

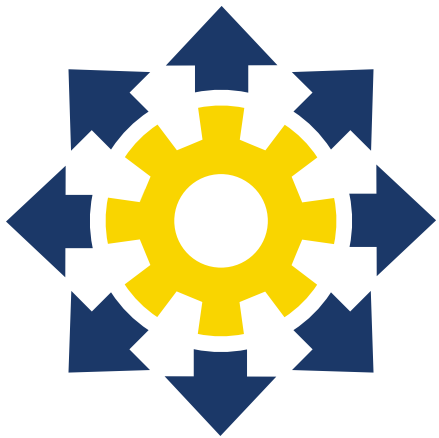


UNICA Webinar 20 April 2021
Academia & Industry: Innovation models

UNIVERSITY-INDUSTRY COLLABORATION – FACTORS FOR SUCCESS

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THE OPPORTUNITY



- Bringing research ideas to market
- Access to insight/expertise/horizon scanning
- Access to facilities/data
- Developing and transferring talent
- Enhancing excellence, impact and reputation
- Supporting regional/national/European development
- Building public and government support for research
- Access to funding

BARRIERS TO SUCCESS



- Finding the right partner
- Potential threat to reputation/conflict of interest
- Engagement not incentivised/funded/valued, or diverts from core mission
- Contractual/IP/regulatory blockages
- Incompatible expectations/motivations and poor communications
- Inadequate supports
- Inability to deliver

FACTORS FOR SUCCESS

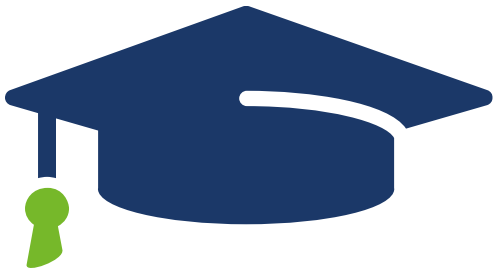
INDIVIDUALS



- Commit to delivering success for all involved – make it a win-win
- Communicate effectively around expectations, milestones, contributions and measures of success
- Comply with policy requirements
- Take time to build relationship

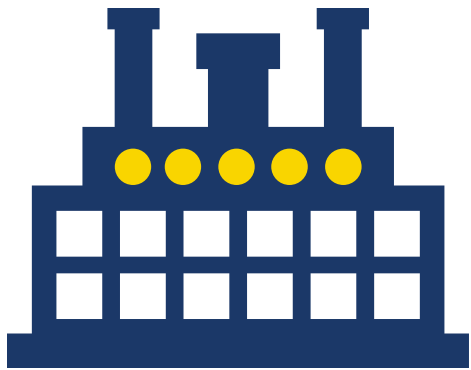
FACTORS FOR SUCCESS

UNIVERSITIES



- Establish a culture that values and rewards university-industry collaboration
- Build relationships at all levels and with partners of all scales (recognising differences)
- Provide strong supports, facilities and policies, and prioritise success in implementation
- Showcase success and learn from failure

FACTORS FOR SUCCESS



INDUSTRY

- Establish a culture that values and rewards university-industry collaboration
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FACTORS FOR SUCCESS



GOVERNMENT AND FUNDING BODIES

- Establish a variety of proactive funding instruments at all scales
- Ensure an appropriate policy environment, and understand the impacts
- Embed in industrial development policy and higher education policy
- Promote constructive dialogue on opportunities and barriers to success



SOME FUNDING INSTRUMENTS IN IRELAND



- Major multi-institutional centres with significant industry involvement and funding
- Funding for bilateral university-industry partnerships
- Funding for knowledge transfer teams and facilities on campus
- Commercialisation funding at all steps of the journey
- Funding for exchange of people, including placements in the policy system



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THANK YOU