



University – Business Cooperation

Bangkok,
26 March 2010

Prof. Dr. Alexandra Angress on behalf of the European Commission, DG EAC



Plan

Background and Objectives – Why this forum?

University-Business Forum(s) – What are the issues on the agenda of these forums?

Outlook – What will the future hold?



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Education and Culture

Modernisation agenda for Universities (Commission Communication 2006)

- 1. Break down the barriers around universities in Europe**
2. Ensure real autonomy and accountability for universities
- 3. Provide incentives for structured partnerships with the business community**
- 4. Provide the right mix of skills and competencies for the labour market**
5. Reduce the funding gap and make funding work more effectively in Education and Research
- 6. Enhance Interdisciplinarity and Transdisciplinarity**
- 7. Activate Knowledge through interaction with society**
8. Reward excellence at the highest level
9. Make the European Higher Education Area and the European Research Area more visible and attractive in the world.



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Modernisation agenda for Universities (Council Resolution 2007)

invited the Commission to support the Member States with regard to the modernisation agenda, including through encouraging partnerships between universities and industry/private sector.



Bologna Process (Ministerial Meeting in Leuven and Louvain-la-Neuve, 28-29 April 2009)

- *« all students and staff of higher education institutions should be equipped to respond to the changing demands of the fast evolving society »*
- *« HE should equip students with the advanced knowledge, skills and competences they need throughout their professional life »*
- *« ... each country to increase mobility ... In 2020, at least 20% of those graduating in the European Higher Education Area should have had a study or training period abroad »*



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Education and Culture

Societal

Agendas/
expectations
of HE

Widening participation/access

Sector Skills

Employability

LLL

Economic growth

Competitiveness

Knowledge Transfer

Innovation

Teaching

Graduates and post graduates

High education targets

Learning programmes

Intellectual capital

Academic research

International research base

New knowledge

World Class Knowledge Base

Research

Academic

Dr. M. Wedgwood, Manchester Metropolitan University

European Commission, DG EAC



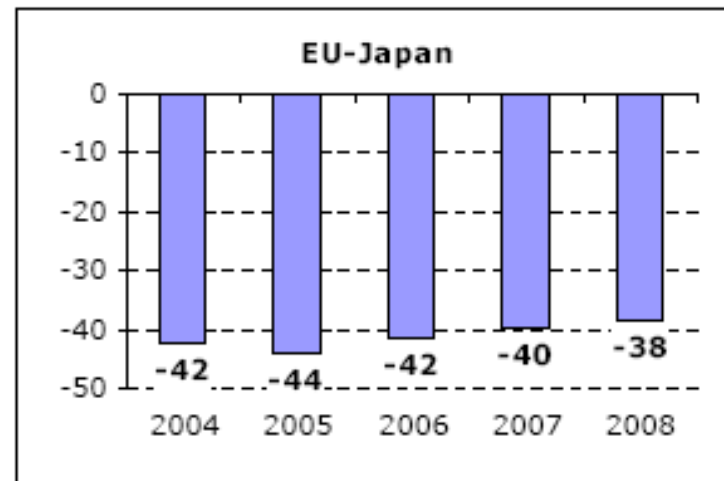
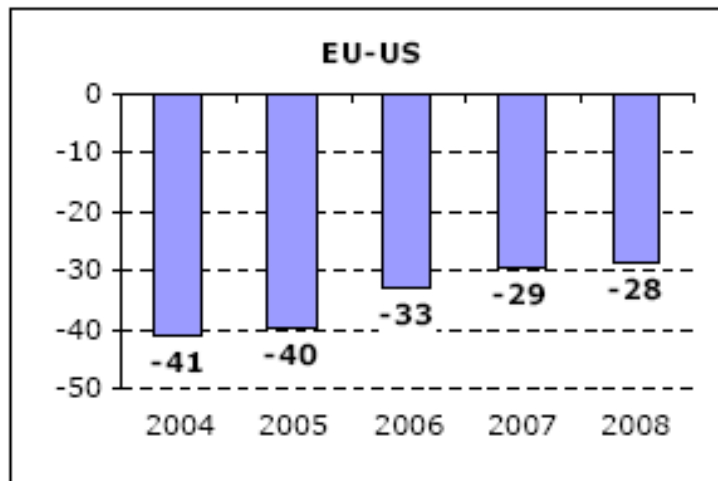
Employability

Research by the CBI (Employer organisation, UK) shows that almost a third of employers (30%) have problems with graduates' generic employability skills such as team working, communication and problem solving. Employers are also disappointed with graduates' attitudes to work (25%), self-management (33%), business awareness (44%) and knowledge of foreign languages (49%).



Innovation

EU INNOVATION GAP TOWARDS US AND JAPAN



Performance for each reference year is measured using, on average, data with a two-year lag (e.g. performance for 2008 is measured using data for 2006). The EU innovation gap is measured as the distance between the average performance of the EU and that of the US and Japan on 16 comparable indicators. An EU innovation gap of e.g. -40 means that the US or Japan is performing at a level of 140, or 40% above that of the EU.



New Partnership between HE and Business:

University-Business Forum

- provide a platform for a structured dialogue between the stakeholders
- allow for exchange, discussion, sharing of good practice and mutual learning



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University – Business Forum (28-29 February 2008)

Thematic Forum « Continuing Education and Lifelong Learning » - 30 June 2008, Brussels

Thematic Forum « Curriculum Development and Entrepreneurship » - 30-31 October 2008, Tenerife

Thematic Forum « Knowledge Transfer; Intellectual Property Rights » - 7 November 2008, Brussels

University – Business Forum (5-6 February 2009)



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Thematic Forum « U-B Cooperation and NSfNJ » 22-23 October 2009, Dublin

Thematic Forum « U-B Cooperation - Opening-up to non-EU countries », 3-4 December 2009, Brussels (ETF)

Thematic Forum « U-B Cooperation and the current crisis », 2-3 February 2010, BRNO



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Recurrent message

It is not about “**If**” universities and business should cooperate; it is the “**How**” that matters



Communication of the Commission

A new partnership for the modernisation of universities: the EU Forum for University-Business Dialogue (Com(2009) 158 final; 2 April 2009)

Governance

Curriculum Development

Entrepreneurship

Mobility

Knowledge Transfer

Lifelong Learning



Governance

Importance of appropriate governance models at national, regional and institutional level is a core condition for the development of effective cooperation between higher education and business. Without an appropriate governance model, the cooperation will not work.



Curriculum Development

Involvement of Business in curriculum development will ensure closer linkage to the needs of the labour market. It will help to ensure that graduates have the knowledge, skills and competences they need to be successful on the labour market. Student learning is enriched and prepares them for future employment as they gain exposure to live problems and solutions through the curriculum and placements.



Entrepreneurship

Professors, researchers and students have a poorly developed entrepreneurial mindset in Europe that results in few spinouts and new businesses. The challenge for higher education is to provide learning environments that stimulate independence, creativity and an entrepreneurial approach to harnessing knowledge. Universities have to get more entrepreneurial



Mobility

Mobility between the two worlds should get a normal feature. We should see many more HE students undertaking internships in companies, working on real problems of companies and working in cooperation with companies on common projects. We should also see many more researchers and professors "on the move" – and on the other side company staff should get more frequently involved in the delivery of study programmes.



Knowledge Transfer

A particular important aspect in higher education concerns the area of knowledge transfer. Better and more intense cooperation is beneficial for Academia and Business. It is mutually reinforcing and moves knowledge forward in both the ‘business’ context and the academic context. A crucial stimulus for innovation.



Lifelong Learning

Cooperation with companies can contribute to the development of HEIs as actors of lifelong learning. Companies have to identify their needs and to communicate them to the HEIs. They have to clearly express what they expect and what they need. HEIs can then develop strategies to address this demand.



Council Conclusions

On Partnership between education and world of work

« Further develop the U-B Forum ..., to envisage its extension to include other levels of education and training, stakeholders **from outside the EU ...** »



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Thematic Forum « Enlarging the scope to other levels of education », 24-25 March 2010, Brussels

3rd European University – Business Forum, 4-5 May 2010, Brussels

2 Thematic Forums during the 2nd half of 2010



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Internet:

http://ec.europa.eu/education/policies/educ/business/index_en.html

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European Commission, DG EAC



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Thank you for your kind attention!