issues

UBC supporting measures: strategies

- Top level management committed to UBC
- Documented mission / vision embracing UBC
- General strategy for UBC
- Internal promotion of UBC
- External promotion of UBC
- Dedication of resources to support UBC
- Provision of incentives for academics to encourage UBC
- Inclusion of 'cooperation with business' as part of the assessment of work performance for academics

UBS supporting measures: structures and approaches

- Presence of academics on company boards
- Presence of business people on the HEI board
- Board member of vice rector positions for UBC (knowledge-transfer, third mission, valorisation, commercialisation, partnering)
- Practice of recruiting industry professionals
- Alumni network
- Career offices within the HEI
- Agencies internal and external to the HEI dedicated to UBC
- Incubators for the development of new business

UBS supporting measures: activities

- Workshops, information sessions and forums for HEI business collaborating / targeting academics
- Entrepreneurship education offered to academics and to students
- Networking sessions or meeting for academics to meet people from business
- Collaboration activities facilitating students interaction with business
- Internships

Good practices



- University of Westminster - Pioneering new MSc courses in Enterprise Systems and Information Quality
- The Grenoble Ecole de Management, pioneering new territory in academia
- SAS - How can we develop academic programs that will give students the knowledge and skills that today's job market demands?
- EFER Bologna Faculty Exchange Program
- EFER 1987-2007: 20 years of promoting entrepreneurship in Europe
- HP+ Higher learning
- HP- Mobilising minds
- Chambre de commerce et d'industrie de Paris - La coopération universités-entreprises
- **Bulgaria: HP and Local Universities Boost IT skills of IT and Engineering Graduates**
- Knowledge transfer involving Higher Education Institutions in Wales
- CareerMarket
- The University as a Regional Actor: Partnerships for Professional Development in Europe
- i10 – Centre for Knowledge Exchange in the East of England : How the East of England universities support innovation and business growth

More info: http://ec.europa.eu/education/higher-education/business-examples_en.htm

European landscape of HE – key facts

- **4,000** undergraduate and postgraduate institutions
- Wide variety of institutional forms, governance and funding
- Almost **20 million** students
- **4.5 million graduates** (2009)
- In 2010, 26 % of the population in the EU-27 had a higher education qualification
- EU 2020 target to raise this proportion to 40%
- EU 2020 target to raise R&D/innovation spend to 3% of GDP
- HE seen as central to EU innovation & global competitiveness
- Bologna Process promotes harmonisation/modernisation of EU

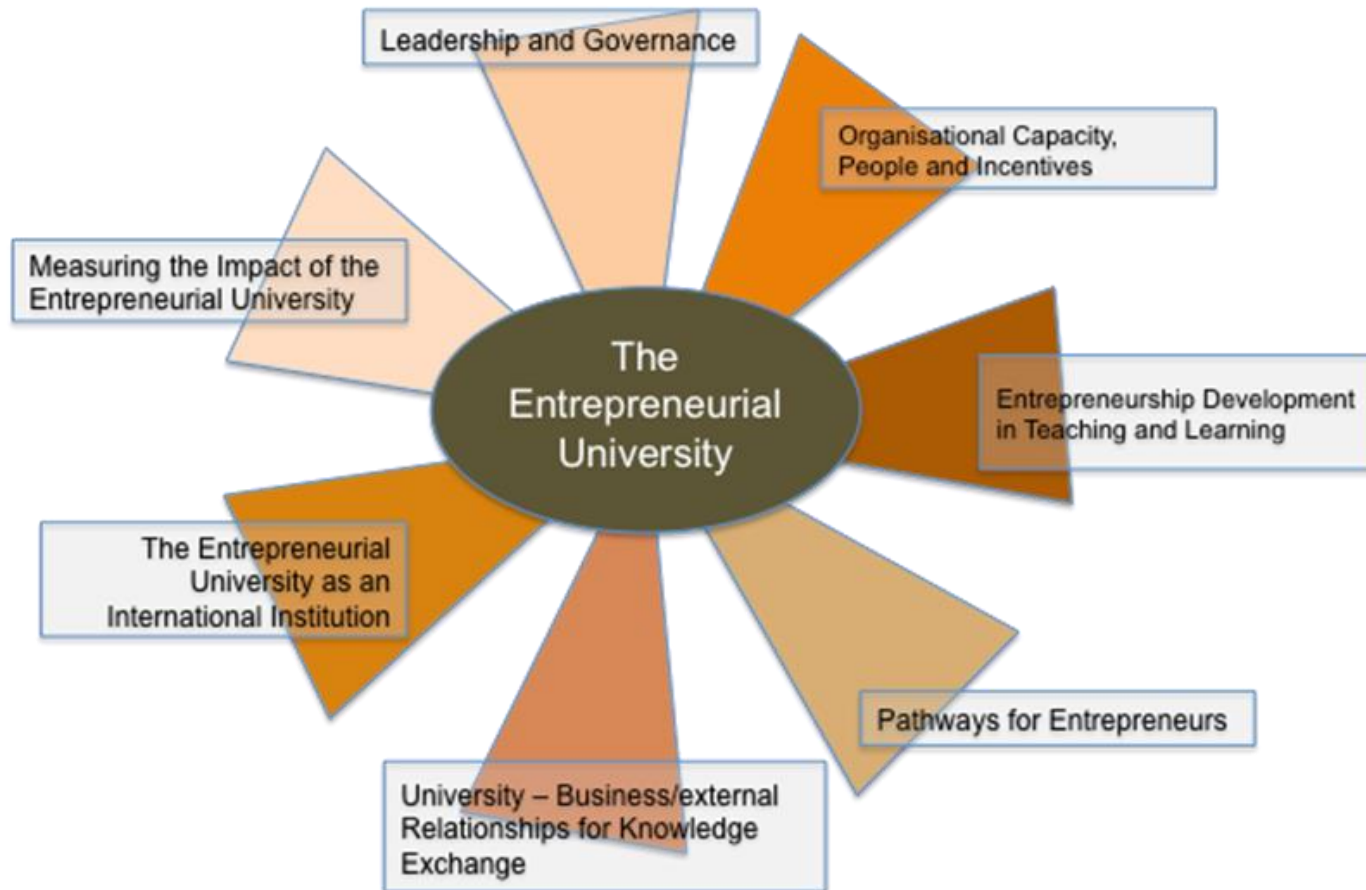
EU Initiatives for fostering the University-Business Cooperation

- **University-Business Forum** - *European platform for dialogue & exchange Communication, common ground & shared objectives*
- **Guiding Framework for Entrepreneurial universities** *an online self-assessment tool developed in cooperation with the OECD*
- **Knowledge alliances** – *structured partnerships among business and higher education institutions 75% co-funded, no restrictions in terms of discipline and subject area*

Entrepreneurial University Guiding Framework

- **University-Business Forum, March 2011** recommendation to take a closer look at underlying concepts and characteristics of an Entrepreneurial University
- **Online self-assessment** for HEI's not a bench-marking tool
- The aim is **to enable institutions to identify their own situation**, and to identify potential areas for action should they so wish, and taking into account their local and national environments
- **Available online on October 2013**
Pilot version: <http://entrepreneurialuniversities.eu/>

The tool takes the form of an **online questionnaire divided into 7 key areas** identified by the panel of experts in consultation with the Commission and the OECD:



Results indicate the university's current strengths and weaknesses by area.

Knowledge alliances' expected outcomes & impact

- Design & delivery of new multidisciplinary curricula & innovative courses responding to business sector needs
- Stimulate entrepreneurship, entrepreneurial skills & attitudes
- New approaches to teaching, learning & governance in HEI's
- Improved market/knowledge relationship
- Sustainable long term partnerships & cooperation

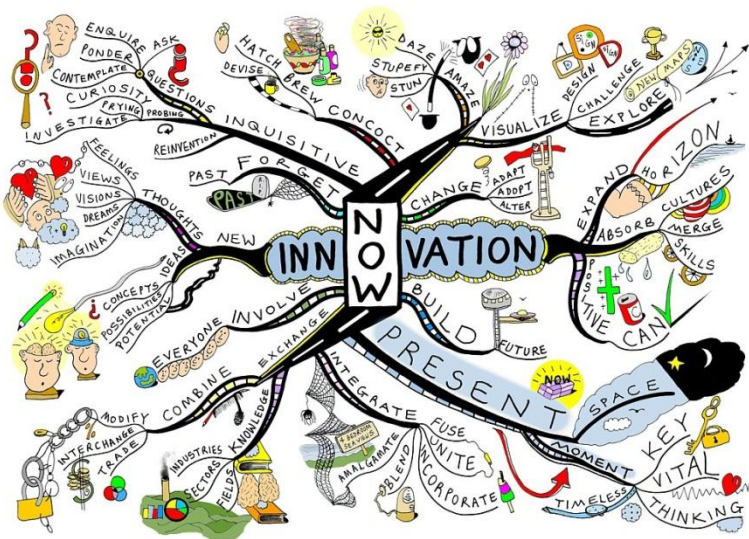
Current Projects

- **CIAKL** – *Cinema & Industry Alliance for Knowledge & Learning*
- **EUEN** – *European University Enterprise Network*
- **KNOW-FACT** - *Knowledge Partnership for the definition and launch of the European Teaching Factory Paradigm in manufacturing education*
- **EDUCCKATE** - *EDUcation Cultural & Creative Knowledge Alliance for Tomorrow's Entrepreneurs*
- **E-NSPIRATION** - *Energy related multidisciplinary Knowledge Alliance aiming to introduce an innovative training programme*
- **EURL3A** - *European Real Life Learning Lab Alliance: EURL^{3A}*



European
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...over to you!



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Any questions?

Roberta Moscon – roberta.moscon@ec.europa.eu

EAC/C2

Higher Education; Entrepreneurship