

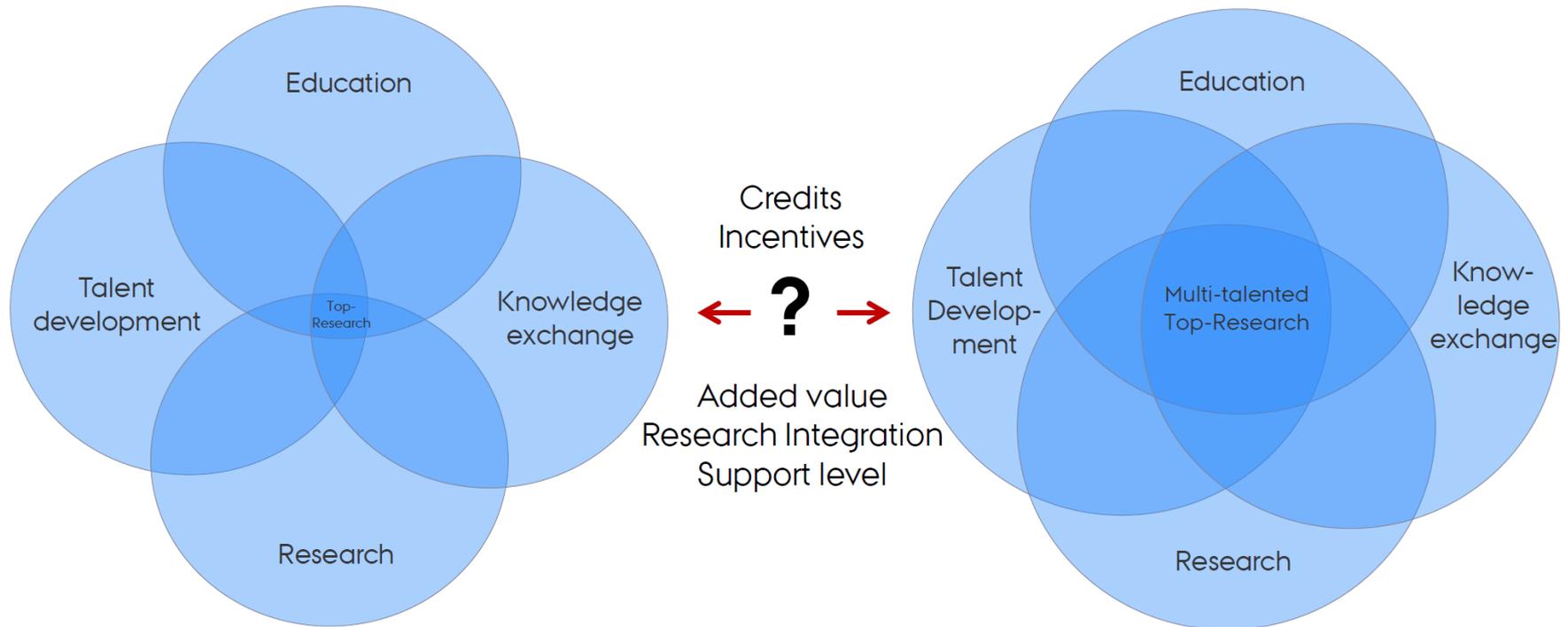
EXCHANGE YOUR KNOWLEDGE

ALLAN FLYVBJERG - DEAN

COLLABORATION WITH LARGE ENTERPRISES – WHY AND HOW ?



RESEARCH, EDUCATION, KNOWLEDGE EXCHANGE, TALENT –INTERLINKED ELEMENTS?

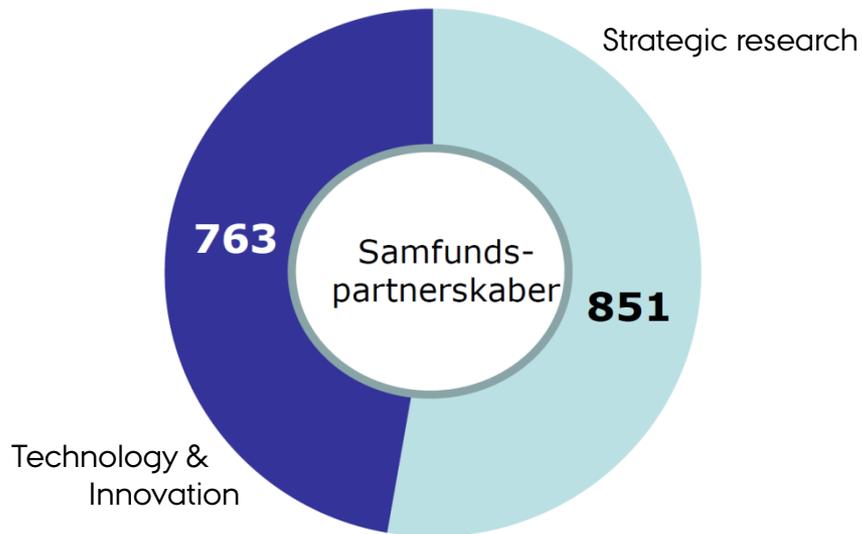


Modified from Strategy 2013-2020, Aarhus University

SOCIETAL DIRECTIONS AND EXPECTATIONS



SOCIETAL DIRECTIONS AND EXPECTATIONS (DK)



Danish Innovation Foundation

Danish Innovation Foundation

Merge of:

- The Strategic Research Council
- The Advanced Technology Foundation
- The Danish Council for Technology and Innovation

~1,6 billion DKK annual budget

“Samfundspartnerskaber” means:

- Solving societal challenges
- Thematic/sectorial focus
- Significant representation of private and public business in boards, committees and projects

Operational from spring 2014

SOCIETAL DIRECTIONS AND EXPECTATIONS (EU)

Horizon 2020



Responding to the economic crisis

Addressing peoples concerns

Strengthening EU position in research,
Innovation and technology

EU Horizon 2020

Three priorities:

- Excellent science ~24 Billion Euro
- Industrial leadership ~17 “
- Societal challenges ~31 ”

20% of the Societal Challenges budget go to SMEs

Partnering (and agenda setting !) through:

- Joint Technology Initiatives
- ERA-Nets
- Joint programmes between member states
- Joint Programming Initiatives
- European Innovation Partnerships

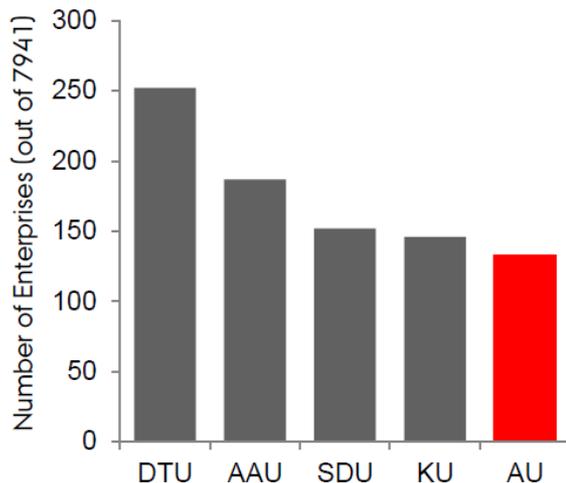
Expectations from our ministry:

- ~2,5% (= 1,5 billion DKK annually) to Denmark
- ~ 3500 Danish research Institutions and enterprises expected to participate
- Invest 26 mio DKK annually in support/help

Operational from January 2014

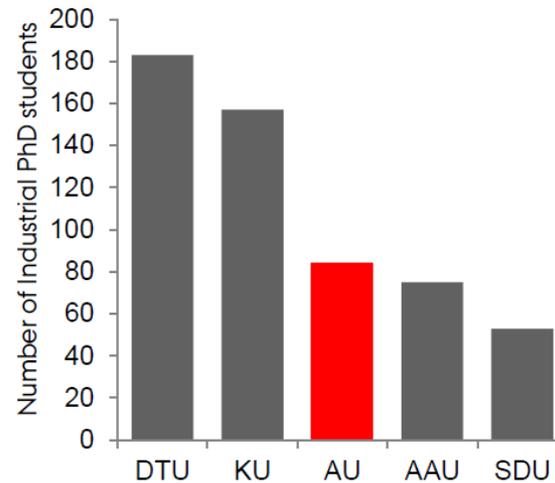
ROOM FOR IMPROVEMENT AT AU?

Aarhus University performance in industrial collaboration:



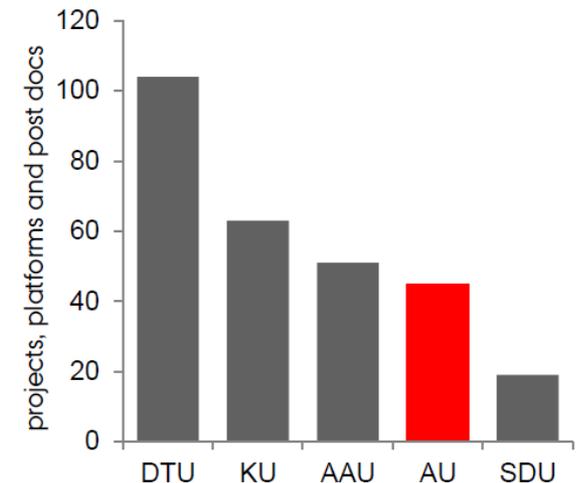
Enterprises indicating collaboration with Universities on innovation (2007-2009).
Total number of private enterprises = 7941

Source: Statistics Denmark



Students under the Industrial PhD Programme (2007-2012).

Source: Ministry of Science

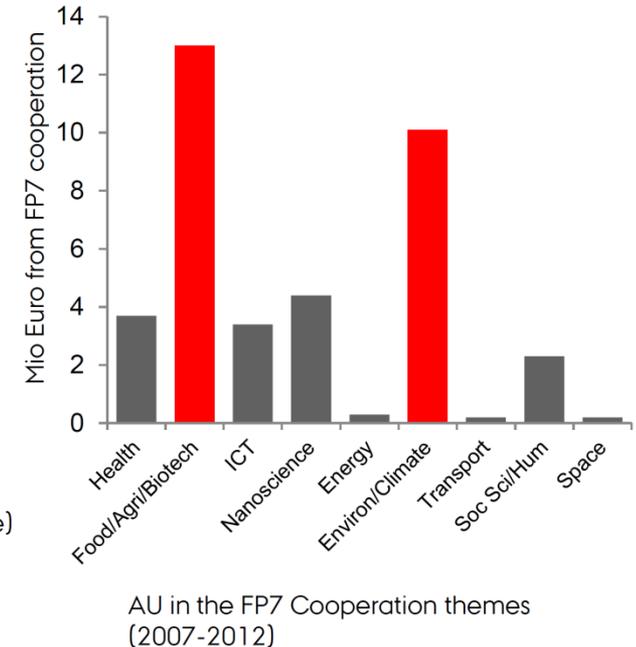
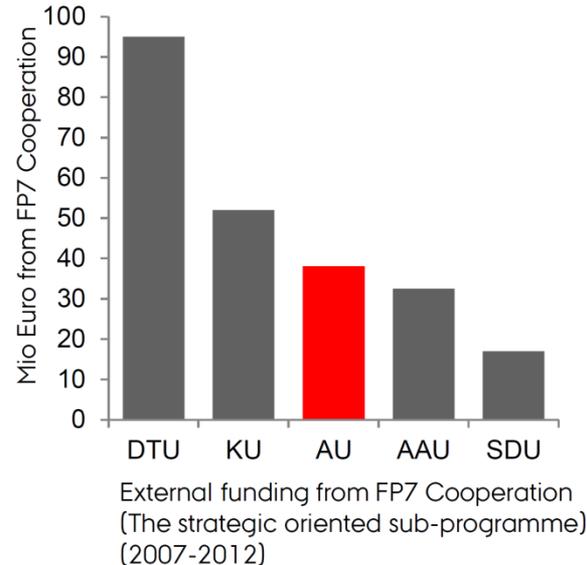
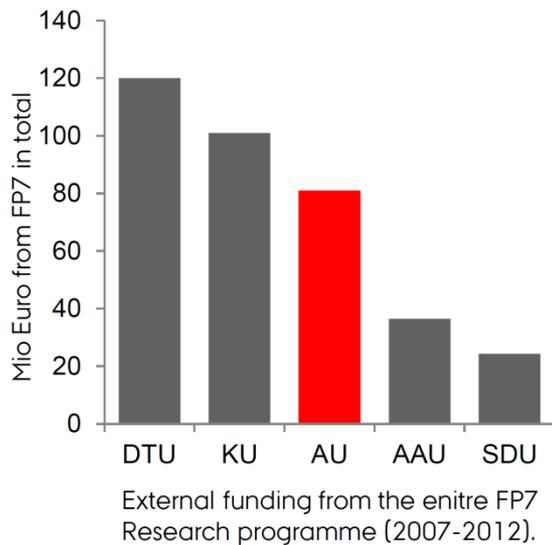


Projects, platforms and industrial post docs in the portfolio of the Advanced Technology Foundation

Source: Højteknologi fonden

ROOM FOR IMPROVEMENT AT AU?

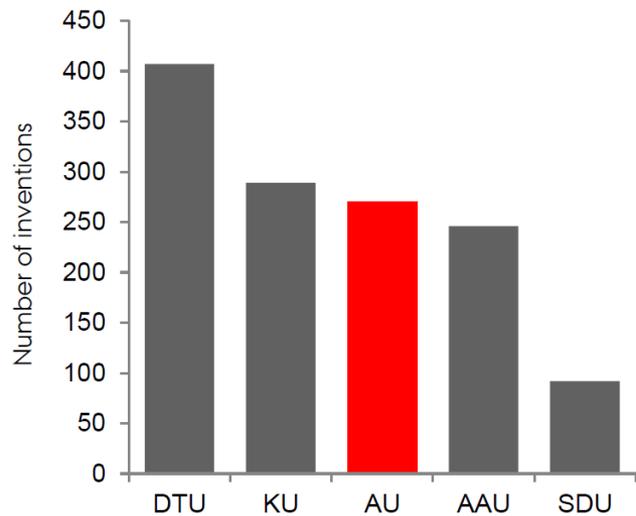
Aarhus University performance in EU FP7- research programme



Source: Ministry of Science

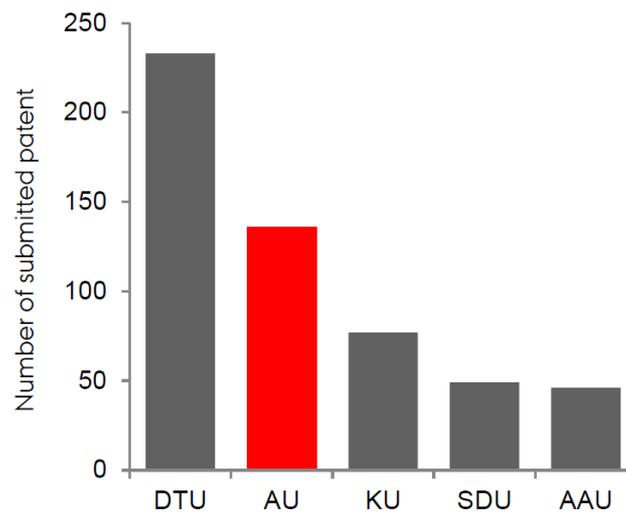
ROOM FOR IMPROVEMENT AT AU?

Aarhus University performance in inventions and patenting:



Number of inventions registered by the University Technology-Transfer System (2007-2011)

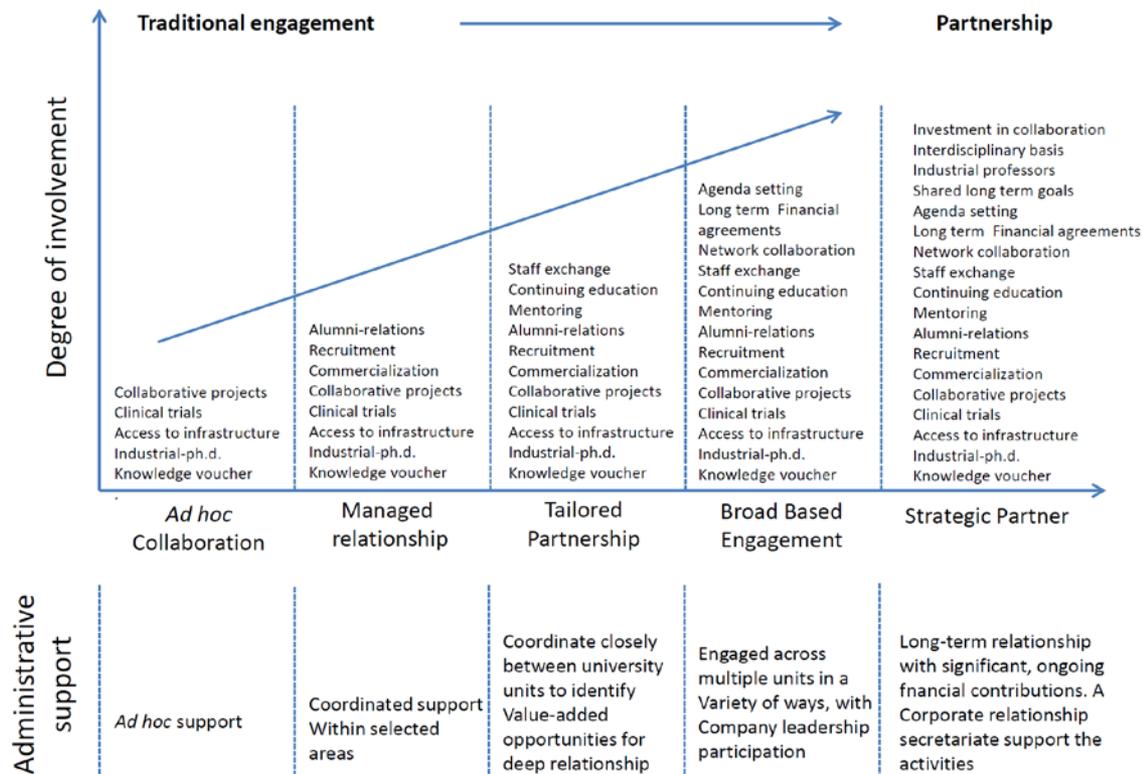
Source: Ministry of Science



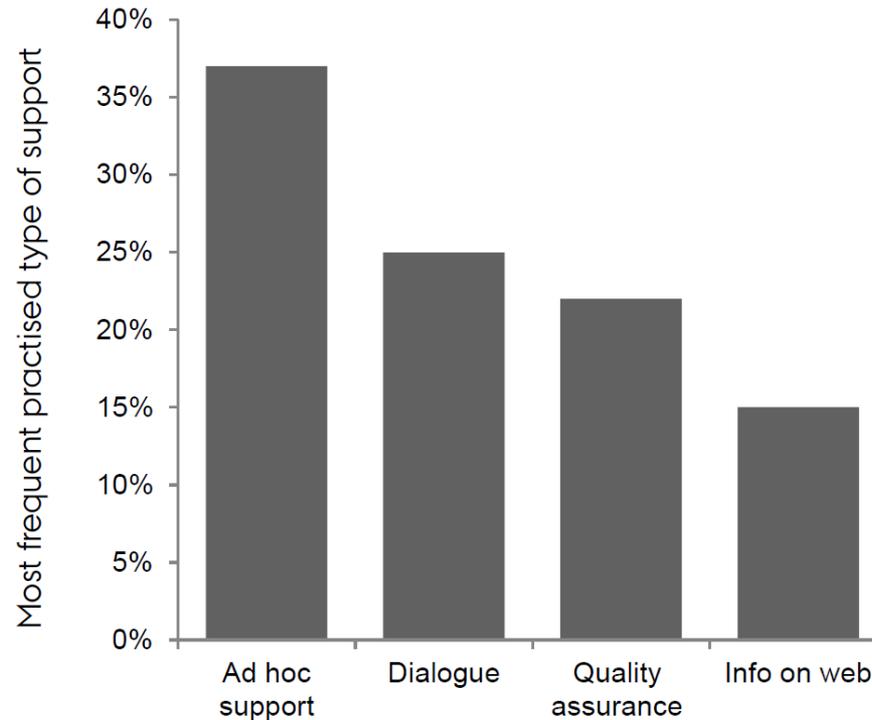
Number of patent applications submitted by Universities (2007-2011)

Source: Ministry of Science

COLLABORATION CONTINUUM – VARIOUS DEMAND FOR SUPPORT



AU KNOWLEDGE EXCHANGE SUPPORT TYPE OF INTERACTION



PARTNERSHIP AGREEMENTS: A WAY TO SUCCESSFUL COLLABORATION?

Mutual value creation is in focus

- New sources for external funding and exchange of staff and students is of great potential value for both partners
- Access to new ideas, latest research, competencies and facilities
- Access to a wider global R&D network
- Improved access to public funding

(G)LOCAL INNOVATION – OUR ROLE AS A REGIONAL UNIVERSITY ?

AU collaborate successfully with regional actors within the area of innovation, spin outs and industrial collaboration e.g.:

- Østjysk Innovation A/S
- INCUBA Science Park A/S
- Agro Business Park
- Væksthus Midtjylland/IFU – Investeringsfonden for udviklingslande
- AgroTech A/S – Institut for Jordbrugs- og Fødevarerinnovation
- Alexandra Instituttet
- MedTech Innovation Center (MTIC) – Region MIDT

BASIS FOR MORE PUBLIC SECTOR COLLABORATION AT AU?

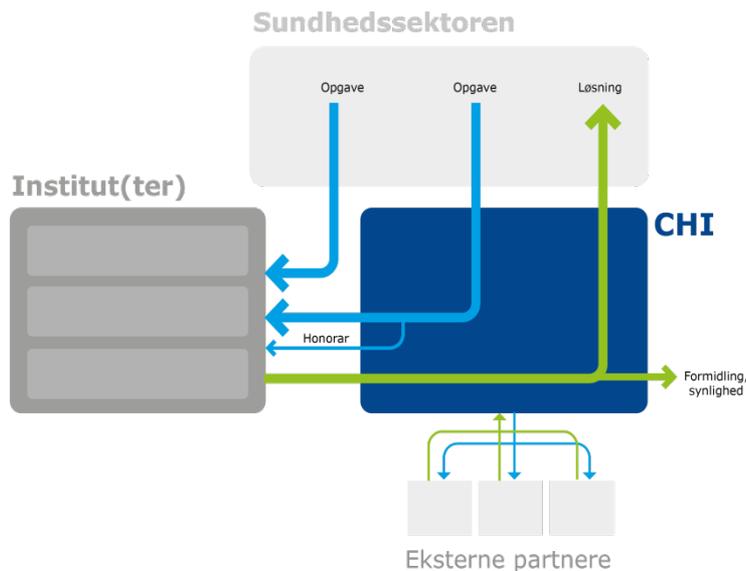
The existing national centres (DCA, DCE and DCL) are challenged by:

- Annual reductions in funding from ministries
- Exposure to competition by ministries
- Ministries setting a stronger agenda during contractual negotiations

Establishment of new national centres is challenged by:

- Need for a comprehensive stakeholder and business analysis
- Fluctuations in revenue due to short term contracting periods
- Need for AU internal mobilisation of resources and research competencies

CENTER FOR HEALTH CARE IMPROVEMENT -A NEW PUBLIC CONSULTANCY INITIATIVE



Proposed CHI structure and work flow

Why establish a CHI?

- Will be a solid AU platform for public consultancy of a health sector facing severe challenges
- Will Increase the interdisciplinary research at AU
- Will ensure more AU focus on health as a policy area of great importance
- Will strengthen AU appearance in international research and sector policy networks
- Will strengthen the links between private business R&D and AU research

CENTER FOR HEALTH CARE IMPROVEMENT - THE PROCES



The CHI business model describe and justify through a comprehensive analysis:

- The societal need for a new public consultancy service from AU
- Relevant competencies and core strengths at AU
- Added value for society and for AU
- Tasks for the centre
- Mode of operation (organisation and economy)
- Implementation (incl. 1 and 2. phase success criteria)

Source: CHI analysis report

KNOWLEDGE EXCHANGE THROUGH COLLABORATION WITH **LARGE ENTERPRISES**

Aarhus University will **strengthen** and make more visible its cooperation with the business community

- How can we meet this ambition successfully?
- What are the barriers?
- Where do we find the solutions?
- Where do we start?

KNOWLEDGE EXCHANGE THROUGH COLLABORATION WITH **LARGE ENTERPRISES**

What is in your opinion the **major barriers** for more AU engagement in collaboration with large enterprises?

- Crediting of collaboration?
- Incentives to enter into a collaboration?
- Maintenance of research integrity?
- Bridge-building between the research community and society?
- Value creation of knowledge exchange?

AND

What is in your opinion **the solution**?

KNOWLEDGE EXCHANGE THROUGH COLLABORATION WITH **LARGE ENTERPRISES**



Discussion !