

A pioneering Knowledge Exchange programme at the University of Strathclyde is transforming the way the institution reaches out to the public, private and third sectors.

Building on its roots as 'a place of useful learning', the University's 'Engage with Strathclyde' initiative is escalating KE activity to new levels, giving academic staff dedicated support to attract new partners while enhancing the scope of existing collaborative relationships.

The flagship programme culminates in a week of innovative and imaginative events, bringing people from business, the public and third sectors onto the campus, including those who may not have considered working with a University.

Its success has been such that the University welcomed over 1,000 delegates from almost 400 organisations to a total of 40 events in 2013, more than double the number of external participants from the previous year.

In addition, the programme has resulted in an increase in joint projects such as studentships and research collaborations, while encouraging KE activity in every Faculty.

The programme was created from a vision to encourage more staff to consider opportunities in KE, escalate existing relationships, and to identify new opportunities, audiences and partners. These objectives are strongly rooted in the University's strategy which has 'exemplary knowledge exchange and impact' at its heart.

The University provides an innovative supporting infrastructure comprising event and programme management, through a small team of staff, enabling academics to focus on engaging with target audiences. The project team is innovative in the way it manages resources, including budget, and relationships with suppliers to maximise contributions.

Where previous initiatives, such as expos and technology showcases, opened doors in some areas of the University, Engage with Strathclyde has created a culture of external engagement across the institution. Events are programmed in a complementary way to allow delegates to attend more than one event, as the team seek to align events to attract similar audiences.