

Beyond Tech Transfer: Cooperation activities in education, research, valorisation and management.

Victoria Galán-Muros



*Joint
Research
Centre*

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**In the long history of humankind
those who learned to
collaborate and improvise most
effectively have prevailed**

“

Charles Darwin

COMPLEMENTARITY OF RESOURCES



Practical knowledge
Industrial equipment
Technological application
Use of human capital

Scientific Knowledge
Scientific equipment
Technology development
Human capital development

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**In which ways can universities
and business cooperate?**

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OVERVIEW UBC ACTIVITIES

Areas in which these activities can take place:

EDUCATION

RESEARCH

VALORISATION

MANAGEMENT

UBC ACTIVITIES - EDUCATION

EDUCATION



Curriculum Design

Incorporating into the curriculum the knowledge and experience of professionals currently working outside the university

- **Expected results:** To provide real-time information for lecturers on what is happening in industry / government / society, which generates a more relevant curriculum.

Curriculum Delivery

Bringing knowledge and practical experience of professionals external to the university directly into the classroom.

- **Expected results:** To make teaching more relevant to the labour market.

UBC ACTIVITIES - EDUCATION

EDUCATION



Lifelong learning

It provides people with the training they need at the right time (upskilling or reskilling) so that they can move forward to adapt to the changing labour market.

- **Expected results:** Facilitates professionals their advancement or adaptation to the changing labour market
 - Potential source of funding for universities

Student Mobility

Temporary mobility of students to external organisations as part of their studies.

- **Expected results :** Acquisition of practical experience and contacts that increase the future employability of students

UBC ACTIVITIES - RESEARCH

RESEARCH

Consulting

Supporting external organisations by using academics' / researchers' knowledge and expertise.

- **Expected results:** Support external organisations to improve their positioning or meet challenges more successfully by putting the knowledge of academics into practice.
 - Potential source of funding for HEIs/RIs

Staff Mobility

Temporary mobility of researchers to external organisations and vice versa. Varies in duration and conditions. It can be an exchange or not.

- **Expected results:** Total immersion in the work environment of another organisation, which breaks down many of the barriers and facilitates current and future cooperation



UBC ACTIVITIES - RESEARCH

RESEARCH

Joint R&D

Collaboration in research between HEIs/RIs and external organisations. This collaboration can be very diverse in terms of the funding, the subject matter, the staff involved, the processes, the IP of the results, etc.

- **Expected results:** Achieve research results that cannot be obtained independently and that result in a win-win situation for all parties involved
 - For HEIs/RIs, the possibility to put research into practice and get new ideas for future research.
 - For business, the possibility to increase their innovation levels and thus competitiveness
 - For governments, the possibility to solve social / economic problems



UBC ACTIVITIES - VALORISATION

VALORISATION



Academic Entrepreneurship

The creation companies (spin-offs) in which researchers participate in order to commercialise the results of their own research with active support of the HEI

- **Expected results:** Bringing research results to the market through the creation of companies by directly involving those responsible for the research

Student Entrepreneurship

The business creation (start-ups) by HEI students with active support from the HEI staff and resources

- **Expected results:** Turning students' innovative ideas into successful businesses so that they can employ themselves and others

UBC ACTIVITIES - VALORISATION

VALORISATION



Commercialisation of R&D results

Process by which knowledge and technology generated at the HEI/RIs reach the market. This can involve the participation of businesses and government agencies.

- **Expected results:** Greater social and economic impact via innovation and progress towards the knowledge society

UBC ACTIVITIES - MANAGEMENT

MANAGEMENT



Shared Resources

The situation in which people from different actors of the triple/quadruple helix share common resources. These can be infrastructures through collocation, staff, equipment, data, software, etc.

Expected results: Either acquire resources they could acquire get separately, save costs or create economies of scale. However, eventually this will bring people closer.

Governance

The participation of representatives of one of the three actors in the board or other governance bodies (maybe advisory) of one of the other actors.

- **Expected results:** To increase the cross-pollination of information and the exchange of ideas between representatives of the triple/quadruple helix to improve the organization.

OVERVIEW UBC ACTIVITIES

Areas in which these activities can take place:

EDUCATION

RESEARCH

VALORISATION

MANAGEMENT

Start with the easiest ones

Take the opportunity to create synergies

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**To which extent are the
following university-business
cooperation activities developed
in your organization?**

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