

The UBC process: main barriers & drivers

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**Society needs effective
collaboration between HEIs/RIs
and industry**

... but unfortunately, University-Industry relationships don't (*naturally*) work

- Lack of risk
- Long term orientation
- Routine
- Knowledge and accuracy
- Rules to follow

- Medium-high risk
- Short term orientation
- Dynamism
- Intuition
- Bend (or make) rules



... but unfortunately, University-Industry relationships don't (*naturally*) work

Misalignment of:

- expectations
- risk profile
- time orientation
- mindset
- goals
- attitude to rules



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There are **barriers and inhibiting factors** that are **reducing or preventing** university and industry to **cooperate**

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Which are the **top 3**
BARRIERS to UBC for you/
your organization?

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ABOUT THE EUROPEAN UBC STUDY

Executed for the **European Commission (DG Education & Culture)** between 2016-2018, the project seeks to determine:

- the extent of University-Business Cooperation (UBC),
- the mechanisms supporting UBC
- the motivators, facilitators, barriers and other factors affecting UBC from the perspective of both **university** and **business**.

The project is the **largest international study yet completed** on the topic of University-Business Cooperation and includes:

1. 52 good practice case studies
2. 24 expert interviews
3. Major survey (over 17,400 responses)
4. Policy and indicators reviews
5. 22 national reports



Core Partners

LEAD PARTNER

Science Marketing
Science-to-Business Marketing Research Centre

PARTNERS

technopolis [group]

ingenio CSIC-UPV



UBC BARRIERS IN EUROPE | Top 3 most relevant



University Management

Limited resources of SMEs 7,4

Lack of business funding for UBC
FUNDING FOR COOPERATION 6,7

Lack of government funding for UBC 6,6

Academics

Limited resources of SMEs 6,9

RESOURCES, TIME AND BUREAUCRACY 6,7

Insufficient work time allocated by the university for academics' UBC activities 6,7

Business

Lack of people with business knowledge within universities 6,0

Differing motivations
CULTURAL DIFFERENCES and our business 6,0

Differing time horizons between universities and business 5,9

“

Drivers incorporate both the reasons (**motivators**) for cooperating and the factors that underpin or support (**facilitators**) university and industry to cooperate successfully

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**Which are the 3 strongest
MOTIVATIONS to undertake
UBC for you/your
organization?**

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UBC MOTIVATORS EUROPE | Top 3 most relevant



University Management

To obtain funding / financial resources **8,1**

FUNDING, GRADUATES, RESEARCH INTO SOCIETY
To improve graduate research into society **8,1**

To use the university's research in practice **8,0**

Academics

Gain new insights for research **7,8**

RESEARCH INSIGHTS, RESEARCH INTO SOCIETY
Use my research in practice **7,7**

Address societal challenges and issues **7,1**

Business

Get access to new technologies and knowledge **7,6**

NEW DISCOVERIES AND INNOVATION
Improve our innovation capacity **7,6**

Access new discoveries at an early stage **7,1**

Which are the **Top 3**
FACILITATORS of UBC for
you/your organization?

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UBC FACILITATORS EUROPE | Top 3 most relevant



University Management

Existence of mutual trust 8,3

Existence of a shared goal
TRUSTED RELATIONSHIPS 8,2

Existence of funding to undertake the cooperation 8,0

Academics

Existence of mutual trust 8,0

Existence of a shared goal
TRUSTED RELATIONSHIPS 7,9

Existence of funding to undertake the cooperation 7,8

Business

Existence of mutual trust 8,0

Existence of a shared goal
TRUSTED RELATIONSHIPS 7,9

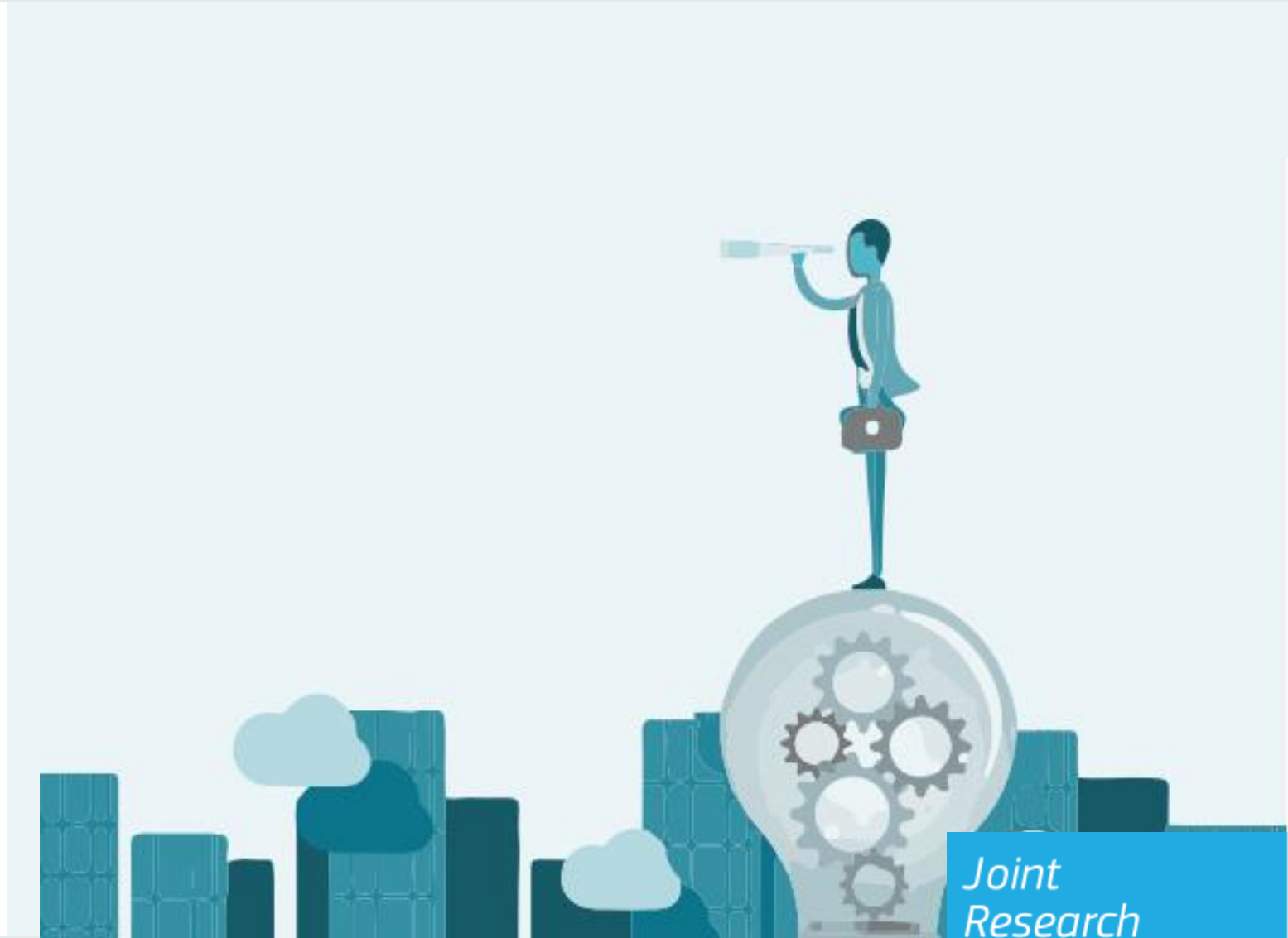
Existence of mutual commitment 7,8

**In which ways can we reduce
barriers or enhance drivers of
university-business cooperation?**
(open Q)

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The stairway partnership model

Todd Davey



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