

EUROPEAN UNIVERSITY – BUSINESS COOPERATION

THEMATIC FORUM

From the Crisis to Recovery - the Role of Higher Education Institutions and Business Co-operation

Organised in partnership by the European Commission, the Ministry of Education, Youth and Sports of the Czech Republic and the Masaryk University in Brno

Masaryk University, Faculty of Social Sciences, Joštova 10, Brno, Czech Republic
2nd – 3rd February 2010

Draft Programme

Tuesday, 2nd February 2010

11:30 Registration
12:00 Buffet Lunch

13:00 – 15:00 **OFFICIAL OPENING SESSION** (*Aula*)

Chairperson: **Professor Petr Fiala**, Czech Rectors Conference President

Ms Miroslava Kopicová, Minister for Education, Youth and Sports, Czech Republic (tbc)

Ms Odile Quintin, Director General, Directorate General Education and Culture, European Commission

13:45 **Keynote addresses: University-Business Cooperation – Together through the Crisis towards Recovery**

Professor David Grant, Vice-Chancellor at Cardiff University, member of the UK government's Technology Strategy Board (tbc)

Mr. Jan Muehlfeit, Chairman Europe, Microsoft Corporation

Debate

15:00 – 15:30 **Coffee Break**

15:30 – 18:00 **PARALLEL SEMINARS:
UNIVERSITY-BUSINESS PARTNERSHIPS – "FACING THE CRISIS
– PREPARING RECOVERY"**

15:30 – 18:00 **Seminar 1: Upskilling the workforce and building new partnerships
between Universities and Business (*Room U32*)**

In times of economic downturn where individuals, businesses and sectors are being affected by cutbacks and change, higher education can play a significant role in helping

- People who have lost their jobs to upskill or retrain
- Businesses which need new ideas, training, support and guidance
- Sectors which need new knowledge, market intelligence and more research capability.

This session will focus on the response taken by higher education in both the short and the long term. New relationships forged during times of economic decline can also endure, building on the new ideas and formulating other types of cooperation activities.

Moderator: Professor Jan Slovák, Director of Technology Transfer, Masaryk University

Speakers:

Dr. Pieter de Bock, Corporate Account Manager, Technical University of Eindhoven, NL {will present Dutch M€ 180 initiative to keep temporary redundant researchers in knowledge intensive industries at work in universities and RTOs}

Dr. Margarete Remmert-Rieper, TuTech Innovation GmbH; FINE – Fast Innovation Networks – a coaching and network forming programme to stimulate and support SMEs to work with HEIs.

Professor Terry Mughan, International Management, Ashcroft International Business School, Anglia Ruskin University (tbc)

Business Representative (NN)

Dr. C.A. Kees-Jan van Dorp, Research Director (EADTU); Strategic Challenges for Open and Distance Learning Institutions to cooperate with Business in the Post-2010 Decade

Debate

15:30 – 18:00 **Seminar 2: Making graduates fit for the future (*Room U33*)**

Through cooperation, both businesses and Higher Education can work together to ensure that graduates have the right skills sets for now and for the future. University careers offices can help match graduates to opportunities, courses can provide increasing important skills sets through entrepreneurship training, new methods of delivery and also through multidisciplinary approaches to the

delivery of knowledge. New graduates can maintain their links to institutions and benefit from continuing education to develop skills and knowledge which can be applied in the work place.

This session will focus on practical examples of links between businesses and universities, looking at the role of outward facing operations such as the careers offices and how they can work as a boundary spanner between undergraduates, graduates and the work place. It also looks at how universities can embed policies and strategies within their institutions to ensure that the skills requirement from industry is fed back into the system and processed effectively

Moderator: Mr. Michael Hörig, Programme Manager, European University Association (EUA)

Speakers:

Mr. Oscar Cubillo, Director of Expansion and Development, Fundación Universidad-Empresa, Madrid

Mr. Paul Blackmore, Director, Centre for Employability, Enterprise & Careers (CEEC), Lancaster University

Business Representative (NN)

Professor Fernando Joaquim Tavares Rocha, University of Aveiro

Debate

15:30 – 18:00

Seminar 3: Corporate social responsibility – Win Win situation for business and higher education (*Aula*)

CSR can be defined as a concept whereby companies integrate their social and environmental concerns within the ambit of the business . It is increasingly present in the vocabulary and strategies of businesses. The European Council in Lisbon 2000 made a formal proposal to stimulate CSR across European Businesses with a particular emphasis on lifelong learning, work organization, equal opportunities, social inclusion and sustainable development. Corporate Social Responsibility also has an increasing role to play in the way universities operate. Universities work within their regions and communities, supporting a range of stakeholders including the future businesses and work force of Europe. Businesses working with Universities will also increasingly be looking for how aligned they are with their own values.

This session will focus on a number of areas. What Universities are doing to embed corporate social responsibility within their operations which leads to social and environmental impact. The role Universities take in ensuring that students understand and buy in to CSR. How CSR can be used as a tool to engage with businesses. From the business side - what can businesses do in terms of CSR to offer their workforce opportunities which engage with Higher Education.

Moderator: Mr. Michal Kadera, Director, Czech Business Representation to the EU (CEBRE)

Speakers:

Ms Valerie Bockstette, Senior Consultant, FSG – Social Impact Advisors

Mr Tomáš Nejedlo, Executive Director, Business Leaders Forum

Mr Paul Hacking; Nottingham Trent University – Developing graduate social entrepreneurs

Ms Monika Ladmanová, Corporate Citizenship and Corporate Affairs Specialist, IBM

Mr Břetislav Dančák, Vice-Dean for international relations, Faculty of Social Studies, Masaryk University

Debate

19:30 **Cocktail and official dinner at *Hotel International Brno*, Husova 16, 602 00 Brno**

Wednesday, 3rd February 2010

9.30 – 11:00 **PLENARY SESSION: CONCLUSIONS – PANEL DISCUSSION**
(Aula)

This session will discuss the main findings and outcomes of the parallel sessions of the previous day, and will identify and elaborate on the most important ones that should be followed up

Moderator: Dr Guy Haug

Panellists:

Mr. Jan Slovák, Director of Technology Transfer, Masaryk University, Presentation of conclusions of seminars from previous day

Ms Daniela Červencová, Corporate Communication, Bayer s.r.o.

Professor Sabine Remdisch, Vice-President, Leuphana University Lüneburg

Ms Margarete Rudzki, Policy Advisor, Education & training, employment and social affairs, EUROCHAMBRES

Professor Jacek Leskow, Vice-Rector for Scientific Affairs; Nowy Sacz Graduate School of Business – National Louis University, Nowy Sacz, Poland (tbc)

Debate

11:00 **Coffee break**

11:30 – 13:00

**CLOSING SESSION:
PERSPECTIVES FOR THE FUTURE (*Aula*)**

This final session should focus on providing ideas and hints for future developments, as well in view of university-business cooperation in general as on the topic of this forum, namely on how higher education, business and public authorities, in working in partnership, can contribute to overcome the current crisis, prepare for recovery and help to avoid similar crisis in the future.

Moderator: Mr. Jordi Curell, Director, DG Education and Culture, European Commission

Future challenges and opportunities

Professor Jakub Fischer, National Manager, Team for Higher Education Reform; Vice-Dean, Faculty of Informatics and Statistics, University of Economics, Prague

Panellists:

Mr. Jose Luis Lopez de Silanes, Chairman, Compañía Logística de Hidrocarburos, CLH S.A; President of Consejo Social, Universidad de La Rioja

Mr. Radek Špicar, Director for External Affairs and Corporate Social Responsibility, Škoda Auto a.s.

Prof. Jan de Groof, College of Europe (Bruges) and chairman of the European Association for Education Law and Policy (tbc)

Professor Mikuláš Bek, Vice-Rector, Masaryk University

13:00 Close and lunch