

GENERAL ASSEMBLY
AND LIAISON OFFICERS MEETING

7-8 NOVEMBER 2014

UNIVERSITAT POLITÈCNICA DE
VALÈNCIA

DEVELOPING ENTREPRENEURIAL UNIVERSITIES FOR A SUSTAINABLE FUTURE

ISSUES AND IMPACTS FOR THE
SGROUP NETWORK



SGROUP
EUROPEAN
UNIVERSITIES'
NETWORK



UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA

CONFERENCE THEME

The higher education sector has been under multiple pressures e.g. international competition, commercialisation of research or contribution to local and social development in order to face the needs of the 21st century. The conference theme of this year's General Assembly and Liaison Officers meeting is devoted to the question of entrepreneurial universities as an organisational model that can help universities develop innovative links between the "research" and "education" missions as well as strengthen partnerships with entrepreneurship support providers and sources of financing.

There are many lenses through which the concept of an entrepreneurial university can be tackled. An entrepreneurial university could be defined as a survivor of competitive environments with a common strategy oriented to being the best in all its activities e.g. generating funding, selecting best students or teachers, or producing quality research (Kirby 2005). When understood this way, the role of an entrepreneurial university is not only of a promoter of entrepreneurial approaches but also a developer of internal administrative techniques that can increase its operational capacity.

On the 18th of November 2013 the European Commission's Directorate General for Education and Culture, and the OECD launched HEInnovate; a self-assessment tool that functions as a guiding framework for higher education institutions (HEIs). Developed by a group of international experts in the field, it is based on international case study work on university entrepreneurship support, and the theoretical debate of the role of universities in generating entrepreneurial motivations, intentions, and competences HEInnovate was designed as a tool to help HEIs pursue the goal of becoming an "Entrepreneurial University" through a self-assessment process that also provides advice and resources tailored to each institution's needs, based on their results. The Framework also underpins the OECD methodology of assessing entrepreneurship teaching and support in HEIs.

Participants will have an opportunity to:

- Learn diverse definitions and approaches towards developing an entrepreneurial university
- Appreciate the relevance and benefits of entrepreneurship within the university context

- Learn how current challenges are being met from entrepreneurial best practices from SGroup member universities
- Look into likely future developments and analyse the implications of possible future scenarios
- Identify some possible areas for change and innovation

The concept of entrepreneurial universities will be explored in more detail in a series of keynote speeches and case study presentations. The programme is structured around three major pillars: education, research and entrepreneurial activities. External and internal factors will be analysed that condition a fertile environment for organisational entrepreneurship.

The event will also mark the 25th anniversary of the SGroup, formally brought to life in 1989, providing an opportunity to reflect on the past and look into the future of the network in an entrepreneurial spirit at the joint session of General Assembly Representatives and Liaison Officers.

United Nations' Academic Impact Programme

The theme of this meeting also falls under the scope of the United Nations' Academic Impact Programme that the SGroup endorses. The project seeks to implement the Millennium Development Goals in the field of education. This implies committing to 10 basic principles which include:



- A commitment to educational opportunity for all people, regardless of gender, race, religion or ethnicity;
- A commitment to the opportunity for every interested individual to acquire the skills and knowledge necessary for the pursuit of higher education;
- A commitment to addressing issues of poverty through education;
- A commitment to promoting sustainability through education;
- A commitment to building capacity in higher education systems across the world.

Through this event, it is hoped that one of the major outcomes of the meeting will be to assist members in defining best practices and benchmarks for the future enhancement of entrepreneurial approaches.

THURSDAY 6 NOVEMBER

- 14.00-18.00 Executive Committee Meeting (Sala Honoris Rectorate Building, 2nd Floor)
- 16.00-18:00 Guided Tour through the Historical Centre of Valencia
- 20.30 Dinner at Lotelito restaurant (Meeting point at Astoria Hotel main entrance at 20.15. It is an informal dinner, participants arriving later can join us at restaurant.)

FRIDAY 7 NOVEMBER

- 8.30 Pick up at the hotel (c/Poeta Querol crossing with Vilaragut)
- 8.45 Arrival at the Campus
(Rectorate Building, Camino de Vera, s/n 46022 Valencia)
- 9.00-9.30 Welcome speeches:
Francisco Mora, Rector, Universitat Politècnica de València
Albert Corhay, President, SGroup Network
- 9.30-9.45 José María de Ureña Francés, Founding President of the SGroup :
"A quarter of a century of enhancing academic excellence - SGroup's experiences"
- 9.45-11.15 A Guiding Framework for Entrepreneurial Universities
(Part 1: Overarching themes)
- Chair: Juan Miguel Martínez Rubio, Head of the Rector's Office, Universitat Politècnica de València
- Sergio Arzeni, Director, Centre for Entrepreneurship, SMEs and Local Development, OECD:
"OECD and Entrepreneurial Universities"
- Juliet Edwards, Policy Officer, Entrepreneurship & the EIT, European Commission:
"HEInnovate: towards more innovative and entrepreneurial HEIs"

Jacek Gulinski, Vice-Minister, Polish Ministry of Science and Higher Education:

“Entrepreneurial University – how to do it?”

Q&A

11.15-11.45 Coffee Break

11.45- 13.30 Entrepreneurship at the heart of the university missions (Part 2: institutional perspective)

Paul Temple, Centre for Higher Education Studies, University of London:

“The entrepreneurial university: does it need leadership or management?”

Education

- Jolien Coenraets, Ghent University
- Josep Manel Ricart Pla, Rovira i Virgili University

Research

- Anja Linge Valberg, Norwegian University of Science and Technology
- Javier Orozco, Universitat Politècnica de València

Q&A

13.30-15.00 Networking lunch

15.00-16.45 Lorenza Gambacorta, Programme Manager, Education, Audiovisual and Culture Executive Agency of the European Commission:

“Outcomes to build on new EU funding opportunities”

Debate on entrepreneurial approaches: impacts and implications for SGroup Network

Chair: Luciano Saso, Sapienza University of Rome

- Global partnerships –new opportunities brought by the Erasmus+
- Staff training opportunities – integrating and promoting staff training weeks within SGroup Network
- Improving employability of students – programme of activities

16.45-17.00 Wrap-up session

20.30 Gala Dinner at Ateneo Restaurant
(Plaça de l'Ajuntament, 18, 46002 València)

SATURDAY 8 NOVEMBER

8.40 Pick up at the hotel (c/Poeta Querol crossing with Vilaragut)

9.00-11.00 Internal business meeting (Part 1)

- Report of activities 2013
- Financial report 2013
- Review of the AlBan Audit
- Modification of statutes

11.00-11.30 Coffee break

11.30-13.30 Internal business meeting (Part 2)

- Elections of President and EC members
- Selection of auditors

13.30-15.30 Lunch

16.00 Social Programme: Tour of the City of Arts and Science
(Bus pick-up at 15.30 from the University)

PANEL SPEAKERS' BIOGRAPHIES

Jacek Gulinski, Undersecretary of State at the Ministry of Science and Higher Education, professor of chemistry at the Adam Mickiewicz University (UAM) in Poznan. Has been a visiting researcher i.a. at the Department of Chemistry, The University of British Columbia, Vancouver (Canada). From 1995 to 2008 he held the position of the deputy director of the Poznan Science and Technology Park of the UAM Foundation, the first such an initiative in Poland, and from 2004 to 2008 he was the Head of the UAM Innovation and Technology Transfer Centre. From 2008 to 2012 he also held the position of the Deputy Chancellor for European Programmes and Business Cooperation of Adam Mickiewicz University, Poznan. Jacek Gulinski specializes in development and innovation policy, technology parks, advanced technology centres, commercialization of research results, enterprise incubators, regional innovation and technology transfer centre networks as well as other intermediary and innovation supporting institutions.



José María Ureña is the Founding President of the Santander Group. In 1977 he was invited to join the young University of Cantabria in Santander to develop Urban and Regional Planning in the School of Civil Engineering. In 1986, he was a candidate for Rectorship promoting a programme to transform the University into a modern outward-looking

European University with an international, interdisciplinary and professional approach. Rector Ureña was determined to put his University on the international map. In the spring of 1988 he organised a meeting from which the intention of developing a European University Network emerged. He was Rector of the University of Cantabria, 1986-1992 and President of the Santander Group of European Universities, 1988-1997. He holds a degree in Civil Engineering from the Polytechnic University of Madrid and a Doctorate in Civil Engineering, from the University of Santander.



With a Humanities background specialising in expressions of national identity through cultural heritage, **Juliet Edwards** has experience of the academic, cultural and European policy sectors. Before joining the European Commission in 2011, she spent several years working in London for an international SME specialised in image licensing and sales. She spear-headed the redevelopment of the company's education service, and brokered new markets in image licensing (Middle-East and Scandinavia).

With a strong commitment to the need for greater cooperation between the education sector and business, she works in DG EAC's unit specialised in developing closer synergies between these two sectors as part of the EU's innovation and growth objectives for 2020. She was closely involved in developing DG EAC's pilot Knowledge Alliances project supporting structured partnerships for innovation in education and industry. She was part of the Commission team that oversaw the development of the highly successful guiding framework for entrepreneurial HEI's; HEInnovate and continues to work on the dissemination and up-scaling of the tool as well as the policies that will help drive innovation in European higher education.

Lorenza Gambacorta is an expert in international relations and development cooperation with experience in managing projects run by both public bodies (central and local governments) and the private sector (NGOs, corporations and associations, etc.). She has mainly worked on international cooperation in the field of education as well as on social inclusion and local development. Nowadays, she is Programme Adviser at the Education, Audiovisual and Culture Executive Agency of the European Commission. She graduated in 2005 with a Honours degree in International and Diplomatic Sciences at University of Genoa (Italy) and received her Master's Degree in Diplomacy and International Relations from the Diplomatic School of Spain. Her fields of expertise include EU cooperation programmes with the Western Balkans, South Africa and the African, Caribbean and Pacific countries.





Paul Temple is Reader Emeritus in Higher Education at the Institute of Education, University of London, where he until recently co-directed its Centre for Higher Education Studies and its MBA programme in higher education management. He was previously head of the federal University of London's planning division, after working on polytechnic and college planning and finance in London. He has written on university strategy, management, and on higher education issues in Central and Eastern Europe. He has taken part in several

research projects on university/enterprise interactions in Europe, which led to his edited book, *Universities in the Knowledge Economy* (Routledge, 2012). His edited book, *The Physical University: Contours of Space and Place in Higher Education* (Routledge, 2014) reflects another research interest, the implications of the university's physical form for its academic effectiveness. With other colleagues at the Institute, he has just completed a research project funded by the UK's Higher Education Academy on the ways in which the management of the student experience in English universities is changing. His latest book, *The Hallmark University: Distinctiveness in Higher Education Management*, which draws on his experience of teaching on the MBA programme, has just been published by the IOE Press.

Sergio Arzeni is the Director of the OECD Centre for Entrepreneurship, Small and Medium-sized Enterprises (SMEs) and Local Development. The Centre oversees the work of the Local Economic and Employment Development programme (LEED), the Working Party on SMEs and Entrepreneurship, the Tourism Committee, and the OECD LEED Trento Centre for Local Development (Italy). He has worked at the OECD for over 20 years.

Before he served as an economist for the Italian Parliament, the Italian Trade Unions and the European Commission. He holds a First Class Honours Degree in Political Science from the University of Rome and specialised in Industrial Economics at the International University Institute of Luxembourg and in International Economic Relations at the Brookings Institution in Washington D.C., USA. He speaks French, Spanish, English, German and Italian.



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