

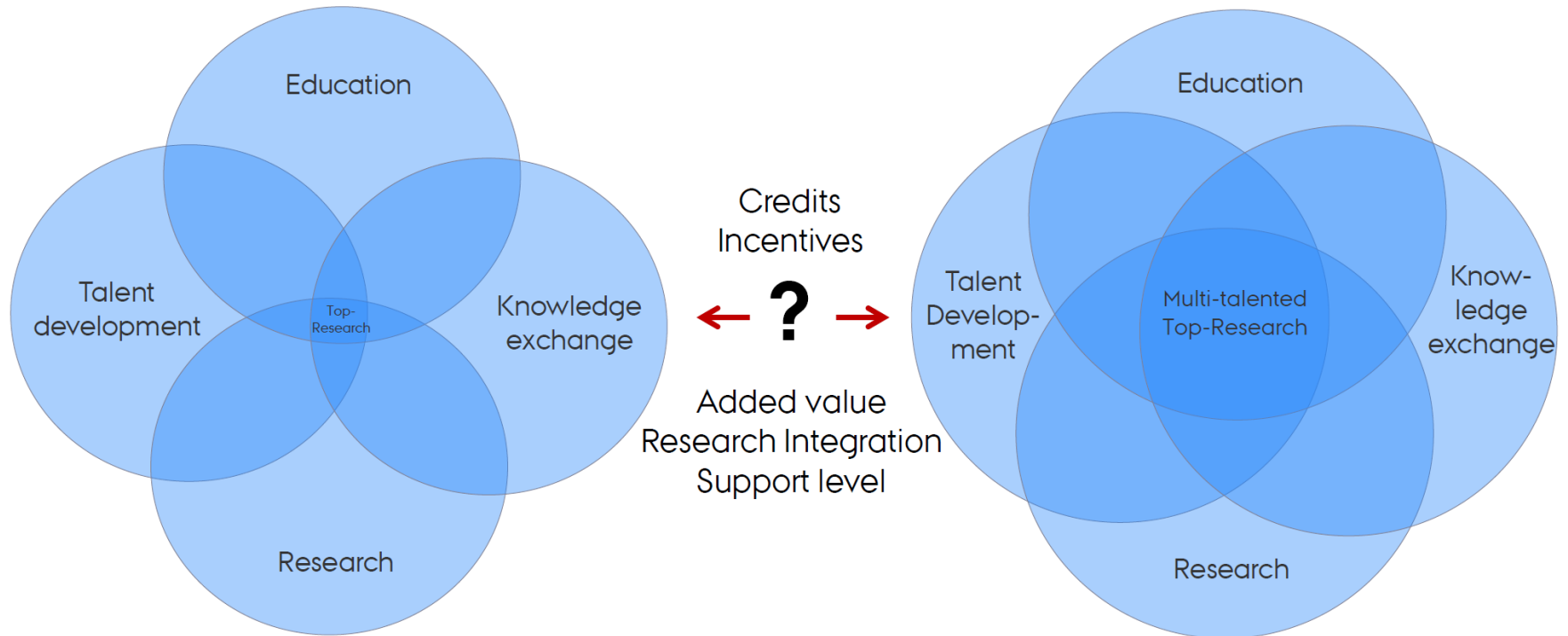
EXCHANGE YOUR KNOWLEDGE

J. MICHAEL HASENKAM - VICE DEAN

COLLABORATION WITH SMALL AND MEDIUM SIZED BUSINESSES
- WHY AND HOW ?

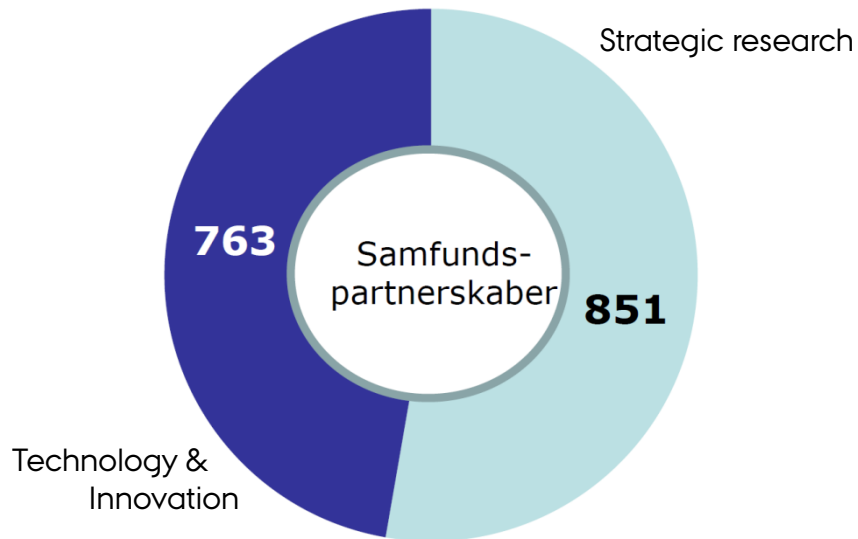


RESEARCH, EDUCATION, KNOWLEDGE EXCHANGE, TALENT –INTERLINKED ELEMENTS?



Modified from Strategy 2013-2020, Aarhus University

SOCIETAL DIRECTIONS AND EXPECTATIONS



Danish Innovation Foundation

Source: Ministry of science

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

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:

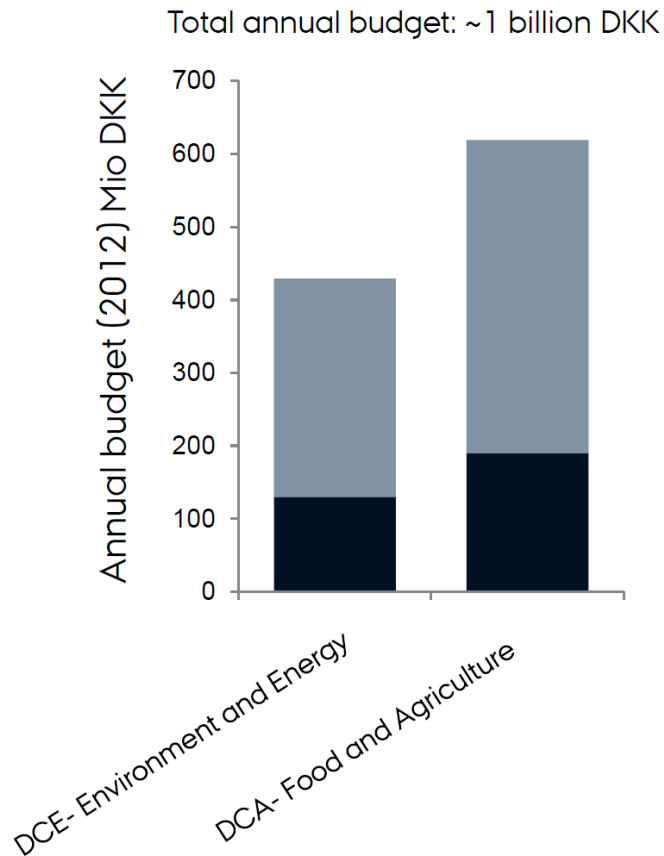
- Joint Technology Initiatives
- ERA-Nets
- Joint programmes between member states
- Joint Programming Initiatives
- European Innovation Partnerships

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

WHY RESEARCH BASED PUBLIC CONSULTANCY AT AU?

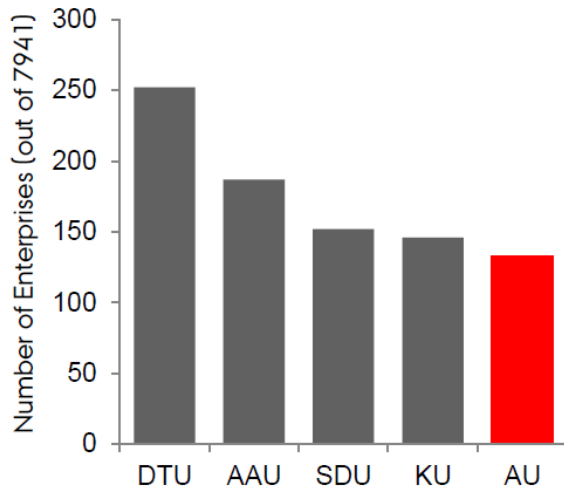


Societal expectations:

- More education
- Enhanced international focus and cohesiveness in research
- Attraction of more EU-funding
- More innovation and business collaboration
- Continued competent research based public consultancy

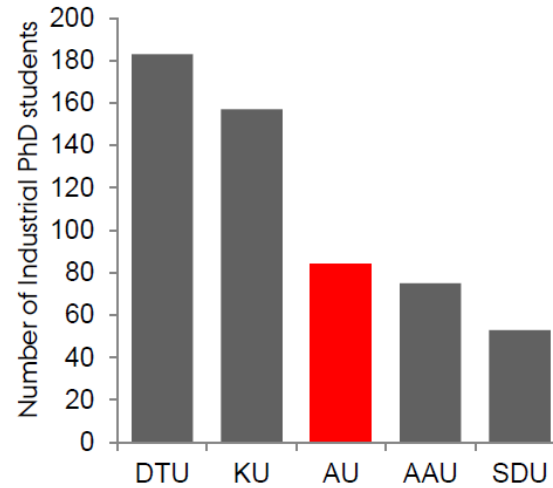
ROOM FOR IMPROVEMENT?

Aarhus University performance in industrial collaboration:



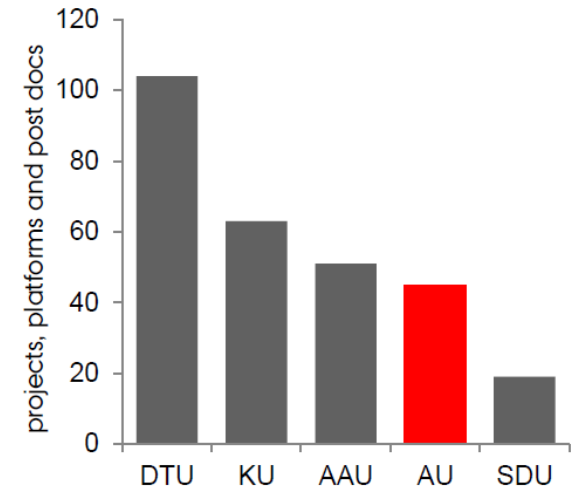
Enterprises indicating collaboration with Universities on innovation (2007-2009).
Total number of private enterprises = 7941

Source: Statistics Denmark



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

Source: Ministry of Science

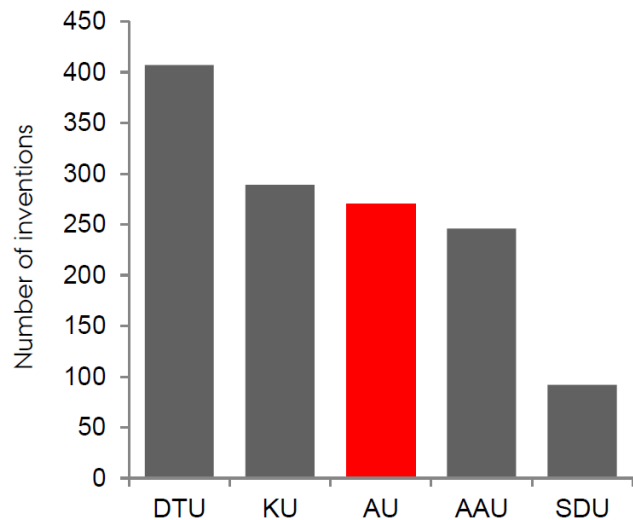


Projects, platforms and industrial post docs in the portfolio of the Advanced Technology Foundation

Source: Højteknologi fonden

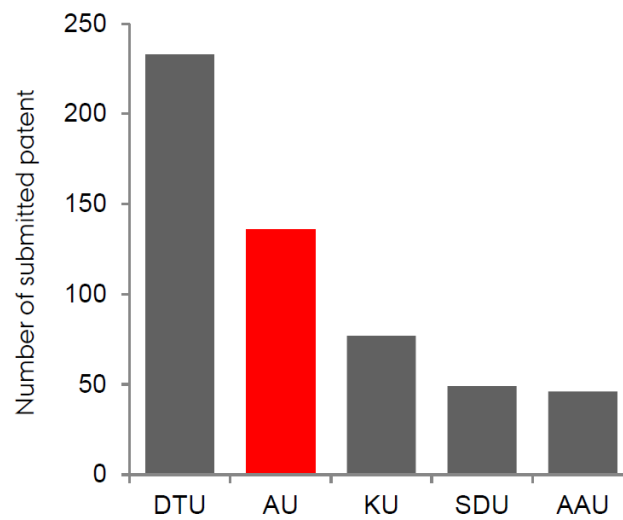
ROOM FOR IMPROVEMENT?

Aarhus University performance in inventions and patenting:



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

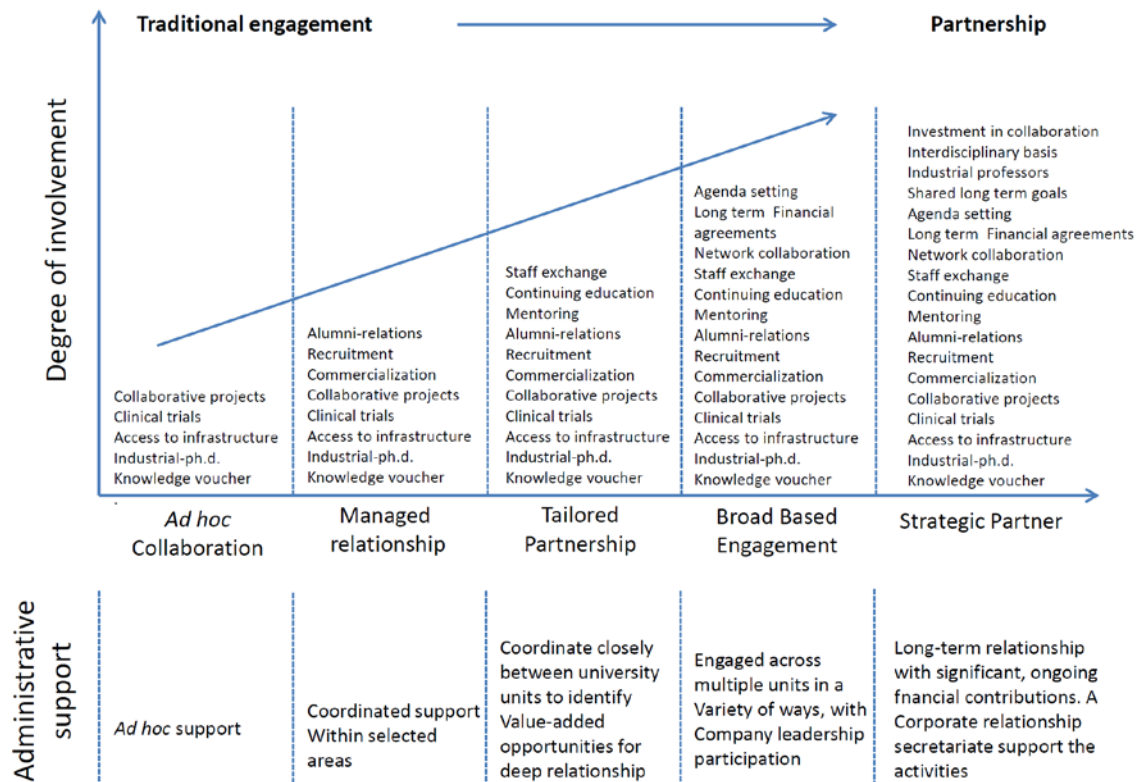
Source: Ministry of Science



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

Source: Ministry of Science

COLLABORATION CONTINUUM – VARIOUS DEMAND FOR SUPPORT



PARTNERSHIP AGREEMENTS: A WAY TO SUCCESSFUL COLLABORATION?

Mutual value creation is in focus

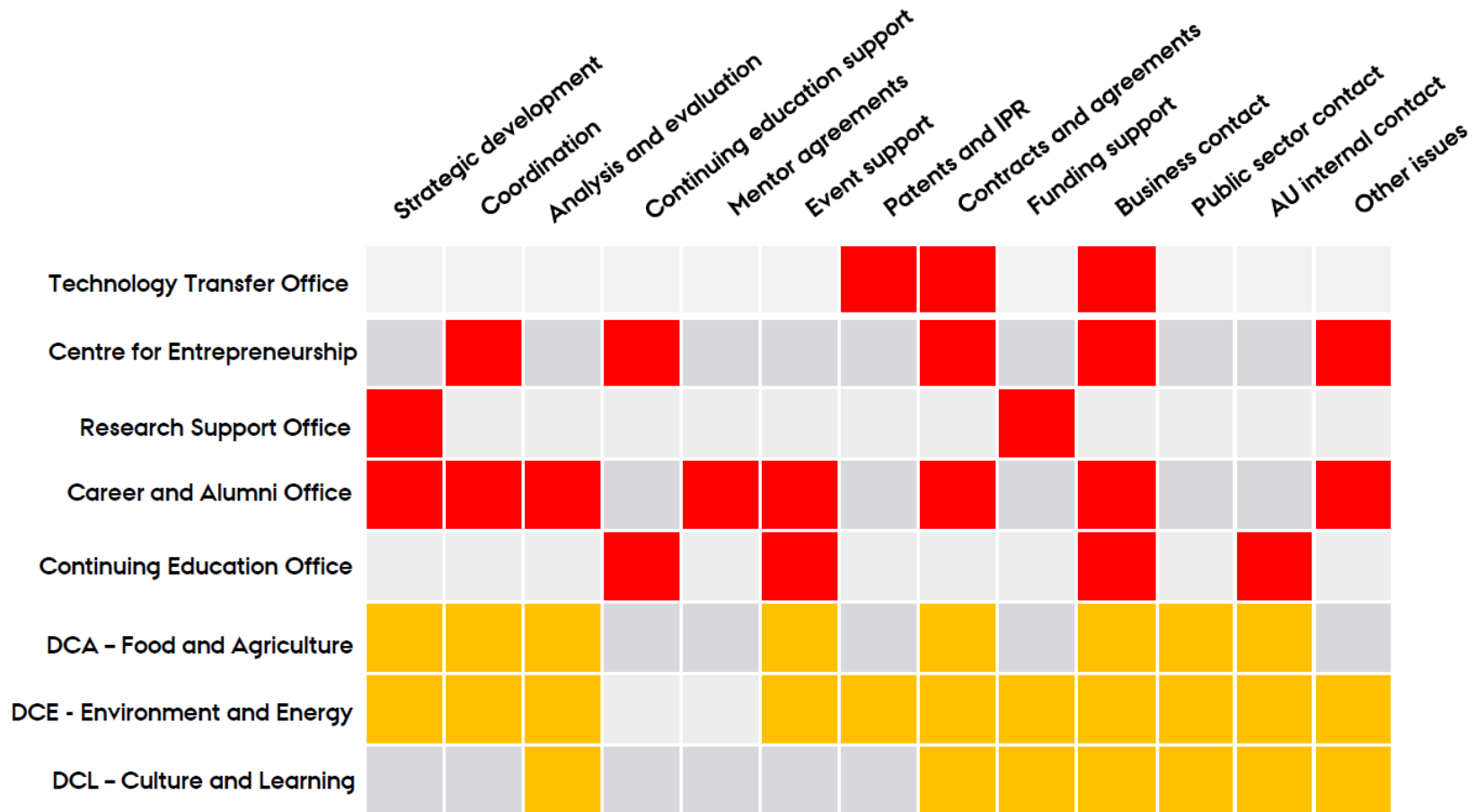
- › External funding and exchange of staff and students in is of great potential value for both partners
- › Access to new ideas, latest research, competencies and facilities
- › Access to a wider global R&D network
- › Improved access to public funding

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

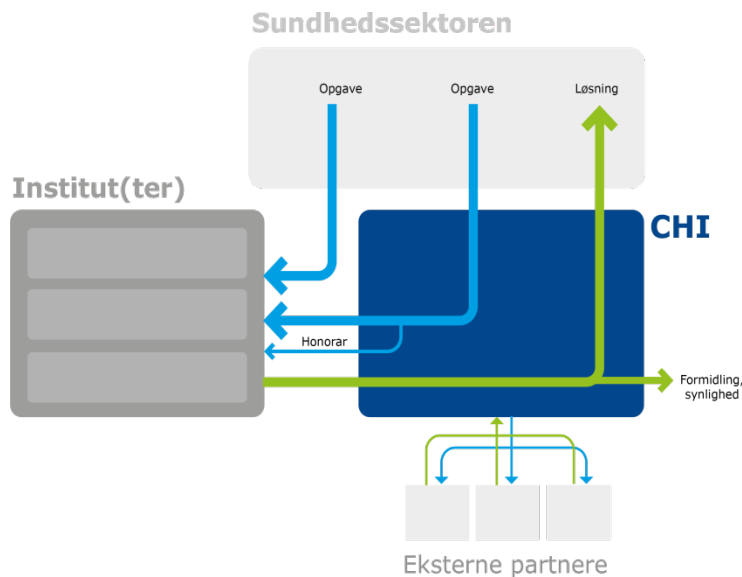
Innovation, spin-outs and industrial collaboration e.g.:

- › 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)

AU KNOWLEDGE EXCHANGE SUPPORT



CENTER FOR HEALTH CARE IMPROVEMENT -A NEW PUBLIC CONSULTANCY INITIATIVE



Proposed CHI structure and work flow

Why establish a CHI?

- AU platform for public consultancy of a health sector
- Increase the interdisciplinary research at AU
- Enhance AU focus on health
- Strengthen AU appearance in international research
- Strengthen links to private business R&D

KNOWLEDGE EXCHANGE THROUGH COLLABORATION WITH SME'S

Develop new platforms and models for collaboration

- › 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 SME'S

What is in your opinion the major barriers for more AU engagement in collaboration with Small & Medium sized Enterprises?

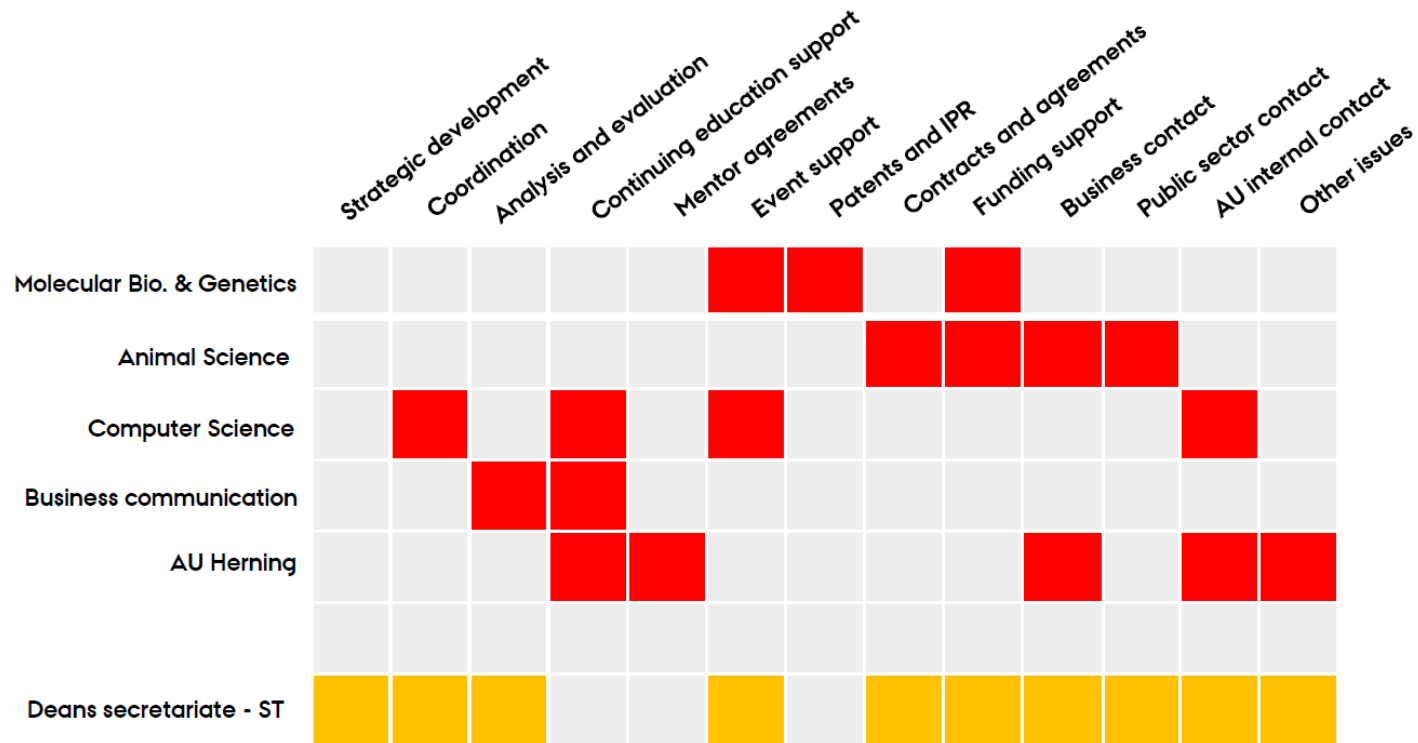
- › Crediting of collaboration?
- › Incentives to enter into a collaboration?
- › Maintenance of research integrity?
- › Bridge-building between the research community and society?
- › Value creation of knowledge exchange?

AND

What is in your opinion the solution?

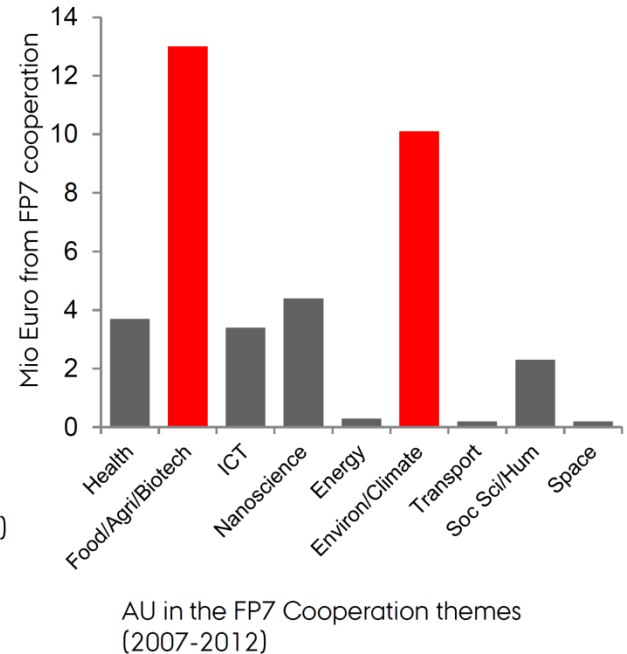
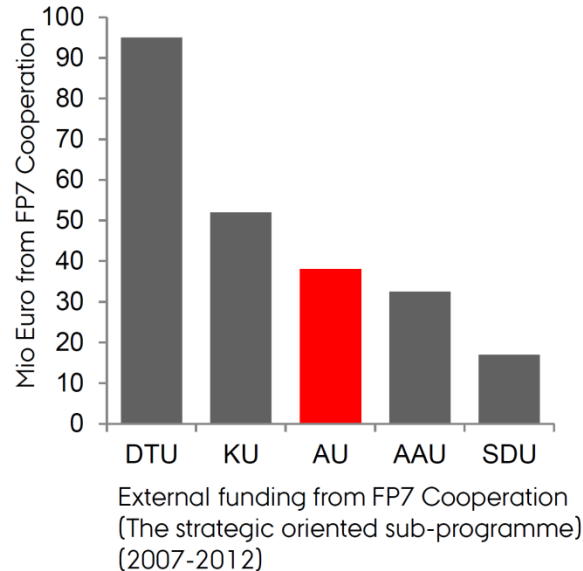
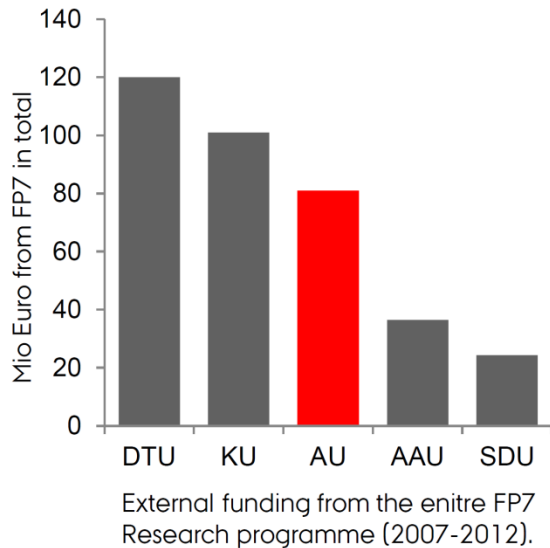
ACTION - PLEASE

AU KNOWLEDGE EXCHANGE SUPPORT FROM INSTITUTES AND FACULTY



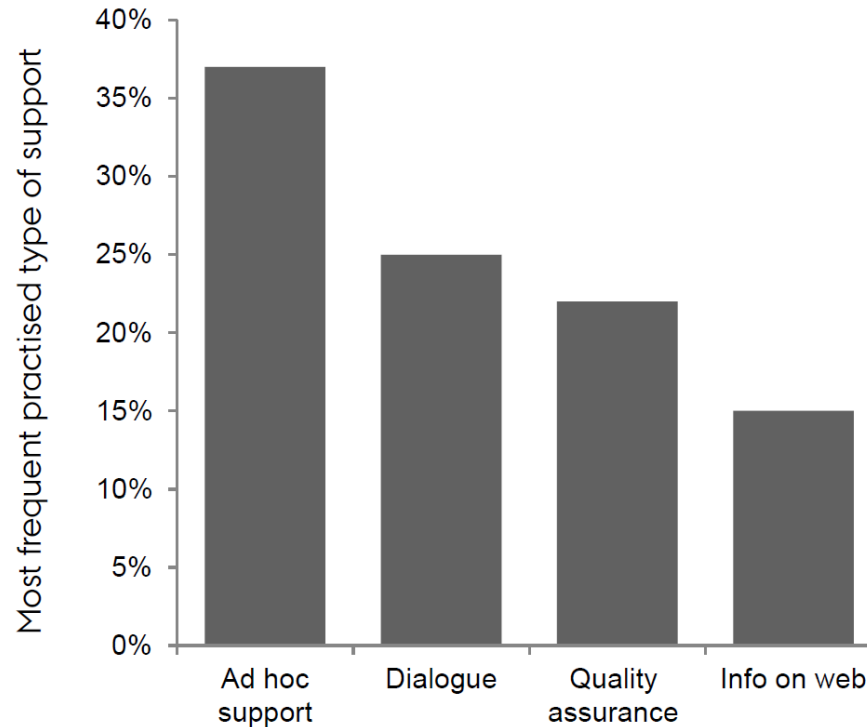
ROOM FOR IMPROVEMENT?

Aarhus University performance in EU FP7- research programme



Source: Ministry of Science

AU KNOWLEDGE EXCHANGE SUPPORT TYPE OF INTERACTION



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 - 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