

# Industrial Collaboration Workshop HEI UK-EA

1896

## Salford Industry Collaboration Zone

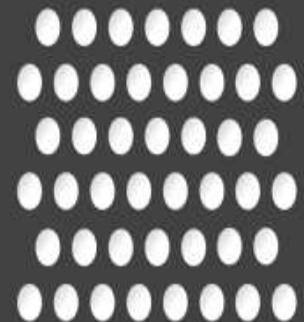
2019

ICZ



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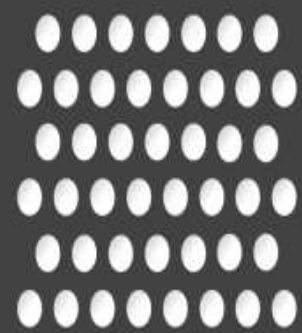
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# EXORDIUM

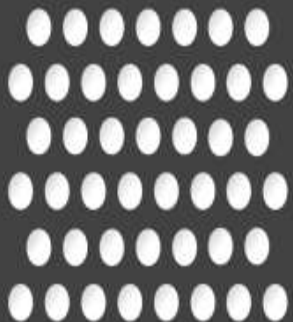
## IUC Vietnam-UK

- What factors motivates the individual within universities to collaborate with industry?
- What factors motivates universities to collaborate with industry?
- What factors motivates industry to collaborate with universities?
- What factors are barriers to any UIC?
- What changes are likely to promote more effective UIC?
- What are the roles of culture and trust in these relationships?

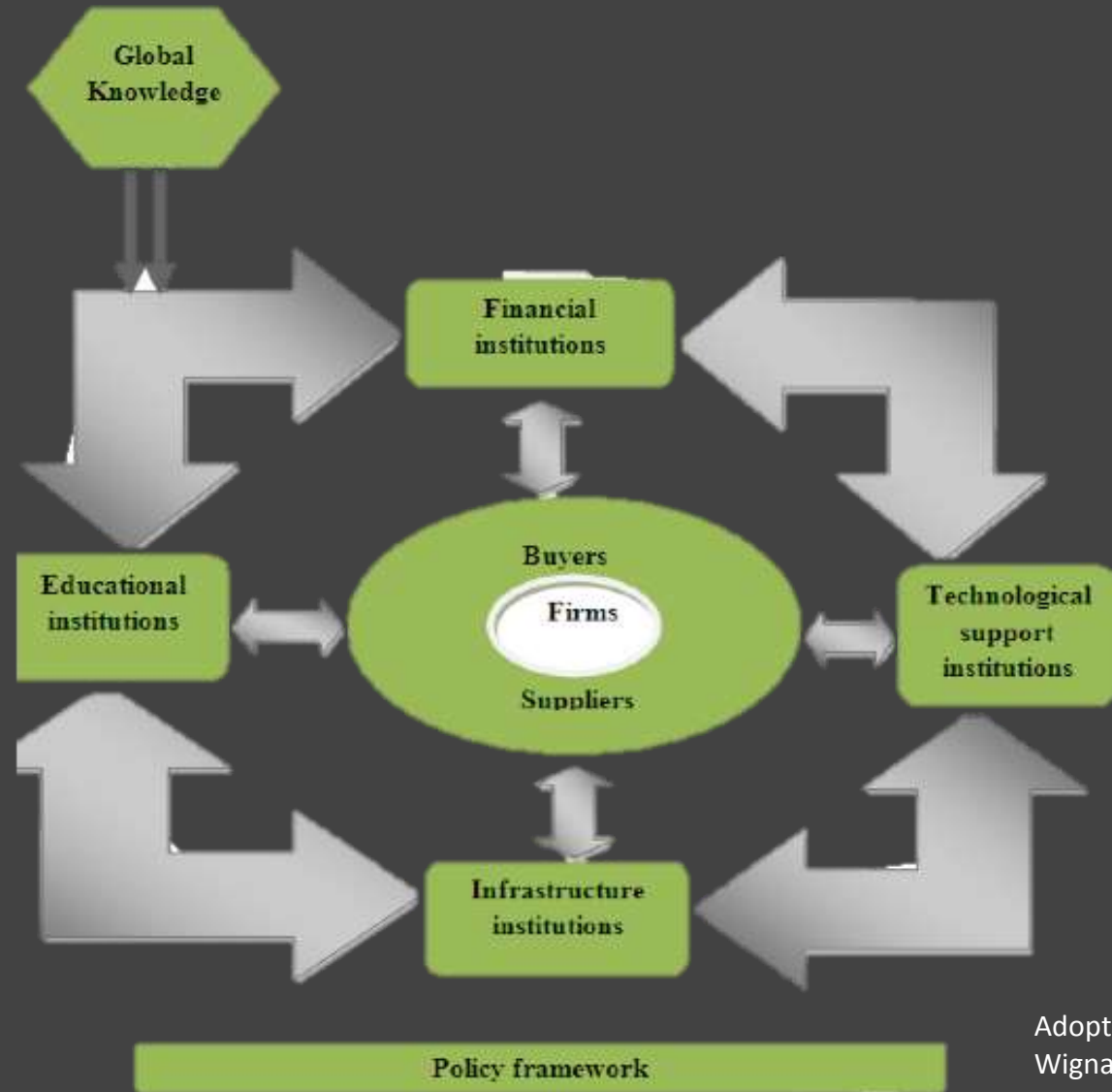


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## Context: The National Innovation System

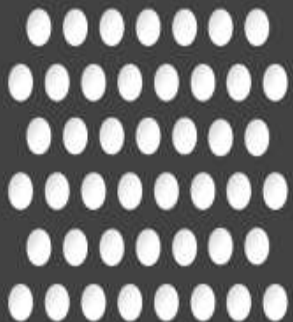


Adopted from  
Wignaraja, 2003



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## Context: The Competitive Advantage of Nations – Porter's model The Diamond Model

Porter, 1990

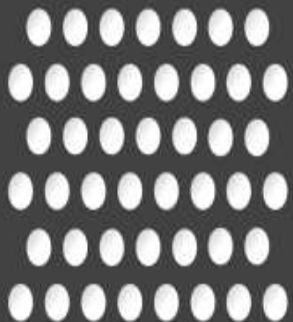
### Government Strategy

- Demand conditions
- Institutions Firm Strategy and Rivalry
- Related and Supporting Industry
- Factor Conditions

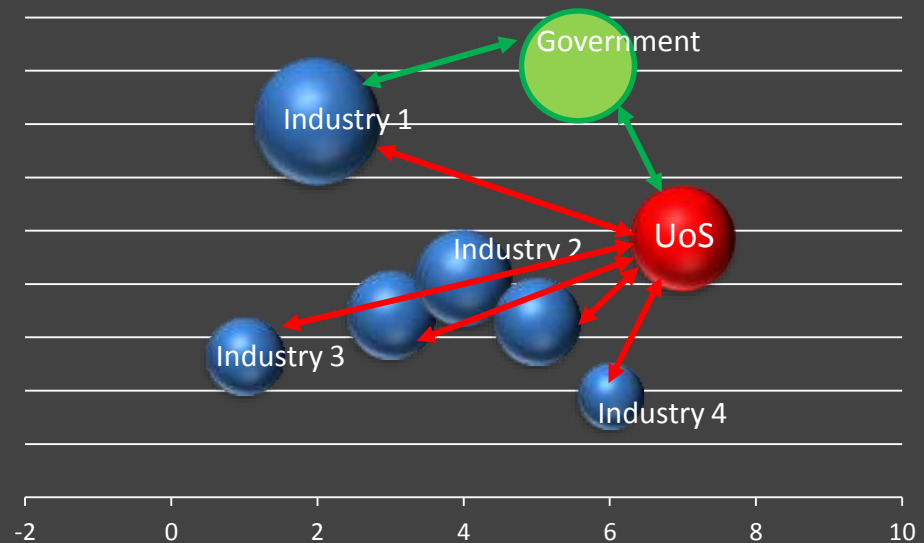


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Activities  
Resources  
Culture/behaviour



## Motivation

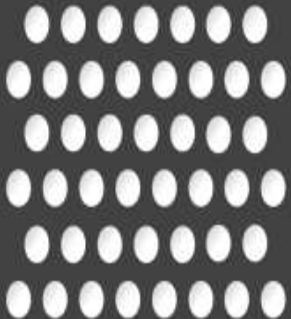
- What Motivates the University
  - .
  - .
  - .
- What Motivates the Industry
  - .
  - .
  - .
- What Motivates the Individuals
  - .
  - .
  - .

Should these remain three distinct groups?



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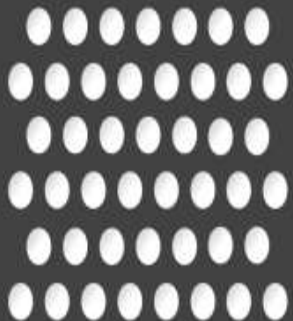
# Our Research

- Research that makes a difference
  - Research Groups
  - Impact
- Research that influences and leads
  - Global challenges – GSDs
  - Industrial strategy
- PGR alignment (**Resources**)



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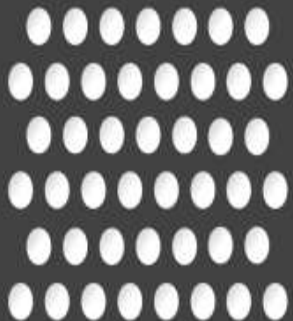
# Research

- Aims to transform the quality of life for society whilst ensuring the well-being of future generations, through the provision of better and more sustainable futures
- Exciting and vibrant research community engaged in advanced, cutting-edge, and impactful research
- Involves national and international partners from academia, industry, and the third sector



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## Research Funds

Since 2014:

- A further **£25m** of research funding - £5m in Eco/smart Cities and Governance
- 14-18 More than 300 journal papers
- Around 150 PhD students



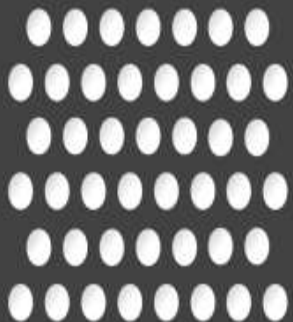
Implementation in close collaboration with international partners from academia, industries and governments

Supported by the European Union, UK Foreign and Commonwealth Office, British Council, Joint Information Systems Council and Royal Institution of Chartered Surveyors



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- York University, Canada
- University of British Columbia, Canada
- Institute of British Columbia, Canada
- UNED, Germany
- University of...  
...  
...  
... South...



Cities Outlook  
2017



# Example: Smart Cities Research Activities

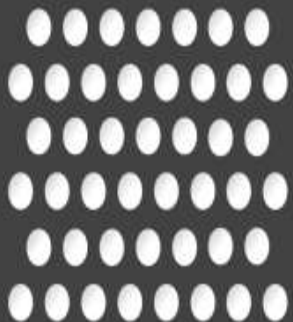


- IGNITION, UIA Project (UIA € 6.4 M)
- Salford Energy House ( ERDF £12 M)
- MOBILISE & MOVE Project (UKRI £2M)
- VISION2 Geelong (Australia RDF \$19M)
- Automotive Industry
- Smart meters (Innovate UK)



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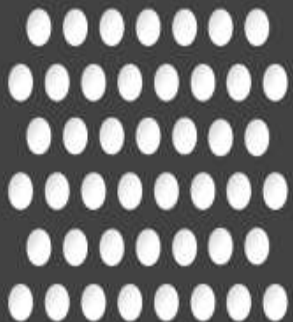


# Example: Smart Cities Research IMPACT



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## Example: IMPACT



### Residential



#### RESIDENTIAL APARTMENTS

298

447



#### HOUSES/TOWNHOUSES

40

38



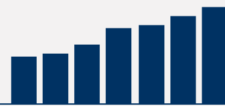
#### STUDENT ACCOMMODATION

55

107



2011 2017 Census year



GEELONG HAS A DIVERSE AND  
**ROBUST ECONOMY**  
WITH **17,000 BUSINESSES**



**\$1.5B** (+15%)

**RECORD BUILDING ACTIVITY**  
FOR 2016-17 IN GREATER GEELONG



**\$14.3B** GROSS REGIONAL  
PRODUCT WITH AVERAGE  
ANNUAL GROWTH OF **4.3%**



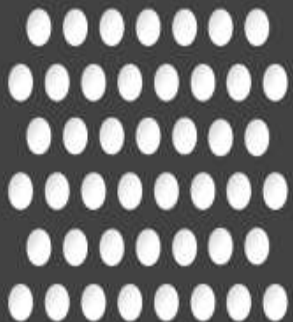
**228K** LABOUR POOL

50% EMPLOYED IN AN INDUSTRY RELEVANT TO  
**SOCIAL INSURANCE**



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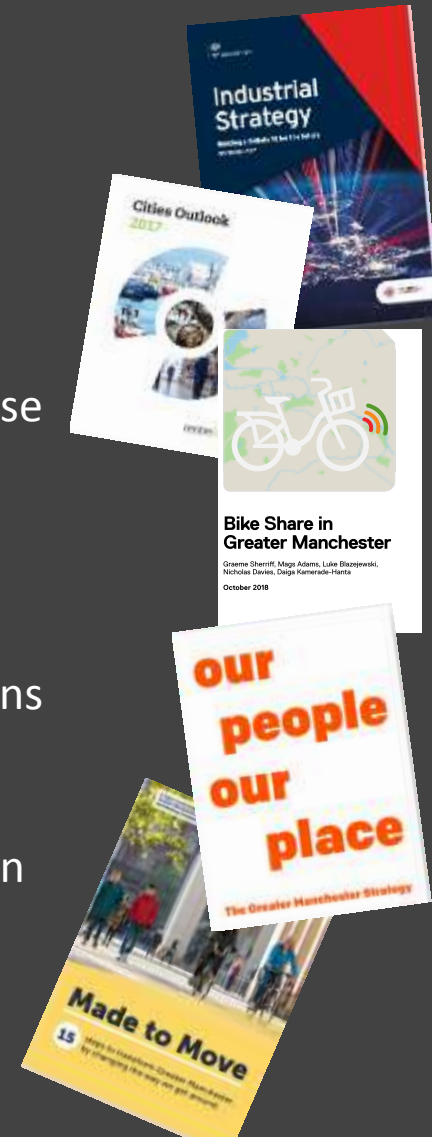




# Example: HEIP UK Vietnam

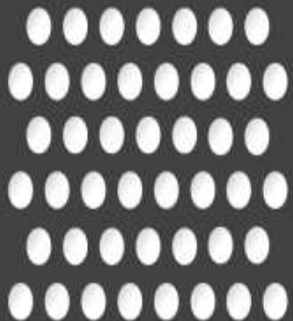
## Objectives:

- Developing baseline/skills gap identification and awareness of existing practices within Vietnamese HEIs;
- Sharing of best practices and developing a common vision for building effective UI partnerships;
- Developing a roadmap with tangible set of actions to achieve the set vision; and
- Production of case studies on the project deliverables/outputs for dissemination to HEIs in both countries.



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## Key Questions

### Question 1

#### UI Partnerships

What are existing barriers to develop effective UI links? How to develop a sustainable network of UI partnerships in VN and the UK to address relevant national/global issues?



### Question 2

#### HEI Partnerships

How to strengthen UK-VNM HEI engagement leading to long-term sustainable links?



### Question 3

#### R&D Collaboration

How to enhance R&D collaboration between Govt and Local Industry in addressing Global Challenges?



### Question 4

#### Student Mobility

How to create opportunities for UK/VNM student mobility and exchanges locally (e.g. apprenticeships; workplace experience) and internationally?

### Question 5

#### Platform Development

How to develop a policy dialogue platform to support U-I-G collaboration agenda?



### Question 6

#### Partnership Model Review

What are most effective UI & UIG partnership models to enhance employability and sustainable development?



### Question 8

#### Contributing to Vietnam Int. Agenda

What role UK R&I capacity can play in achieving the agenda?



### Question 9

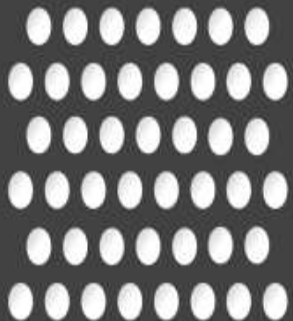
#### Mobility Models Review

What are best practice models for creating innovative partnerships in Research and Innovation?



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## Key Challenges: Vietnam

Only a small number of academics and SMEs collaborate

Lack of understanding of benefits of effective UI links

Need for better cross cultural UI understanding

Admin challenges (bureaucracy, workload, contract, IPs) –

Lack of management and governance structures between Universities and Industry

Lack of understanding of benefits of effective UI links

Difficulties of competition with international players

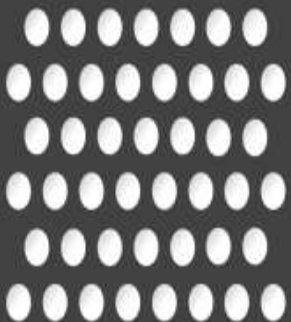
Curriculum not aligned to industry needs

Inability to move beyond research project focused collaboration to long-term strategic relationship supported by stable resources



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# Survey Challenges Actions

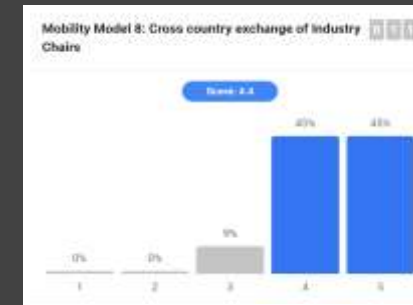
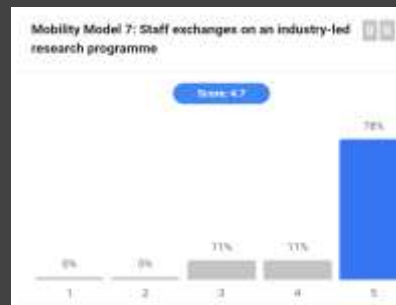
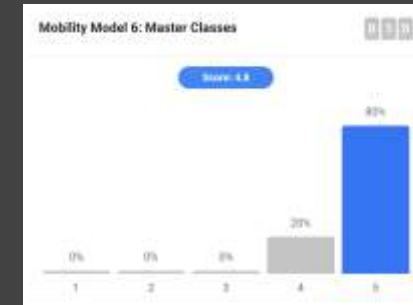
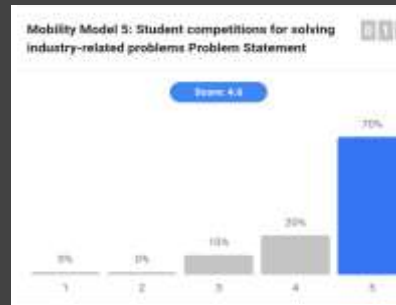
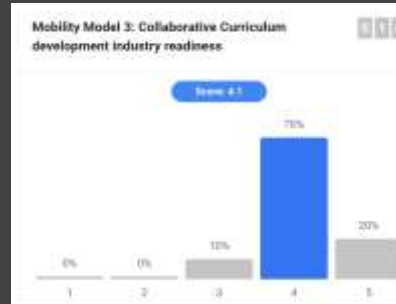
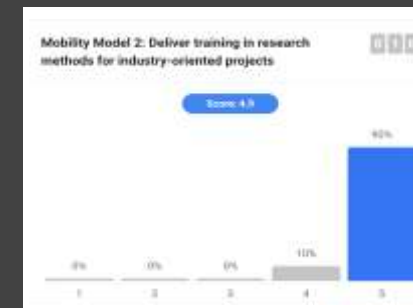
**R** Regulatory/  
Regional/N  
ational Govt

**I** Industry

**U** Universities

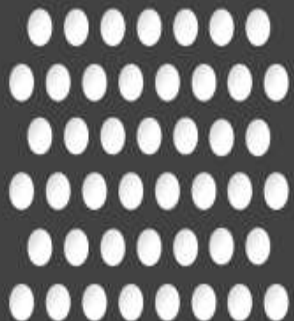
**P** Policy  
(Regulation  
s, Funding)

**S** Socio-  
technical



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## Conclusion

UIC should be part of a triple helix National Innovation System

UIC should be driven by contextual factors

Activities

Resources

Culture

UIC is driven by motivational (possibly blurred) factors

Institutions

Industry

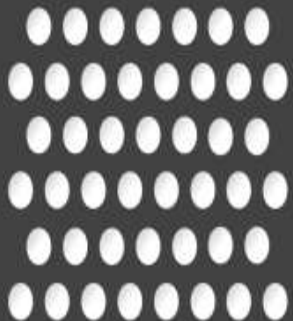
Individuals

UIC should aim to maximise Impact



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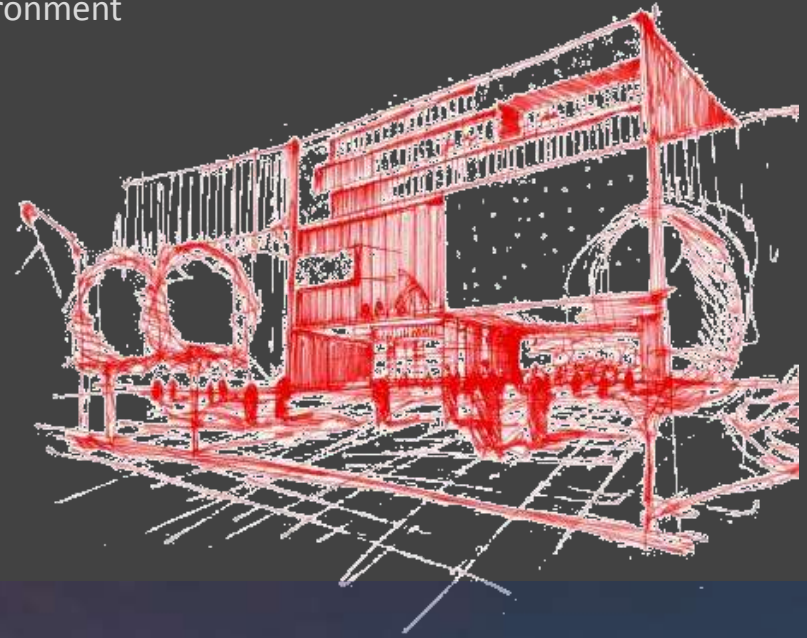
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