



## Guiding Document for Speakers and Moderators

### *Background & context:*

The *European University-Business Forum* (UBForum) was established in 2008 as a platform to encourage and improve relations between the worlds of academia and business. It provides face-to-face opportunities for discussion, networking, mutual learning and the illustration of successful examples of cooperation between business and the higher education sector.

The UBForum is part of wider efforts to support the Modernisation of Higher Education in Europe and has a key role in supporting the implementation of Europe 2020. To stay competitive, Europe must invest in people, their ability to innovate and adapt to change. Higher education institutions (HEIs) are at the heart of the knowledge triangle of research, education and innovation, key drivers of the knowledge economy and vital to regeneration and competitiveness in Europe.

The Forum has proved its value as a platform for the dissemination of good practice, exchange of experience, networking and the development of partnerships between higher education institutions and businesses. The different UB Forum events have also generated new ideas, projects and policy tools. Notable examples of UB Forum ideas that have been converted into European policy tools are the Knowledge Alliances under Erasmus+ and HEInnovate, an on-line tool for higher education institutions to both measure and develop their innovative capabilities, and help them learn from case studies and other training materials.

The seventh Forum continues this tradition. Policy leaders, higher education and business representatives, debate the challenges and opportunities presented by university business cooperation through case studies and examples of good practice.

The 2017 Forum will explore four themes, through a mixture of keynotes, panel discussions and workshops:

- Modernisation, Relevance and Skills: Overcoming the skills mismatch and Innovation Competencies;
- Driving Regional Development: University-Business Cooperation and Regional Innovation and Higher Education and Smart Specialisation;
- Evolution and Innovation: Shifting roles in a changing society; What pathways for HEIs? and Social and Cultural Engagement.
- “The Current state of university-business cooperation in Europe”: A presentation and discussion of the first findings and results of the ongoing study and survey commissioned by the European Commission



## WORKSHOP 1.2: Innovation competencies

**Location:** Level +2, Room 211/212

**Time:** 16:30 – 18:00

Moderator: **Ms Ann Branch**, European Commission, DG EMPL

Speakers:

- **Mr Harri Lappalainen**, Manager, Senior Advisor, Turku University of Applied Sciences
- **Mr Christoph Auch**, Professional Education Lead Europe, Climate KIC
- **Ms Hannah Johnson**, Business Psychologists, Carter Corson
- **Mr Yvan Rooseleer**, Head of Department, Odisee University College Brussels

Rapporteur: **Mr Keith Herrmann**, Director of Employability, University of Surrey

### Short description of the workshop:

Today we live in a world of continuous change. This is visible in societal challenges, such as climate change, energy resources, increased rarity of certain materials and, of course, demographic change. "Innovation competencies" are essential for graduates and professionals to be successful in this changing and evolving environment. This session will present and discuss innovation competencies, what they are, how they can be developed and how they can be assessed and recognised. The workshop will explore these questions in the context of higher education, as well as that of professional development.

### Introduction/Overview:

Harri Lappalainen would speak about why and how to tackle innovation competencies from the planning of education via implementation of courses and modules until acknowledgement of learning, using the Turku University of Applied Sciences as an example on how to do it systematically and based on strategic choices (too often this is in Universities more or less random based and based on activeness of single lecturers). Key point is that this all is carried out in close cooperation with stakeholders (most often companies but also public sector and NGOs). He could also make reference to the Knowledge Alliance FINCODA, and the moderator could later on bring Rene Butter (who is in the audience) into the discussion and say some words about the assessment tool that they are developing in FINCODA.



Christoph Auch would give a short overview of the ClimateKIC approach and activities in this area ("certified professional"). Whereas Harri would focus on students as target group, Christoph would focus on professionals, already active on the labour market.

Hannah Johnson would provide the company's perspective, explain why it is important for companies to have people with innovation competencies, but in particular how to identify that potential candidates have relevant innovation competencies when they are recruited. Hannah is also involved in the Knowledge Alliance FINCODA.

Yvan Rooseleer would present an initiative they have launched in cooperation with companies, namely the use of Hackathons as innovative educational method to teach hard and soft skills which are needed for the labor force. The Hackathon also serves as an example of regional cooperation amongst students and how to get them involved in social innovation challenges.

### Possible questions for discussion:

Why are innovation competencies important?

What are innovation competencies? Are there certain characteristics that allow defining them? How could we support the development of a shared understanding?

Can innovation competencies be "learnt", how?

What are the challenges for implementing approaches that allow acquiring innovation competences?

What are the opportunities? How to incentivise/stimulate their implementation?

Is it possible to assess innovation competencies? How?

What should/could be done to support the development of relevant approaches?

### Outcome

The rapporteurs will present some main messages stemming from the workshop in the morning of 7 April (09:00 – 09:40). That session will be moderated by Ms Jacki Davies. We agreed with her that we wanted to make that feedback session as lively, interactive and concrete as possible, so instead of asking the rapporteurs to give a formal report on the discussion in their group, she will seek to draw out the key messages from each session through a 'Davos-style' armchair debate, in which she will ask the rapporteurs a series of questions.

- What were the key challenges in the area you were discussing? (Please identify up to three 'headline' messages.)
- What were the key opportunities identified in this area? (Again, up to three points).
- What key next steps were identified – i.e. the most important priority for action to meet these challenges and capitalise on the opportunities? (one point.)

If time is left, she will then go out to the audience to see if they have any additional points to add (moderators, please feel free to contribute from the floor at this point), and may ask some additional follow-up questions of her own.

**Therefore we would like to ask the moderator to try steering the discussion in a way that the rapporteurs can provide answers to the 3 bullets.**



### **Structure of the Workshop:**

- Introduction & scene setter by **Ms Ann Branch: 5 min**
- Give **2 min** time for audience to discuss in pairs or groups of three which generic competences are needed in working life. Most often results are then quite easy to cluster to meet our findings related to innovation competencies
- Collect feedback (**3 min**)
- Presentations by the speakers: max **10 mins each** – there is no predefined order - up to arrangements between moderator and speakers.
- Moderator can also allow 1-2 clarifying questions after individual presentations, just be aware that it does not get a too long discussion to give enough time to each speaker. Discussion should take place after all speakers' presentations.
- Open debate led and moderated by Ms Ann Branch: **40 mins**

### **Practical information and Website:**

If you have PPT presentations or speaking points / speeches, please send them to us by the **4<sup>th</sup> April 2017**. This will ensure that all presentations are available on time on the day.

If you *cannot* send your presentation ahead of time or make changes, please ask staff to take a **digital copy** of your presentation when you arrive at registration on the morning of the 6<sup>th</sup>.

After the Forum, if you have made any amendments or changes to your initial presentation or speech, please send us the final versions so that we can make them available on our website.

For any further questions on the workshops please do not hesitate to contact us:

[EAC-UNIVERSITY-BUSINESS-COOPERATION@ec.europa.eu](mailto:EAC-UNIVERSITY-BUSINESS-COOPERATION@ec.europa.eu)

Thank you again for your contribution and we look forward to seeing you at the University-Business Forum on 6-7 April 2017.

NB. You will receive an email from TeamWork with detailed practical information regarding your accommodation, travel and other logistical matters.

For further practical information or in case of any difficulties on your way to the conference, please contact:

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