



University-Business Cooperation

- European perspective

Key learnings from 15 years of experience



Prof. Dr. Thorsten Kliewe

- Deputy Director of the Science-to-Business Marketing Research Centre
- Chairman of the University Industry Innovation Network
- Chair of the Accreditation Council for Entrepreneurial & Engaged Universities

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Welcome

Short introduction

Prof. Dr. Thorsten Kliewe



FH MÜNSTER
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Science-to-Business Marketing Research Centre



Research

Professor
Münster University of
Applied Sciences

Deputy Director
Science-to-Business
Marketing Research
Centre



FH MÜNSTER
University of Applied Sciences

Science Marketing

Science-to-Business Marketing Research Centre

Practice

Chairman
University Industry
Innovation Network
(UIIN)



Accreditation

Chair
Accreditation Council for
Entrepreneurial and
Engaged Universities
(ACEEU)



Passion for transforming universities to become more impactful

Those who will put **more emphasis**
on the **third mission**, will be
the **flagship universities** in 25 years.

The largest transformation in higher education institutions since the adding of research as the second mission.

From entrepreneurship education
to entrepreneurial and engaged universities
(and innovation districts)

STANDARDS OVERVIEW

15 standards grouped in 5 dimensions

**More in the
upcoming workshop**

Orientation and strategy

- Institutional Commitment
- Shared Goals
- Financial Planning

People and organisational capacity

- Leadership
- Staff profile
- Incentives and rewards

Drivers and enablers

- Culture
- Internal Support Structures
- Service Alignment

Education, research and third mission activities

- Education
- Research
- Third Mission Activities

Innovation and impact

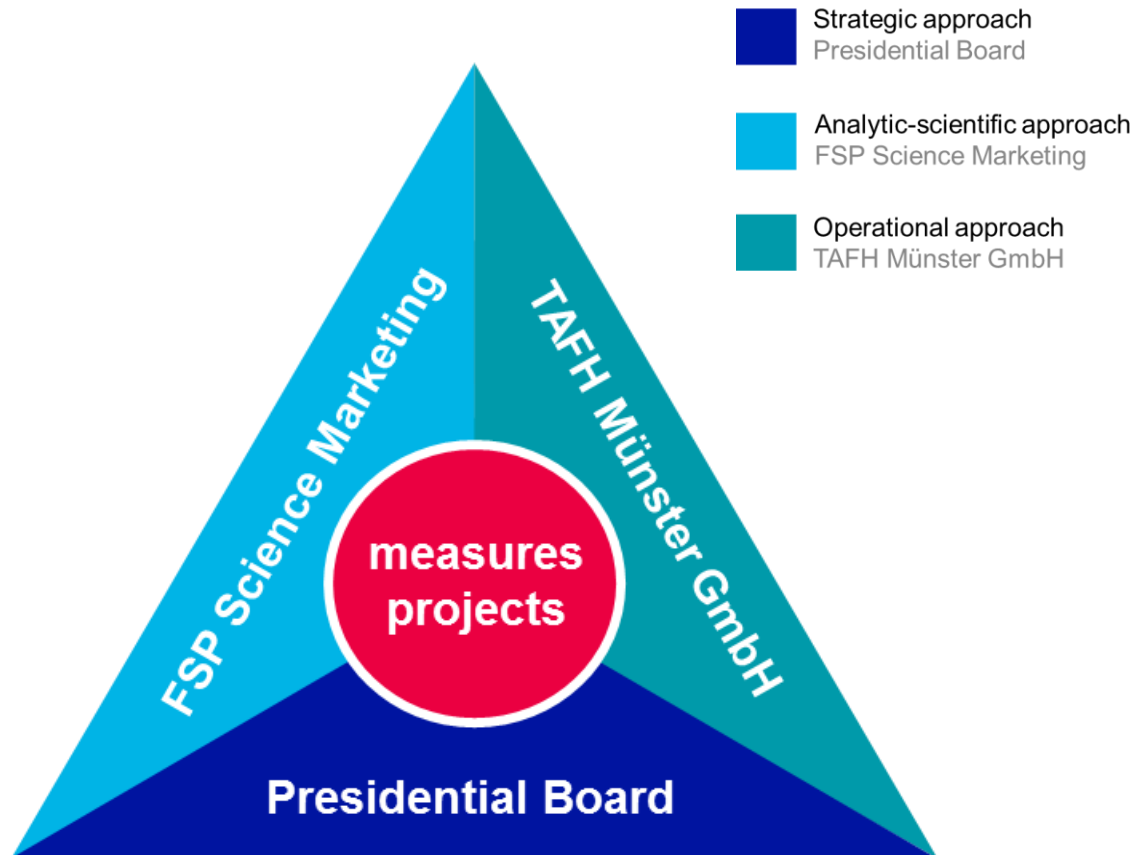
- Continuous improvement
- Influence within the Ecosystem
- Impact



Transformation processes towards an
Entrepreneurial University needs to be
based on evidence.

„Communication is shouting, Marketing is listening.“

We are different!

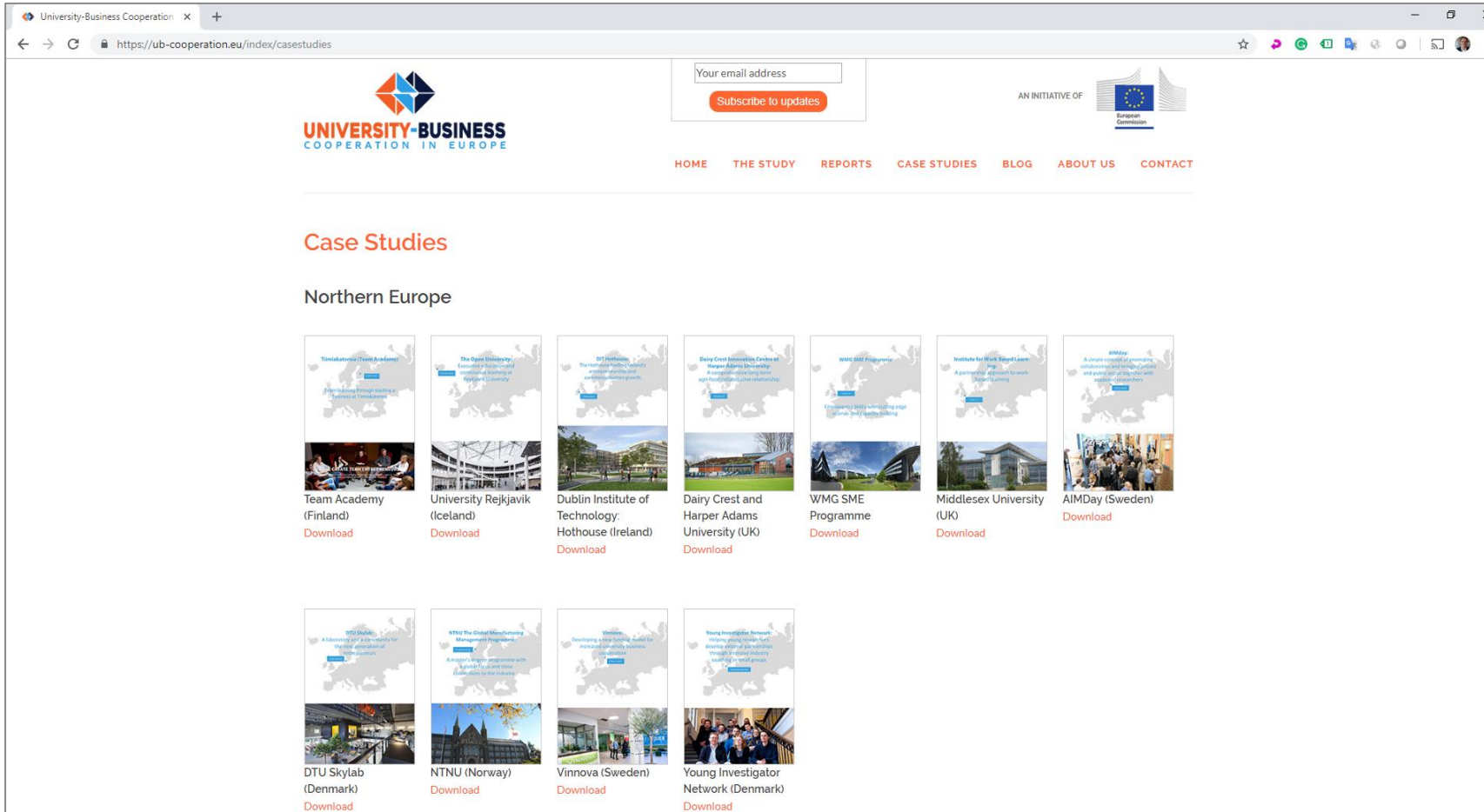


We ...

- conduct research
- develop tools and concepts
- educate & change institutions

Research > Sharing > Impact

www.ub-cooperation.eu



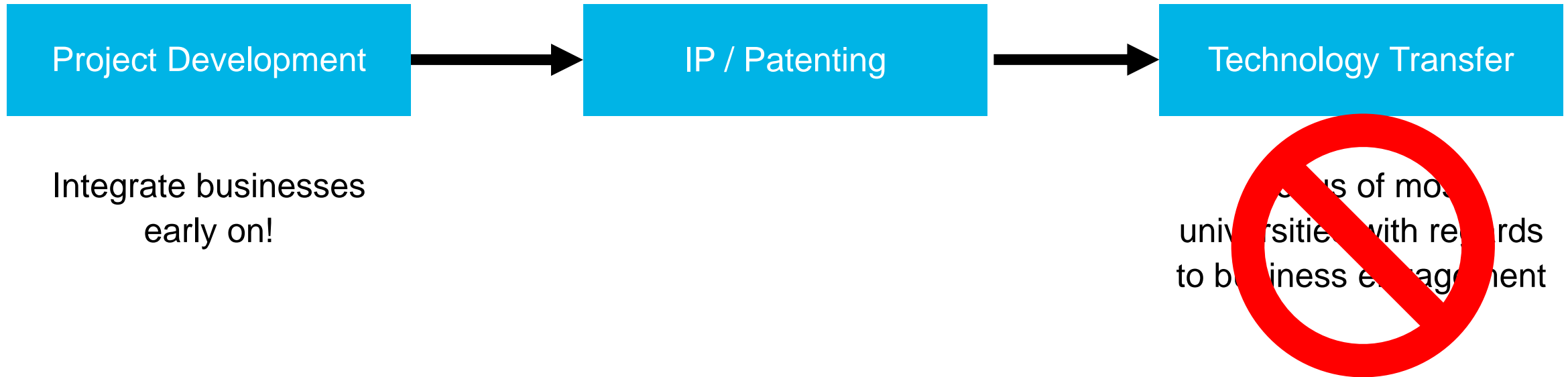
The screenshot shows the website <https://ub-cooperation.eu/index/casestudies>. The header includes the University-Business Cooperation logo, a newsletter sign-up form, and a navigation menu with links: HOME, THE STUDY, REPORTS, CASE STUDIES, BLOG, ABOUT US, and CONTACT. The main content area is titled "Case Studies" and "Northern Europe". It displays a grid of 10 case study cards, each with a map of Europe, a title, a description, a photo, and a "Download" link.

Case Study	Location	Download Link
Team Academy (Finland)	Finland	Download
University Reykjavik (Iceland)	Iceland	Download
Dublin Institute of Technology: Hothouse (Ireland)	Ireland	Download
Dairy Crest and Harper Adams University (UK)	UK	Download
WMG SME Programme	UK	Download
Middlesex University (UK)	UK	Download
AIMDay (Sweden)	Sweden	Download
DTU Skylab (Denmark)	Denmark	Download
NTNU (Norway)	Norway	Download
Vinnova (Sweden)	Sweden	Download
Young Investigator Network (Denmark)	Denmark	Download

As long as a patent
is not exploited, it is a failure.

IP vs. Partnerships
Early Stage Partnerships

Timing is important!



A top-down and bottom up
approach is needed.

Focus on drivers, not barriers.

We focus on the **science of**
university **engagement** to
implement organisational change

We should not reinvent the wheel but collaborate to advance!

Research on Entrepreneurial and Engaged Universities, and University-Business Cooperation

www.science-marketing.com

Professional Development

www.fh-muenster.de/pdp

Events & Networking

www.uiin.org

Accreditation as Entrepreneurial and Engaged University

www.aceeu.org

Let's explore
opportunities
together.



Many thanks for your attention!



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