



# STRENGTHENING EXTERNAL COLLABORATION WORLDWIDE

– Strategy for collaboration with private enterprise 2012-2016

## Research & Innovation

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*Archaeologists from the University of Copenhagen excavate an Arab town in Qatar. The University is leading in the field of Islamic archaeology and has entered an extensive contract with the emirate.*



## STRENGTHENING EXTERNAL COLLABORATION WORLDWIDE

### Ambition

At the University of Copenhagen, we wish to strengthen our collaboration with the public sector, private enterprise and other universities. In doing so, we will create new opportunities for our students and faculty, the organisations we work with, and society as a whole.

### We are ideally placed to realise this ambition

As a leading European University, we offer excellent research capabilities and research-based education covering many areas. Many of our core competencies complement those of companies and public sector organisations. As a result, we offer great potential for mutually rewarding collaborations.

### Context

Today's society faces a variety of complex challenges, from climate change to economic volatility. Solving these challenges requires expertise in many different fields, from the natural sciences to humanities. It also requires close collaboration between knowledge-based institutions, the public sector and private enterprise.



*Students at job fair at the Department of Computer Science meets representatives from Danske Bank.*

## STRATEGY FOR COLLABORATION WITH PRIVATE ENTERPRISE 2012-2016



### Our target organisations for collaboration

- Companies with strong R&D credentials.
- Companies with limited R&D capacity via GTS (Advanced Technology Group).
- Public sector organisations and universities.

### Primary strategic goals

- Establish mutually beneficial research collaborations.
- Increase contact between students, companies and public sector organisations.
- Facilitate dialogue between students, faculty members, researchers and external research collaborators.

### Principal benefits

- Students will receive a stronger, more innovation focused education.
- Valuable knowledge and ideas will be exchanged.
- World-class interdisciplinary knowledge sharing networks will be formed.
- Opportunities for creating spin-out companies will be further enhanced.
- Holistic ideas and solutions will be created, from products to services, in the best interests of society.

### Summary

We will collaborate with private companies to develop durable, research-based **Public Private Partnerships (PPPs)**. These will create value for all concerned by harnessing the potential of our complementary competencies.

In essence, we will invite companies to join us in defining new areas for research collaboration. This will, in turn, lead to innovative ideas and research projects.

Importantly, we offer potential private enterprise partners the benefits of strong and diverse research competencies, an extensive international research network, and a strong tradition of interdisciplinary research collaboration.

### Strategic focus

Our strategy is primarily focused on R&D-intensive national and international companies, where direct collaboration takes place between university researchers, students and the company's employees.

Another key focus area of our strategy is to create opportunities for new spin out companies.

For companies with a limited R&D capacity, we have developed a separate plan to enhance collaboration via GTS (Advanced Technology Group).



*The strategy for collaboration with private enterprise comes into life as an active, visionary science city around the University's North Campus. Home of natural science, health science and pharmaceutical science research and neighbour to Copenhagen University Hospital, the North Campus is in the process of being developed into a coherent neighbourhood providing synergy between the University, the city and the business community.*

## Supporting aims

### 1.A Support informal networks and local science-dating

University departments and faculties will focus on creating opportunities for researchers, students and company representatives to meet. This will involve facilitating informal meetings with science-dating.

#### Priorities

- Increase awareness of already established matchmaking initiatives to disseminate best practice and encourage its use in new fields.
- Establish forums where students and researchers with backgrounds in different disciplines can meet each other and company representatives.
- Communicate our research competencies and strengths to private enterprise.
- Strengthen relationships with students and alumni through activities like career fairs and our mentor programmes.

## OUR STRATEGY IS CONCENTRATED ON FOUR AREAS

1. MATCHMAKING
2. INCREASING FOCUS ON INNOVATION AND ENTREPRENEURSHIP IN EDUCATION
3. SEAMLESS COMMERCIALISATION AND TECHNOLOGY TRANSFER PROCESSES
4. ENHANCING STRATEGIC DIALOGUE WITH PRIVATE ENTERPRISE



## 1. MATCHMAKING

Collaborative projects are almost always formed via personal networks. We will facilitate meetings between students and faculty and company representatives to discuss new ideas and initiate projects. Furthermore, we will profile our strongest research of shared interest for addressing major societal challenges.

Research combining food- and health science with the field of humanities is an example of interdisciplinary strength at the University of Copenhagen. With workshops initiating an interdisciplinary “food research platform” in the autumn of 2011, new constellations for research projects were formed.



### 1.B Establish interdisciplinary research platforms

The University will establish internationally competitive, interdisciplinary research platforms with the potential for collaboration with external partners. These may offer the opportunity to solve urgent challenges facing society. We will initiate this by organising workshops, where individuals can meet and establish research platforms. These events will include a group of researchers who operate in a particular area, students, investors, and fund-managers, as well as management from companies and the University.

Possible platforms could include: sustainability and climate; food, fitness and pharmaceuticals; bio imaging and IT; Asian culture and markets; synthetic biology; healthy ageing; water resources; communication and computing or bio-imaging and IT.

#### Priorities

- Identify and prioritise 6-8 themes for the platforms, based on our interdisciplinary strengths.
- Communicate core research strengths to private enterprise.
- Establish an internal fund to support interdisciplinary research at our University.



DONG Energy and the University of Copenhagen signed a strategic partnership agreement in December 2011. Joint research projects on biomass production are part of the agreement. So is introduction of business cases from DONG Energy in the teaching at summer schools.



### 1.C Initiate strategic partnerships

In close collaboration with researchers and students, the University will establish long-term strategic partnerships with national and international companies. These may take a variety of different forms and involve both research and education. We aim to make it possible for students to continue their studies as Industrial PhDs, or industry post docs with supervision from the University and to offer shared professorships with partner companies. In addition, we will also collaborate with partner companies on engaging in and developing continuing professional education programmes.

#### Priorities

- Identify, establish and develop new partnerships with companies every year.
- Facilitate partnership agreements by establishing an internal network for collaboration with private enterprise. This will be done in close liaison with the relevant University departments.
- Create a database that makes it possible for academic departments to overview relationships with private enterprise partners.

## 2. INCREASING FOCUS ON INNOVATION AND ENTREPRENEURSHIP IN EDUCATION

# 2

The most valuable societal role of a university is to produce high-quality graduates. Reflecting this fact, we will continue to maintain a consistent focus on improving education and creating links with private enterprise in our educational activities.

### Supporting aims

#### *2.A Increase private enterprise collaboration in education*

By facilitating matchmaking events, as well as setting up internships and projects, the University will increase the number of collaborative projects between students and external partners.

### Priorities

- Establish a web-based platform, which features case studies from companies, which inspire educators and students, and facilitates the introduction of collaborative projects as part of the teaching programme.
- Develop our 'job bank' to include joint projects and internships, as well as permanent positions. In addition, promote it and raise awareness of the great benefits these initiatives bring to both students and companies.
- Increase the number of collaborative pre-graduate and graduate projects by organising science-dating events, where students and researchers from companies can meet and plan new initiatives.
- Attract company representatives to teach and introduce case studies into teaching.

*Students from the Faculty of Humanities are participating at Innovation Workshop in collaboration with Carlsberg A/S.*



#### *2.B Integrating entrepreneurship into education*

Students should be offered the opportunity to learn entrepreneurial skills and given support to form start-up companies. Therefore, we will integrate entrepreneurship and practical knowledge into our teaching.

### Priorities

- Train our educators in teaching entrepreneurship skills relevant to their discipline. For example, through the 'Next Generation' and 'CIEL' projects.
- Develop an ecosystem to support student start-ups, as an integral part of our education system.
- Establish interdisciplinary summer schools focused on innovation.
- Set up master's programmes, which integrate entrepreneurship and innovation with an academic discipline.
- Enhance students' focus on new ideas by supporting their participation in events based on entrepreneurship and innovation. For example, the Venture Cup.

### 3. COMMERCIALISATION

We will facilitate the transfer of technology. This will enable innovative research and knowledge of the University to flow into the commercial sector. Once there, it can be further developed and translated into new solutions for society: treatments, medicines, services, products etc.

#### Supporting aims

##### 3.A Adopt a more flexible approach to knowledge sharing

The University will take a more flexible approach to collaboration agreements and intellectual property rights (IPR), and will focus primarily on knowledge sharing, rather than income. In addition, we will offer companies knowledge that can't be commercialised through usual channels, in the form of free licences. We will do this via the concept of Easy Access IP.

#### Priorities

- Develop a written commercialisation policy for the University. This will include flexible principles for sharing IPR to ensure transparency in negotiations between researchers and companies.
- Provide information on the policy to ensure a common understanding of it. This will be done at relevant meetings and internal IPR courses.
- Develop Easy Access IP in collaboration with our international partners and promote it.



**EasyAccessIP**

*The University of Copenhagen has introduced the concept Easy Access IP, which offers a fast-track route for the transfer of knowledge and expertise from universities to industry.*



*Kristian Helin, professor and director of Biotech Research & Innovation Centre (BRIC) is co-founder of the biotech company EpiTherapeutics – a spin-out from the University of Copenhagen. With the project Copenhagen Spin-outs more successful spin-outs are expected in the years to come.*

##### 3.B Support spin-outs

Through the 'Copenhagen Spin-Outs' initiative, the University will develop a platform for the creation of sustainable new companies. In collaboration with project partners, we will identify and evaluate research areas, which offer strong potential for commercialisation. Additionally, we will facilitate the commercialisation process by assisting with proof-of-concept funding, mentors etc.

#### Priorities

- Focus on scouting and, in collaboration with commercial officers and researchers, identify research that can lead to the creation of new spin-outs.
- Assist researchers with gap funding to develop the commercial potential of inventions.

*Researchers and representatives from private enterprise networking at the Faculty of Science.*



## 4. STRATEGIC DIALOGUE

It is a high priority that the University maintains a consistent dialogue with key stakeholders in society. Therefore, we shall conduct regular discussions on matters of strategic importance with representatives from public and private organisations.

### Supporting aims

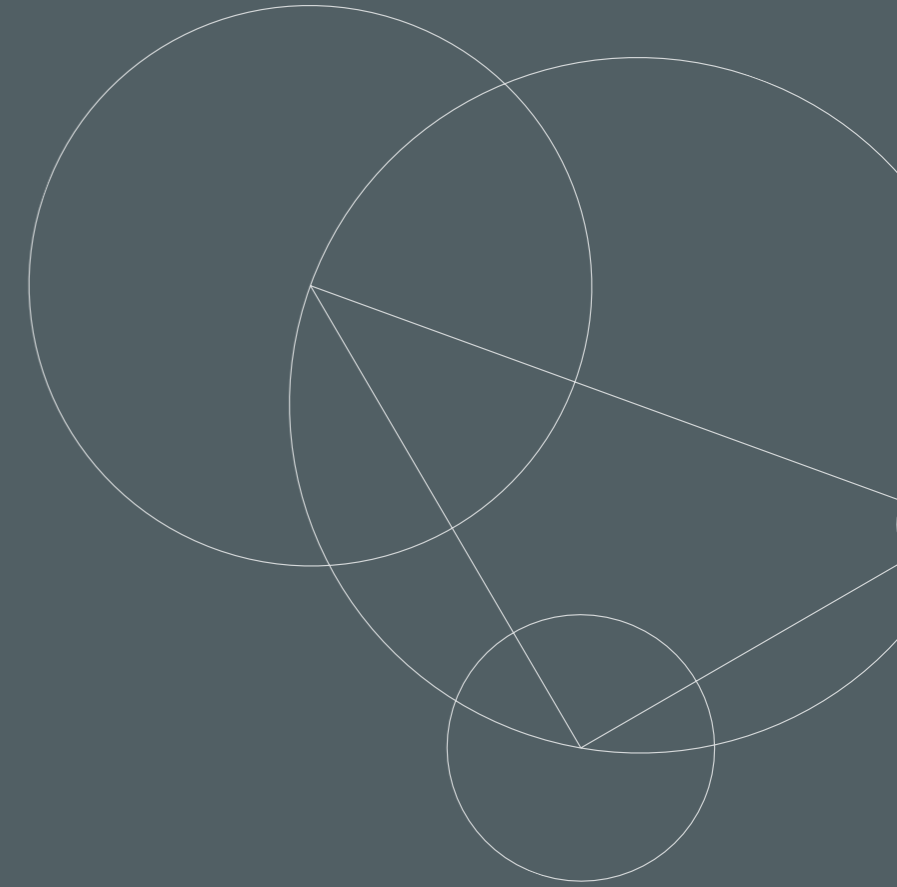
#### *4.A Establish strategic advisory panels*

The University faculties will each establish their own advisory panel, which will be modelled according to choice. These will advise faculty management on their strategic work covering research, innovation, education and creating closer links to society. Panel members

should represent a broad range of interests and competencies. They should offer the insights needed to develop the faculty's areas of strength and strategic opportunities. Potentially, the panels may be composed of 10-12 external members, including members of the existing advisory councils (aftagerpaneler) at the University.

### Priorities

- Identify and invite relevant members to the strategic advisory panels.
- Host an annual event with participation from the six advisory boards. This will provide an opportunity for researchers and students to meet and discuss relevant topics.





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