



Integrating sustainable innovation, research and education across academia and industry

4th European Convention of Engineering Deans

Birmingham, 29-30 March 2012

Peter Baur, European Commission

Plan:

- *Context*
- *Current programmes and initiatives*
- *University-Business Cooperation and Knowledge Alliances*
- *Future programmes and initiatives*

Europe 2020 Strategy - 7 flagship initiatives

<i>Smart Growth</i>	<i>Sustainable Growth</i>	<i>Inclusive Growth</i>
<p><i>Innovation</i></p> <p>« Innovation Union »</p>	<p><i>Climate, energy and mobility</i></p> <p>« Resource efficient Europe »</p>	<p><i>Employment and skills</i></p> <p>« Agenda for new skills and jobs »</p>
<p><i>Education and employment</i></p> <p>« Youth on the move »</p>	<p><i>Competitiveness</i></p> <p>« An industrial policy for the globalisation era »</p>	<p><i>Fighting poverty</i></p> <p>« European platform against poverty »</p>
<p><i>Digital society</i></p> <p>« A digital agenda for Europe »</p>		

Innovation Union

Strategic approach

- ✓ Partnership with Member States
- ✓ From idea to market

Tackling weaknesses

- ✓ Under-investment
- ✓ Fragmentation
- ✓ Framework conditions

Building on strengths

- ✓ Focus on societal challenges
- ✓ Broad concept of innovation
- ✓ Involving all actors

Highlights

- European Innovation Partnerships
- European Research Area framework
- Streamlined EU programmes
- New financial instruments
- Reform of standardisation system
- Public procurement of innovation
- Social innovation pilot
- Stronger monitoring
- Innovation Convention



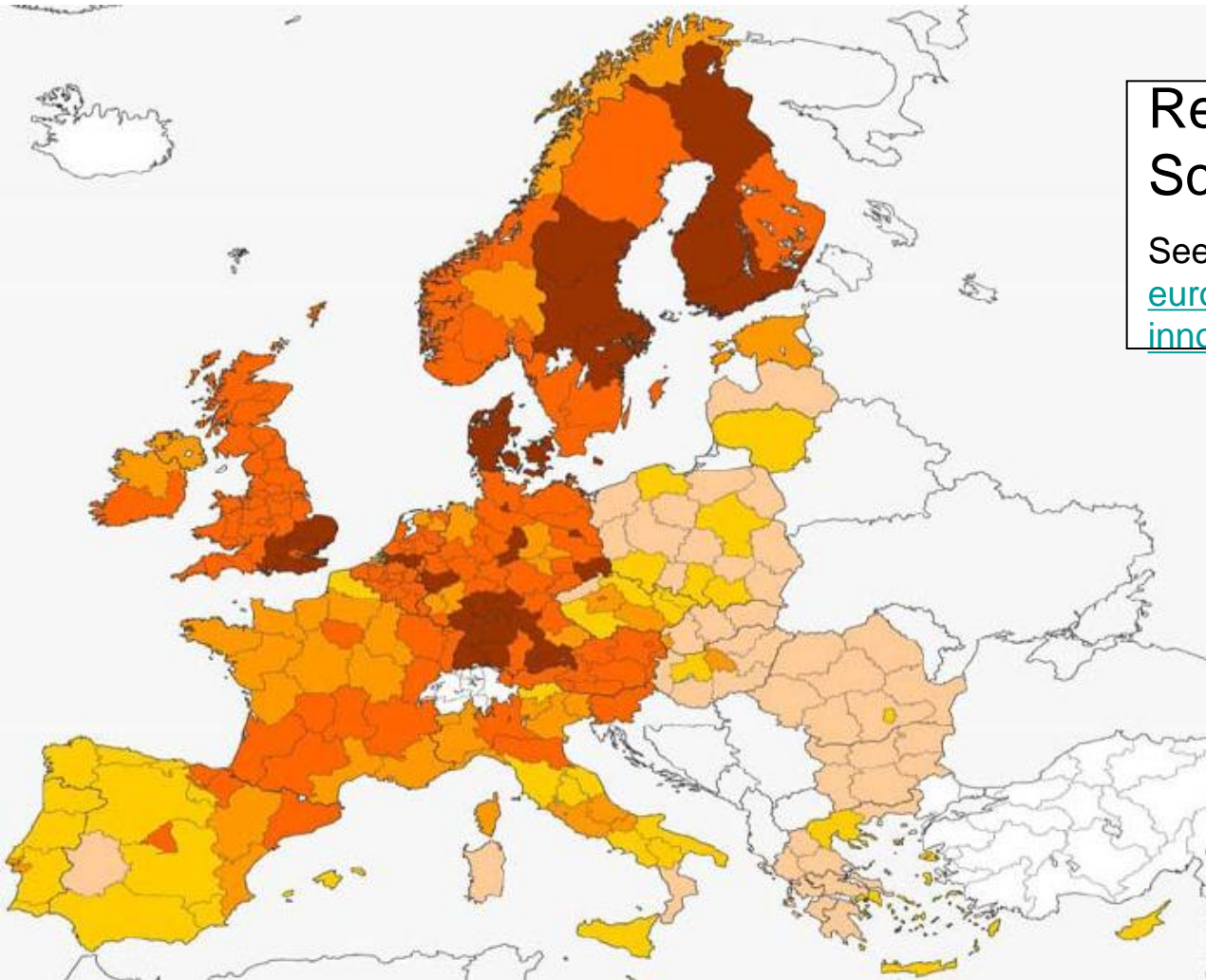
Innovation

A broad concept of innovation: Product; Process; Marketing; Organisation;

Innovation is a highly interactive process and relies on collaboration between a wide range of partners, including both producers and users of innovation.

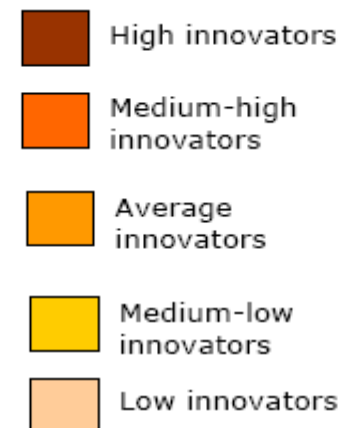
People are at the heart of innovation; People should be empowered to innovate; Entrepreneurial spirit and human ingenuity are the backbone of innovation

Innovation – a divers picture in Europe

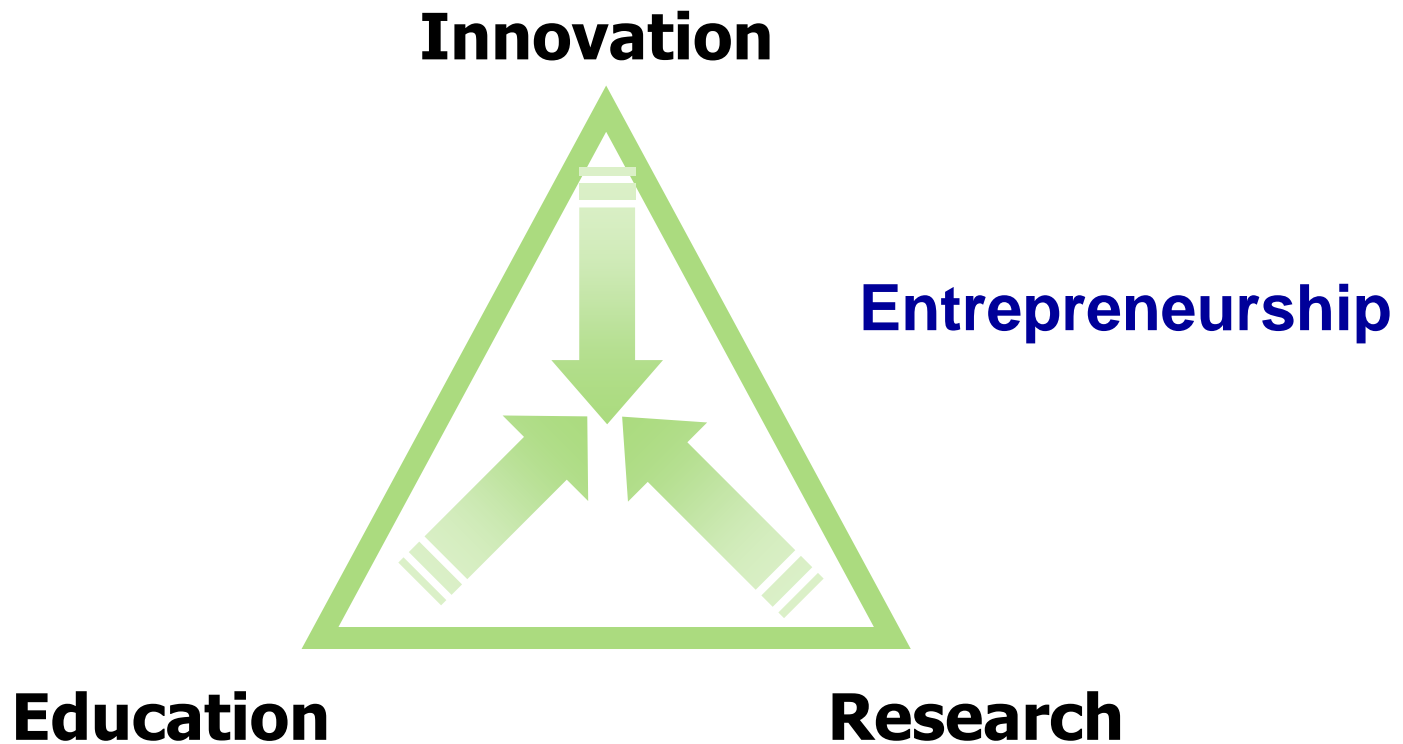


Regional Innovation Scoreboard - 2009

See: <http://www.proinno-europe.eu/page/regional-innovation-scoreboard>



The Knowledge Triangle – at the core of innovation





Innovation

Initiatives and programmes on EU level (current)

European Institute for Innovation and Technology

University-Business Cooperation and Knowledge Alliances

Marie Curie Action

Lifelong Learning Programme – Erasmus

Seventh Framework Programme

Competitiveness and Innovation Programme

Structural Funds



University-Business Cooperation

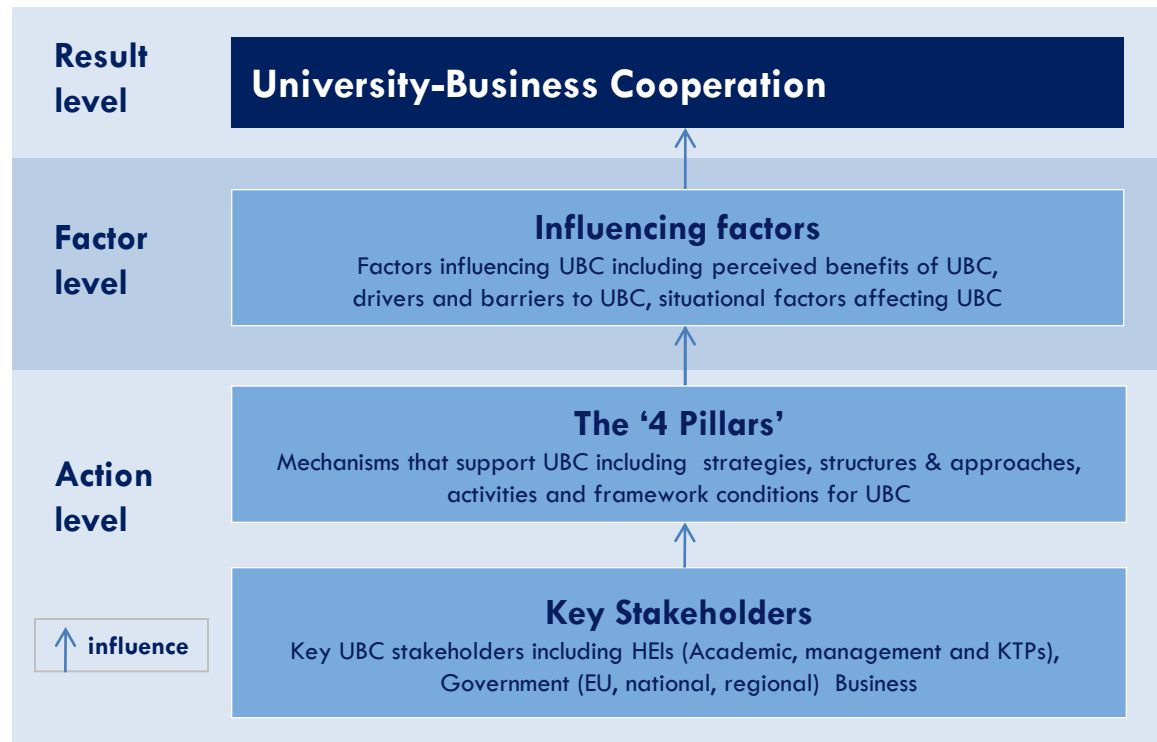
U-B forums 2008 - 2011

Name of the forum	Date	Location
First European Forum on cooperation between higher education and the Business Community	28/29 February 2008	Brussels (BE)
Thematic Forum on 'Continuing Education and Lifelong Learning'	30 June 2008	Brussels (BE)
Thematic Forum on 'Curriculum development and entrepreneurship'	30/31 October 2008	Tenerife (ES)
Second European Forum on Cooperation between Higher Education and the Business Community	5/6 February 2009	Brussels (BE)
Thematic Forum 'New Skills for New Jobs – The role of Higher Education Institutions and Business Co-operation'	22/23 October 2009	Dublin (IE)
Thematic Forum: From the Crisis to Recovery - the Role of Higher Education Institutions and Business Co-operation	2/3 February 2010	Brno (CZ)
Third European University-Business Forum: University-Business Cooperation for smart, sustainable and inclusive growth	4/5 May 2010	Brussels (BE)
Fourth European University-Business Forum: University-Business Cooperation: A strategic partnership to deliver Europe 2020	22/23 March 2011	Brussels (BE)
Thematic Forum: Innovating together – Partnerships for an Entrepreneurial Europe	21/22 November 2011	Enschede (NL)

University-Business Cooperation

European UBC is influenced by a large number of factors including:

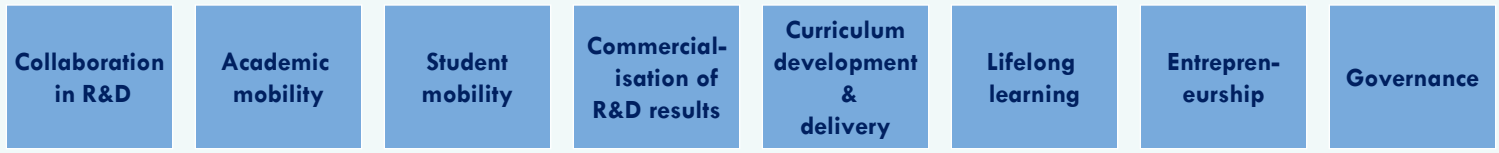
1. Influencing factors
2. Mechanisms that support UBC (The '4 Pillars')
3. Key stakeholders





University-Business Cooperation

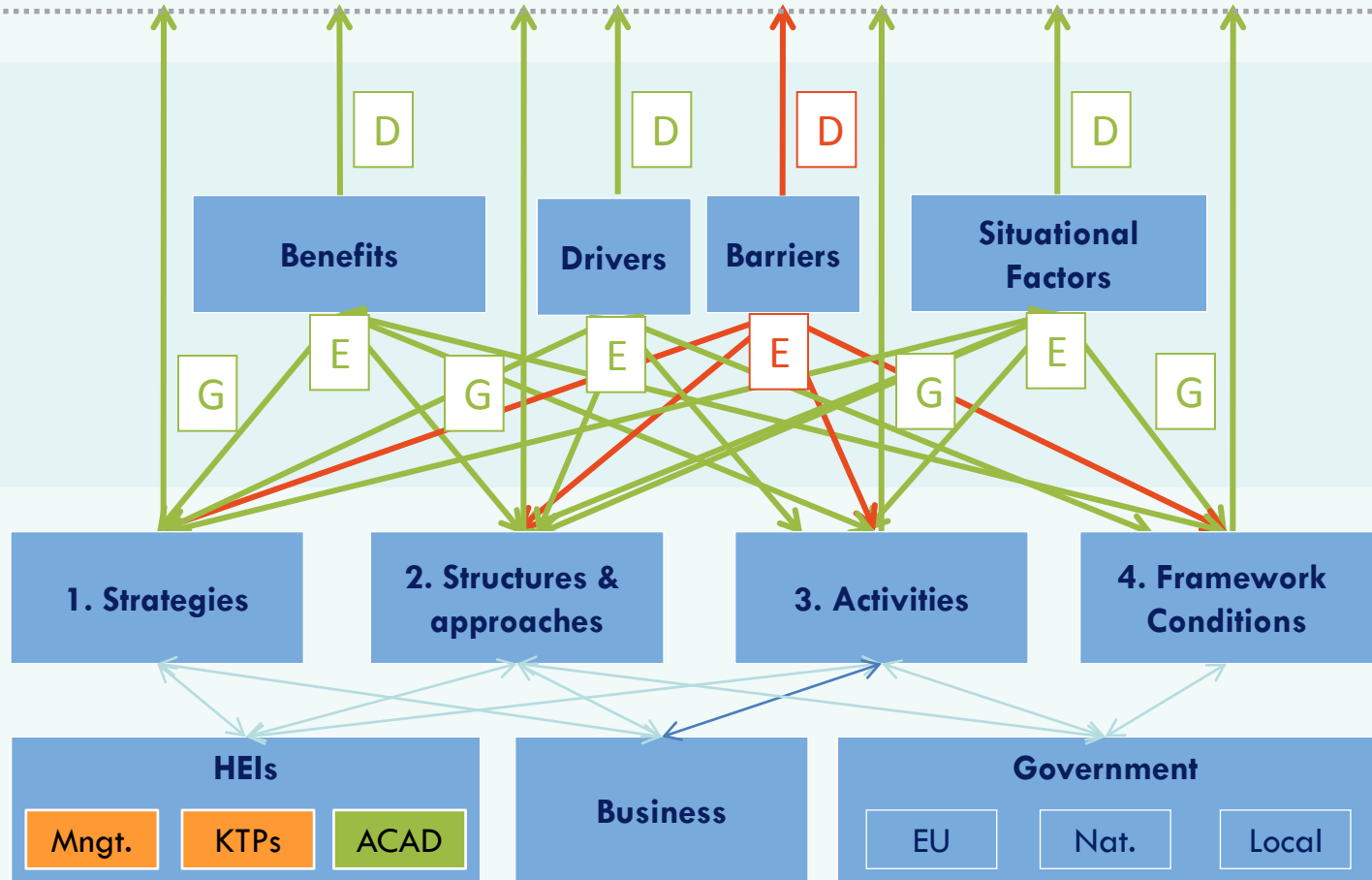
8 types of UBC



Result level

Factor level

Action level



Analysis takes place in this direction

Knowledge Alliances:

- *Strategic partnerships*
- *Cooperation for innovation*
- *2-way Knowledge Exchange*
- *Education innovation – new approaches, new skills*
- *Bridging the gap between HE & the job-market*
- *Changing HEI and Business mentalities*
- *Entrepreneurial Europeans*
- *Professional development of European workforce*

Impact:

- *Students*
- *HEI's (including staff)*
- *Business & Industry*
- *Social and economic renewal – local, regional and national impact*

Pilot call:

- *2011 - First pilot call*
- *1 million euro budget*
- *18 months duration*
- *3 projects selected*
- *94 responses*
- *Applicants from all 27 Member States*
- *average of 6 partners from 4 MS*



Selected projects

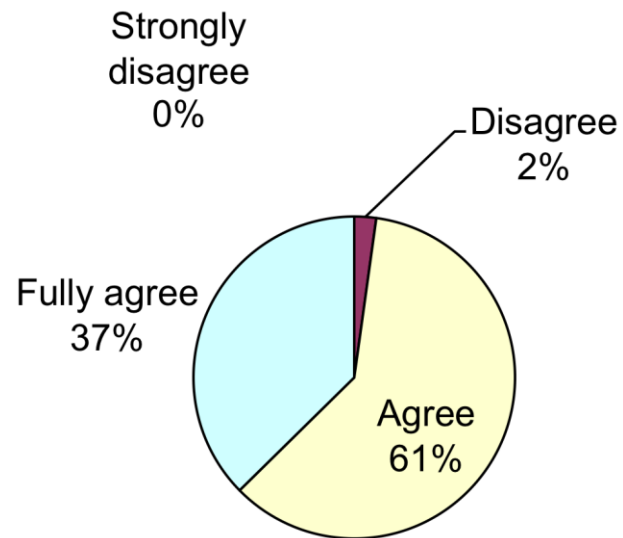
- *CIAKL – Cinema & Industry Alliance for Knowledge & Learning*
- *EUEN – European University Enterprise Network*
- *KNOW-FACT - Knowledge Partnership for the definition and launch of the European Teaching Factory Paradigm in manufacturing education*

More information on our website:

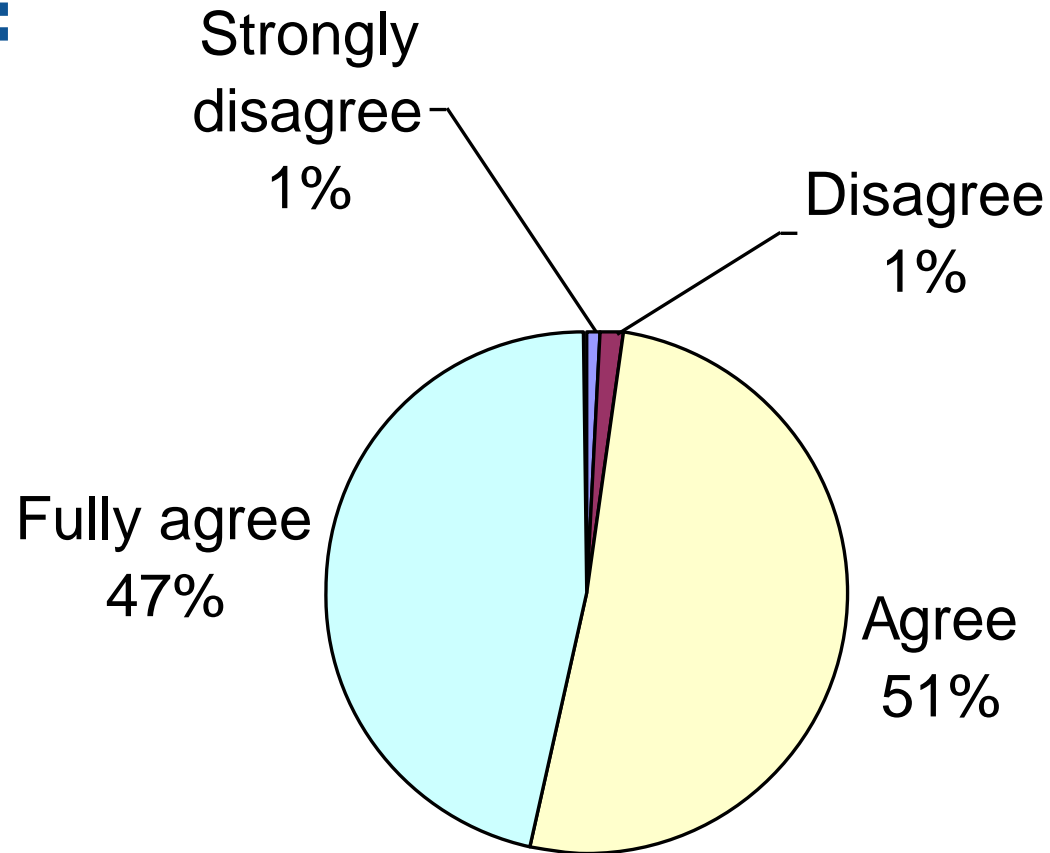
http://ec.europa.eu/education/higher-education/doc3112_en.htm

Survey on KA

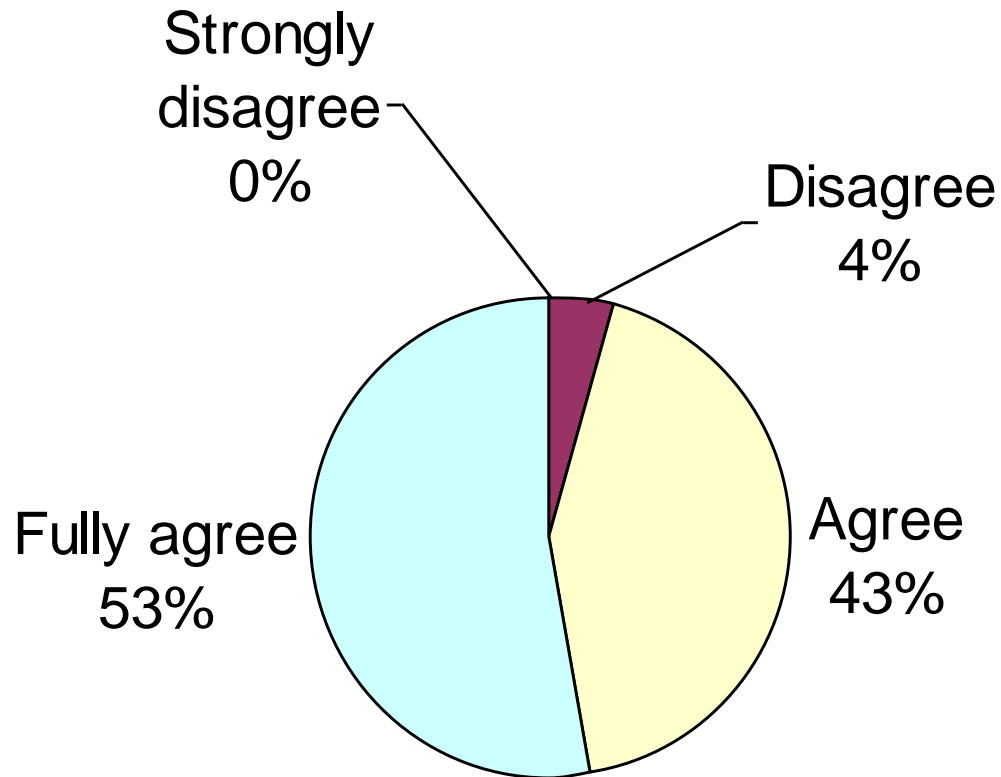
Is the concept clear



The concept is in line with existing activities:



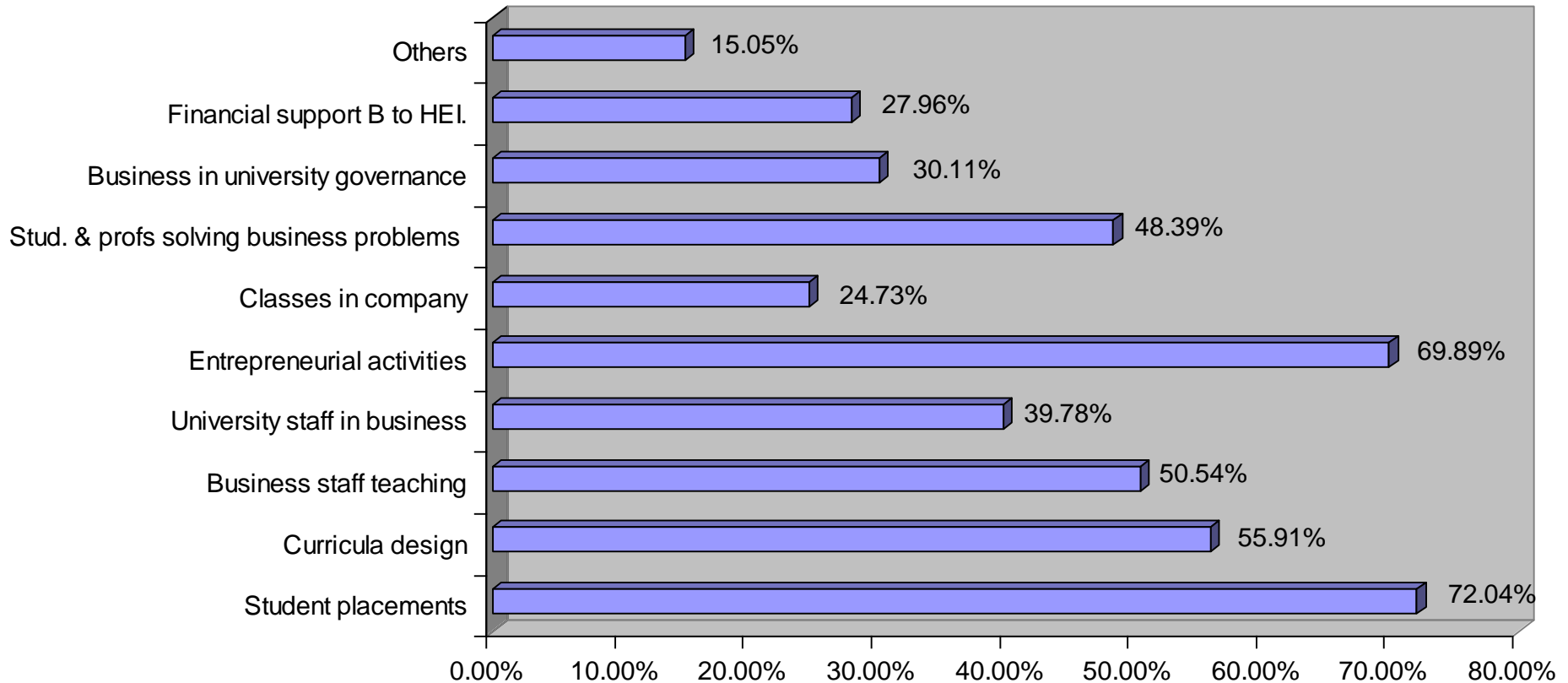
The concept will help us in implementing future activities:



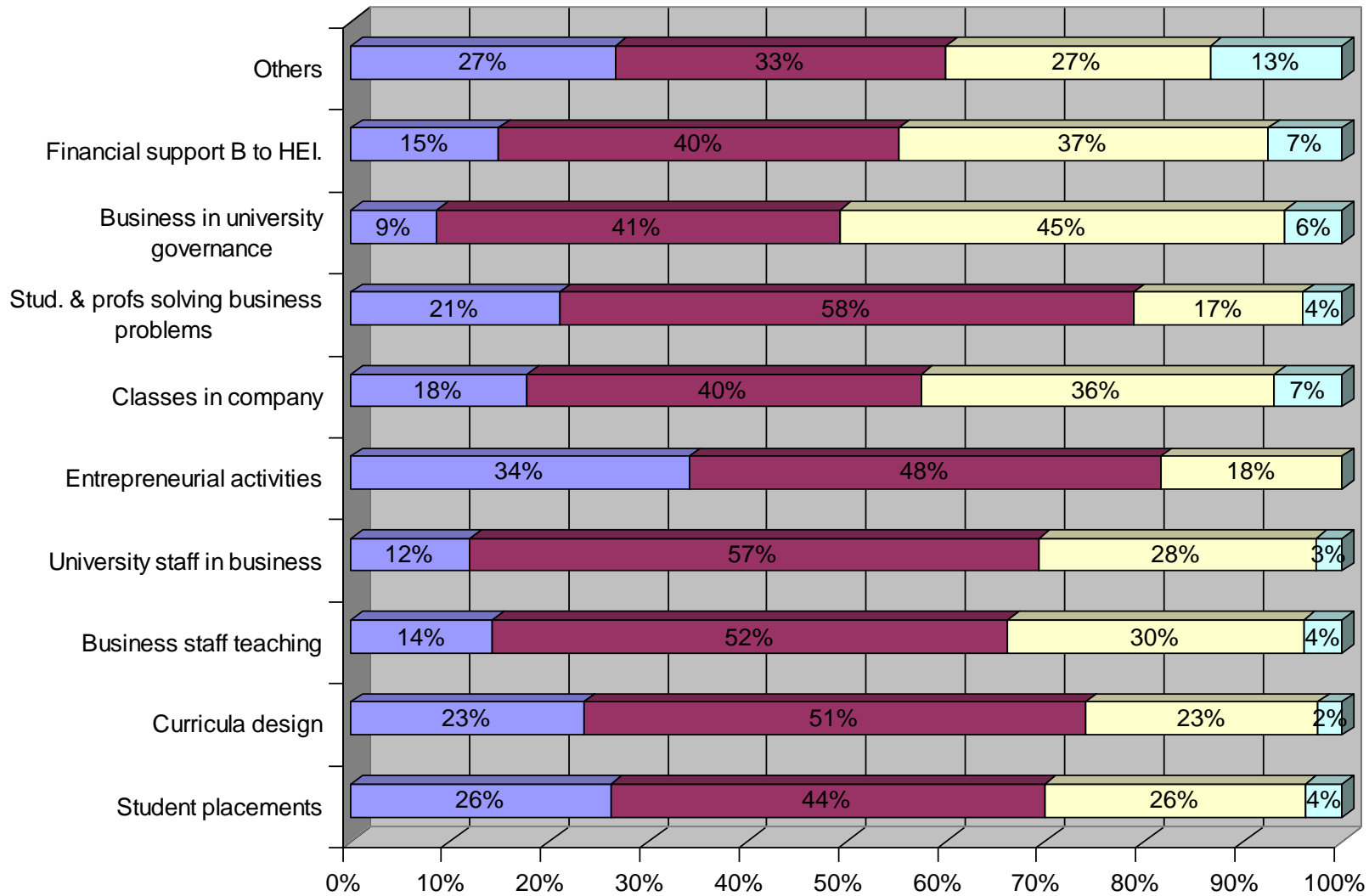
Answers 89/93



Current UBC activities:



Evolution of activities in the near future:



■ Strong increase
 ■ Increase
 ■ Stable
 ■ Decrease expected



Knowledge Alliances - next steps

*Second pilot – 2012: Call published end of March;
Deadline for submission: end of June)*

Erasmus - 2013

Erasmus for All 2014-2020:

- over 200 potential partnerships*
- budget of approx. 175 M€ over 7-years*



Marie Curie Action

European Industrial Doctorate (pilot action in 2011; new call in 2012)

- A joint doctoral training project between an academic participant (university, research institution, etc.) and a company; established in two different EU Member States or associated countries
- Associated partners from any country can complete the programme with training opportunities.
- Doctoral researchers from any nationality are employed by at least one of the participants and spend at least 50% of their time in the company.
- Open to all research fields.



Innovation

Initiatives and programmes on EU level (2014 - 2020)

Horizon 2020 - European Institute for Innovation and Technology – Marie Skłodowska Curie Action

Erasmus for All - Knowledge Alliances - University-Business Cooperation

Programme for the Competitiveness of enterprises and SMEs (COSME 2014-2020)

Structural Funds (2014 – 2020) – Smart Specialisation



Thank you !!!