

**DYNAMIC**  
UNIVERSITY

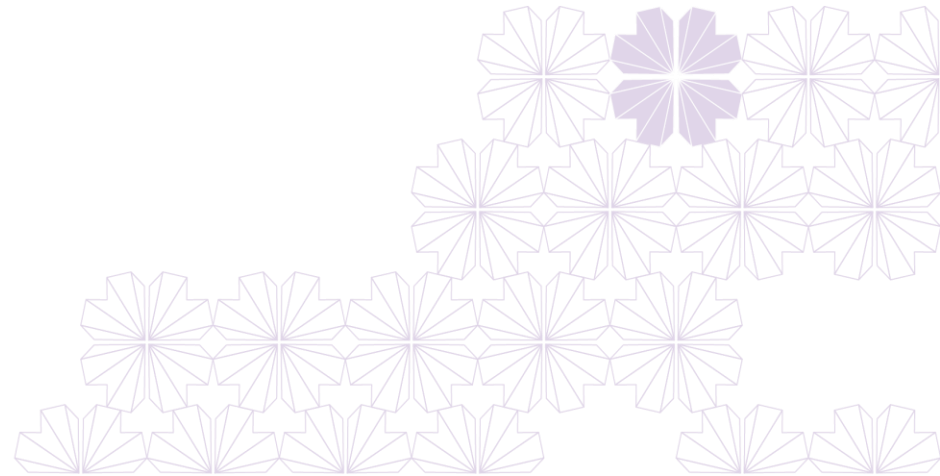
# UBC\* Ecosystem

**\* University - Business Cooperation**

Rihards Blese  
06.10.2017.

# CONTENT

1. UBC Ecosystem
2. UBC types
3. Methodology
4. Main findings
5. Workshop



# UNIVERSITY – BUSINESS COOPERATION

“ UBC is defined as all types of direct and indirect, personal and non-personal interactions between HEIs and business for reciprocal and mutual benefit including:

- collaboration in R&D,
- personnel mobility (academics, students and business professionals),
- commercialization of R&D results,
- curriculum development and delivery,
- lifelong learning,
- entrepreneurship and governance.

”

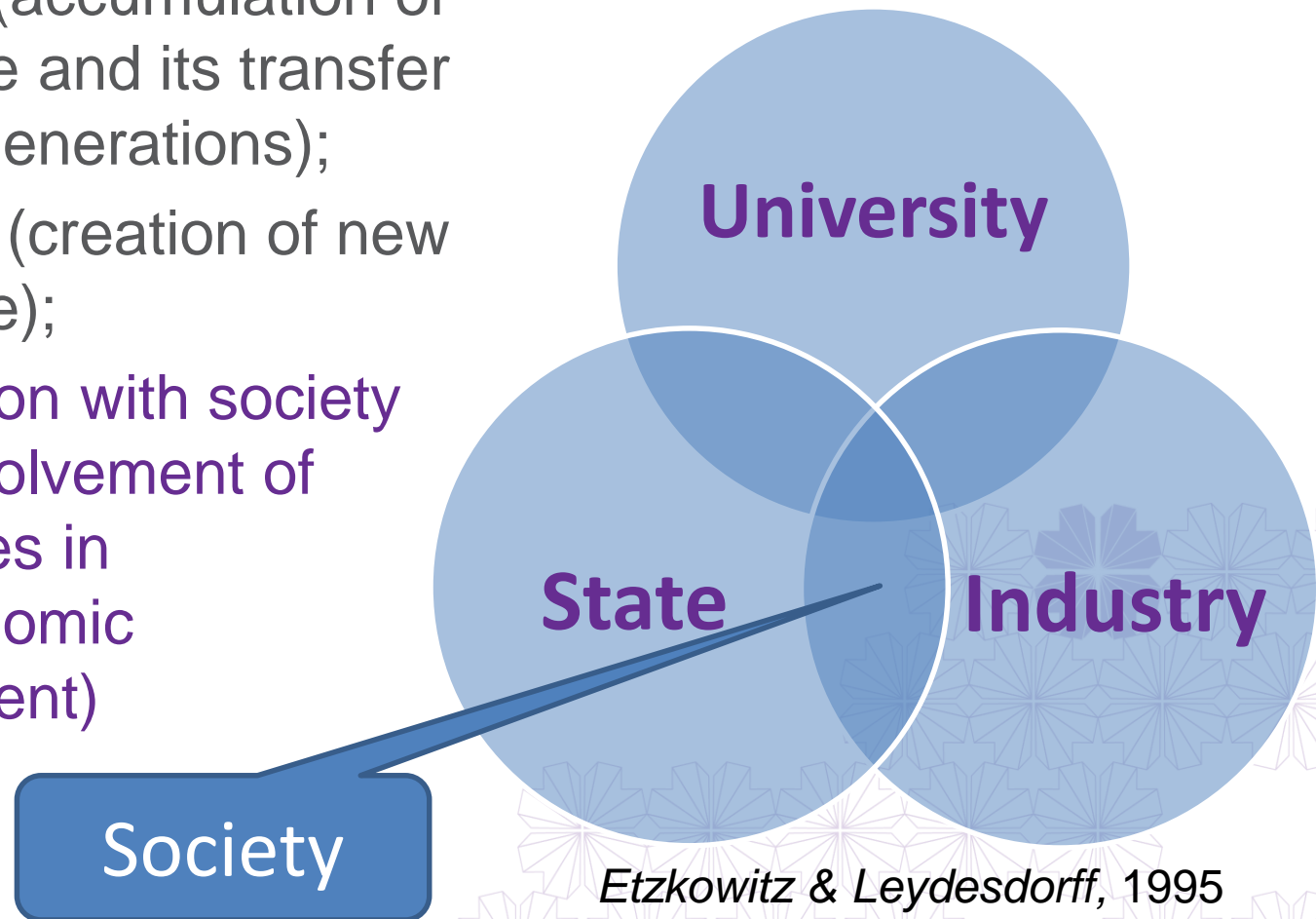
Davey et al, (2011). The State of European University – Business Cooperation.”

# CHANGING ROLE OF UNIVERSITIES

Mission development of HEIs:

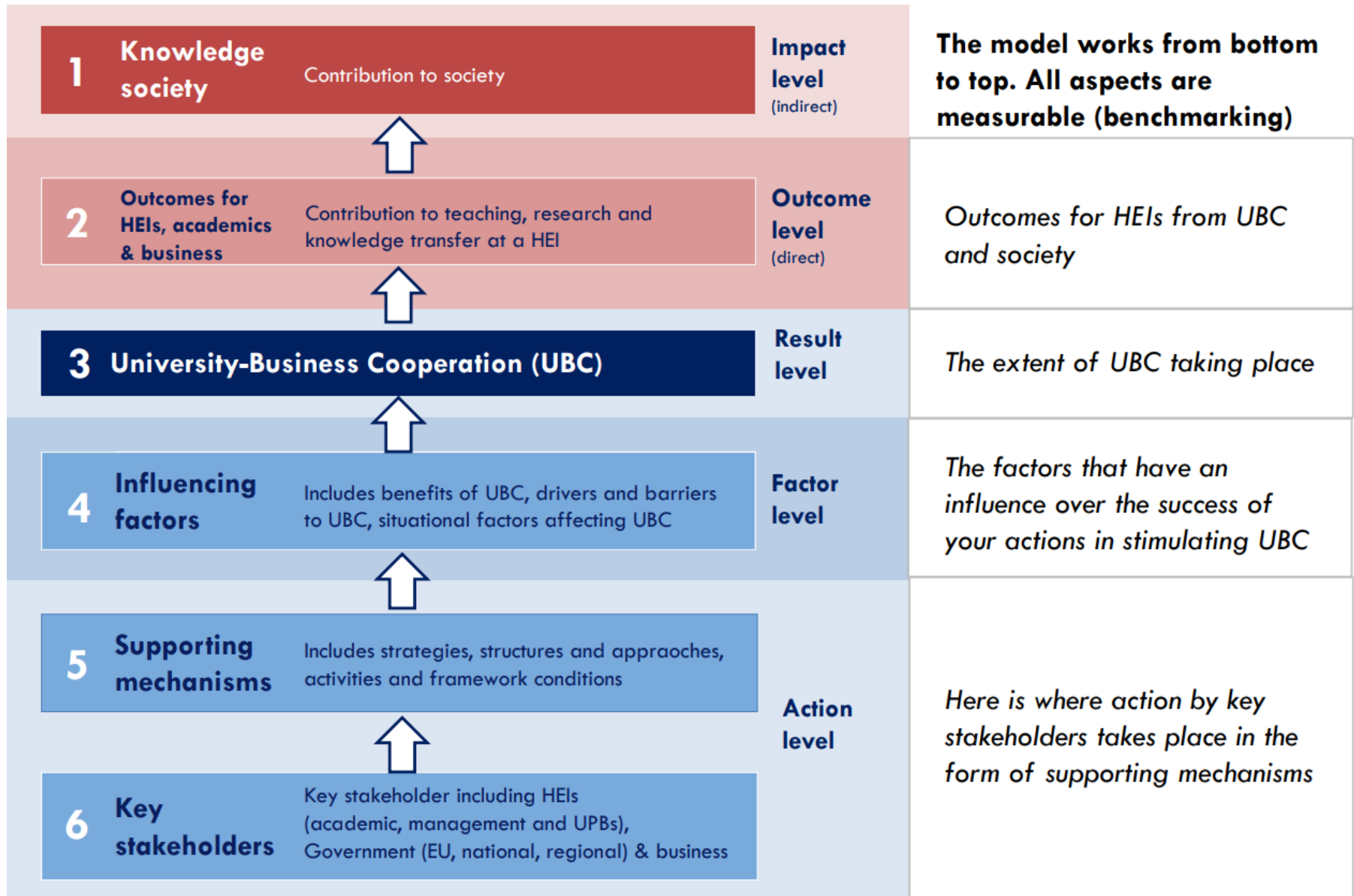
1. Teaching (accumulation of knowledge and its transfer to future generations);
2. Research (creation of new knowledge);
3. Cooperation with society (direct involvement of Universities in socioeconomic development)

*Triple helix model*



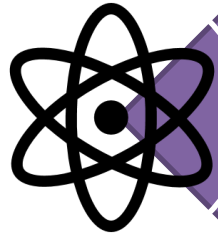
*Etzkowitz & Leydesdorff, 1995*

# The UBC Ecosystem



# TYPES OF COOPERATION

**DYNAMIC**  
UNIVERSITY



Research &  
Development



Commercialization



Mobility



Study process



Lifelong  
learning



Governance

# UL STRATEGY 2017-2020:

1.

- Expand the collaboration network with businesses and diversify the types of public-private cooperation with the aim to increase the attraction of private financing by 400%.

2.

- Implementation of cooperation projects with non-governmental sector at the level of faculties, scientific institutes, and administration.

3.

- Participation of scientific and academic staff of the University of Latvia in state administration and consultative institutions, incl. councils and working groups of various decision-making and executive bodies.



# WHY IT IS IMPORTANT?

**DYNAMIC**  
UNIVERSITY



- City university ➡ Campus
- Change of culture
- Integration of various businesses on the campus
- Synergy between the campus and the neighborhood/city – *knowledge mile*
- Transportation hub
- Development of knowledge economy and society



# STAGES OF THE STUDY

**Aim of the study:** to develop recommendations for the successful and comprehensive development of cooperation between UL and business, governmental and nongovernmental sectors

## 1. STAGE **STUDY OF SUPPLY**

- Interviews with management of UL
- Focus groups of representatives of faculties and institutes
- Data analysis

MARCH - JUNE

## 2. STAGE **STUDY OF DEMAND**

- Idea forum with external partners
- Interviews with business incubators
- Data analysis

JUNE - SEPTEMBER

## 3. STAGE **DEVELOPMENT OF A ROAD MAP**

- Design thinking workshop with representatives of UL
- Development of road map

SEPTEMBER - OCTOBER

# Study of literature and the good practice

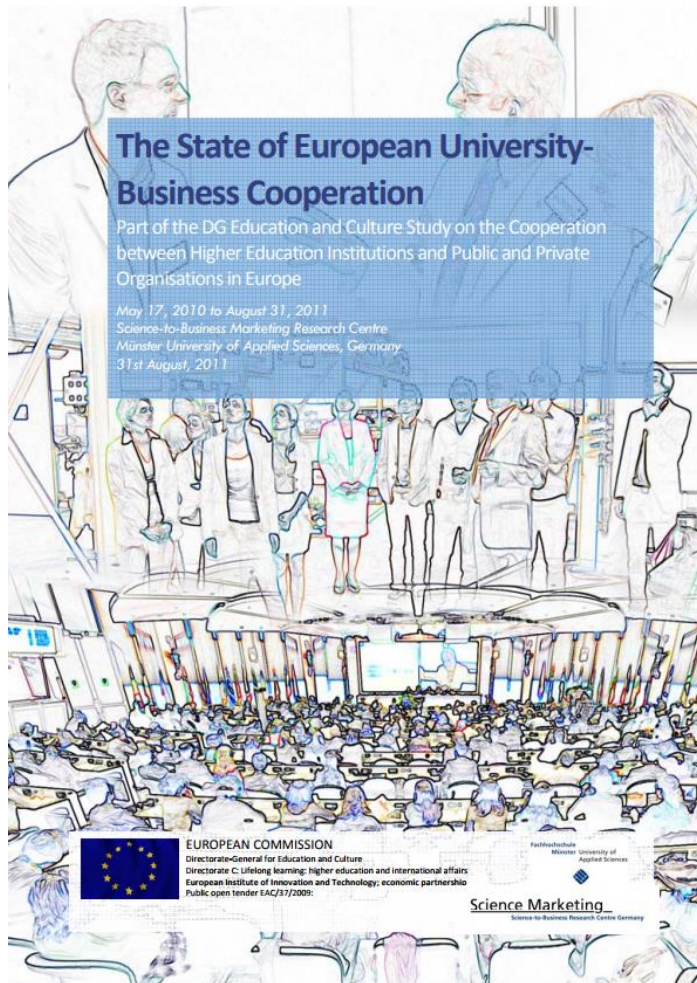
## ❖ Strategic planning documents in Latvia:

- National Development Plan of Latvia for 2014–2020;
- Guidelines for the Development of Science, Technology and Innovation for 2014-2020;
- Smart Specialization Strategy

## ❖ Recent research activities of UBC in Latvia:

- Research of alternative models to promote cooperation of study process and industry (MoES, 2017);
- Analytical description of the social and humanitarian sciences ecosystem on its role in the development of national economy in Latvia (MoES, 2016);
- Study on the possibilities of promoting the commercialization of research activities in the University of Latvia "Feasibility Study for the Development of Technology Development and Innovation Infrastructure Centers"(UL, 2015).

# Study of literature and the good practice



## Study of good practice:

- University of Tartu
- University of Helsinki
- University of Turku

## References

- Todd Davey, Michael Deery (Münster University of Applied Sciences, Germany),
- Clive Winters (Coventry University, UK),
- Peter van der Sijde (Vrije University, The Netherlands),
- Tomasz Kusio (Cracow University of Economics, Poland),
- Silvia Rodríguez Sedano (RedOTRI, Spain)
- Marge Seppo (University of Tartu)
- Alo Lilles (University of Tartu)

# Focus groups I

11 focus groups

89 participants

28 units represented

- Aim: to obtain information and participants opinions about:
  - Previous experience with UBC
  - needs for collaborative resources
  - the most important barriers to cooperation
  - development opportunities for UBC
- Design thinking methods

# Focus groups II

## Recommendations:

- Administrative support
- Financial support
- Personnel motivation system
- Extra funding
- Coordination of cooperation
- Decentralization
- Specific needs for infrastructure
- Improve communication (internal, external)
- Develop services for partners





# Forum: university, industry, society I

**DYNAMIC**  
UNIVERSITY

>40 participants

- business
- municipalities
- NGOs



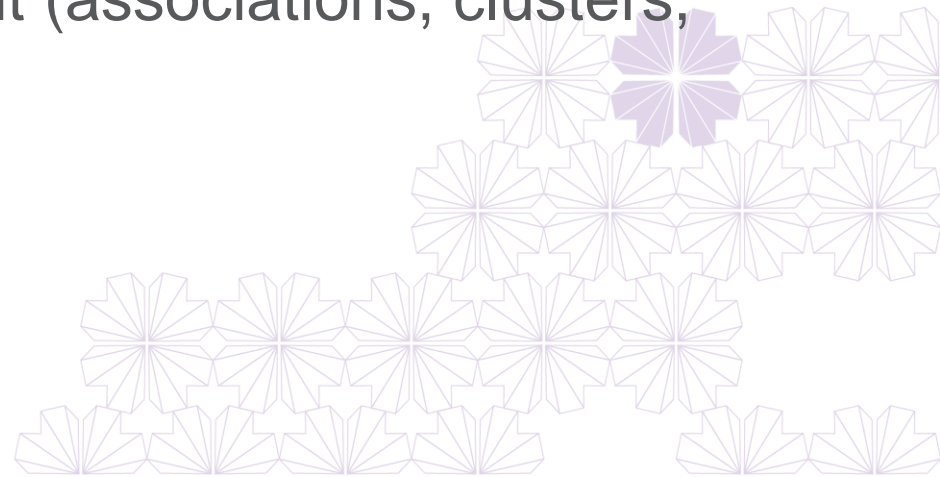
Design thinking workshops, Toms Grīnbergs



# Forum: university, industry, society II

## Recomendations:

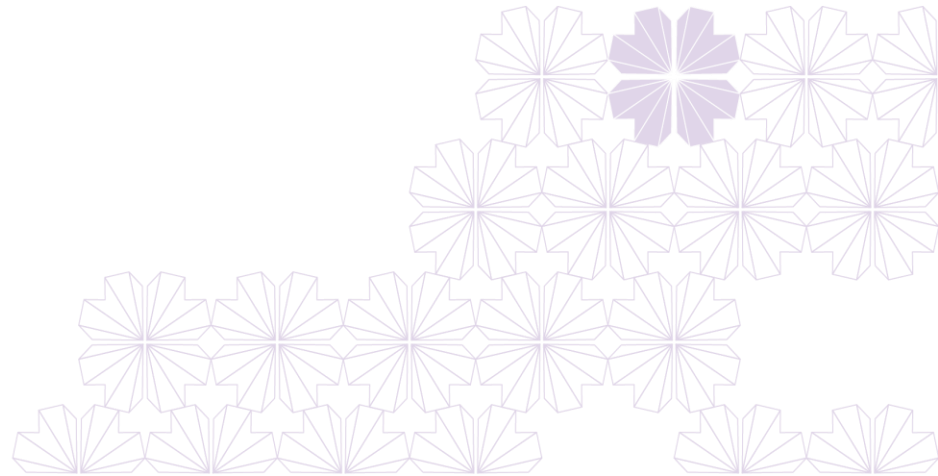
- Support in the initial phase of cooperation;
- Customized collaboration solutions/mechanisms;
- Customer relationship management;
- Mutual trust and long-term perspective;
- Infrastructure (open labs etc.);
- Information and engagement (associations, clusters, media)



# WORKSHOP

**DYNAMIC**  
UNIVERSITY





# Thank you!

[www.DynamicUniversity.eu](http://www.DynamicUniversity.eu)

[info@DynamicUniversity.eu](mailto:info@DynamicUniversity.eu)

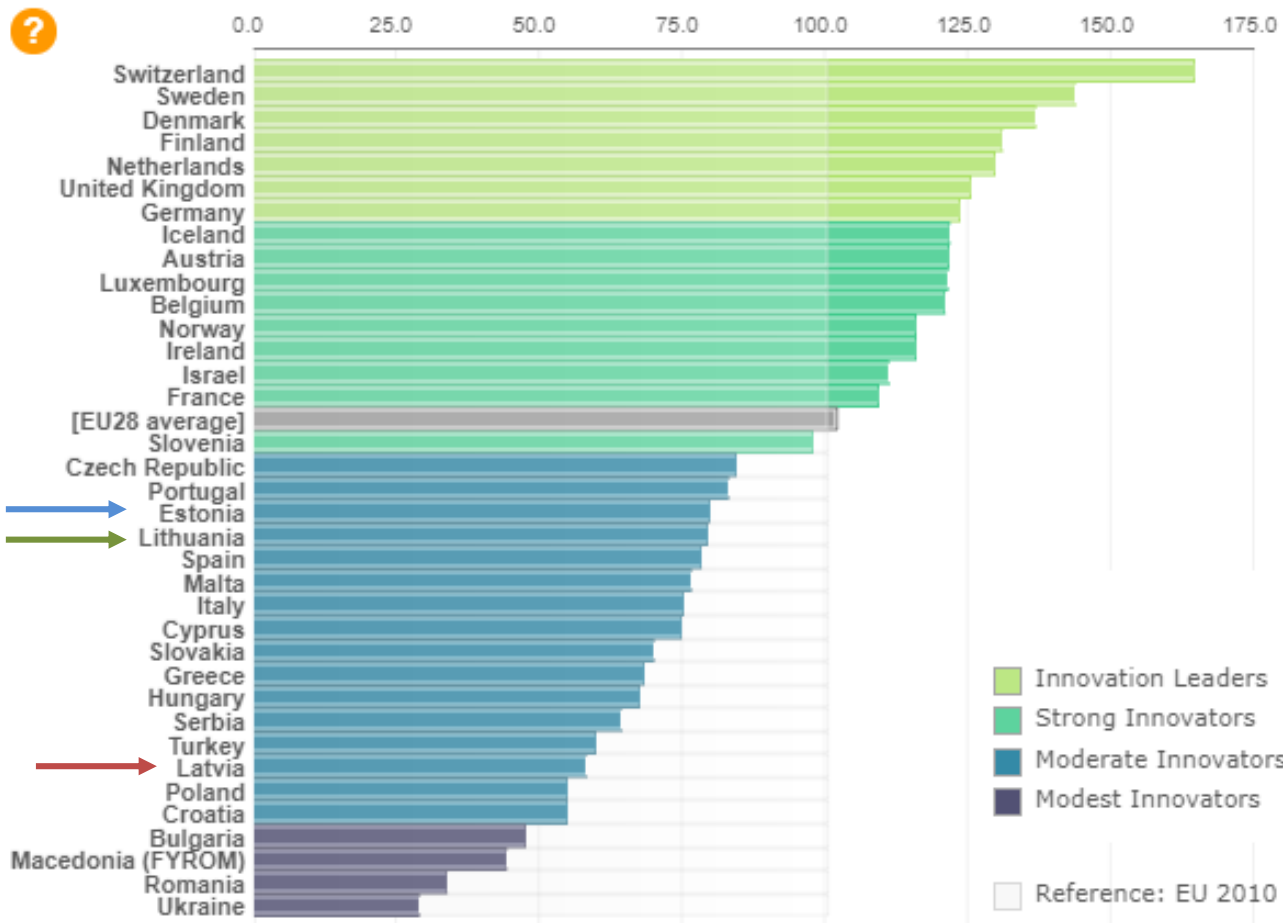
TW: @DynUniversity

Dzirnavu str. 74/76-53,  
Rīga, LV-1050, Latvija



Select dataset: Full dataset EU28 only  
 Select data type: Performance relative to EU 2010

Change in performance (2016 vs 2010)



**DYNAMIC**  
UNIVERSITY

## European Innovation Scoreboard 2017

Select country:

Latvia

[EU28 average]

Select yearx:

