



UNIVERSITIES, BUSINESSES & CO.  
TOGETHER WE CAN

2-3 OCTOBER 2014  
ROME

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## PROGRAMME

### INTRODUCTION

Nowadays a world without interactions between universities and business is inconceivable, with discussions on cooperation with business no longer being about whether University – business cooperation is necessary, but rather how best to interact for the benefit of all stakeholders.

University – business cooperation needs to become common practice in a consistently number of activities, like for example the education of highly skilled graduates, applied research, knowledge transfer, dual degree programmes, ‘science’ park developments, entrepreneurial education, higher-level internships, research, upgrading of employees and life-long learning.

The closer cooperation between academia and the business world has proven to be advantageous and beneficial for Higher Educations Institutions, students, business and society alike.

The prosperity of regional economies increasingly depends on the development of knowledge clusters, where a number of actors from different sectors and

disciplines are connected together and continuously interact to advance knowledge and innovation. In each of these ecosystems, universities play a substantial role in creating new knowledge and its dissemination to society.

Additionally, we need future generations to have the mind-set and skills to be entrepreneurial in society, in work and in business. This is not only to boost the number of start-ups and increase the number of people working as entrepreneurs; entrepreneurial employees within a business can help enhance productivity, increase adaptability, and ensure that opportunities are fully realized.

In order to ensure this, and to adapt in an ever-changing world, learning systems need to be entrepreneurial in their design and thinking. Learning providers must engage with partners across society and make practical entrepreneurial learning a core part of the learner experience across all levels and disciplines.

Never before there has been a greater need for talented and enterprising workforce. The economic and social prosperity of Europe and all the Member States depend upon a strong knowledge-based economy with highly skilled, initiative and entrepreneurial human resources.



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The forum will be structured around the following round tables:

- **Rethinking and opening up education:** New and innovative approaches for delivering education more suitable to prepare graduates for the job market and to continuing education, upgrading and requalification of employees.
- **Business creation and employability:** Quality education and entrepreneurial skills boost growth and competitiveness. Which transversal skills can be taught in cooperation with enterprises to strength employability, creativity and new professional paths.
- **Strategic alliances and the creation of ecosystems:** The role of the public sector, of enterprises and universities in the implementation of local smart specialization strategies for a greater impact on regional development.

In addition, the forum will host two high level panel discussions. The first will investigate the most marketable skills of the perfect graduate able to compete in the global market and on how universities can provide the right mindset, knowledge, skills and motivation to engage in entrepreneurial activities.

The second will focus on the development of a corporate culture within HE institutions and how they can engage and improve their cooperation with external

stakeholders for a stronger impact on innovation and growth.

A **walking session** will be also organized. Short presentations will be given on practices of University-Business cooperation such as the **Knowledge Alliances** (the European Erasmus+ programme scheme that supports UB cooperation) and examples of innovative teaching delivery and programmes (**industrial doctorates**) and digital technologies (like **MOOCs**). As well as a presentation of **HEInnovate**, the new online self-assessment tool developed at the initiative of the EC and the OECD for HEIs looking for advice on how to become more entrepreneurial.

The European Commission in cooperation with the Italian Rectors' Conference take great pleasure in inviting you to this thematic forum.

The forum is included in the **official agenda of the Italian Presidency of the Council of the European Union.**



## October 2nd 2014

9.30 -10.00

**Registration and networking coffee**

10.00-11.00

**Welcome address**

- **Prof. Stefania Giannini**, Minister of Education, University and Research (MIUR)

**Welcome and introduction**

- **Prof. Stefano Paleari**, President of the Conference of Italian University Rectors' (CRUI)

- **Mr. Xavier Prats Monne**, Deputy Director General, DG Education and Culture, European Commission (DG EAC)

- TBC

11.00 - 12.30

**Round table**

***How can national and European policies influence universities to recognize their role as economic growth drivers and support entrepreneurship education in any discipline to provide students, researchers, staff and teaching staff with the knowledge, skills and motivation to engage in entrepreneurial activities as entrepreneurs and intrapreneurs.***

- **Prof. Maria Helena Nazaré**, European University Association, President
- **Ms. Erin Nordal**, European Students Union, Vice-Chair
- **Mr. Ivanhoe Lo Bello**, Confindustria, Vice President for Education
- **Prof. Ellen Hazelkorn**, Policy Advisor to the Higher Education Authority (Ireland) Director, Higher Education Policy Research Unit (HEPRU)

**Discussion**

***The Most Marketable Skills in 2020: Are Graduates Equipped to Succeed in the Global World of the Future?***

With the contributions of

- **Prof. José Ginés Mora Ruiz**, Director, Centre for the Study of Higher Education Management, Valencia University of Technology
- **Mr. Andrea Cammelli**, Director Alma Laurea

**Moderator: Prof. Michele Pellizzari**, Geneva School of Economics and Management

12.30-14.00

**Lunch**

14.00-15.30

**Introduction:** Prof. Allan Gibb, Emeritus Professor of Entrepreneurship and Small Business at Durham University

**Round table:** *Rethinking and opening up education: The university and business cooperation for modern learning achievements. New and innovative approaches for delivering education more suitable to prepare graduates for the job market and to continuing education, upgrading and requalification of employees.*

- TBD, TELECOM ITALIA
- Prof. Carlo Alberto Pratesi, Università di Roma Tre
- Phd. Marina Ranga, Senior researcher, H-STAR Institute, Stanford University and scientific coordinator of the European study on Innovation in Higher Education
- Mr. Christof Beutgen, Head of Employee Development Policies, Deutsche Bahn

**Moderator:** Prof. Patrizio Bianchi, Councilor for Professional Education, University, Research and Employment

15.30-16.30

Coffee break

15.45/16.00  
/16.15

**A series of parallel coffee-break presentations of 15-minutes each will introduce tools and actions of University-Business cooperation and Innovation in education**

- Industrial Doctorate
- Innovation in Education – IVERSITY an European platform for MOOCs
- Knowledge Alliances – the European programme for supporting University and Business cooperation

16.30-18.00

**Introduction:** Ms. Elena Bou, Innovation Director, EIT KIC InnoEnergy

**Round table:** *Business creation and employability: how to boost growth and competitiveness with quality education and entrepreneurial skills. Which transversal skills can be taught in cooperation with enterprises to strength employability, creativity and new professional paths?*

- Mr. Miguél Garcia-Miranda, FounderLiquidFloors, Beneficiary of YouthStart supported by Microsoft
- Ms. Laura Rocchitelli, Managing Director, Rold Group S.p.A
- Prof. Alain Fayolle, Université Lyon
- Prof. Marco Cantamessa, President, PNI Cube

**Moderator:** Prof. Moreno Muffatto, Team leader of the Global Entrepreneurship Monitor Italy, Professor at the University of Padua

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**18.00-18.15** Presentation of the outcomes of the CRUI Foundation Observatory on University-Business Cooperation in Italy  
Prof. Angelo Riccaboni, President, CRUI Foundation

**20.30** Official Dinner  
Open Colonna - Palazzo delle Esposizioni - Scalinata di via Milano 9A

## October 3rd 2014

**9.00-10.30** **Introduction:** Mr. Markku Markkula, Member of the EU Committee of the Regions, Advisor to the Aalto Presidents, Aalto University

**Round table:** *Strategic alliances and the creation of ecosystems: The role of the public sector, of enterprises and universities at a local, regional, national and European level for the creation of a knowledge economy*

- **Prof. Donato Iacobucci**, Università Politecnica delle Marche
- **Mr. Hank Kune**, Director, EDUCORE bv, The Netherlands
- **Mr. Lorenzo Bacci**, Responsible for students financial support and research development, Regione Toscana
- **Antonio Cunha**, Rector of Minho University

**Moderator:** Valeria Bandini, senior Manager, Climate-KIC's Regional Innovation Centre in Emilia-Romagna TBC

**10.30-11.30** Coffee Break

**10.45/11.00/11.15** A series of parallel coffee-break- presentations of 15-minutes each will introduce tools and actions of University-Business cooperation and Innovation in education

- EIT ICT Lab
- Innovation in Higher Education - HEInnovate ideas and inspiration for making HEIs more entrepreneurial
- TERRA Digital Cultural Heritage, an example of ecosystem

**11.30-12.15** Wrap-up and food for discussion

- **Prof.ssa Maria Cristina Messa**, Rector, Università degli Studi di Milano - Bicocca
- **Giovanni Lo Storto**, Director General, LUISS
- **Business representative**



12.15 - 13.00

### Policy outlook - Looking ahead

*What are the hurdles that are to be removed to boost academic development and corporate culture within HE institutions and how different stakeholders can engage, and improve their cooperation for a stronger impact on innovation and growth?*

- **Mr. Carlo Calenda**, Vice-Minister, Ministry for Economic Development (MISE)
- **Mr. Andrea Fiorini**, President of the Italian Council for University Students (CNSU)
- **Mr. Guido Fabiani**, Councillor for productive activities and economic development, Lazio Region
- **Mr. Innocenzo Cipolletta**, President of UBS Italia SIM, UBS Fiduciary, and President of the University of Trento

**Moderator: Adriana Cerretelli**, Journalist, Il Sole 24 Ore

## COFFEE BREAKS PRESENTATIONS

### Knowledge Alliances

Knowledge Alliances are transnational, structured and result-driven projects between higher education and business. They are open to any discipline, sector and to cross-sectoral cooperation. The partners share common goals and work together towards mutually beneficial results and outcomes.

They aim at boosting innovation in higher education, business and in the broader economic environment; developing entrepreneurship mind-set and skills and to stimulate the flow and exchange of knowledge between higher education and enterprises.

Knowledge Alliances are included in the Key action 2 "Cooperation for Innovation and Good Practice" of the Erasmus + Programme.

### HEInnovate

HEInnovate is an online self-assessment tool (<http://heinnovate.eu>) which addresses higher education institutions interested in developing their entrepreneurial potential and capacities. HEInnovate gives access to tailored resources addressing that particular institution's needs, based on the results of a self-assessment, thereby providing guidance on how to become a more entrepreneurial HEI. It is open to everyone and can be used as a formal or an informal exercise, by individuals, or at the faculty or the institutional level. HEInnovate does not have any benchmarking or ranking functions. All data entered by users is, by default, confidential and accessible only to that user.

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### Iversity (TBC)

Iversity.org is a platform for Massive Open Online Courses (MOOCs) whose main objective is to make a difference in education through the use of open online courses and supporting universities on their way into the digital age.

### Industrial doctorate

The Marie Curie Actions offer the possibility to companies and institutions to propose two new formats of PhD training "the *European Industrial Doctorates*" and the "*Innovative Doctoral Programme*". The principle is simple, to strengthen the links between academia and industry, and to develop research careers combining scientific excellence with business innovation.

### EIT ICT Lab (TBC)

The EIT is an independent body of the European Union set up in 2008 to spur innovation and entrepreneurship across Europe to overcome some of its greatest challenges. It brings together leading higher education institutions, research labs and companies to form dynamic cross-border partnerships – Knowledge and Innovation Communities, KICs - that develop innovative products and services, start new companies, and train a new generation of entrepreneurs. EIT ICT Labs' main mission is to Turn Europe into a global leader in ICT innovation equipping students, researchers, academics and business people with skills for applying creativity, risk-taking spirit and entrepreneurial capacity.

### TERRA - Digital Cultural Heritage

## Confirmed speakers

**Bacci Lorenzo** - Responsible for students financial support and research development, Region Toscana

**Beutgen Christof** - Head of Employee Development Policies, Deutsche Bahn

**Bianchi Patrizio** - Councilor, Professional Education, University, Research and Employment

**Bou Elena**, Innovation Director, EIT KIC InnoEnergy

**Calenda Carlo** - Vice Minister, Ministry for Economic Development

**Cammelli Andrea** - Director, Alma Laurea

**Cantamessa Marco** – President, PNICube

**Cerretelli Adriana**, Journalist, Il Sole 24 Ore



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**Cipolletta Innocenzo**, President of UBS Italia SIM, UBS Fiduciary, and President of the University of Trento

**António M. Cunha**, Universidade do Minho

**Fabiani Guido** - Councilor for Productive Activities and Economic Development, Region Lazio

**Fayolle Alain** - Entrepreneurship Professor, EMLYON Business School

**Fiorini Andrea** – President National Council for University Students-CNSU

**Garcia-Miranda Miguél** - LiquidFloors, CEO

**Giannini Stefania** - Minister, Ministry for Education, University and Research

**Gibb Allan** - Emeritus professor of Entrepreneurship and Small Business, Durham University

**Kune Hank**, Director, ECUCORE bv

**Hazelkorn Ellen** - Policy Advisor to the Higher Education Authority (Ireland); Director, Higher Education Policy Research Unit (HEPRU)

**Iacobucci Donato** - Professor, Università Politecnica delle Marche

**Lo Bello Ivanhoe** - Vice-President for Education, Confindustria

**Markku Markkula**, Advisor to the Aalto Presidents, Aalto University

**Maria Cristina Messa**, Rector, Università degli Studi di Milano - Bicocca

**Mora Ruiz José Ginés** - Centre for the Study of Higher Education Management, Valencia University of Technology

**Muffatto Moreno** - Team Leader, Global Entrepreneurship Monitor

**Nazaré Maria Helena** - President, European University Association (EUA)

**Nordal Erin**, European, Vice-chair, Students Union

**Paleari Stefano** - President, Conference of Italian University Rectors (CRUI)

**Pellizzari Michele** - Geneva School of Economics and Management, University of Geneva

**Pratesi Carlo Alberto** - Professor, University of Roma Tre

**Prats Monne Xavier**, Deputy Director General, DG Education and Culture, European Commission

**Ranga Marina** - Senior Researcher, Stanford University

**Riccaboni Angelo** - President, CRUI Foundation

**Rocchitelli Laura** - Managing Director, Rold Group S.p.A





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