

DG Education and Culture  
Knowledge Alliances

**Pilot Projects for the Development of  
Knowledge Alliances**  
**“ European University Enterprise  
Network – EUEN ”**

Grant Agreement – EAC-2011-0446  
Project Number – EAC-19-2011-019

**WORK PACKAGE 1**

Shaping the Entrepreneurial Environment  
and  
Institutional Capacity Building  
through  
University-Business Collaboration

University	Company
Coventry	HP
Turku	Orion Pharma
Ghent	Acerta
Münster	
Cantabria	Santander
Poznań	Microsoft
Rotterdam	
<i>None</i>	EBN
<i>None</i>	NCEE

### Objectives

- to co-develop and co-deliver a **Leaders Forum**
- to co-develop and co-deliver a **Faculty Educators Development Programme**
- to share experiences through **Transnational Exchanges**
- to test out a range of **entrepreneurial learning opportunities**
- to share experiences with the **wider education community**

### Overall Aim

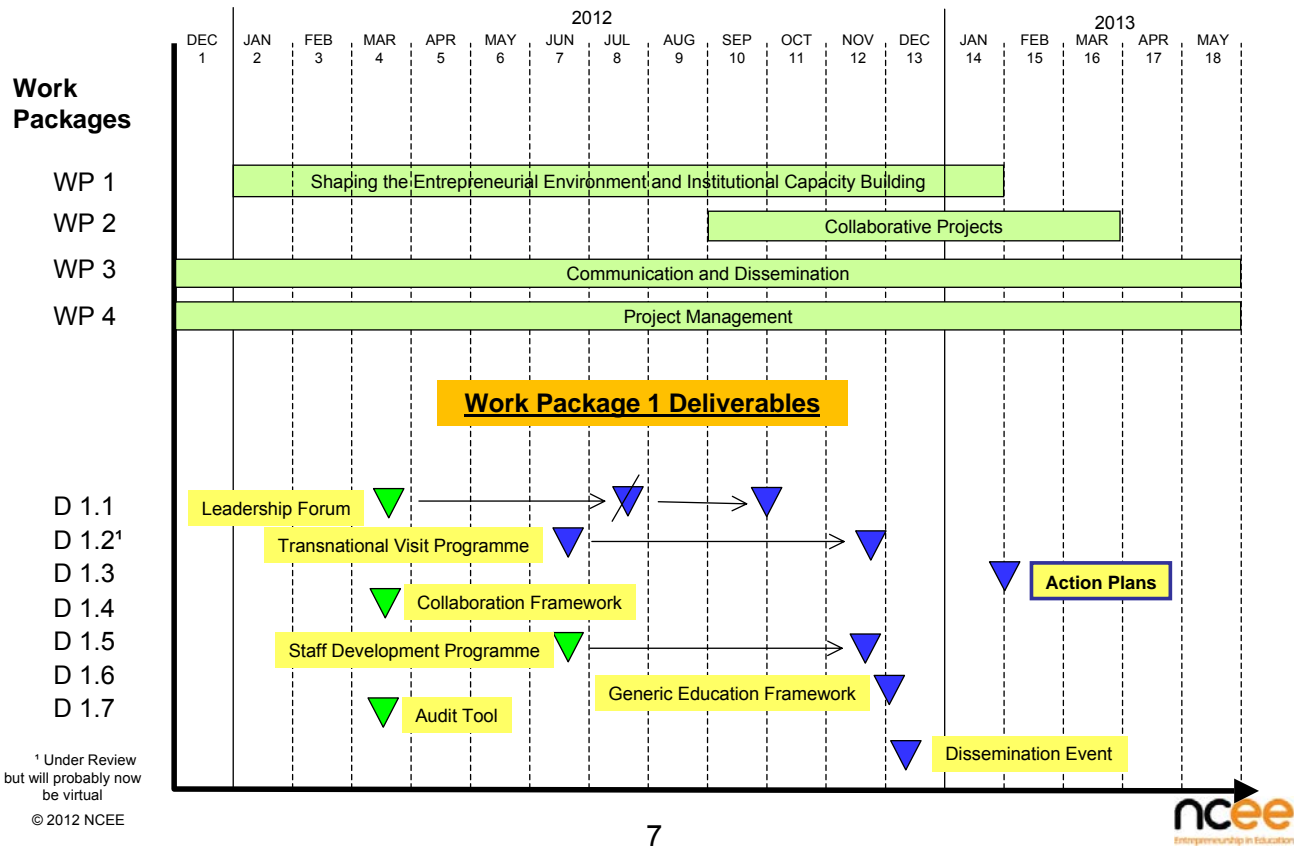
To shape the education environment through collaborative interventions with institutional leaders to stimulate entrepreneurship in staff, students and graduates

**WP1** focuses on establishing a strong leadership and governance framework for partner universities. The aim is to create institutions that are entrepreneurship-friendly and offer environments, policies and structures that encourage the development of entrepreneurial mindsets and behaviours in staff and students and in stakeholder businesses.

## Outcomes:

- Institutional capacity and legacy for entrepreneurship in education
- Developmental Framework for the entrepreneurial university
- Provide a model for the engagement of business/industry & external environment
- Ensure entrepreneurial ways of learning are embedded across disciplines
- Educational toolkit: entrepreneurial behaviours and skills

- **Task 1.1 Leaders Forum:** An Higher Education entrepreneurship development workshop / leaders forum will be delivered which will involve university management and business representation. The programme will explore the nature of the leadership challenge focusing upon personal, relational and institutional development. 7 Leaders Forums will be run across the partnership.
- **Task 1.2 Transnational Exchange:** Given the nature of EUEN, the project will allow leaders to participate in workshops and tailored international visits to EUEN partner universities to explore in more detail areas of good practice. 4 exchanges will take place at universities of Coventry, Turku, Munster and Ghent.
- **Task 1.3 Action Planning:** Individual organisational strategies will be developed, providing an opportunity to agree actions arising from the programme with representatives from business, government and academia. A key objective is to embed innovation and entrepreneurship expertise in academic faculties throughout their teaching and learning provision. All partners to develop.
- **Task 1.4 Staff Development:** A short programme will be delivered that will build the professional knowledge and capabilities of academic staff to support the enhancement of entrepreneurial skills in students and strengthening linkages between higher education and business. It will explore how this is achieved through multi-disciplinary approaches and the use of entrepreneurial pedagogies to enhance the development of mindsets and behaviours in learners. 70 staff engaged/10 new curricula.



7

## Leadership Forums

1. A Leadership Forum will be held at each HEI
2. Leadership Forum Members will be selected from senior staff members at the HEI and its' Partner Business.
3. The agreed institutional audit tool and collaboration framework will be used to identify areas for enhancing entrepreneurship opportunities and development.
4. Staff development workshops and transnational visits to shore good practice will feed into the development of Action Plans
5. Action Plans typically will focus on:-
  - Enhancing the strategic role and engagement of business and industry with academia
  - Changing understanding of the concept of the entrepreneurial institution
  - Embedding institutional strategies for supporting entrepreneurship
  - Reviewing institutional structures and policies to improve the impact of entrepreneurship
  - Enhancing entrepreneurial learning provision for staff, students, alumni

## D1.1 Initial Leadership Forum

Plan WP1 HEI Forums

HEI 1 Forum (UK)

HEI 2 Forum (Finland)

HEI 3 Forum (Belgium)

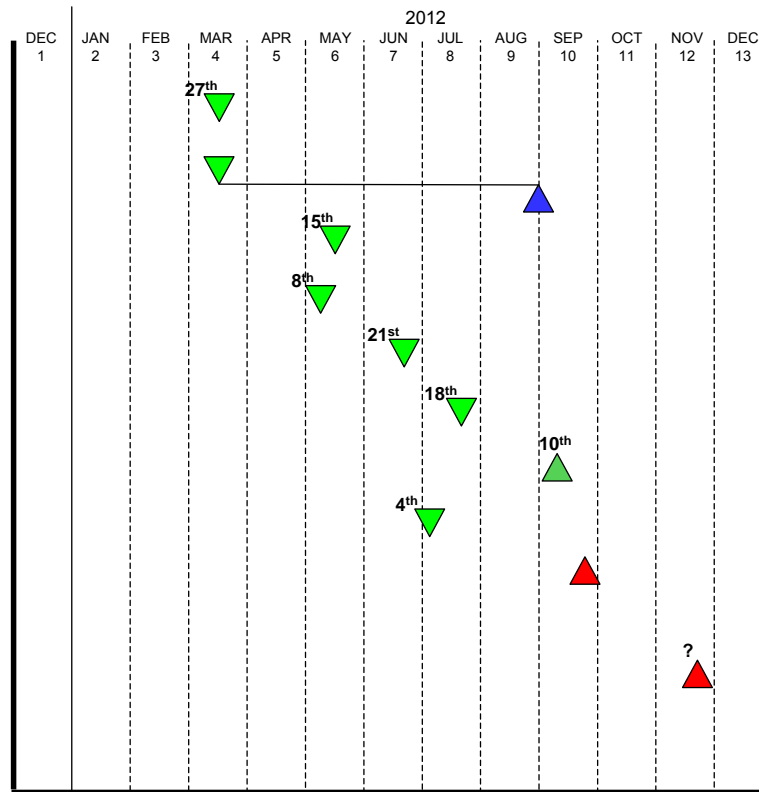
HEI 4 Forum (Germany)

HEI 5 Forum (Spain)

HEI 6 Forum (Poland)

HEI 7 Forum (Holland)

Leadership Forum – final review



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9

1. Business Leaders to participate in workshops with partner universities to explore in more detail areas of good practice.
2. 4 Workshops led by Coventry, Ghent, Munster and Turku Universities.
3. The output will be a report on the workshop, its' conclusions, recommendations regarding good practice and propositions for change in the future. This output will inform Deliverable 1.7 – the Action Plans.

### D 1.2 Transnational Visit Programme

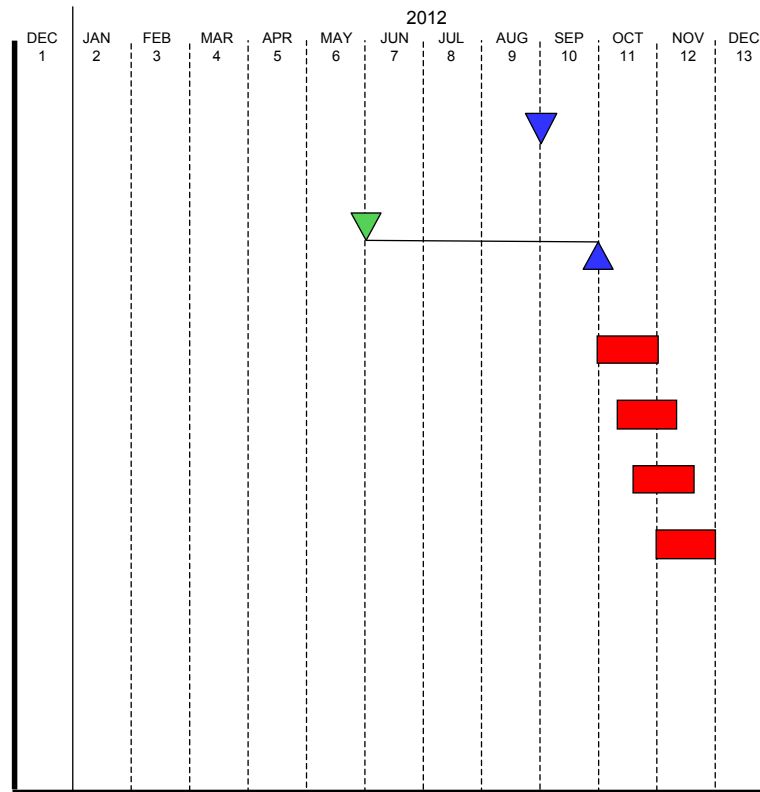
Plan WP1 Transnational Visits

Workshop / Visit 1 (UK)

Workshop / Visit 2 (Finland)

Workshop / Visit 3 (Belgium)

Workshop / Visit 4 (Germany)



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11

## Staff Development Programme

1. The aims of the Staff Development Programme are:
  - i. to identify positive changes to the organisation and curricula of an academic institution that will build engagement and collaboration with business.
  - ii. to deliver students into the workplace that have a clear understanding of entrepreneurship and enterprise.
2. The Staff Development Programme will take the form of an interactive workshop hosted at each institution and targeted at those members of staff, from across all disciplines, who have a leading role in the organisation, definition and delivery of the education process.
3. There should be a minimum of 10 attendees from each institution to their workshop which will be lead by NCEE most likely via a webinar.

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12

## D1.5 Staff Development Programme

Plan WP1 SDP Workshops

UK - Coventry

Finland - Turku

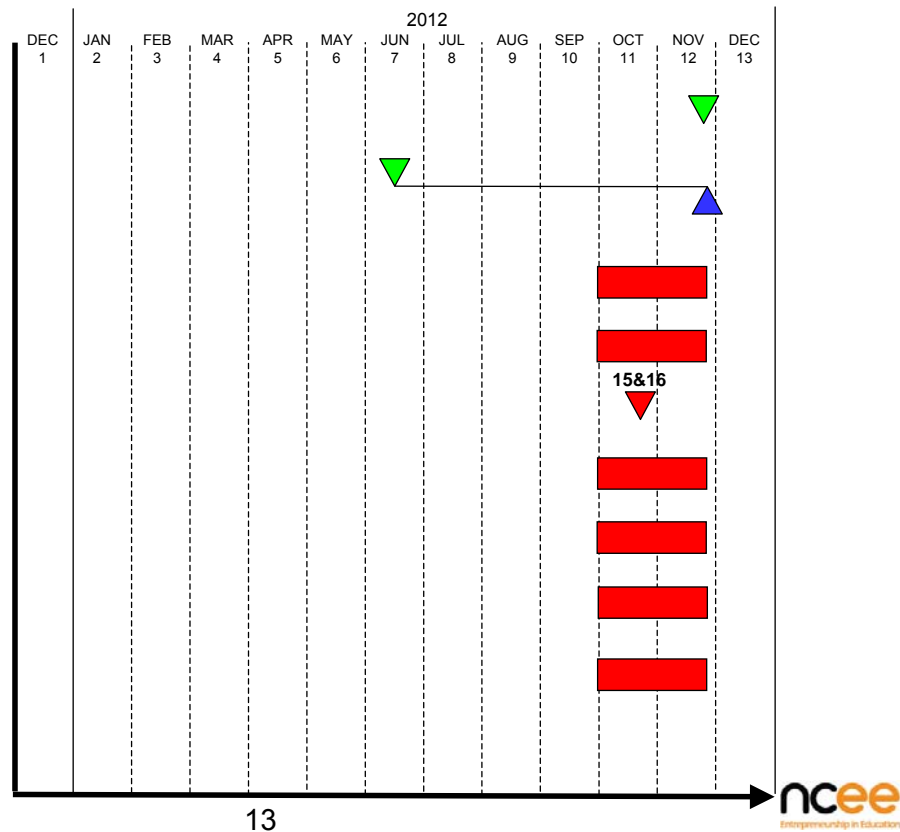
Belgium - Ghent

Germany- Munster

Spain - Cantabria

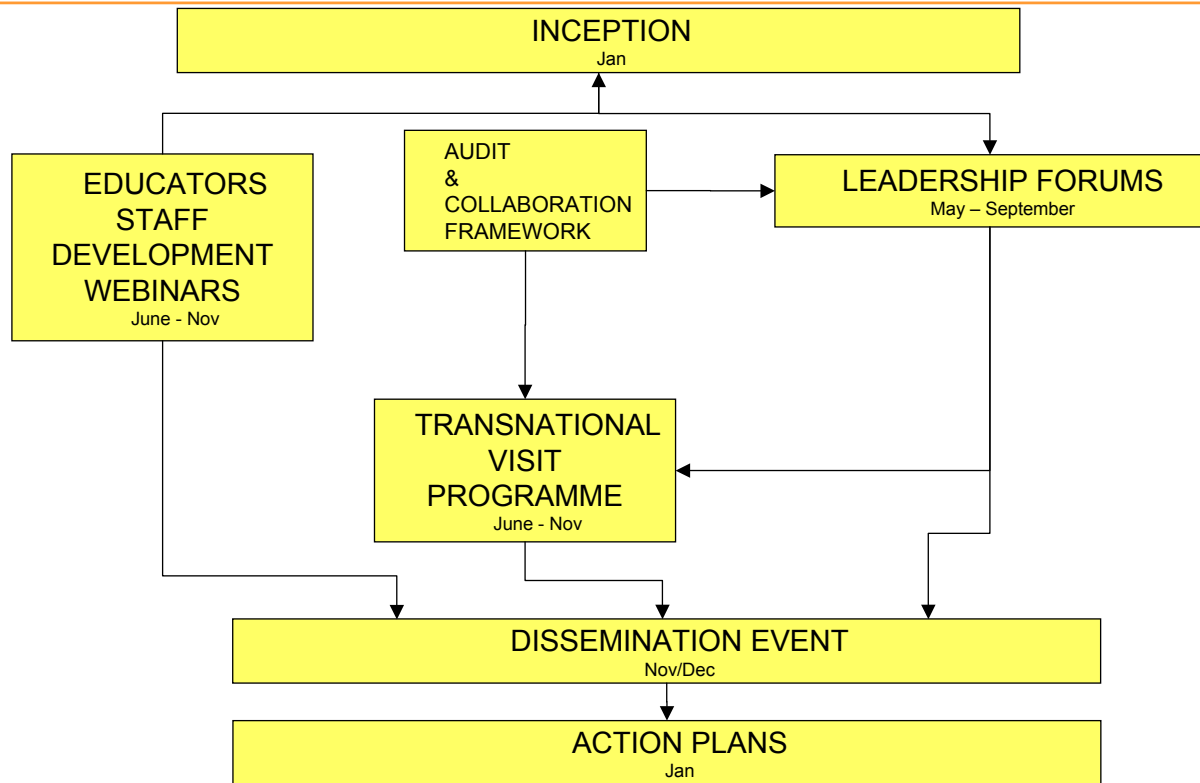
Poland - Poznan

Holland - Ghent



## WP1: Next Steps

- Agree dates for the staff development programme webinars
- Agree dates for the transnational exchanges
- Date for the Leadership Forum final Review
- Dissemination event
- Finalise Action Plans



**John Wright | UEN Project Developer**

0751 022 9032

[John.wright@ncee.org.uk](mailto:John.wright@ncee.org.uk)

[www.ncee.org.uk](http://www.ncee.org.uk)

The Innovation Centre, Coventry  
University Technology Park, Puma  
Way, Coventry, CV1 2TT