

**Building
bridges
between
universities
and
entreprises
-
new roles for
universities**

REG LAB – in short

- **History:** Upstart in 2005 – real association since 2009.
- **Mission:** Not-for-profit independent 'laboratory' - developing new knowledge on regional economic development.
- **Funding:** 100% funded by members. Among 100 members – all Danish universities.
- **Board:** 16 executives in state, regions, municipalities, knowledge institutions and organisations.



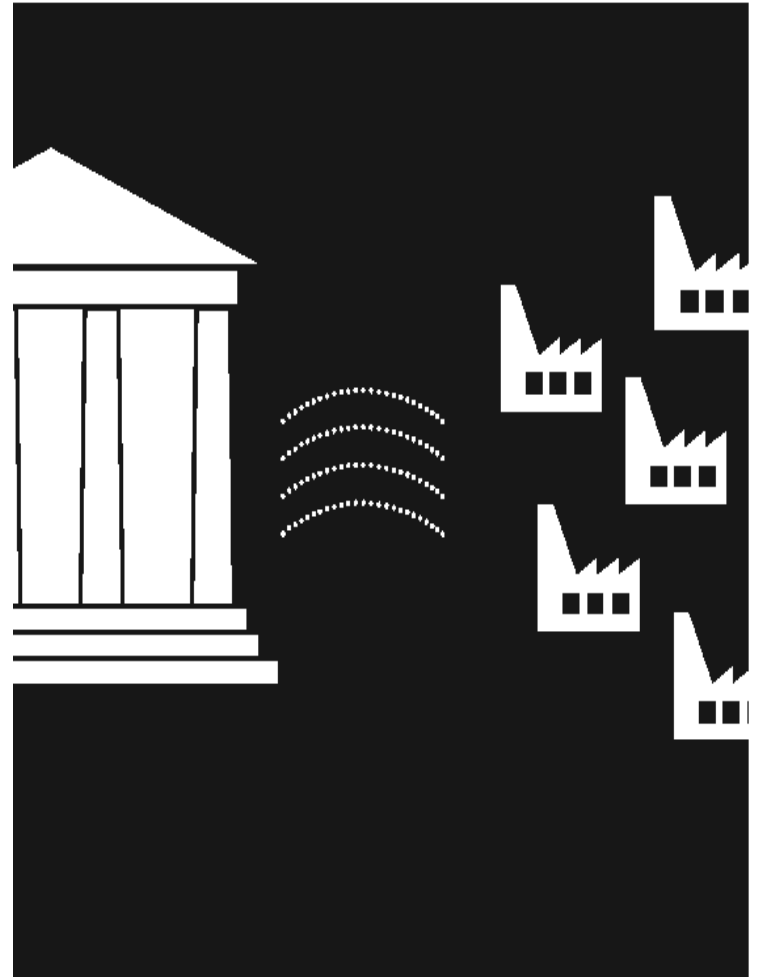
REG LAB – activities

- **Focus analyses** – selected, studies with in-depth case-studies plus step-by-step policyguides.
- **Conferences, seminars, workshops, roundtables.**
- **Day to day** counselling, facilitation of strategy processes and work plans.
- **Presentations for conferences, executives, councils, boards and ministers.**
- **Networking** – among members and beyond.
- Knowledge sharing, study trips etc.



REG LAB on knowledge institutions

- "Educational institutions collaboration with enterprises" - 2006.
- "The universities and regional drivers for growth" - 2006
- "Catalog of inspiration – collaboration between knowledge institutions and enterprises" - 2008.
- Paper on "Status for Danish universities collaboration with enterprises" - 2011.
- Paper on "Six challenges for Danish Universities", 2011

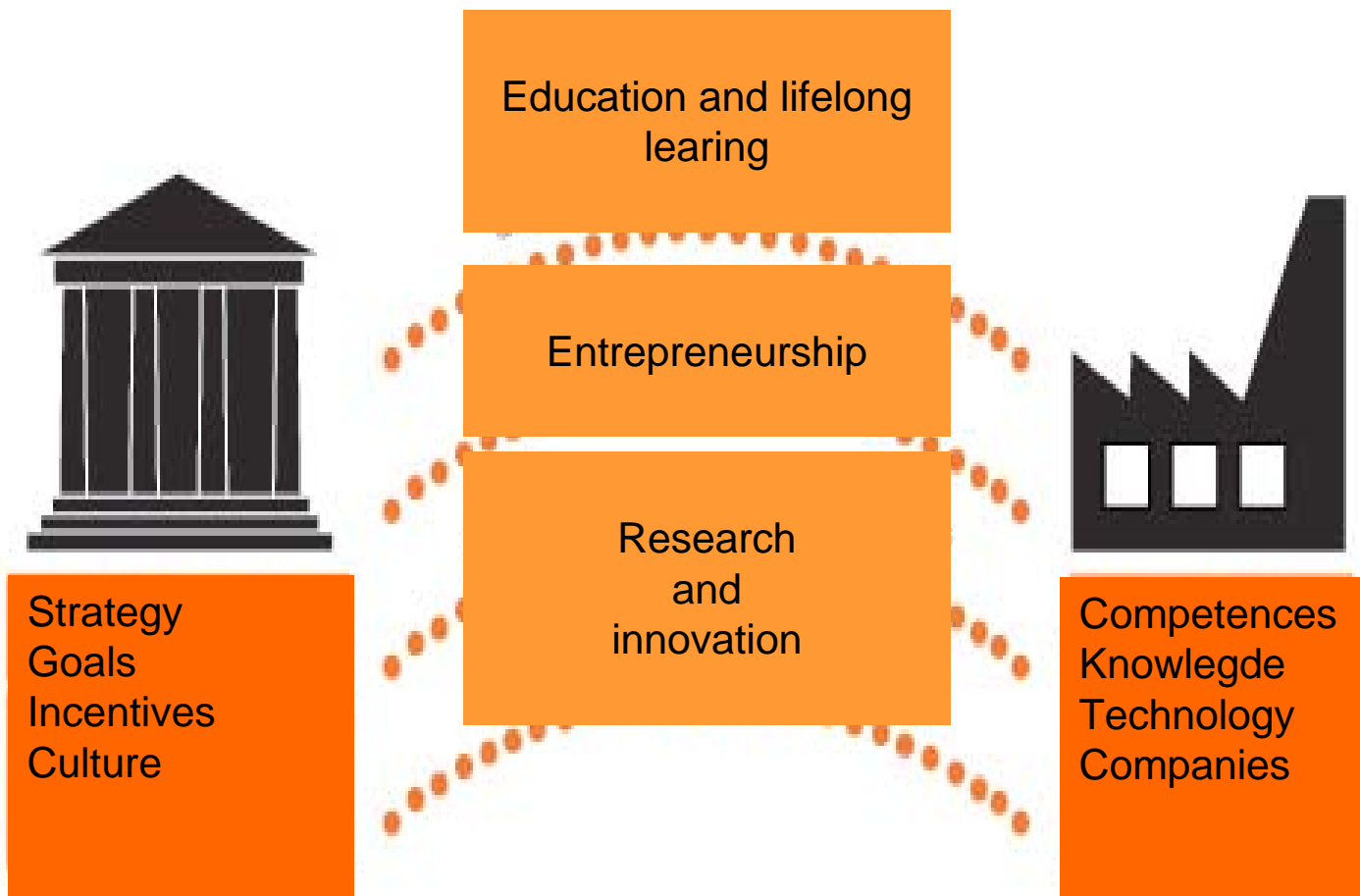


**Universities role
as a driver
for regional development**

Universities impact on regional development

- Universities are very important for regional development.
- Contrary to what one might expect - increasing globalization – will lead to higher impact from universities on the surrounding community.
- But it differs how conscious universities are on their regional role and power. And how regions and public authorities respond to the task.

Building bridges to enterprises



Strategy is very important!

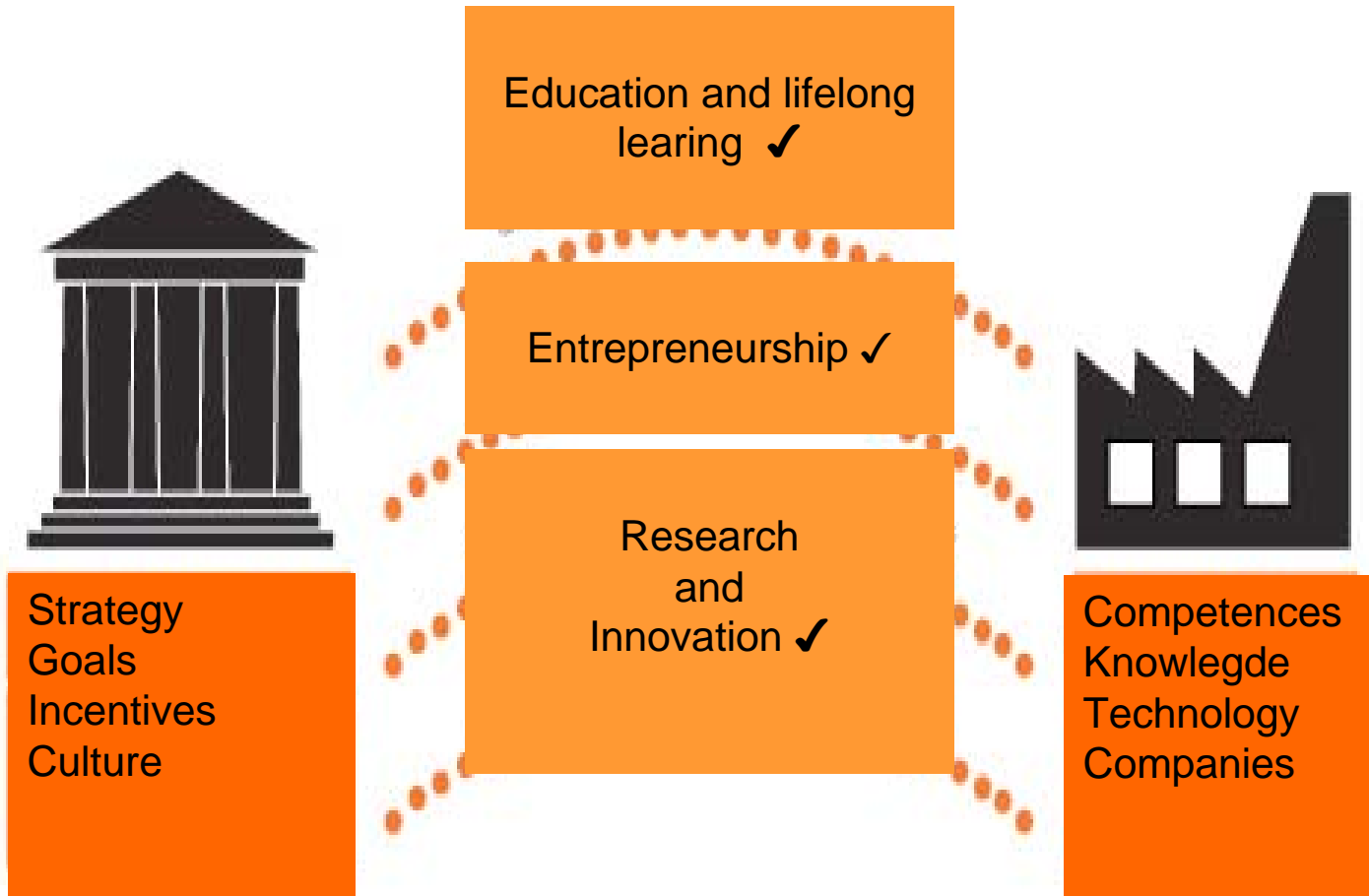
“Georgia Tech is a leading center for research and technological development that continually seeks opportunities to advance society and the global competitiveness of Georgia”

Mission from Georgia University of Technology

Strategy for collaboration – status for Danish universities

- All universities have strategies for collaboration. Many are very new... Or has been revised.
- Many strategies have more focus on SMEs and on regional development – even universities in the capital area.
- Very different ways to organize collaboration: Some have centralized units – other very decentralized.
- Regions have funded collaboration heavily – no further funding to this 3. leg activity in Denmark.
- Many universities are working with change of culture – both among administration and among researchers.

Danish experiences on collaboration



Danish experiences on specific collaboration

"We have good experience with platforms for development and innovation networks. Of course, it is also important to get students in touch with enterprises since they are very good icebreakers. Also we have good experiences with the industrial PhD scheme".

Professor Jon Sundbo, RUC Innovation, RUC

New roles for universities

More support is needed

" We lack incentives for VIPs. We lack focus from the executive directors. We could also need a central director or vice-rector in charge of the area. Ambassadors at the departmental level will also be good. "

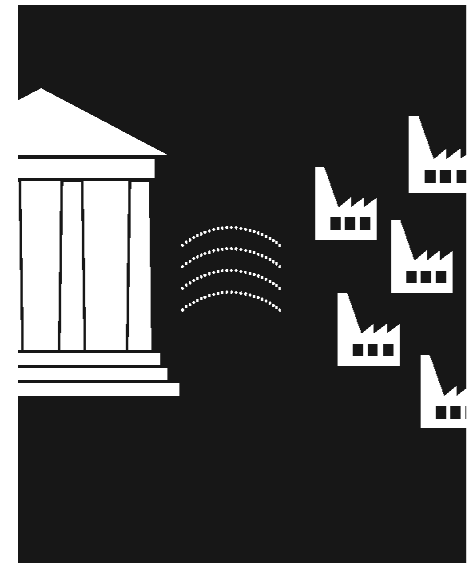
**Lars Stig Møller, Head of Department,
University of Southern Denmark.**

Barriers for collaboration

- Few universities are still lacking managerial support for industrial collaboration.
- Lack of insight and coordination is a big challenge internally at each university.
- Lack of culture and professionalism in relation to cooperation.
- Lack of experience and insight into good practices and tools.
- Lack of incentives for scientists to cooperate - and their own companies can be a challenge.

Six areas for more development

- Common strategy for the whole universities – shared vision!
- Applying modus 2 thinking now. Fighting modus 1 thinking – still dominant culture.
- More collaboration with business link, other bridge building platform, innovations networks/clusters and other knowledge institutions.
- More development in the field of services: Which kind of services to provide?
- More focus on direct communication to industry. No research language.
- One entrance system – one-stop-shop for the whole of Denmark.



Cultural revolution is the target!

“What we actually wanted to do was to make enterprise a noble thing in academic life. These people are brokers. They link the business side to academics. They have to convince the academics that what we are suggesting is worthwhile. We train them to get a business understanding”

James Powell, Pro Vice Chancellor Enterprise and Regional Affairs, University of Salford.