

European University / Business Forum

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Main points of presentation

- Why EUA gives university-business cooperation high priority
- How EUA is contributing to its development
- By what means, in EUA's view, it may be further strengthened

The importance of university-business cooperation [1]

University-business cooperation is a high priority, in the light of:

- Europe's dependence, as a high wage economy, on its capacity to innovate and to commercialise
- Europe's expectation that Higher Education will satisfy the demand for high level competences and skills
- the continuing need to involve SMEs in knowledge transfer and innovation
- the strong likelihood that the public funding of HE will prove inadequate and that private sector funds will be called upon to play a greater role

The importance of university-business cooperation [2]

and in the light of:

- the need for universities and businesses to invent synergies and create a common operational culture as a basis for increased cooperation
- the urgent need to develop relevant policies and activities within a strong lifelong learning framework
- the need for such a culture to accommodate the values of institutional autonomy, academic freedom, open access to knowledge, equal opportunity, social cohesion and personal fulfilment, which are intrinsic to higher education and research

The role of EUA [1]

On behalf of its 800 members, EUA

- Promotes the modernisation of European universities and the growth of university autonomy
- Builds HEI capacity through its Institutional Evaluation Programme
- Promotes the development of durable university-business collaboration, e.g. through the “Responsible Partnering” initiative, the DOC-CAREERS project
- Works within the Bologna Process to secure the consolidation of competence-based and student-centred pedagogy
- Is preparing a Lifelong Learning Charter at the invitation of the French Minister of Higher Education and Research

The role of EUA [2]

and specifically...

- participates in the Bologna working group on employability
- has developed a strong focus on university-business cooperation in the context of regional development
- has observer status in the high level expert group on enterprise education (DG ENTR)
- participates in the multi-stakeholder forum on corporate social responsibility (DG EMPL & DG ENTR)
- monitors developments in the field of professional qualifications at European level

Future Perspectives - What needs to be done (1)

- Continue the modernisation of European universities - overcoming national fragmentation, breaking down institutional barriers, improve governance structures, make LLL a reality
- Put more effort into changing the “mindset” of all partners
- Re-think curricula systematically for better employability of graduates at all levels - focus on competences & learning outcomes, increasing transparency & flexibility & involving partners
- Strengthen the ‘knowledge triangle’ - teaching, research and innovation - all as part of the drive for excellence; diversifying funding sources, adapting and up-grading infrastructure

Future Perspectives - What needs to be done (2)

- Universities are on the move, but need
 - ✓ Recognition collectively as key stakeholders in decision-making processes affecting Europe's knowledge economy
 - ✓ Less control by national bureaucracies
 - ✓ Greater autonomy for more effective impact
 - ✓ More funding

Thank you for your attention

Georg Winckler