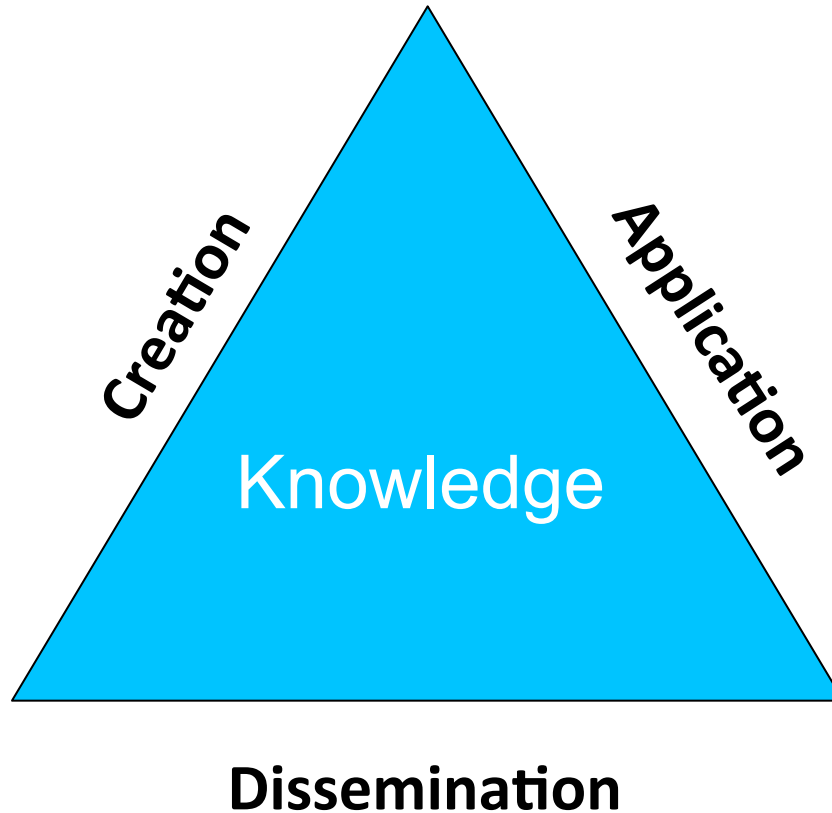


The Knowledge Triangle

Making the Knowledge Triangle work
In Practice

Tom Barnes

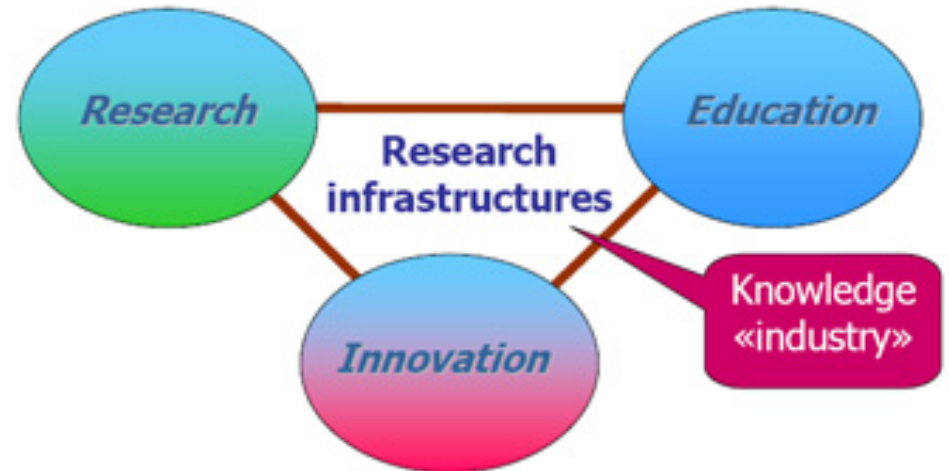
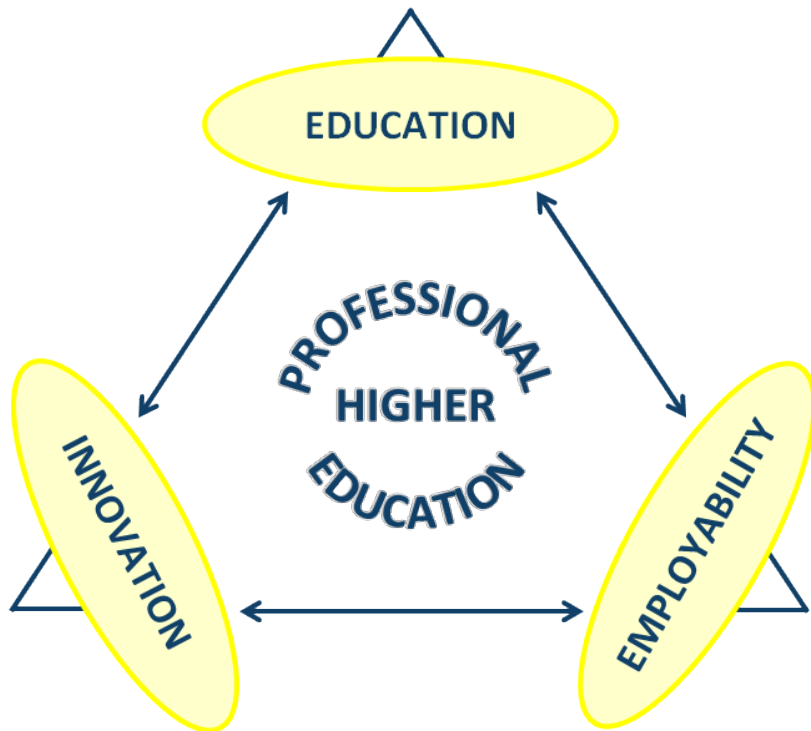
The Knowledge Triangle



Knowledge Triangles



EIT: Through Knowledge and Innovation Communities (KICs)



Proposition: Creation of the EIT

Because of:

- The difficulty Europe has in translating R&D results into commercial opportunities,
- The difficulty in reaching critical mass in certain fields,
- The fragmentation of the EU's research and higher education system, which means that it does not necessarily make the most of the excellence that exists in Europe,
- The lack of innovation and entrepreneurial culture in research and higher education,
- The lack of critical mass and innovation in small and medium-sized enterprises.

Proposed: Barosso – 2005, Appeared: 2006

Universities and Innovation

“European universities have so far failed to unleash their full potential to stimulate economic growth, social cohesion, and improvement in the quality and quantity of jobs ... “

Identified bottlenecks:

- a tendency to uniformity and egalitarianism in many national higher education systems,
- too much emphasis on mono-disciplinarity and traditional learning and learners,
- too little world-class excellence.

European Higher Education:

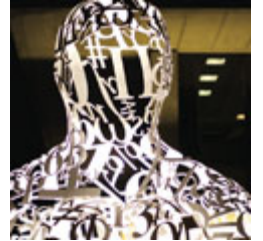
- Is fragmented into medium or small clusters with different regulations and languages;
- Is largely insulated from Industry;
- Produces graduates lacking in entrepreneurship;
- Has a strong dependency on the state.
- Is over-regulated

European Commission: 'Mobilising the Brainpower of Europe: Enabling Universities to Make Their Full Contribution to the Lisbon Strategy', COM (2005) 152, European Commission, Brussels.



'Designing the Future'

“ Looking to the future, our universities will be more important than ever. It is simply inconceivable that the UK economy could develop a world class innovation ecosystem by 2025 without universities fulfilling and developing in their role as true interactive partners in our economy. Our universities must play a role in helping to rebalance our economy away from its unhealthy dependence on debt. Their role will be even more significant in less prosperous parts of the UK. In many of these locations, universities are the only credible knowledge-based institution on which lasting economic growth can be built. This means that our universities can't risk resting on past success, or becoming too inward looking. ...”



Will Hutton, Chair of the Big Innovation Centre



“Innovative and entrepreneurial universities working together to tackle the big issues facing universities, people and the economy.”

University of Greenwich

Multi-faculty, campus-based university in SE London and Kent

One of largest universities in London (by student numbers)

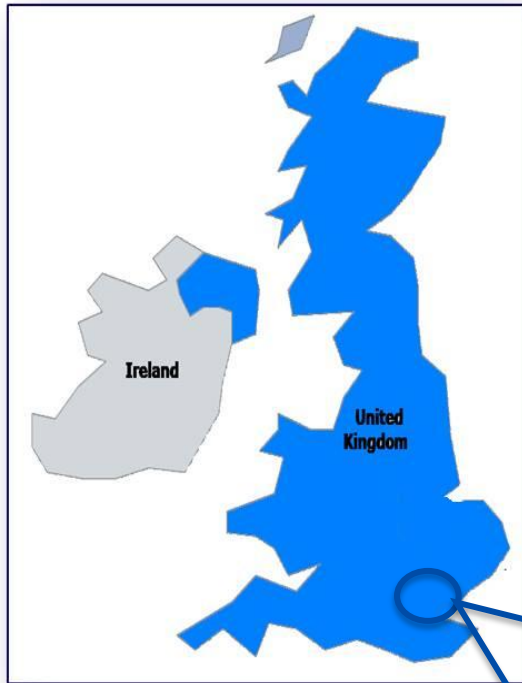
“Best university in London for Teaching Excellence”
The Sunday Times, 2011

Greenest university in UK: *1st People & Planet Green League 2012*

Excellent campus facilities: “More breathtaking than the Versailles of Louis XIV” *The Independent*



University of Greenwich Campuses



University of Greenwich

World leading research: Tsetse fly work in Africa voted 8th most important discovery by a UK university in the past 60 years *Universities UK*

Greenwich alumnus Nobel prize: Charles Kao (fibre optic technology); John Morton's research acknowledged in Al Gore's prize (climate change)

Award winning staff and students

7 Times Higher Awards

4 National Teaching Fellows

Queens Anniversary Award

Numerous student prizes



Our Subjects

Accounting and Finance

Architecture

Art and Design

Biomedical Sciences

Building, Construction and Surveying

Business

Chemistry

Computer Science

Construction

Criminology

Drama and Performing Arts

Economics

Education

Engineering

English

Environmental Science

Geography

Health and Social Care

History

Humanities

Law

Marketing

Mathematics

Media Studies

Pharmacy

Politics

Psychology

Social Work

Sociology

Sports Science

Tourism



World Leading Research and Enterprise

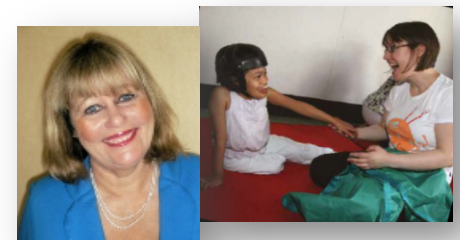
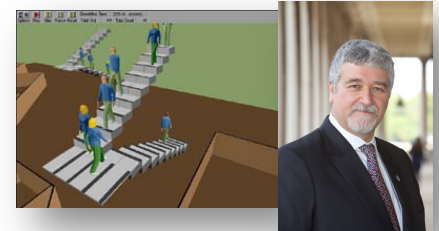
Greenwich staff (and students) are working on important challenges

Building design, cancer, climate change, drug development, economic regeneration, green energy, organisational leadership, memories of war, etc.

Teaching is informed by excellent research and enterprise work

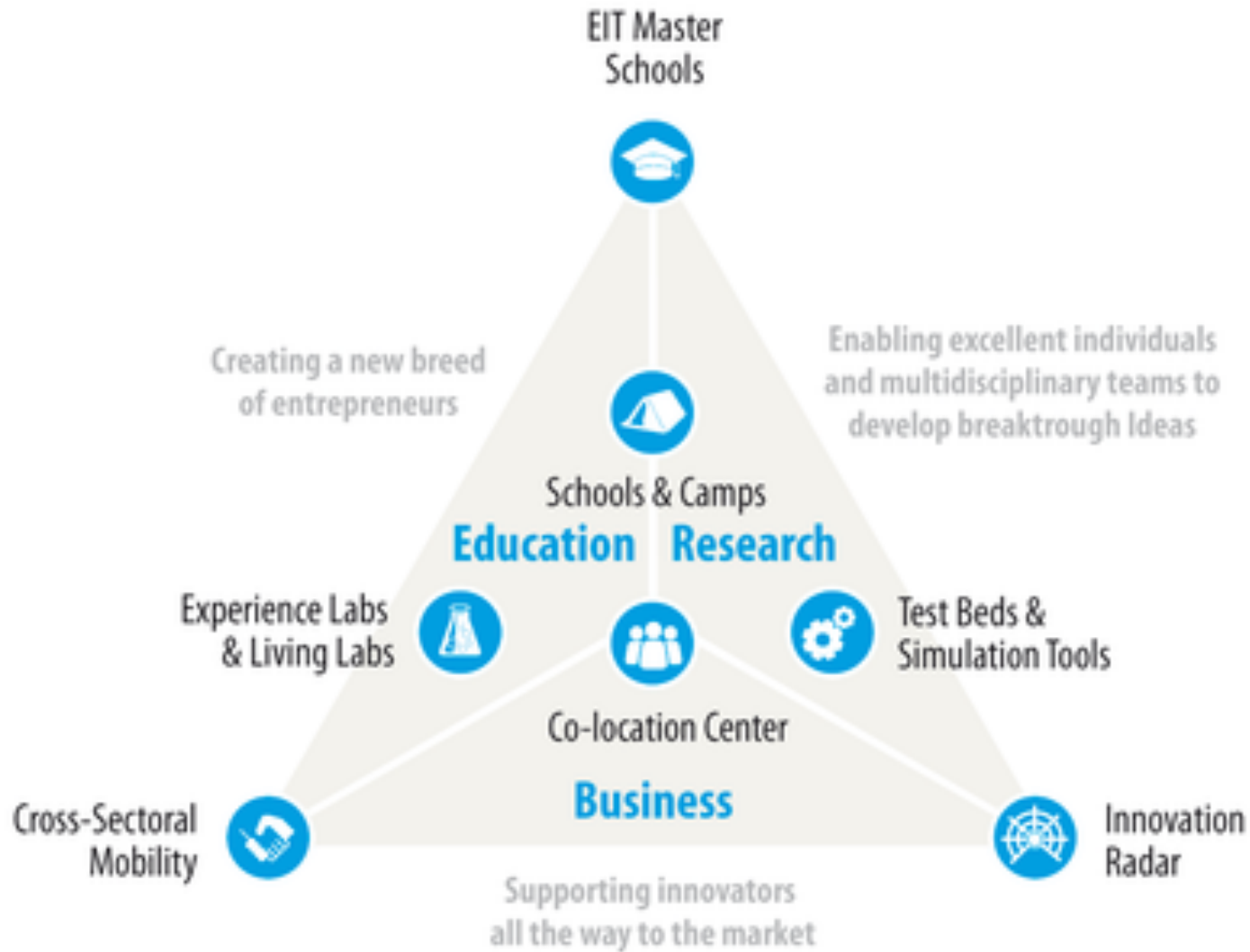
Latest thinking

Real world projects



Walking the Talk

EIT ICT Labs Interpretation

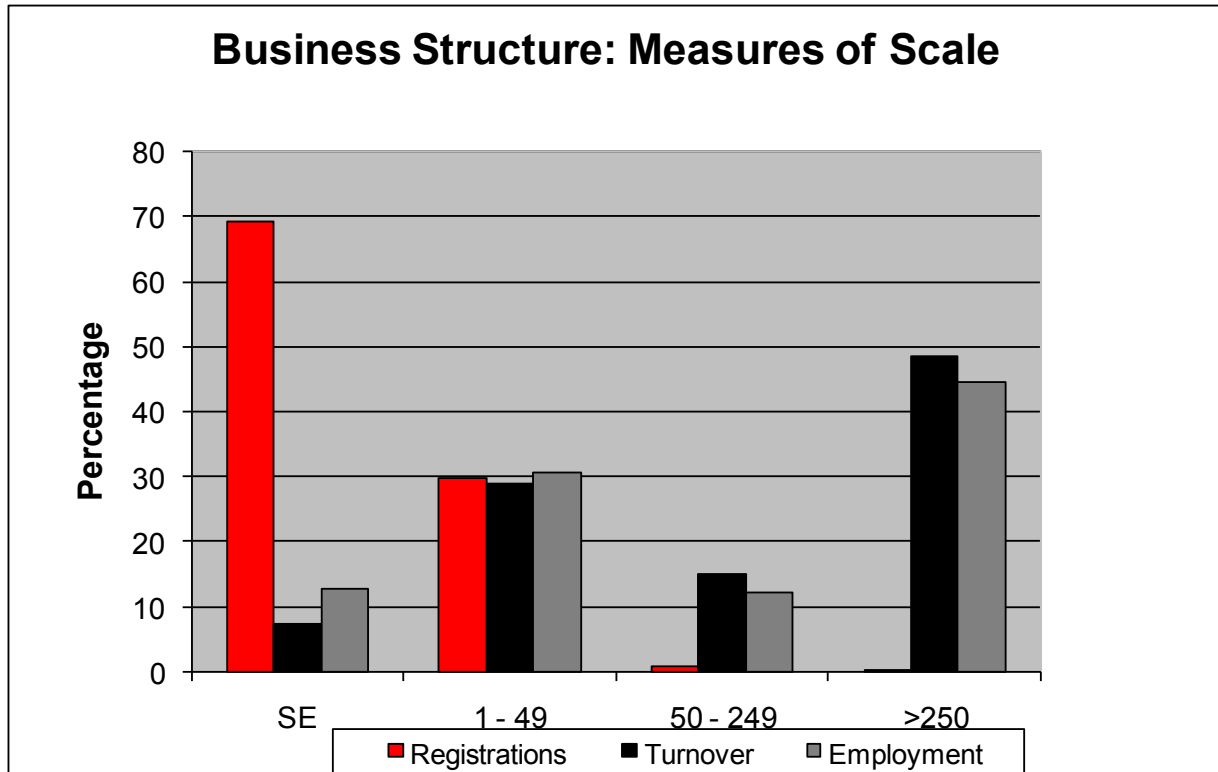


From idea to product, from lab to market, and from student to entrepreneur.

Walking the Talk at Greenwich

- Partnerships with Innovation Centres in Greenwich and Medway to provide increased exposure to business.
- EU Business Innovation Centre (BIC) status for the Medway Innovation Centre.
- Enterprise Europe Network in the SouthEast (EU Funded) – improved access to the SME market in the Southeast of England and Europe.
- FLASH programme to interact with SMEs in SouthEast London
- Business Plan Competition

Economic Context



2008 figures show >4.2m businesses in the UK:
Less than 7,000 employ > 250 people;
Only 34,000 employ 50 – 249 people.
Therefore, almost all businesses employ < 50 people

Economic Context – more ...

At the start of 2013:

- There were an estimated 4.9 million businesses in the UK which employed 24.3 million people, and had a combined turnover of £3,300 billion
- SMEs accounted for 99.9 per cent of all private sector businesses in the UK, 59.3 per cent of private sector employment and 48.1 per cent of private sector turnover
- SMEs employed 14.4 million people and had a combined turnover of £1,600 billion
- Small businesses alone accounted for 47 per cent of private sector employment and 33.1 per cent of turnover
- In the financial and insurance sector, only 27.5 per cent of employment was in SMEs. However, in the agriculture, forestry and fishing sector virtually all employment (95.4 per cent) was in SMEs
- With 841,000 private sector businesses, London had more firms than any other region in the UK. The south east had the second largest number of businesses with 791,000. Together these regions account for almost a third of all firms

Small is dominant !!!

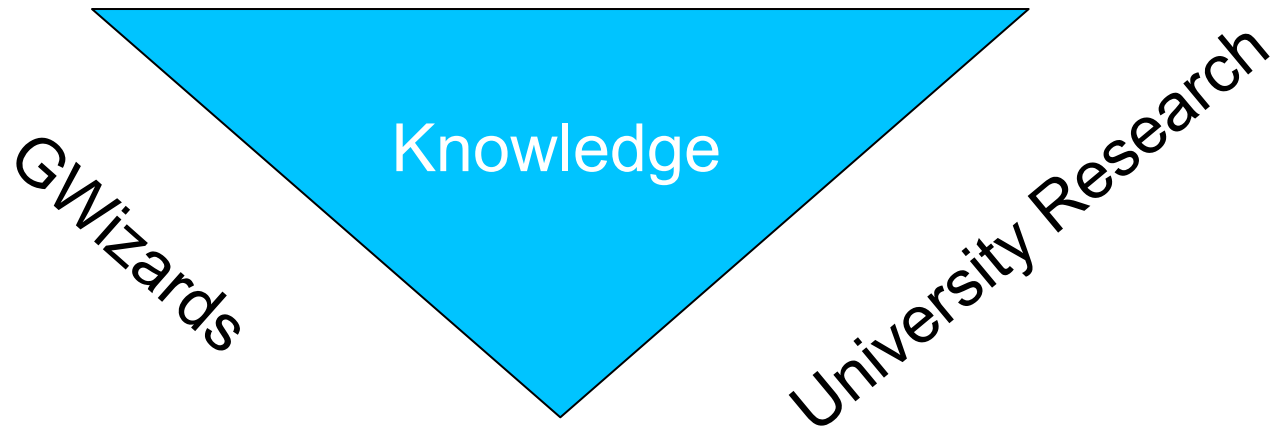
Walking the Talk

Digital Enterprise Centre – Greenwich Peninsula



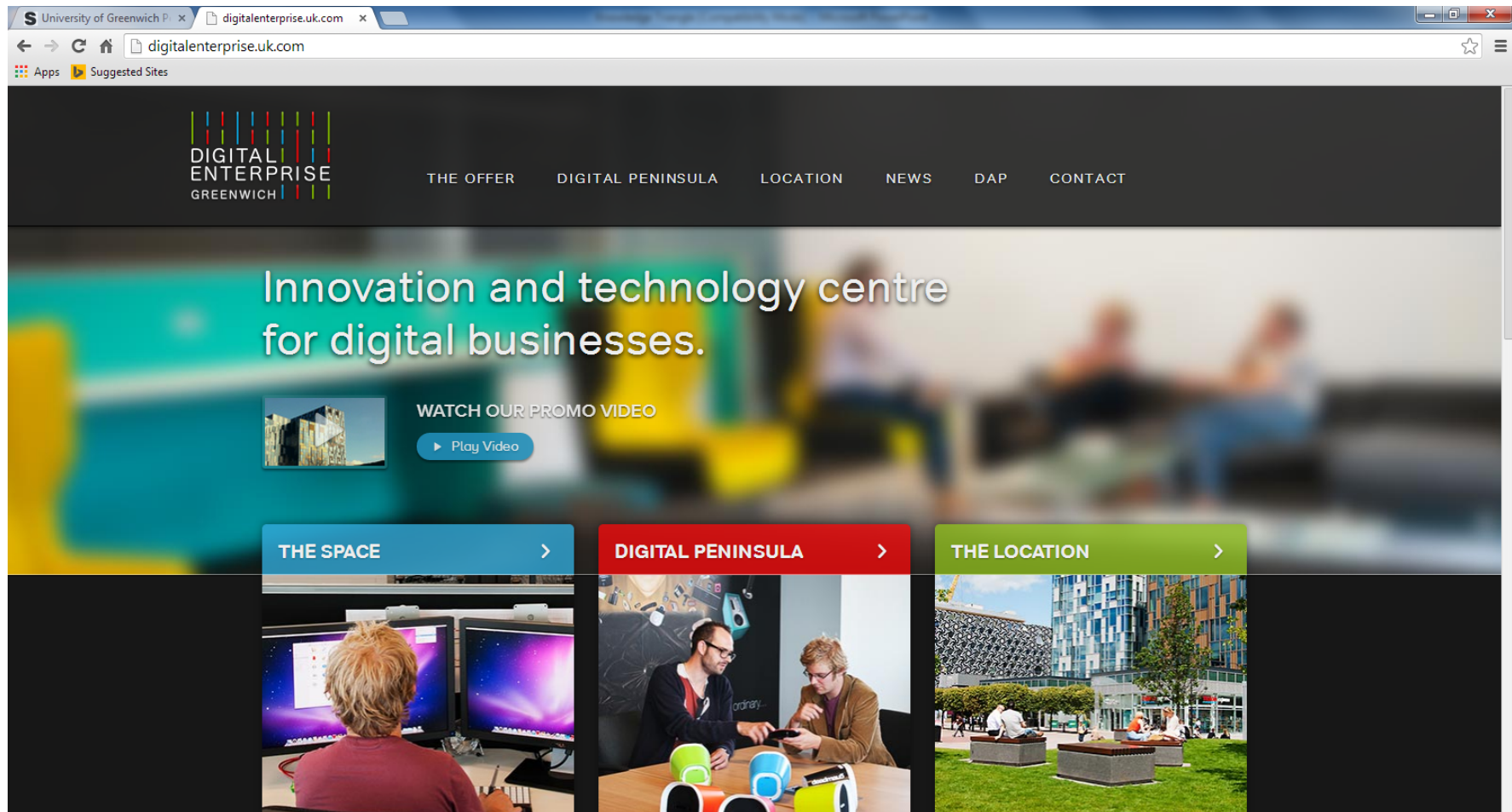
| LOCATION

Digital Enterprise Greenwich is located at the heart of London's growth, on the Greenwich Digital Peninsula.



Walking the Talk

Digital Enterprise Centre – Greenwich Peninsula



“Digital Enterprise Greenwich has provided the ideal springboard for CoApperative. It’s given us all the flexibility we’ve required as a technology start-up without sacrificing the premium quality of the support services on offer. The environmental credentials of the building, the proximity to two leading London Universities and the location’s potential as a City of tomorrow were what drove us to the Peninsula. It is has proven to be a dynamic, rapidly changing and positive environment for us and many of the digital peers we work alongside, we’re glad we came. ...”

James Ghani, CoApperative

Walking the Talk - GWizards



Welcome to GWizards!

GWizards is an exciting, employability initiative developed by the School of Computing and Mathematical Sciences (CMS) at the University of Greenwich.

The aim of GWizards is to work closely with the local community by utilising the talents of our bright, innovative students and recent graduates within real-world development projects. In this way:

- Our students gain relevant experience in the workplace solving real-world problems.
- Organisations (particularly voluntary and public sector) gain practical technical help for little or no cost.

"Working with GWizards has helped us to develop the way that we can help more people find out about the rich history of the Church of England's 16,000 buildings. The work that we did with GWizards has influenced how we think about tourism and technology in our churches."

Ben Greener, Cathedral and Church Buildings Division, The Church of England, 2012.



"NHS Kent and Medway has been working with the University of Greenwich. The successful collaboration, encouraged by the positive 'can do' approach of the University of Greenwich developers (including GWizards), has allowed us to quickly move to a system that is being successfully used to manage seasonal pressures planning across the entire health economy of Kent and Medway"

Matthew Drinkwater, Associate Director of Resilience, NHS Kent and Medway, 2012.

Walking the Talk

Innovation Centre Medway – Rochester Airport



Innovation Centre Medway's goal is to help you grow your business. From the moment you make the serious commitment to start or grow your business we will be by your side to help and support you.

One of the key aims of Innovation Centre Medway is to meet the business development needs of start-up businesses and help them succeed. We offer support services designed to boost the growth of these companies - ranging from cost effective, flexible, managed office space to business advice, integrated telecommunications, broadband internet access and networking facilities.

Walking the Talk

Innovation Centre Medway – Rochester Airport

Events:

Post Budget Breakfast - What the Chancellor has done for you



Guerrilla Business Connections

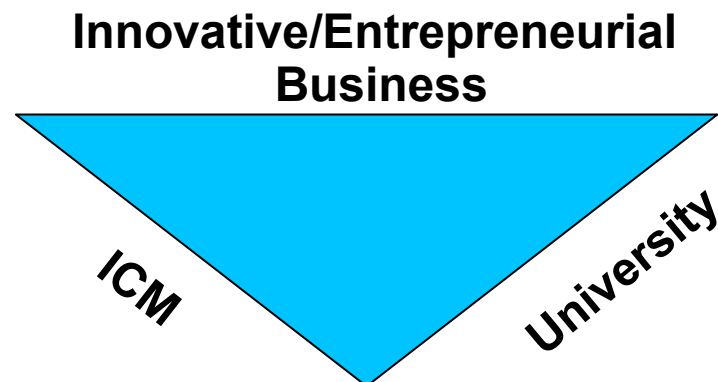
Training, support and business companionship – all the ingredients for a healthy business mindset!

Why businesses fail - tools and tips for survival

Your Gateway to South China Market:

Business Opportunities in Guangdong and Macau promotion seminar

Challenge Towards World Class Manufacturing



Walking the Talk

Growth Accelerator Programme

March 2014	Master Class Why Why Business Fail
January 2014	Master Class Tools of the Internet
November 2013	Master Class Intellectual Property for the Small Business
October 2013	Master Class NLP & Sales Motivation P1 / NLP & Sales Motivation P2
September 2013	Master Class 10 Steps to Successful Marketing
July 2013	Master Class Insurance for Business
June 2013	Master Class The Power of Collaboration
May 2013	Master Class Online Marketing - Beyond Social Media & SEO
April 2013	Master Class Funding for Growth
March 2013	Master Class Post Budget Breakfast
February 2013	Master Class Improve Sales & Margins
December 2012	Master Class BIS Growth Accelerator
October 2012	Master Class Improving Customer Service
September 2012	Master Class HR Pitfalls for the SME
July 2012	Master Class Everyone Owns IP - What do You Own?
May 2012	Master Class Effective Cash Flow Management
May 2012	Master Class Lean Principles for Growth
March 2012	Master Class Reducing Business Taxation
Feb 2012	Master Class 10 Steps To Sales Heaven

- **The CEO Club**
- **Business Advice Clinics**
- **The Tuesday Master Class**
- **Innovation Vouchers**



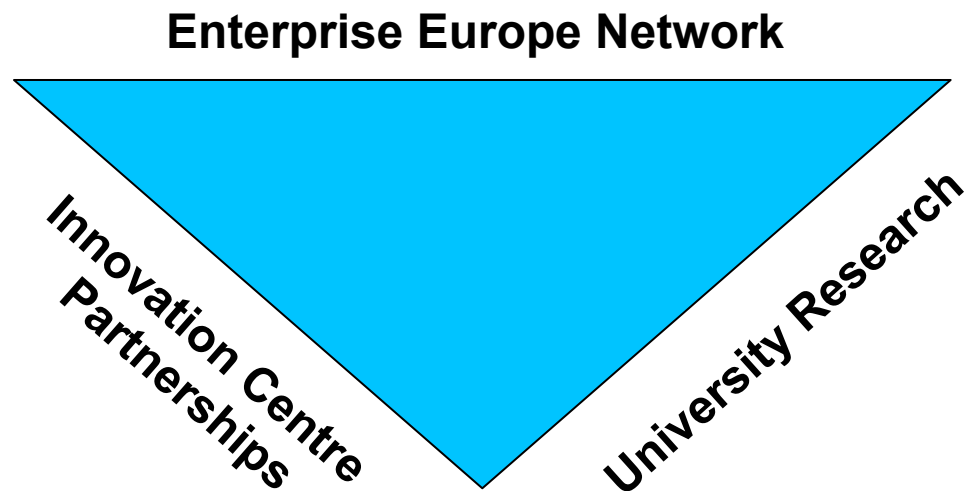
Business Support on Your Doorstep

Walking the Talk

Enterprise Europe Network

The Enterprise Europe Network is the world's largest network connecting your business to Europe. EEN can help companies to improve, innovate and grow through partnership and expert advice. EEN can:

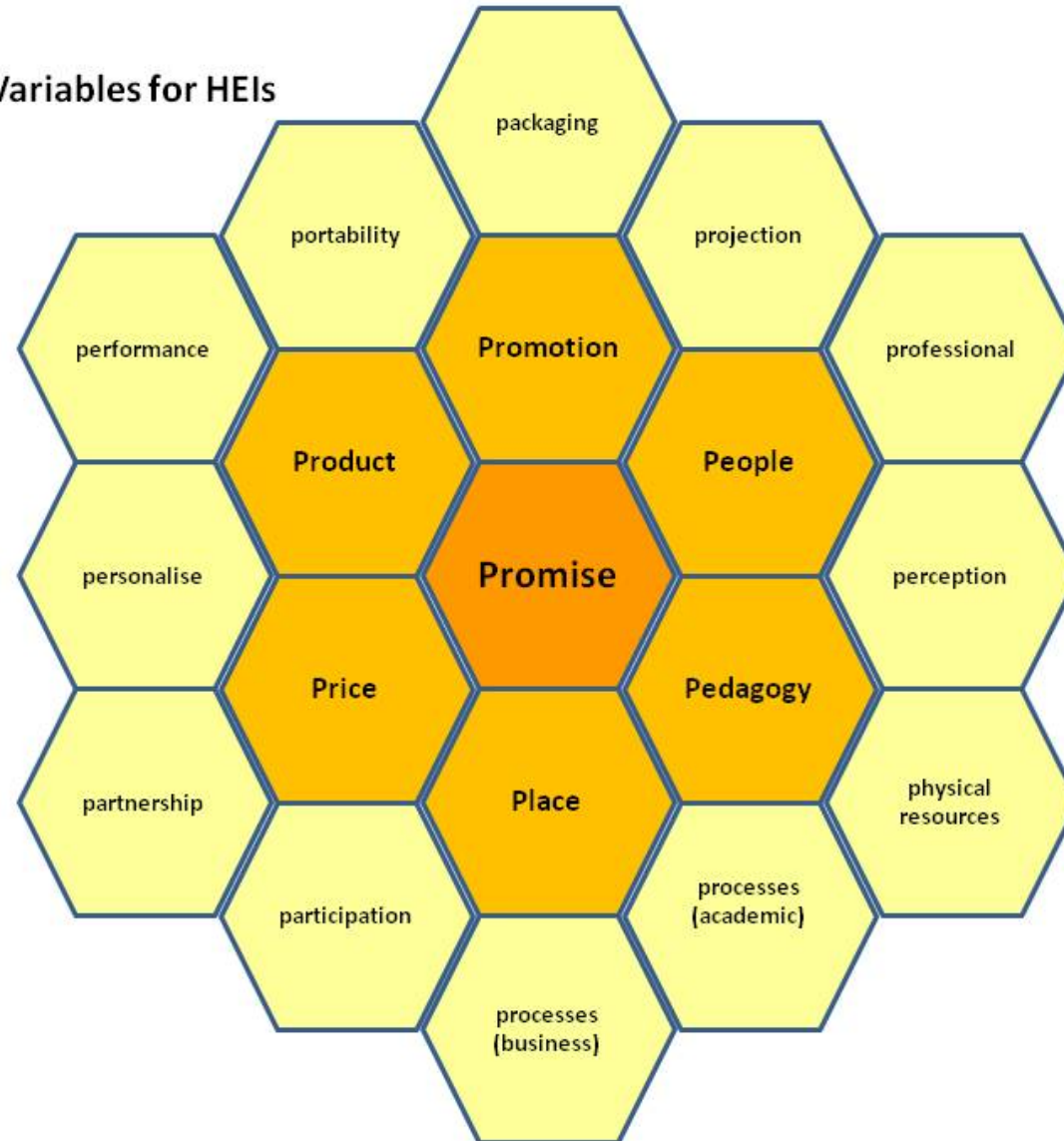
- Provide information and practical advice on trading in Europe
- Help you to find suitable technology and business partners
- Give you guidance on accessing European R&D Funding
- Work with you to develop your research and innovation capabilities
- Help you access European Tenders and Contracts
- Be your voice in Europe - we will feed back your business issues to the policy-makers



Flash Workshops

Table 3
Marketing Variables for HEIs

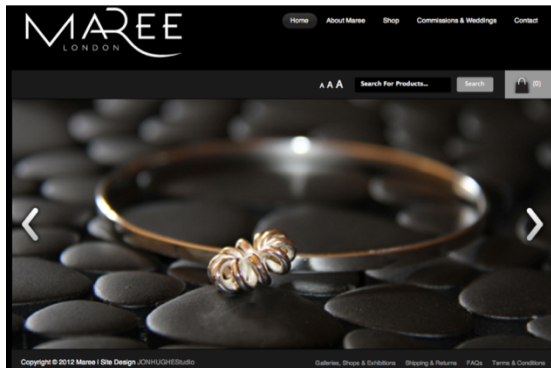
© C J Birch 2010



Flash Innovation Vouchers

Maree Case Study

Prof C J Birch, University of Greenwich Business School, 2012



Maree is a bespoke jewellery maker based in South East London. She designs and makes a wide range of products including earrings, bracelets, pendants, necklaces, cuff links, and rings. Her website – www.maree.co.uk provides a comprehensive online catalogue, from which goods can be ordered or from which ideas can be developed to fit the exact requirements of the client. It is a fully transactional site

allowing payment and providing delivery options. Maree works primarily in silver and gold, but other materials can be used if required.

- Demand-led
- Rapid
- Responsive
- Value-adding

plexipix

Case Study by Prof C J Birch

University of Greenwich: Dec 2011

The Context:

PQ2 has a long established and successful business (www.pq2.biz). Essentially, this operates in a business to business market, though there has always been a small amount of direct trade to individual customers. The business has evolved, but essentially it produces images / art in the form of posters, pictures, postcards and greetings cards, though they have recently been discontinued as the market is too competitive and there is insufficient profit for a small trader. Markets have included London museums and gallery gift shops, specialist small retailers and direct mail clients. The quality of products is good, and the owner provides a customised and high quality support service. Customer feedback has

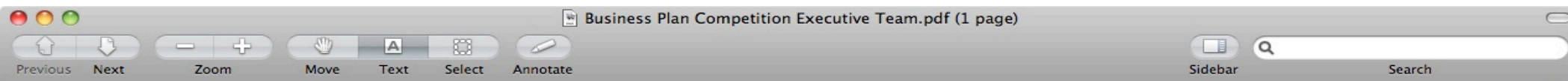
idge – Providing Unique Fine Art Solutions for Projects
ssor CJ Birch January 2012

'Artbridge' is a company based in the heart of Mayfair, alongside many other prestigious fine art studios, galleries and consultancies. It is one of the places that the very wealthy go to when they have a particular fine art requirement to enhance their global real estate. Those paying for the Art often commission experts to source their requirements, be it a Picasso, a Monet or a piece of work from an up and coming artist. Whilst money, per se, is rarely a major consideration, the intermediary buyers have expertise on value and are expected to protect their clients interests and to achieve the best value for money, per se, on any acquisition made. The Art



fully understanding the client's tastes and needs, but the latter is extremely tangible, in that expert valuations clearly show, over time, the level of return (or otherwise) likely in the market. These valuations are conducted regularly for insurance purposes, so there is no hiding place from this reality!

UoG Student Business Planning Competition



BUSINESS PLAN COMPETITION

Calling all Go-Getters!

This a unique chance to be part of a Student Executive Team that will be driving forward the University of Greenwich's 'Business Plan Competition'.

Opportunities for Project and Events Management

Work closely with Senior Staff and Academics, highly successful Entrepreneurs and Judges in the context of an event and you will be able to promote this on your C.V.'s!



Can you be part of a team that is the driving force in making this competition succeed and making things happen?

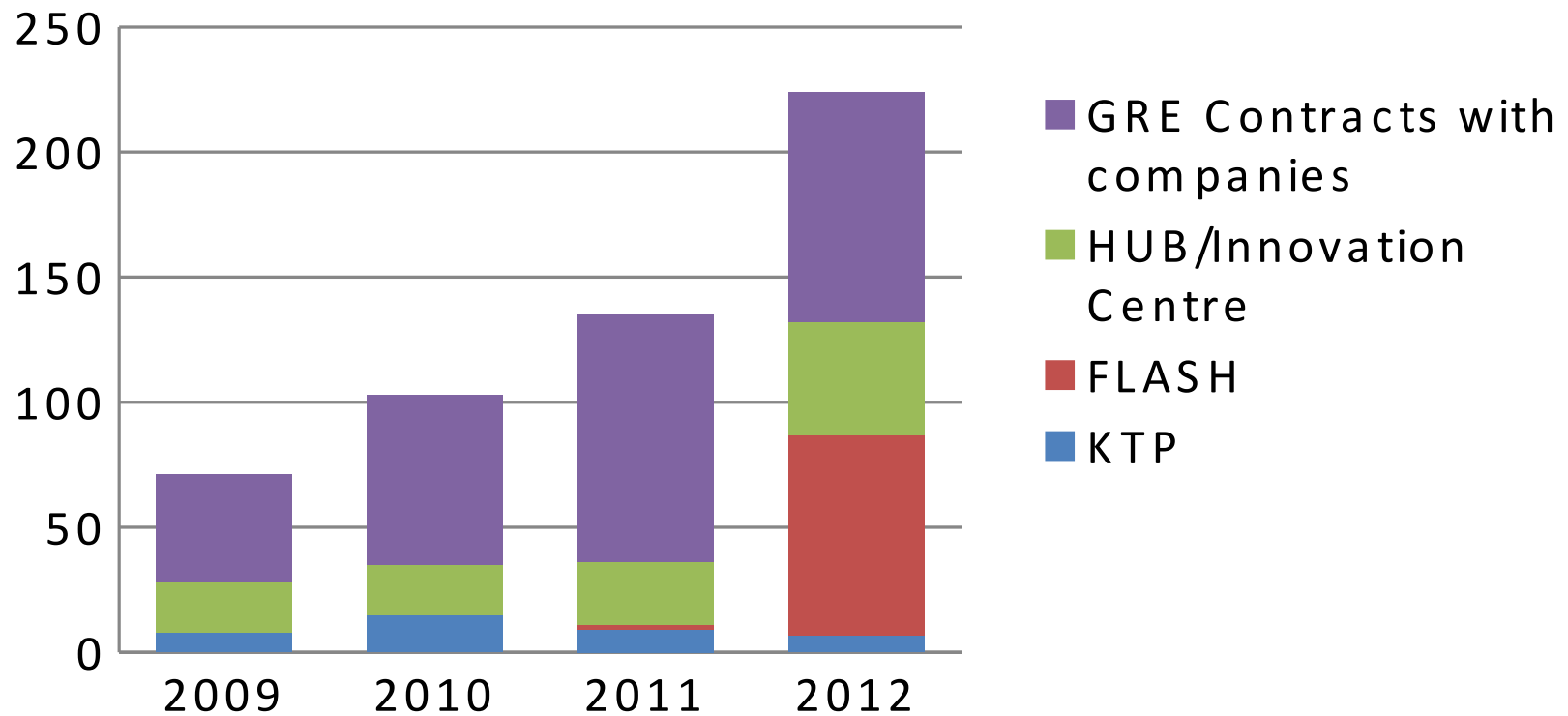
We are seeking students with:

- Team working abilities
- Organisational skills
- Leadership qualities
- Problem solving skills
- Passion
- Enthusiasm
- Decision making
- Planning and coordinating abilities

Is it working?

University of Greenwich Enterprise Partnerships

Enterprise Partnerships





Thank you !

