

*University-Business Research Cooperation for  
Smart Specialisation Strategies*

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**Maynooth  
University**

National University  
of Ireland Maynooth



**EUA**

European University Association



# The European University Association

- EUA acts as an independent stakeholder for Europe's Universities.
- Based in Brussels as a non-governmental membership organisation.
- EUA membership represents 34 European Rectors Conferences (Governing Council) and over 850 individual research-based higher education institutions across 46 countries.
- Two-fold role:
  - I. Providing a forum for debate and mutual-learning for members
  - II. Bringing empirical evidence from universities experiences and activities across their missions to inform the policy-making process in developing new instruments that help their strategic development and enhance their performance in addressing social, economic and civil society needs and goals.

# Discussions at European level on universities in Smart Specialisation Strategies involving EUA

Fruitful Partnership with DG Regio – JRC/IPTS and the Smart Specialisation Platform:

- EUA-Regio/JRC Workshop: First time university community and regional authorities community discussed the role of universities in S3, Seville, 22-23 February 2013
- Open Days: Special session on “Higher Education Institutions and Smart Specialisation”, Brussels, 9 October 2013
- Commissioner Hahn addressed EUA Council, Brussels, January 2014
- High-level event on “Mobilising Europe's Universities for Smart specialisation”, 20 June 2014, Brussels

# Mobilising Universities for Smart Specialisation

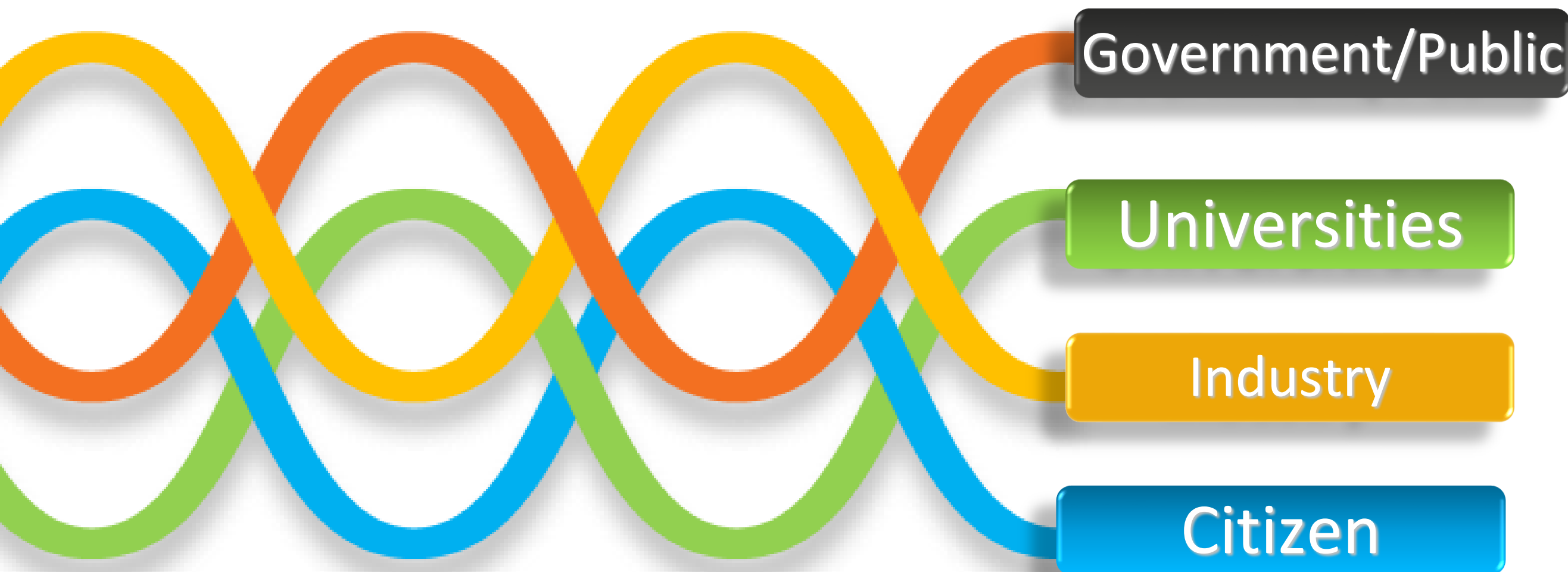
## *2014 Joint Statement of the EC-S3 Platform and EUA (\*)*

- High-level S3 Event (20 June 2014): Universities addressed jointly by the Director Generals for Research, Education, Regional Policy, and Joint Research Centre – Commitment from all sides to support universities in having a central role in the development and implementation of S3.
- Commissioner Geoghegan-Quinn called for universities “to act as strategic institutions pulling together all their know-how to create bigger economic and social impacts”.
- Close regional-university partnerships are the key to successful implementation of S3 and are based on a common regional vision through mutual trust and understanding. Successful partnerships are built upon several vital principles, including Trust, Time, and Talent.

(\*) *Statement issued after a high-level conference on “Mobilising Europe’s Universities for Smart Specialisation” (20 June 2014)*  
<http://s3platform.jrc.ec.europa.eu/documents/10157/412938/Joint%20Statement%20S3%20Universities.pdf>

# Quadruple Helix Innovation

Government, Universities, Enterprise and Citizens collaborating to drive innovations beyond the scope of any one organization on its own





# Universities as Regional Catalysts for Smart Specialisation



Universities bring a uniquely wide range of attributes in support of RIS3

Universities are embracing modernisation

## **But**

Universities must be engaged fully in the regional/national dialogue towards defining and implementing RIS3.

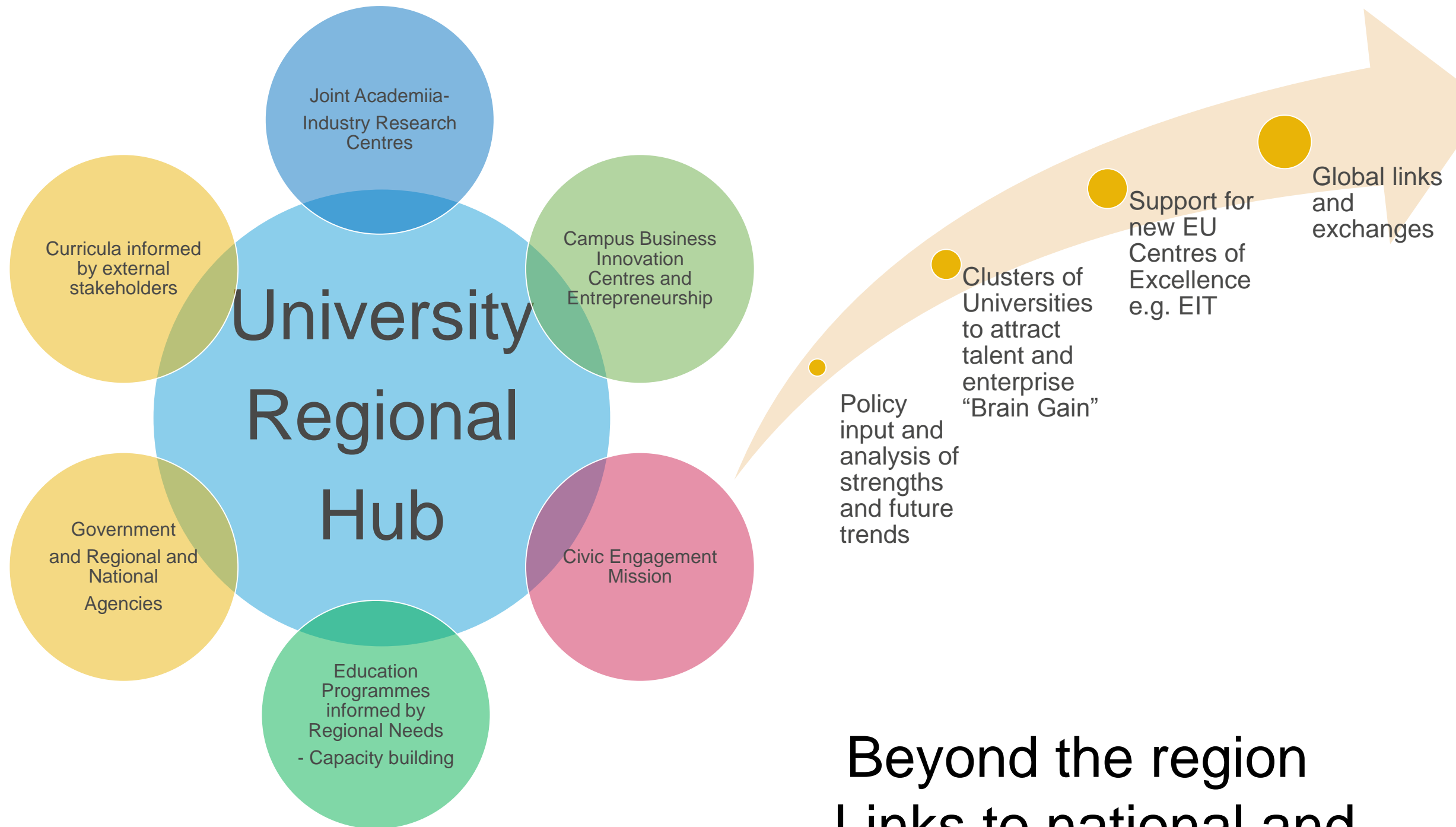
Universities must be valued for what they uniquely are: not seen as research arms of regional industry, but as key partners with regional Enterprises and government.

Firm basis for long term,  
Sustainable partnerships

# Universities as Regional Catalysts for Smart Specialisation



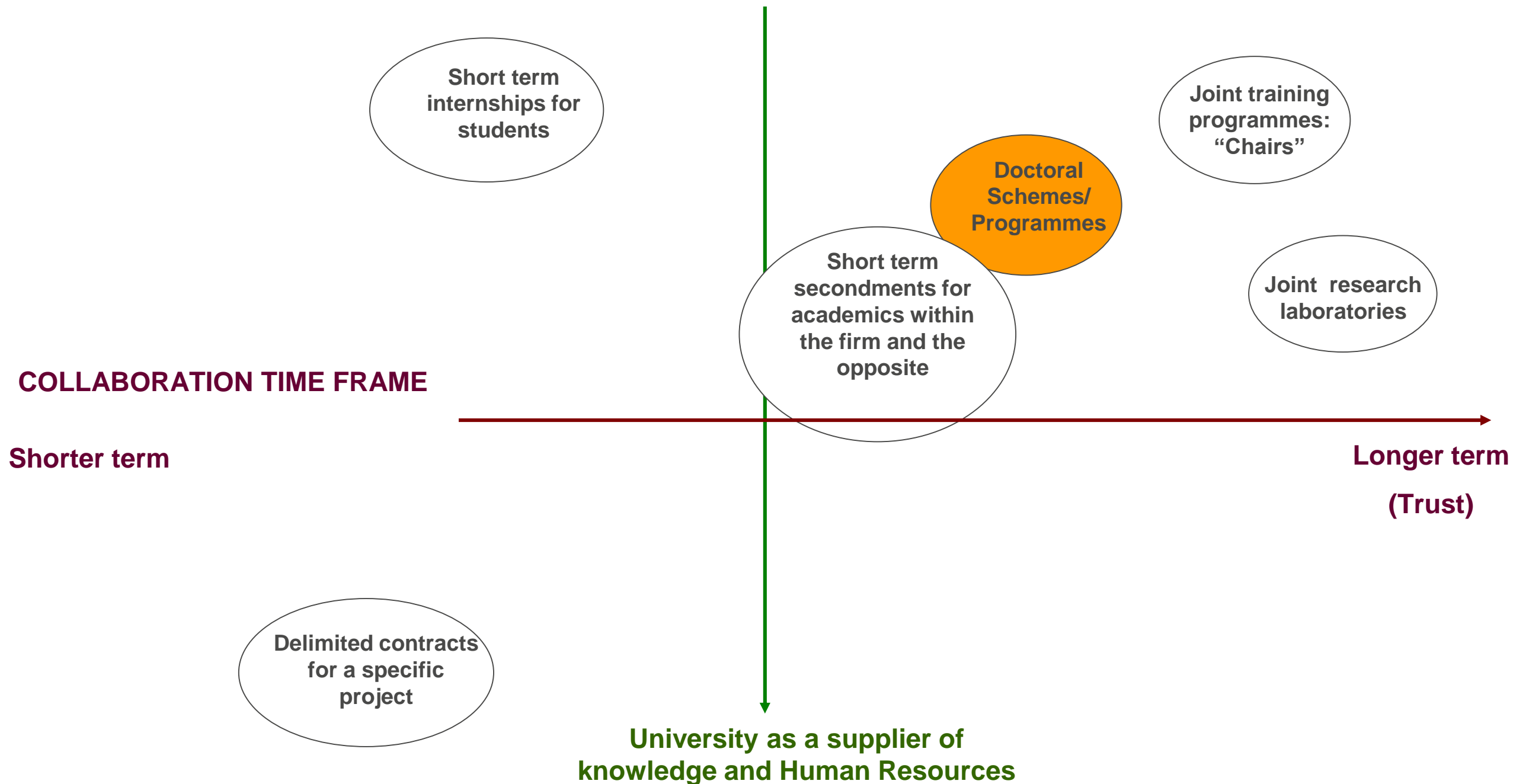
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**Beyond the region**  
- Links to national and global stages



**Univ and Ind as Partners for research activity, Human Resources training and entrepreneurship**





## Example: Joint Doctoral Schemes

### Main messages



## Building trustful relationships and **planning** the collaborative scheme

- ✓ Understand each partner's needs and expectations
- ✓ Establish clear and realistic expectations
- ✓ Develop comprehensive agreements before the start of the collaborative scheme (rights and obligations of each party, general rules for the collaboration, financial provisions and IPR)

*“It is important that universities and companies planning a cooperation ensure that all important aspects of the cooperation are discussed before the project commences. This is often more complicated and time consuming than expected, and the importance of this process should not be underestimated”*  
(University partner in collaborative thesis)



## Example: Joint Doctoral Schemes



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**Intersectoral mobility** and **employment** perspectives of doctoral holders.

Stakeholders agreed that **doctoral holders from collaborative schemes are more employable in the business sector** than doctoral holders from traditional programmes, mainly because of:

The **ability to be “bilingual”**, bridging the academic and industrial sectors

The development of **transferable skills**

*“For companies this scheme is very tempting as they are working with the candidate for several years, get to know him/her, get first-hand information and will eventually find their next co-worker” (University)*

*“It is easier to come to work in industrial field later. They get company experiences and they get to know industrial solutions” (Company)*

*“ I think non-academic sectors value those who have a head for business and can implement the research applicable to their company” ; “Every day is training, going to the office, talking to colleagues, meeting customers or production personnel” (Doctoral candidates)*

# Example: Talent and Education



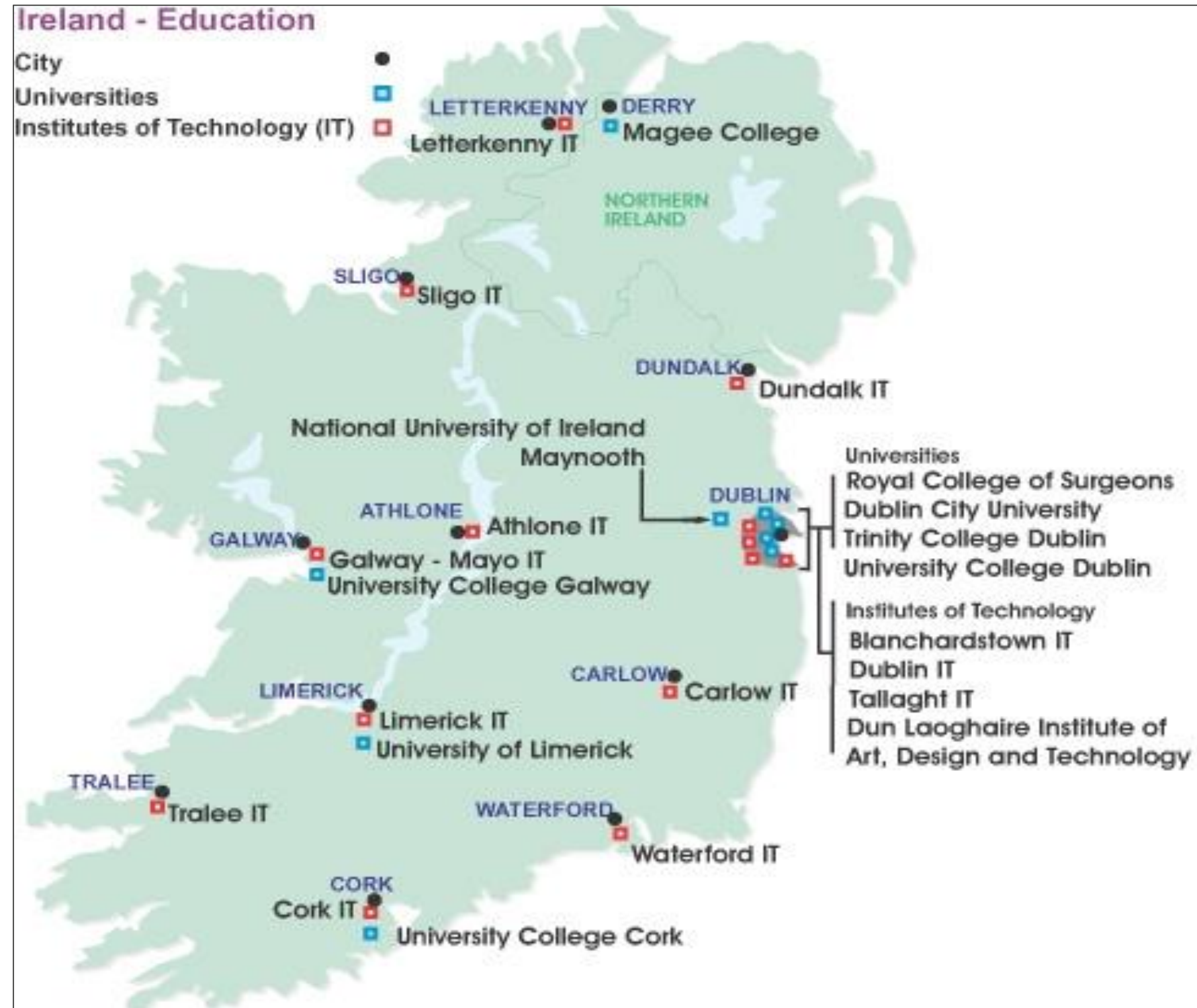
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The Economist Intelligence Unit ranked Dublin number one in having the best “human capital” in the world

**Dublin region is the leading education location in Ireland, with four universities, and 50 percent of all students in the university sector based there, and 63 percent of all PhD students**

**All Irish Universities collaborate in research – incentivised by research funding criteria**







## Example of the IT / Internet investment in Dublin Region 2010-2012

...AND SUDDENLY IN JUST TWO YEARS:

2010 -2012: Dropbox, Twitter, LinkedIn, Zendesk, Etsy, Zynga, HubSpot, Gilt, LogMeIn, 10Gen, SumUp, Marketo, Ancestry.com, Groupon, Riot, Indeed, MasterCard



# Research Priority Areas Ireland



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Priority Areas for Publicly-performed Research , 2013-17



- |   |   |   |   |
|---|---|---|---|
| A | Future Networks & Communications                                  | H | Food for Health                             |
| B | Data Analytics, Management, Security & Privacy                    | I | Sustainable Food Production & Processing    |
| C | Digital Platforms, Content & Applications                         | J | Marine Renewable Energy                     |
| D | Connected Health & Independent Living                             | K | Smart Grids & Smart Cities                  |
| E | Medical Devices   | L | Manufacturing Competitiveness               |
| F | Diagnostics   | M | Processing Technologies & Novel Materials   |
| G | Therapeutics – Synthesis, Formulation, Processing & Drug Delivery | N | Innovation in Services & Business Processes |

## Platform Science and Technology

(Basic biomedical Science, Nanotechnology, Advanced Materials, Microelectronics, Photonics, Software Engineering)

## Integrating Infrastructure

Operation and Maintenance of Equipment, Clinical and Translational Integrating Infrastructure, e-Infrastructure etc



# Irish Research Funding Instruments aligned with Smart Specialisation – ERDF support

- University-Industry Scientific research centres (clusters) 7 x c. €100M over 5 years.
- Specific Technology Centres (15)
  - (e.g. Innovation Value Institute, €20M over 10 years)
- Innovation Partnerships
  - (cost sharing projects for enterprise defined research)
- Knowledge Transfer Ireland
  - national network of University Technology Transfer Offices



# Driving a structural change in the IT profession and industry

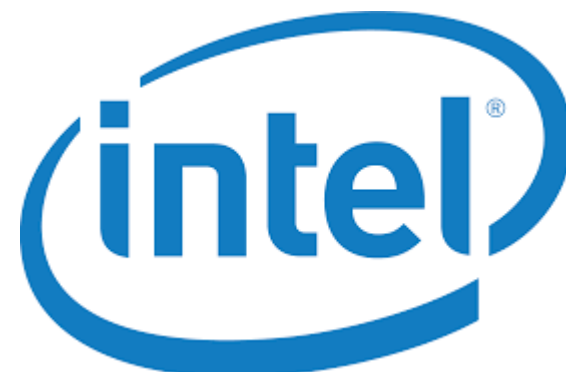
Vision:

**Drive innovation in the management and usage of ICT to  
deliver business value.**

- An open innovation consortium which advances the practice of *IT-Led Innovation* to add value to business, society, economy and individuals



**Maynooth  
University**  
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# Current Membership

## Steering Patrons



## Patrons



## Contributors



## Associates





# Active IT-CMF Development Community

Practitioners and Academia



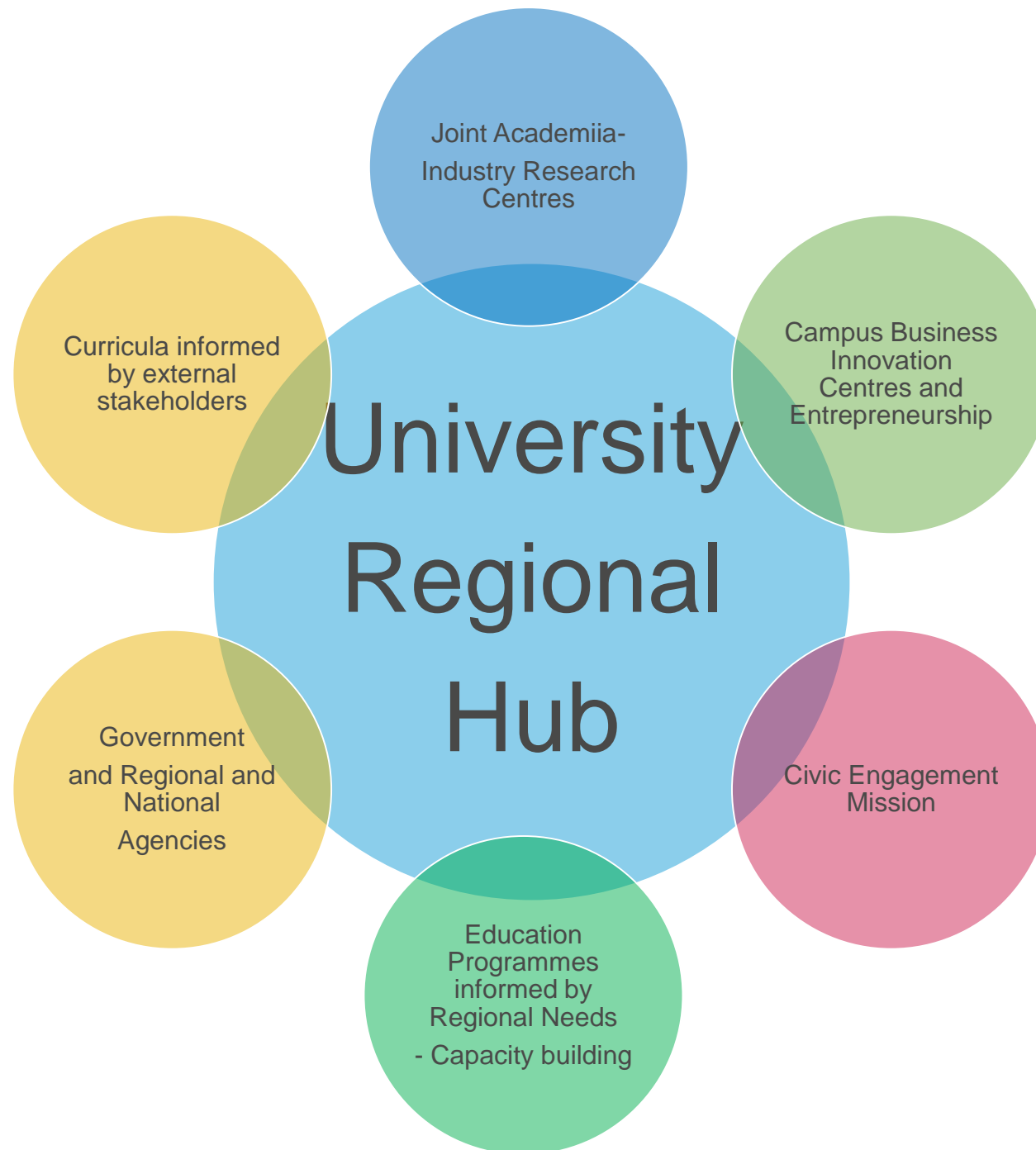


# Universities essential to Strategies for Smart Specialisation



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Trust, Time, Talent

## Summary

Universities bring a uniquely wide range of attributes in support of RIS3

Universities must be engaged fully in the regional/national dialogue towards defining and implementing RIS3.

Universities must be valued for what they uniquely are: not seen as research arms of regional industry, but as key partners with regional Enterprises and government.

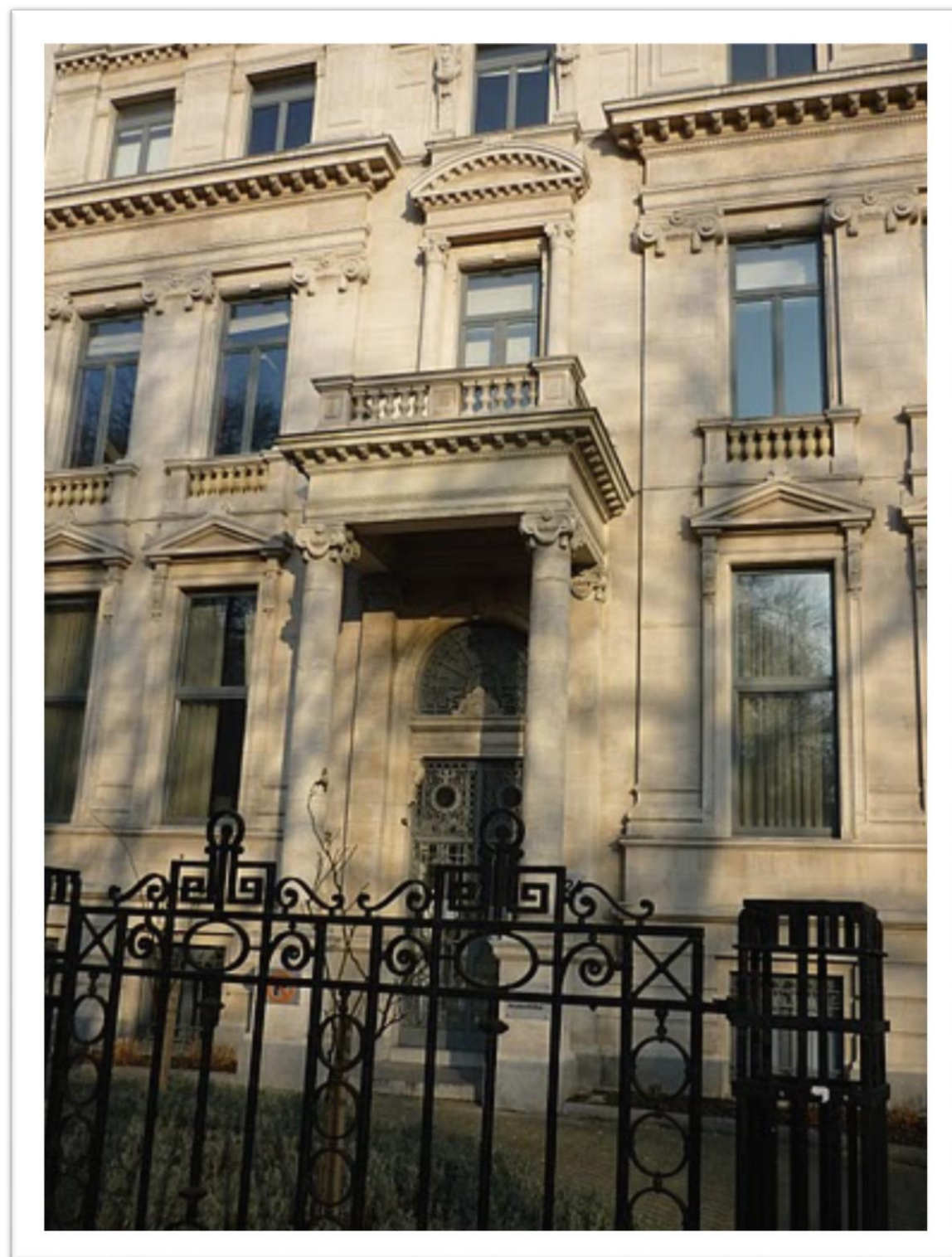
Firm basis for long term, Sustainable partnerships and S3 success





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***Thank you for your attention!***

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