



# **Developing Entrepreneurship and Entrepreneurial Universities in Europe**

**2012 Conference on Entrepreneurial Universities**

**Münster, 26 – 27 April 2012**

**Peter Baur, European Commission**

# Europe 2020 Strategy - 7 flagship initiatives

<i>Smart Growth</i>	<i>Sustainable Growth</i>	<i>Inclusive Growth</i>
<p><i>Innovation</i></p> <p>« Innovation Union »</p>	<p><i>Climate, energy and mobility</i></p> <p>« Resource efficient Europe »</p>	<p><i>Employment and skills</i></p> <p>« Agenda for new skills and jobs »</p>
<p><i>Education and employment</i></p> <p>« Youth on the move »</p>	<p><i>Competitiveness</i></p> <p>« An industrial policy for the globalisation era »</p>	<p><i>Fighting poverty</i></p> <p>« European platform against poverty »</p>
<p><i>Digital society</i></p> <p>« A digital agenda for Europe »</p>		

# ***Innovation Union***

## **Strategic approach**

- ✓ *Partnership with Member States*
- ✓ *From idea to market*

## **Tackling weaknesses**

- ✓ *Under-investment*
- ✓ *Fragmentation*
- ✓ *Framework conditions*

## **Building on strengths**

- ✓ *Focus on societal challenges*
- ✓ *Broad concept of innovation*
- ✓ *Involving all actors*

## **Highlights**

- European Innovation Partnerships
- European Research Area framework
- Streamlined EU programmes
- New financial instruments
- Reform of standardisation system
- Public procurement of innovation
- Social innovation pilot
- Stronger monitoring
- Innovation Convention



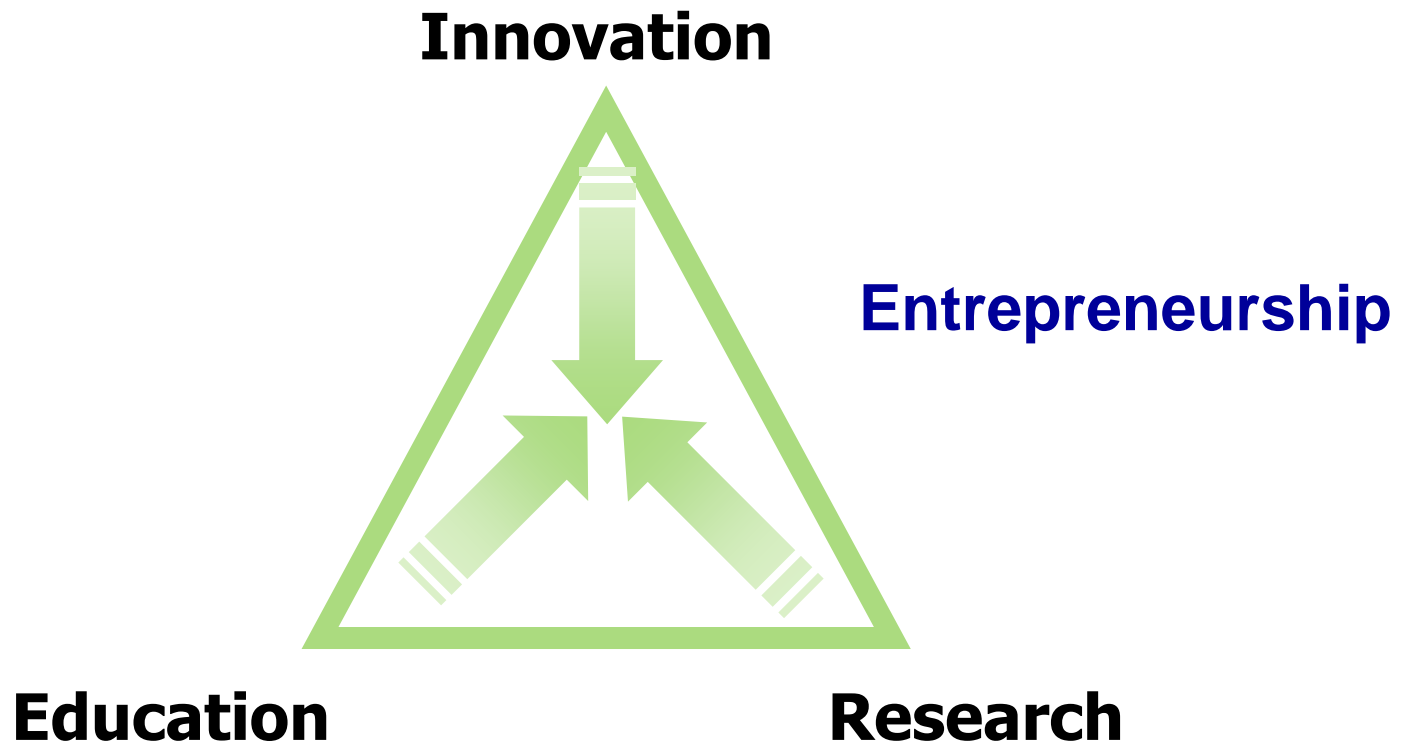
# Innovation

**A broad concept of innovation: Product; Process; Marketing; Organisation;**

**Innovation is a highly interactive process and relies on collaboration between a wide range of partners, including both producers and users of innovation.**

**People are at the heart of innovation; People should be empowered to innovate; Entrepreneurial spirit and human ingenuity are the backbone of innovation**

# The Knowledge Triangle – at the core of innovation





## Entrepreneurship - Definition

*Entrepreneurship refers to an individual's ability to turn ideas into action. It includes creativity, innovation and risk taking, as well as the ability to plan and manage projects in order to achieve objectives. This supports everyone in day-to-day life at home and in society, makes employees more aware of the context of their work and better able to seize opportunities, and provides a foundation for entrepreneurs establishing a social or commercial activity.*

*(Commission proposal for a Recommendation on Key Competences for Lifelong Learning COM(2005)548 final)*

## Entrepreneurship – supporting activities

- *Fostering entrepreneurial mindsets through education and learning (Communication, 2006)*
- *The Oslo Agenda for Entrepreneurship Education in Europe (2006)*
- *Study: Entrepreneurship in higher education, especially within non-business studies (2008)*
- *Pilot Action on Entrepreneurship Education: High-Level Reflection Panels (2009/2010)*
- *Study: Effects and impact of entrepreneurship programmes in higher education (2012)*
- *Co-funding of projects via calls for proposals (Lifelong Learning Programme)*



# University-Business Cooperation

## U-B forums 2008 - 2011

Name of the forum	Date	Location
<b>First European Forum on cooperation between higher education and the Business Community</b>	28/29 February 2008	Brussels (BE)
<b>Thematic Forum on 'Continuing Education and Lifelong Learning'</b>	30 June 2008	Brussels (BE)
<b>Thematic Forum on 'Curriculum development and entrepreneurship'</b>	30/31 October 2008	Tenerife (ES)
<b>Second European Forum on Cooperation between Higher Education and the Business Community</b>	5/6 February 2009	Brussels (BE)
<b>Thematic Forum 'New Skills for New Jobs – The role of Higher Education Institutions and Business Co-operation'</b>	22/23 October 2009	Dublin (IE)
<b>Thematic Forum: From the Crisis to Recovery - the Role of Higher Education Institutions and Business Co-operation</b>	2/3 February 2010	Brno (CZ)
<b>Third European University-Business Forum: University-Business Cooperation for smart, sustainable and inclusive growth</b>	4/5 May 2010	Brussels (BE)
<b>Fourth European University-Business Forum: University-Business Cooperation: A strategic partnership to deliver Europe 2020</b>	22/23 March 2011	Brussels (BE)
<b>Thematic Forum: Innovating together – Partnerships for an Entrepreneurial Europe</b>	21/22 November 2011	Enschede (NL)





# University-Business Cooperation

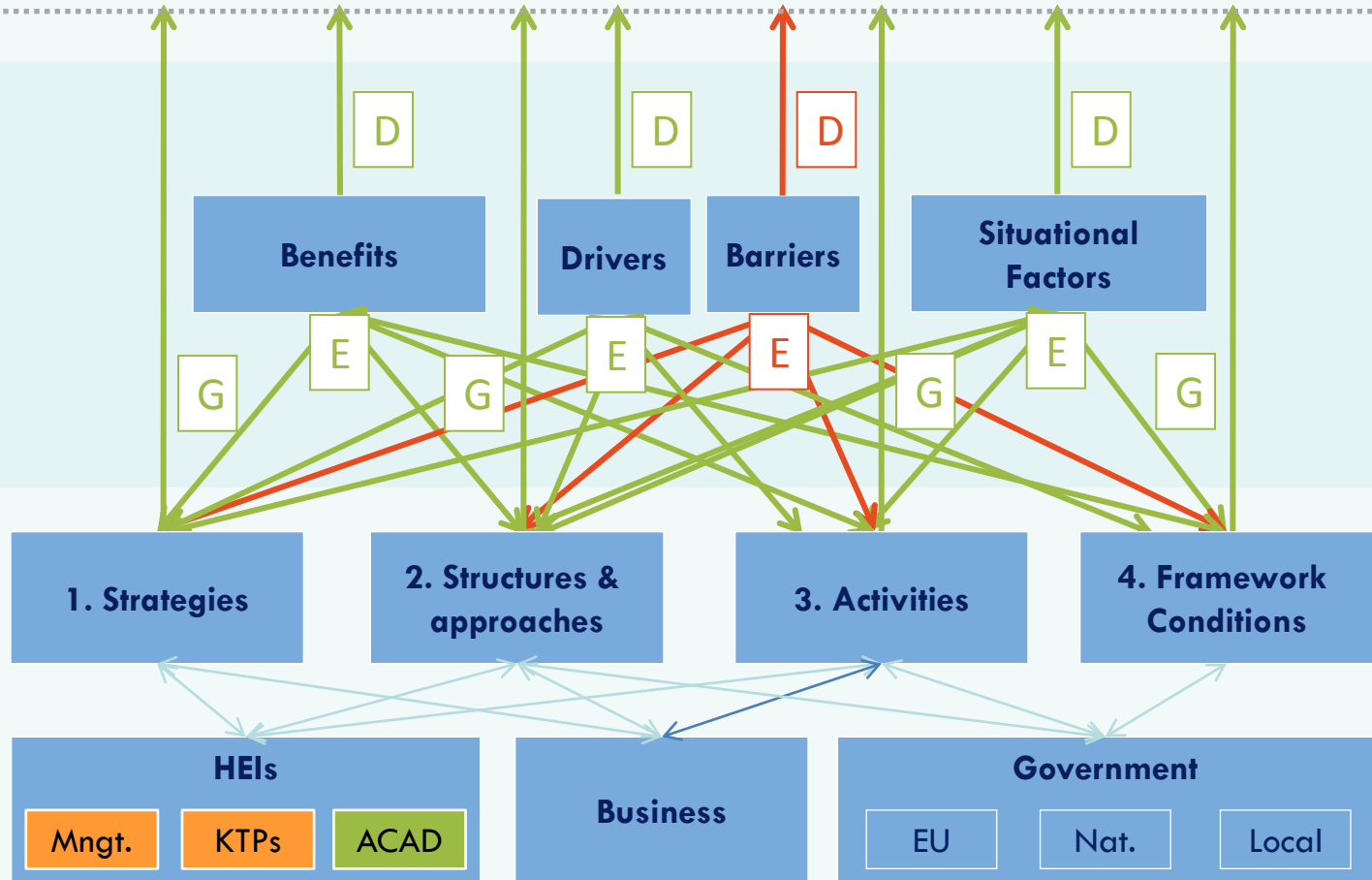
## 8 types of UBC



Result level

Factor level

Action level



Analysis takes place in this direction



## **Entrepreneurship - supporting activities**

Entrepreneurial Universities - Development of a guiding framework

Key parameters:

Leadership

Knowledge exchange and impact

Stakeholder engagement

Internationalisation

Entrepreneurial learning

On-going project, service contract

# ***Knowledge Alliances:***

- *Strategic partnerships*
- *Cooperation for innovation*
- *2-way Knowledge Exchange*
- *Education innovation – new approaches, new skills*
- *Bridging the gap between HE & the job-market*
- *Changing HEI and Business mentalities*
- *Entrepreneurial Europeans*
- *Professional development of European workforce*

## ***Impact:***

- *Students*
- *HEI's (including staff)*
- *Business & Industry*
- *Social and economic renewal – local, regional and national impact*

## ***Pilot call:***

- *2011 - First pilot call*
- *1 million euro budget*
- *18 months duration*
- *3 projects selected*
- *94 responses*
- *Applicants from all 27 Member States*
- *average of 6 partners from 4 MS*



## *Selected projects*

- *CIAKL – Cinema & Industry Alliance for Knowledge & Learning*
- *EUEN – European University Enterprise Network*
- *KNOW-FACT - Knowledge Partnership for the definition and launch of the European Teaching Factory Paradigm in manufacturing education*

More information on our website:

[http://ec.europa.eu/education/higher-education/doc3112\\_en.htm](http://ec.europa.eu/education/higher-education/doc3112_en.htm)



## ***Knowledge Alliances - next steps***

*Second pilot – 2012: Call published on 30 March;  
Deadline for submission: 28 June 2012*

*Erasmus - 2013*

*Erasmus for All 2014-2020:*

- over 200 potential partnerships*
- budget of approx. 175 M€ over 7-years*



*Thank you !!!*