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

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

Innovation

Education

Entrepreneurship

Research
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)
• 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

<table>
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<th>Name of the forum</th>
<th>Date</th>
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<tr>
<td>First European Forum on cooperation between higher education and the Business Community</td>
<td>28/29 February 2008</td>
<td>Brussels (BE)</td>
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<td>Thematic Forum on 'Continuing Education and Lifelong Learning'</td>
<td>30 June 2008</td>
<td>Brussels (BE)</td>
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<tr>
<td>Thematic Forum on 'Curriculum development and entrepreneurship'</td>
<td>30/31 October 2008</td>
<td>Tenerife (ES)</td>
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<td>Thematic Forum: From the Crisis to Recovery - the Role of Higher Education Institutions and Business Co-operation</td>
<td>2/3 February 2010</td>
<td>Brno (CZ)</td>
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<td>Third European University-Business Forum: University-Business Cooperation for smart, sustainable and inclusive growth</td>
<td>4/5 May 2010</td>
<td>Brussels (BE)</td>
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<tr>
<td>Thematic Forum: Innovating together – Partnerships for an Entrepreneurial Europe</td>
<td>21/22 November 2011</td>
<td>Enschede (NL)</td>
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University-Business Cooperation

8 types of UBC

Result level

Collaboration in R&D
Academic mobility
Student mobility
Commercialisation of R&D results
Curriculum development & delivery
Lifelong learning
Entrepreneurship
Governance

Factor level

Benefits
Drivers
Barriers
Situational Factors

Action level

1. Strategies
2. Structures & approaches
3. Activities
4. Framework Conditions

U-B Cooperation - Study undertaken by the Münster University of Applied Sciences
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
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 !!!