



Tethys

Euro-Mediterranean Universities Network



“Making university-industry partnerships work: trials and lessons”

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University Industry partnership

Common views concerning the mission of universities:

1. The dissemination of knowledge;

- Training and performing research

2. Employability of the graduates,

- to academic careers, engineering or business careers
- training highly skilled workers to benefit national economies.

3. Develop ressources and attractivity,

- university as a key player in local environment

University Industry partnership

Employability :

The need to further explore and improve knowledge and cooperation between universities and business is clear.

- ✓ Improve young graduates' employability into the economical sector and industry
- ✓ Promoting employability, means also promoting elements of entrepreneurship.
 - Students need to understand what it means to be self-employed,

But University and Industry are two different worlds

- ✓ employers have very little knowledge of what to expect from graduates,
- ✓ higher education institutions have a similar low level of knowledge concerning employers' needs.

University and Industry partnership

➤ University to Industry

- **Employability of graduates and doctorates**

- Train the trainers
- Develop early internships, long term and industrial

- **Ressources, attractivity : develop partnerships :**

- Patents, technology transfer
- Develop contacts with local labour market forces
- Technological platforms (research; initial or vocational formation; R&D)

➤ Industry to University

- Involve industrial keyplayers, employers in the courses,
- R&D contracts or collaborative research
- Take part to comitology, teaching, internship programmes

University Industry partnership

-Employability :

Improve training & relationships

- Entrepreneurship education : FIE & FIE.DZ
- CIFRE system.

University Industry partnership :

Training for entrepreneurship

Engineer entrepreneurship programme : (FIE) INSA Lyon

through a real-life project & specific mentoring to the project team

- students consider, assimilate and assume the risks that are inherent to business.
 - 80% of the teaching staff are business professionals:
 - Over 13 years, 320 students trained, 35 start-ups and two acquisitions

➤ Transfert of FIE to Algeria higher schools = FIE.DZ

Transfert FIE INSA Lyon to FIE.DZ 14 higher education schools

Training
the trainers
to train
the
students



3 MODULES PEDAGOGIQUES



Des Intervenants et des
coachs Entrepreneuriaux

CREER DE LA VALEUR

- Marketing de l'innovation
- Marathon de l'innovation
- Outils de création de valeur
- Pilotage financier
- Recrutement 1er salarié

180h de cours

40h de coaching

+ Une immersion dans le
monde entrepreneurial



MAITRISER SON ENVIRONNEMENT

- Intelligence Economique
- Gestion parties prenantes
- Propriété Industrielle
- Investisseur et Financement
- Négociateur en affaires
- Relations publiques

ETRE ENTREPRENANT

- Posture entrepreneuriale
- Décadage par anticipation
- Prise de décision managériale
- Revues d'avancement projet
- Gestion d'équipe

Résultats post-formation Employabilité des étudiants

FIE creuset de pré-incubation :
augmente le degré d'employabilité des étudiants grâce
aux acquis de la formation et d'une double compétence



- diplômés ayant trouvé un emploi à l'issue de la formation FIE
- diplômés ayant créé leur emploi (entreprise ou activité)
- dipômés ayant préféré poursuivre leurs études

University Industry partnership : collaborative research & training

The CIFRE experience - Conventions Industrielles de Formation par la Recherche :

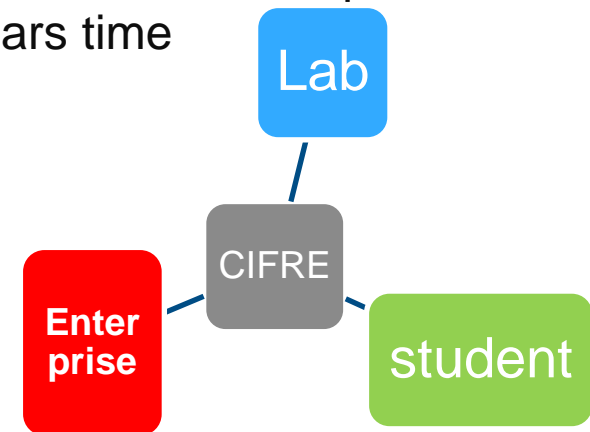
Design in 1981 to train future managers of R&D, able to drive projects in academic and business contexts :

➤ **Doctorate in industry**

- a research collaboration between an academic lab and an entreprise
- a student doing his/her thesis in industry in 3 years time

**= public help for the entreprise;
a grant for the student**

- 50 % are employed by the company



www.anrt.asso.fr

University Industry partnership

Improve partnerships, collaborative research technology transfer, innovation

- SATT : Technology Transfer Accelerator companies
- Carnot Institute network

Technology Transfer Accelerator Companies (SATT) : Connectus Alsace

Connectus Alsace's activities are focused around two axes:

- **Investment in intellectual property and the further development of innovations coming out of Alsatian public research laboratories.**
 - Funding for patents
 - Investment in further development, project management
 - Licensing
- **Management of partnership contracts for shareholders' research laboratories** Identification of inventions coming out of the laboratories
 - Identification of the requirements of the market and potential partners
 - Management of Intellectual Property portfolios (patents, licences)
 - Support in the negotiation of research partnership contracts
 - Sensitisation and training of research staff on the subject of Intellectual Property
 - Mapping, promotion and monitoring actions

Technology transfer SATT :

Conectus Alsace

■ Services to Businesses

- Well-defined research collaborations
- Ready-to-use patents adapted to the market's requirements
- Easy technology transfers
- Accessible technology platforms to assist you with your analyses and evaluations

■ Services to researchers

- Identification of your innovations and their commercial potential
- Sensitisation and training
- Management of IP rights and commercialisation (researching partners, licensing)
- Investment in further development
- Skills mapping
- Monitoring Contract management
- Platform management

Website : <http://www.conectus.fr/en>

University Industry partnership :

Carnot institut network : a research network dedicated to fostering enterprise innovation

A Carnot Institute is a research organization which places partnership research, i.e. research led with and for companies, at the heart of its strategy

- Carnot institutes are recognized for their high scientific standards,
 - commitment to **developing high quality partnership research.**
 - proactive approach in favour of innovation in companies of all sizes by offering R&D support which takes into consideration the companies' economic and market constraints.



University Industry partnership : Carnot institut network : a research network dedicated to fostering enterprise innovation

■ Institutes CARNOT : a proven commitment since 2006

- 15% of the French public laboratory workforces (27 000 research professionals with 8 000 PhD);
- More than 50% of the research directly financed by companies to French public laboratories;
- 51% growth of turnover generated by contractual research between 2010 and 2013, with a particular strength towards SMEs;
- 50 M€ of intellectual property incomes each year;
- Every day, more than 1.3 M€ received through research contracts funded by more than 2 000 companies.

University Industry partnership : successful relationship/partnership

How overcome the brakes :

- Create opportunities of meetings : mutual knowledge
- Include industry representants in the university governance
- Watch the local environnement and start interacting
- Try to know the expectation of the labour market,
- Anticipate on the co-construction of formations
- Associate professionnals to some events or teaching
- Build on a small motivated team

University Industry partnership

Keys to overcome the brakes

- University leadership is vital
- Identify precisely needs, and constraints of each partner
- Associate the administration from beginning
- Keep in mind that long term partnership bring greater benefits than expected

University Industry partnership

Merci de votre attention

If you want to go fast, go alone.

If you want to go far, go together.

(African proverb)



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