  
  
**WORKING WITH BUSINESS**

#GameChangingBirmingham

Official Partner Birmingham 2022 Commonwealth Games

# WORKING WITH BUSINESS

Through our innovative work with business across research and education, the University of Birmingham is a driver for positive impact and change.

We are proud to be an official partner of the Birmingham 2022 Commonwealth Games, host of the largest athletes village as well as being the official venue for hockey and squash and an Official Partner of the Birmingham 2022 Queens Baton Relay – International Leg.

Game-changers disrupt the status quo, make a step change or a switch to change the game. With the focus on our city and region next year with the Games, there has never been a better time for us to work together to show the world #GameChangingBirmingham.

# UNIVERSITY OF BIRMINGHAM AS AN ENGINE OF GROWTH

THE NUMBER 1 MOST TARGETED university in the UK by top

employers

RANKED IN THE TOP 100 of the world’s universities

We are investing £1 BILLION in our campus over ten years

We teach over 34,000 students at both undergraduate and postgraduate levels

81% of our research is world leading or internationally excellent

Our research and knowledge transfer activity is worth £885 million

We focus on challenges such as sustainability, life sciences, responsible business and sport excellence.

## HOW WE WORK WITH BUSINESS

### REGIONAL ANCHOR INSTITUTION

* Partner with key business-focused stakeholders in the region
* Cultural assets
* Conference and events facilities
* Regional economic analysis: WMREDI
* International connections to support regional investment and growth
* Birmingham Health Innovation Campus
* Tyseley Energy Park
* The Exchange
* University of Birmingham School

### INNOVATION

* Business incubation
* Business support and growth services
* Academic consultancy
* Intellectual Property (IP)
* Spin-outs
* Fully funded SME support programmes
* Product impact
* Service innovation
* Research collaboration
* Business change innovation
* Entrepreneurship

### CORPORATE SOCIAL RESPONSIBILITY (CSR)

* Entrepreneurship
* Community outreach cultural programmes
* Mentoring Scholarships for underrepresented community
* Outreach to schools with business
* Diversity and Inclusion
* Philanthropic research collaboration

### SKILLS AND TALENT

* Embedded business flow in education programmes
* Graduate talent
* Internships and placements
* Business school
* National College for Advanced Transport & Infrastructure (NCATI)
* Degree Apprenticeships
* Continuous Professional
* Development Mentoring
* Outreach to schools with business
* Entrepreneurship
* Plugging digital skills gap

## BIRMINGHAM 2022 COMMONWEALTH GAMES

### POTENTIAL OUTCOMES FOR THE REGION\*

1 billion GDP boost for the region

£400 MILLION in trade deals and investment

1 billion global TV audience

23.5 % DECLINE IN UNEMPLOYMENT (Manchester 2002)

MOMENT FOR POSITIVE CHANGE AND IMPACT FOR REGION ON AN INTERNATIONAL STAGE TO SUPPORT INCLUSIVE, SUSTAINABLE GROWTH

\*Outcomes for the region: p10 Birmingham 2022 Commonwealth Games Legacy Plan

We want to work with businesses that support contact us [businessteam@contacts.bham.ac.uk](mailto:businessteam@contacts.bham.ac.uk) #GameChangingBirmingham

# SKILLS AND TALENT

Our education programmes offer the highest quality learning experience, so that our students are ready, resilient and effective in the working world. We are constantly engaging with all sizes and sectors of business to support this, providing integrated education and career development programmes.

Activities include: events and presentations from business, business-led challenges, mentoring, internships and placements, careers fairs, skills sessions and application workshops. Our reskilling and education programmes, such as Degree Apprenticeships, Executive MBAs and other Continuing Professional Development (CPD) programmes are in continual development with businesses to ensure we bridge the gaps around data science and digital skills. At C-Suite level, The Birmingham Leadership Institute allows leaders and chief executives to come together to work on system leadership challenges and on their own personal and professional development.

## GET INVOLVED!

As you build out your workforce to take advantage of the opportunities in the region, you can work with us to develop placement and internship programmes as well as access our graduates.

## GET INVOLVED!

To showcase and develop our student talent with business, we have launched the ‘Student Knowledge Exchange Re-Imagined’ project. These are a series of boot camps and workshops with business. We are

currently looking for businesses who are considering their plans for the Birmingham 2022 Commonwealth Games and would like access to our students’ ideas across many disciplines, while providing our students with tangible experience with business.

<https://www.youtube.com/watch?v=2dVKDKYQDaE>

## CORPORATE SOCIAL RESPONSIBILITY (CSR)

The University of Birmingham can help businesses fulfil their CSR strategies and ambitions through its shared commitment to civic engagement and providing opportunities for all.

Corporate scholarship programmes and bursaries can help businesses to support and recruit young and diverse talent. We design educational programmes that address skills gaps and ensure diversity and inclusion is represented. We can provide strategic philanthropic and research opportunities to collaborate and help tackle some of society’s biggest challenges.

Our sector-leading outreach, mentoring and support programmes provide businesses with tangible and meaningful volunteering opportunities to support the next generation of talent, whilst improving staff morale and skills.

## GET INVOLVED!

The Corporate Scholarship Programme is a mutually beneficial collaboration between the University of Birmingham and corporates in the West Midlands, who are passionate about inclusivity, social mobility and supporting local and diverse talent. Businesses like law firm Gowling WLG are providing Black students with scholarships and non-financial support to improve their employability and future prospects.

## GET INVOLVED!

Our sector-leading outreach programme, Pathways to Birmingham, has enabled more than 3,000 young people from under-represented groups to study at the University of Birmingham. Record numbers from this programme have joined the University in the last few years, with 662 in 2020/21.

Our outreach programmes to schools offer professional pathways, and we look to business to support them with work placements for Years 10–12 in many sectors, including engineering and law, as well as to offer access to business role models through summer schools and other opportunities.

## SPORT AND HEALTH

We are working with policy-makers, charities and health partners to unlock the benefits of sport through our research in crucial areas such as performance, resilience and healthy ageing. More active lifestyles can transform our physical and mental health and hugely reduce the risk of serious illness. We can support the most vulnerable in our society by improving wellbeing and outcomes for young people who are homeless or at risk of homelessness through applying learnings from our sports science programmes.

We have created an effective innovation ecosystem, both with and for business. Working effectively with all types of industry sectors and all sizes of businesses, we enable the most impactful social and economic change by delivering innovative products and services and supporting improvements to how businesses work.

We have a vast wealth of expertise at the University, often in collaboration with business that can contribute to sustainability goals. For example, we are tackling global emissions through transport technology, and with Porterbrook, we have recently tested HydroFLEX, the first UK hydrogen-powered train that emits nothing but steam, on mainline UK railways.

Our Business School is a key contributor to the responsible business agenda, focusing on areas like sustainability, inclusive workplaces and leadership.

Alongside our research collaboration activities, there are a number of other business services we offer, such as academic consultancy, spinouts, Intellectual Property (IP) and licensing and business incubation. We help solve problems in the here and now, such as decarbonised technologies for cold energy, making public transport greener, or delivering fundamental research that will boost recycling technologies.

We also offer leading-edge technical and lab facilities with experts on hand offering support, problem-solving and help with product development.

We’re supporting the ambition to make The Games the most sustainable yet. We are currently working with West Midlands Transport Company to ensure that the timetabling of transport around The Games is delivered in as sustainable a way as possible, as well as providing research for WM-AIR, to look at the air quality around the region prior to and during The Games.

## GET INVOLVED!

Tyseley Energy Park will support the delivery of low-carbon heat and transport. With heat accounting for 40% of energy usage – a third of the CO2 emissions in the UK – we’re working with policy-makers to develop practical solutions to convert the UK’s housing stock to low-carbon heating and high-spec thermal insulation in under 20 years. It is also the base of our Birmingham Energy Innovation Centre for innovation in waste, energy and low-carbon vehicle systems across the West Midlands, working with businesses of all sizes.

The Birmingham Health Innovation Campus will accelerate healthcare innovation and economic growth, centred on a shared mission to transform the health of all citizens, in Birmingham and beyond. Due to open in 2023, it will offer high-quality laboratory, office, incubation and innovation facilities for forward-thinking businesses in the healthcare and life sciences space and will be part of an integrated, physically connected critical cluster of patient-centred health excellence.

Single-use plastic is a well-known problem to the environment. The ARLI Project has been working with a number of companies to replace plastic packaging with natural materials – for example, we worked with one company that provides frozen healthy meals for distribution throughout the UK, advising them to replace their plastic-coated paperboard containers with a more robust alternative that decreased their carbon footprint.

GET INVOLVED! We offer a number of support initiatives for businesses, from sector-specific regional impact programmes for SMES to strategic R&D projects funded by Innovate UK, such as smart grants and knowledge transfer partnerships, where knowledge and expertise from the University, via a graduate, is taken into a business, in order to deliver impact and productivity to the bottom line and are available for companies of any size.

We have a number of support programmes available to help grow your business goals and ideas. These include:

* AMCASH

Specialising in characterisation, simulation and modelling of materials

* ARLI

Focusing on alternative raw materials with low impact

* Ateta

Investigating low-carbon energy

* AMTECAA

Specialising in digital manufacturing with industry

* CIAMM

Helping SMEs improve product accuracy and quality through advanced measurement, inspired by quantum technologies

* CREST

Focusing on environmental science

* DR DIGI-RAIL

Focusing on commercial and research opportunities that exist in digital rail

* DEMAND Hub

Supporting SMEs in, or looking to enter, the healthcare market

* SI2 SCIENCE INDUSTRY

Offering SMEs with a product, process or R&D-based technical problem access to high-tech equipment and resource

* University of Birmingham Enterprise

IP, academic consultancy, and business support programmes for SMEs and researchers.

# REGIONAL ANCHOR INSTITUTION

## BE PART OF THE MOMENT: STRENGTHENING THE REPUTATION OF BIRMINGHAM AND THE REGION

We want to strengthen the positive perceptions of the West Midlands, dispelling the myths and showing the region to be rich in culture, innovation, entrepreneurship and business opportunities. Working with other key stakeholders across the region such as regional and national government bodies, The Greater Birmingham Chamber of Commerce, the CBI, the Local Enterprise Partnerships (LEPs), other education providers and business, we want to ensure the region and its people benefit as much as possible from the investment opportunities, the business scale-up and through showcasing the innovation, skills and our **gamechanging** focus in the West Midlands.

## GET INVOLVED!

We offer a great variety of conference and events spaces, from our historical Great Hall, through to our Edgbaston Park Hotel and Conference Centre as well as new facilities at our city-centre location, the Exchange, in Centenary Square.

We can celebrate some great cultural assets and want to make sure they can be enjoyed by many more people in the region: the Lapworth Museum of Geology, complete with our own dinosaur, Rory; the Barber Institute of Fine Arts, our national gallery in the Midlands, recognised as the finest small art gallery in Europe with works by Monet, Renoir, Degas, and many others; and our beautiful Winterbourne House and Botanic garden.

## GET INVOLVED!

We run joint marketing and communications programmes with our business partners and sector leaders, working closely with our regional and national partners.

* Join in with our Birmingham Breakfast Club, with regular breakfast briefings and webinars on a variety of topics relevant for regional business.
* Check out our new city-centre base, the Exchange, opening in September, and hosting many business-focused activities such as events for Birmingham Tech Week in October
* Consider COP26, the UN Climate Change Conference: we will be focusing on our sustainability work with business in the run-up and after COP 26

## PARTICIPATE IN THE FORUM FOR GLOBAL CHALLENGES:

2–4 May 2022 at the ICC, Birmingham: bringing together academics, policy-makers and business to respond to the global challenges we face, such as climate change, gender inequality, and education. There is also a dynamic online community for business to join.

## International focus with the Queen’s Baton Relay:

the Baton will leave Buckingham Palace in autumn 2021 and visit every Commonwealth country prior to arriving in Birmingham in time for the Games. Our role as the Official Partner of the Birmingham 2022 Queens Baton Relay – International Leg, presents a unique opportunity to showcase and celebrate the West Midlands region. Working in partnership with our international collaborators we will be developing a series of hybrid events across the globe with a focus on India, Singapore, Malaysia, Australia, Canada and Nigeria.

From boosting jobs and investment, to promoting Birmingham and the West Midlands’ national and international reputation, the University of Birmingham is dedicated to building a lasting legacy from the Birmingham 2022 Commonwealth Games.

We want to work with businesses who support #GameChangingBirmingham

Get in contact:

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