



University-Business Cooperation

- European perspective

Key learnings from 15 years of experience



Prof. Dr. Thorsten Kliewe

- Deputy Director of the Science-to-Business Marketing Research Centre
- Chairman of the University Industry Innovation Network
- Chair of the Accreditation Council for Entrepreneurial & Engaged Universities

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Welcome

Short introduction

Prof. Dr. Thorsten Kliewe



Research

Professor
Münster University of
Applied Sciences

Deputy Director
Science-to-Business
Marketing Research
Centre



Science Marketing
Science-to-Business Marketing Research Centre

Practice

Chairman
University Industry
Innovation Network
(UIIN)



Accreditation

Chair
Accreditation Council for
Entrepreneurial and
Engaged Universities
(ACEEU)



Passion for transforming universities to become more impactful

Those who will put **more emphasis**
on the **third mission**, will be
the **flagship universities** in 25 years.

The largest transformation in higher education institutions since the adding of research as the second mission.

From entrepreneurship education
to entrepreneurial and engaged universities
(and innovation districts)

STANDARDS OVERVIEW

15 standards grouped in 5 dimensions

More in the
upcoming workshop

Orientation and strategy

- Institutional Commitment
- Shared Goals
- Financial Planning

People and organisational capacity

- Leadership
- Staff profile
- Incentives and rewards

Drivers and enablers

- Culture
- Internal Support Structures
- Service Alignment

Education, research and third mission activities

- Education
- Research
- Third Mission Activities

Innovation and impact

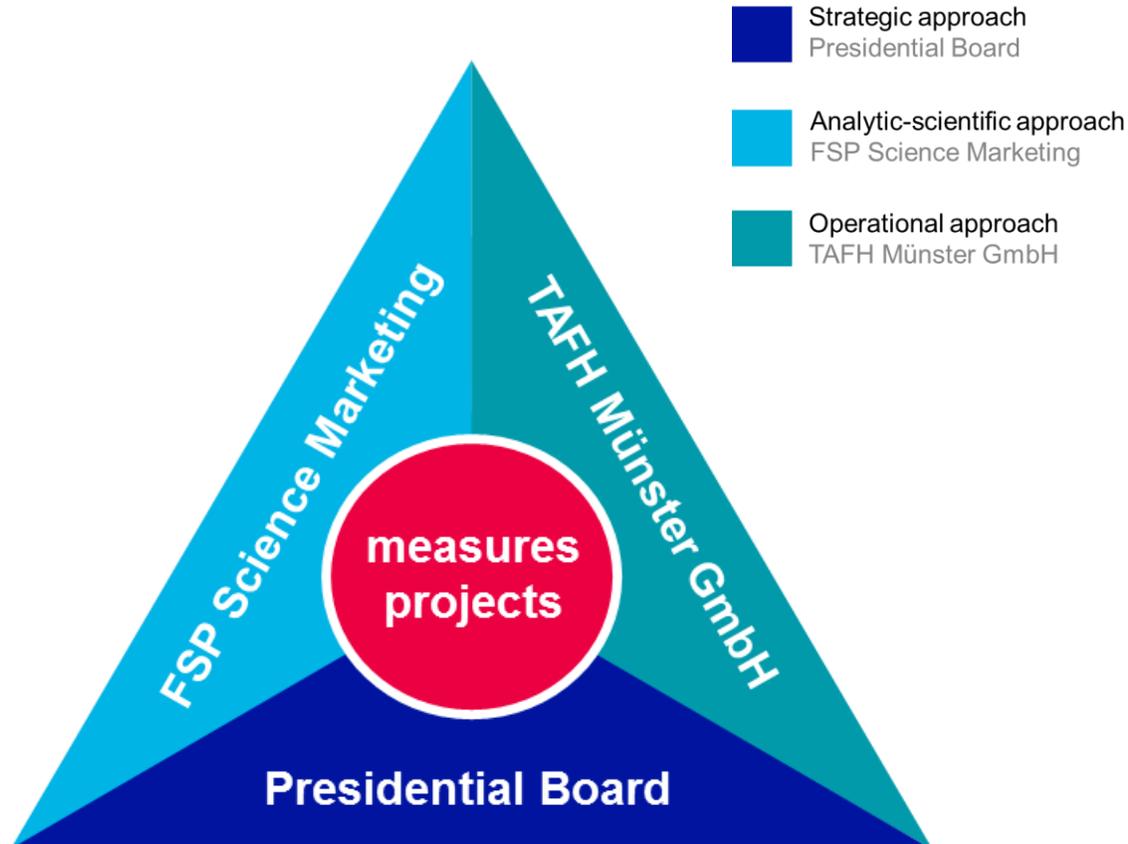
- Continuous improvement
- Influence within the Ecosystem
- Impact



Transformation processes towards an
Entrepreneurial University needs to be
based on evidence.

„Communication is shouting, Marketing is listening.“

We are different!

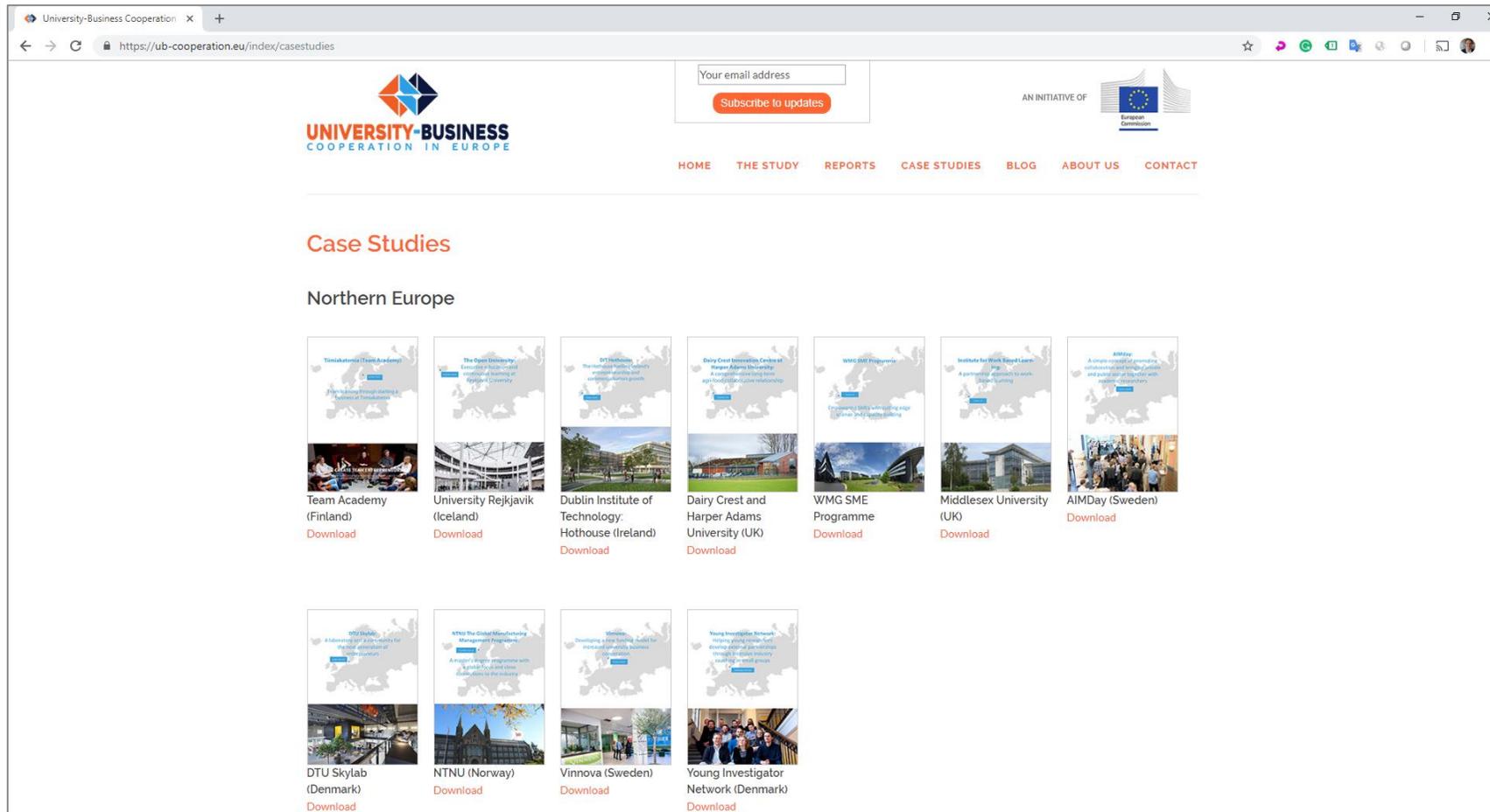


We ...

- conduct **research**
- develop **tools** and concepts
- **educate & change** institutions

Research > Sharing > Impact

www.ub-cooperation.eu



The screenshot shows a web browser window displaying the website <https://ub-cooperation.eu/index/casestudies>. The page features the University-Business Cooperation logo, a navigation menu with links for HOME, THE STUDY, REPORTS, CASE STUDIES, BLOG, ABOUT US, and CONTACT, and a search bar. The main content area is titled "Case Studies" and is divided into "Northern Europe". It displays a grid of case study cards, each with a title, a brief description, a photograph, and a "Download" button. The cards include:

- Team Academy (Finland)
- University Reykjavik (Iceland)
- Dublin Institute of Technology: Hothouse (Ireland)
- Dairy Crest and Harper Adams University (UK)
- WMG SME Programme
- Middlesex University (UK)
- AIMDay (Sweden)
- DTU Skylab (Denmark)
- NTNU (Norway)
- Vinnova (Sweden)
- Young Investigator Network (Denmark)

As long as a patent
is not exploited, it is a failure.

IP vs. Partnerships
Early Stage Partnerships

Timing is important!



A top-down and bottom up
approach is needed.

Focus on drivers, not barriers.

We focus on the **science of**
university **engagement** to
implement organisational change

We should not reinvent the wheel but collaborate to advance!

Research on Entrepreneurial and Engaged Universities, and University-Business Cooperation

www.science-marketing.com

Professional Development

www.fh-muenster.de/pdp

Events & Networking

www.uiin.org

Accreditation as Entrepreneurial and Engaged University

www.aceeu.org

Let's explore
opportunities
together.



Many thanks for your attention!



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