The Knowledge Triangle

Making the Knowledge Triangle work
In Practice

Tom Barnes
The Knowledge Triangle

Knowledge

Creation

Application

Dissemination
EIT: Through Knowledge and Innovation Communities (KICs)

Herve Pereo: Utilizing the full potential of research infrastructure for the (ERA).
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.

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

"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

Teaching is informed by excellent research and enterprise work:

- Latest thinking
- Real world projects
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
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 business, 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 !!!
“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
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."


"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.
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

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

- The CEO Club
- Business Advice Clinics
- The Tuesday Master Class
- Innovation Vouchers
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
Table 3
Marketing Variables for HEIs
© C J Birch 2010

Flash Workshops

- Creating market dishonesty through innovative USPs
- Innovation Management Using “Pull” Thinking
- Practical ways of using innovation when business planning
- Being innovative to create effective marketing on a budget
- Innovative ways of winning meetings and events for your venue
- Being innovative in recruitment and selection
- Innovative branding your organisation
- Information informed innovative marketing
- Producing better marketing support material — on and offline
- Effective talent management is crucial to the innovation process
- Innovation through digital accounting
- Planning for the financing of Innovation
- Innovation is a State of Mind
- Agile Innovation Leadership
- Building on the Olympic legacy
- Using technology to create innovative costing and pricing models
- Made to measure problem solving
- Effective innovation requires creative communication
- Innovative sales strategies
- Ensuring legal compliance with New Marketing Communications
- Innovative and effective PR for SMEs
- Managing the Innovation Change Process
- New Wave Marketing Communications to minority groups
- Preparing budgets to support Innovation
- Opening International Markets
- Effective Presentation and Communication Skills
- Innovative business communications using LinkedIn and Twitter
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

Case Study by Prof C J Birch
University of Greenwich: Dec 2011

‘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 each item sold on an arm’s length trade. The Art in turn is not only a useful tool for an investment portfolio, which historically has been shown to outperform many other investment classes. From the intermediaries perspective, repeat business is based on their reputation and credibility, both in terms of understanding the client’s aesthetic requirements, but also their financial ones. The former is to an extent, subjective, and is about 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 is 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

GRE Contracts with companies
HUB/Innovation Centre
FLASH
KTP
Thank you !