

7th European University-Business Forum

UNIVERSITY-BUSINESS COOPERATION - FOR INNOVATION

AND MODERNISATION

The Square, Meeting Centre, Mont des Arts-Kunstberg, Brussels

6-7th April 2017

DAY 1	6th April 2017
08:30 – 09:30	Registration
09:30 – 11:00	OFFICIAL OPENING SESSION Moderator: Ms Jacki Davis , Meade Davis Communications OPENING SPEECHES
09:35	Mr Tibor Navracsics , Member of the European Commission in charge of Education, Culture, Youth and Sport Mr Evarist Bartolo , Minister of Education and Employment, Malta, EU Presidency January – June 2017 Ms Petra Kammerevert , Member of the European Parliament, Chair of CULT Committee (via video)
10:20 – 11:00	KEY NOTE ADDRESS Professor Wolfgang Herrmann , President, Technical University Munich Mr Luis Reis , Chief Corporate Center Officer of Sonae & CEO of Sonae Financial Services
11:00 – 11:30	COFFEE BREAK - EXHIBITION
11:30 – 11:40	Dr Todd Davey , Science-to-Business Marketing Research Centre Münster "The state of University Business Cooperation in Europe" – main findings and recommendations from the major study undertaken for the European Commission
11:40 – 13:00	PANEL DISCUSSION – <i>Partnerships for Innovation and Modernisation – Challenges and opportunities</i>
Moderator:	Ms Jacki Davis , Meade Davis Communications

Professor Anne de Paepe, Rector, Ghent University

Mr Péter Lakatos, Co-CEO, Videoton; Member of the EIT Governing Board

Ms Mona Herter, Director for Communication, Enlargement, International Relations, JADE – European Confederation of Junior Enterprises

Professor Tim Bedford, Associate Principal, University of Strathclyde

Mr José Ramón García Jiménez, Director, BSH-Group

13:00 – 14:30

LUNCH – EXHIBITION

AFTERNOON SESSIONS - 4 THEMES RUNNING IN PARALLEL

UNIVERSITY BUSINESS COOPERATION

1	MODERNISATION, RELEVANCE & SKILLS
2	DRIVING REGIONAL DEVELOPMENT
3	EVOLUTION & INNOVATION
4	SPOTLIGHT ON "THE STATE OF UNIVERSITY BUSINESS COOPERATION IN EUROPE"

14:30 – 16:00 1st SESSION

16:00 – 16:30 COFFEE BREAK - EXHIBITION

16:30 – 18:00 2nd SESSION

Each block will contain two moderated workshops; one from 14:30 - 16:00 and one from 16:30 - 18:00 with a coffee break in between.

BLOCK 1:	<p>University-Business Cooperation – Modernisation, Relevance & Skills</p> <p><i>The relevance of higher education, the skills, knowledge and competences that it delivers continues to be an issue. The challenges are manifold and not restricted to school leavers going into higher education but also to people needing to re-train or “up-skill” as we see the continued collapse of traditional industries and the emergence of new sectors and demands. Flexibility and innovation are needed in response to this, and improved cooperation between employers and higher education institutions continues to be the best way to meet these challenges. This stream will look at some of the initiatives that have been developed recently, the success stories and allow time for a debate on the challenges that remain.</i></p>
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<p>14:30</p> <p>-</p> <p>16:00</p>	<p>WORKSHOP 1.1: Overcoming the Skills Mismatch</p> <p>This session will look at different examples of how to bridge the gap between higher education and the world of work, and focus on approaches that help students acquire the skills and competences they need to find their way in the labour market, and will also help them in their private lives.</p> <p>Moderator: Professor Ulf-Daniel Ehlers, Vice-president European Association for Institutions of Higher Education</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mr Johannes Haas, Head of Department, FH Joanneum Gesellschaft mbH • Mr Christian Acosta-Flamma, Founder and CEO, Telanto • Dr Wim Swaan, Coordinator International Classroom Development, Maastricht University • Ms Iva Biondić, Vice-Dean for Strategic Development, VERN' University of Applied Sciences
<p>16:30</p> <p>-</p> <p>18:00</p>	<p>WORKSHOP 1.2: Innovation Competencies</p> <p>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 <i>are</i>, 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.</p> <p>Moderator: Ms Ann Branch, European Commission, DG EMPL</p> <p>Speakers:</p> <p>Mr Harri Lappalainen, Manager, Senior Advisor, Turku University of Applied Sciences</p> <p>Mr Christoph Auch, Professional Education Lead Europe, Climate KIC</p> <p>Ms Hannah Johnson, Business Psychologists, Carter Corson</p> <p>Mr Yvan Rooseleer, Head of Department, Odisee University College Brussels</p>
<p>Block 2</p>	<p>University-Business Cooperation – Innovation, smart specialisation & regional development</p> <p><i>The many ways in which University - Business Cooperation can help regional innovation ecosystems flourish is a theme that has grown in importance for the UB Forum. Furthermore, this interaction can make a very important contribution to implementing Smart Specialisation Strategies (S3) that is the EU's main policy instrument for innovation in the regions. With smart specialisation, universities and</i></p>

	<p><i>businesses are increasingly being called on to help address regional priorities and challenges, both economic and social. The first workshop of this breakout session addresses the regional context for University-Business Cooperation. The second workshop focuses on experiences of regional authorities and universities that work together to design and implement S3.</i></p>
<p>14:30</p> <p>-</p> <p>16:00</p>	<p>WORKSHOP 2.1 University-Business Cooperation and regional innovation</p> <p>Cooperation between universities and business can have significant impact at regional level. Universities can provide two critical factors that allow local firms to increase their competitiveness through innovation, namely knowledge and skilled human capital. Geographical proximity of universities and businesses allows innovation to flourish through formal and informal interaction between faculty and students with local firms, as well as through knowledge transfer when graduates enter the workplace</p> <p><u>Moderator:</u> Dr Marina Ranga, European Commission, Joint Research Centre</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Mr Oscar Lopez, Executive Director, Campus Iberus • Mr Marc Goossens, Executive Director, European Society for Engineers and Industrialists - SEII • Professor Jerzy M Langer, Polish Academy of Sciences • Mr Bryn Jones, Head of Knowledge Exchange, Research and Innovation, Bangor University
<p>16:30</p> <p>-</p> <p>18:00</p>	<p>WORKSHOP 2.2 Higher Education & Smart Specialisation</p> <p>Smart Specialisation is an approach to knowledge-based development that is central to the Europe 2020 strategy for smart, sustainable and inclusive growth. In recent years more than a hundred Smart Specialisation Strategies (S3) have been developed across Europe, mostly at regional level, that identify investment priorities to build critical mass in a limited number of innovation activities. They underpin spending on innovation by the European Regional Development Fund, as well as other European and national programmes. Universities can be key partners in the design and implementation of S3 through the alignment of their different missions with regional priorities. They can work together with regional authorities to 'steer' the regional innovation ecosystems discussed in the first stream</p> <p><u>Moderator:</u> Ms Katja Reppel, European Commission, DG REGIO</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Ms Agatha Filimon, Communication expert, North East Romania Regional Development Agency • Mr Anders Olson, Strategist, Department for Regional Growth, Varmland region • Mr Armin Mahr, Head of STI Locations and Regional Policies, Austrian Ministry of

	<p>Science</p> <ul style="list-style-type: none"> • Mr Alessio Cavicchi, Associate Professor, University of Macerata
BLOCK 3:	<p>University-Business Cooperation – Evolution & Innovation</p> <p><i>The mission of higher education institutions (HEIs) has changed, expanded and evolved. This is reflected in the changing place of the HEI in our societies as it tries to fit in with a shifting social, cultural and economic environment. This evolution is mirrored in the job market where new jobs and skill sets keep emerging; the trend for ethical start-ups and cooperatives is on the rise alongside the continued surge of the IT sector and financial systems.</i></p> <p><i>This stream will take a look at these parallel evolutions in the HE sector and the workplace. From new approaches to entrepreneurship and innovation (social entrepreneurship, sustainable entrepreneurship, cultural innovation...) in higher education to more socially engaged businesses and small-scale entrepreneurs. New approaches to support HEIs to adapt to this changing environment and to their changing role will be addressed within the broader debate on how HEIs and business can cooperate for social and cultural innovation.</i></p>
<p>14:30</p> <p>-</p> <p>16:00</p>	<p>WORKSHOP 3.1: Shifting Roles in a Changing Society; what path for HEIs?</p> <p>A response to challenge is change, adaptation and evolution. HEIs have been doing this for centuries and in recent years the watchword became "entrepreneurship". A few years ago, the European Commission and the OECD addressed the need for guidance and greater clarity on what constituted an "entrepreneurial" HEI by creating the online self-assessment tool HEInnovate. This workshop will present examples from several institutions that have used the HEInnovate tool as a means of diagnosing, assessing and changing the way that their HEI works holistically. It will also present and discuss initiatives launched as follow-up to the assessment and the next stages in the evolution of the innovative HEI.</p> <p>Moderator: Professor Paul Hannon, Director of the LEAD Wales Programme, University of Swansea</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Ms Annmarie McHugh, Programme Director, Dundalk Institute of Technology • Ms Barbara Coelho Gabriel, Invited Assistant, University of Aveiro • Mr Daniel Pavlov, Associate Professor, University of Ruse • Mr Tibor Dóry, Director of the Mobilis Centre, Széchenyi István University
<p>16:30</p> <p>-</p>	<p>WORKSHOP 3.2: Social & Cultural Engagement</p> <p>We are in a time of great upheaval and many of the social provisions and structures that used to be provided by the state are being eroded. European demographics have changed</p>

<p>18:00</p>	<p>dramatically in the past 30 years and many new societal challenges have arisen on the back of this, exacerbated by years of financial crisis. In response we have seen the emergence of new modes of cooperation and cultural and social engagement and solidarity. These have appeared in the employment sector and in higher education. Cultural innovation in particular is on the rise. This session will present and discuss some examples how HEI and business cooperate to address societal challenges, how HEIs reach out to the community to solve problems faced by its citizens and to stimulate social and cultural innovation.</p> <p><u>Moderator:</u> Mr Walter Zampieri, European Commission, DG EAC</p> <p><u>Speakers:</u></p> <ul style="list-style-type: none"> • Ms Natalia Kritsali, Social entrepreneur and undergraduate student, AUEB • Mr Edouard de Merode, Co-Founder & Manager, Wignac • Mr Andrea Gerosa, Chief Thinker, Founder, Think Young • Mr Stephen Beddoe, Director of External Relations, University of the Arts London
<p>BLOCK 4:</p>	<p>University-Business Cooperation - Spotlight on: “The State of University Business Cooperation in Europe”</p> <p><i>The European Commission has contracted a major study on the state of University-Business Cooperation in Europe. The study involves interviews with key stakeholders, extensive literature review, the development of case studies and the undertaking of two surveys: one targeted at HEIs, another one at business. In this stream we will discuss the main findings, conclusions and recommendations resulting from the study to date, and present and discuss some examples of good practice that show how certain UBC challenges can be tackled and the benefits this can bring to the different players involved.</i></p>
<p>14:30</p> <p>-</p> <p>16:00</p>	<p>WORKSHOP 4.1: The current state of UBC in Europe</p> <p>This workshop will discuss the main findings, conclusions and recommendations of the study on University-Business Cooperation. It will be an interactive sessions, with short inputs from the study, followed by work in small groups to discuss the findings, conclusions and recommendations. Participants will be able to ask questions and get insights into how this could be applied in their own institutions.</p> <p><u>Moderators</u> : Todd Davey, Victoria Galán Muros, Arno Meerman</p>
<p>16:30</p> <p>-</p> <p>18:00</p>	<p>WORKSHOP 4.2: Good Practice in European UBC; case studies</p> <p>This workshop will present and discuss case studies that illustrate how certain challenges to university-business cooperation have been overcome.</p> <p><u>Moderator:</u> Professor Thomas Baaken, Münster University of Applied Sciences and</p>

Dr Victoria Galán Muros, Senior Consultant at Technopolis Group

Speakers:

- **Ms Natascha Eckert**, Head of University Relations, Siemens AG
- **Ms Ulla Luukas**, Head Coach Tiimiakatemia, Team Academia
- **Mrs Fiona Phillip**, Director at Dairy Crest and **Dr David Llewellyn**, Vice-Chancellor, Harper Adams University

19:30 – 22:30 Networking Dinner

Moderator: Ms Jacki Davis, Meade Davis Communications

09:00 – 09:40 **Presentation and discussion of conclusions of parallel sessions**

Mr Keith Hermann, Director of Employability, University of Surrey

Mr Igor Campillo, Director, Euskampus Fundazioa

Ms Andrea Rosalinde Hofer, Policy Analyst, OECD

Mr Arno Meerman, Business Development Manager, Münster University of Applied Sciences

09:40 – 10:20 **Knowledge Alliances – Pitches and moderated discussion**

ECOSTAR - European Research and Enterprise Alliance on Marketing and Economics of Ecosystems and Biodiversity

KAAU - Knowledge Alliance for Advanced Urbanism

SHIP - SME and Higher Education Institutes in Innovation Partnerships

TACIT - Teaching and Coaching Innovation & Entrepreneurship
InnovaTively

WAVES - Widening Access to Virtual Educational Scenarios

10:20 – 11:00 **KEY NOTE ADDRESS "Looking Ahead"**

Professor Tuula Teeri, President, Aalto University

Mr Charles Fadel, Founder and Chairman of the Centre for Curriculum Redesign

11:00 – 11:30 **COFFEE BREAK - EXHIBITION**

11:30 – 12:40

PANEL DISCUSSION: UNIVERSITY-BUSINESS COOPERATION FOR INNOVATION AND IMPACT

Moderator:

Ms Jacki Davis, Meade Davis Communications

Panellists

Ms Sandra Rey, Founder and CEO, Glowee

Professor Sauro Longhi, Rector of the Università Politecnica delle Marche

Mr Piotr Pluta, Director Corporate Affairs - Europe, Middle East, Africa & Russia, Cisco Corporate Affairs

Ms Liva Vikmane, Vice-President of the European Students' Union

Professor Mikael Östling, Vice-President, KTH Royal Institute of Technology

12:40 – 12:50

Policy Outlook: Mr Indrek Reimand, Deputy Secretary General for Higher Education and Research, Estonia, (incoming EU presidency, Jul-Dec 2017)

12:50 – 13:00

Closing: Ms Antoaneta Angelova-Krasteva, Director, European Commission, DG EAC

13:00 – 14:30

Lunch & Conference end