



Key Action 2: Cooperation for innovation and the exchange of good practices  
Capacity Building in the field of Higher Education



**University Business Engagement – A SMART Path for Development in Indonesia**

**Third Intensive Training Workshop and Study Visit**  
**5-6-7 October 2022**

# **Industrial Relations and Third Mission @Unibo**

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610106-EPP-1-2019-1-ID-EPPKA2-CBHE-JP

## OUTLINE

1. ALMA MATER and its Innovation Ecosystem
2. University Organization: Focus on Third Mission
3. Universtiy-Business Collaboration Unit @Unibo
4. University-business Collaboration involving students

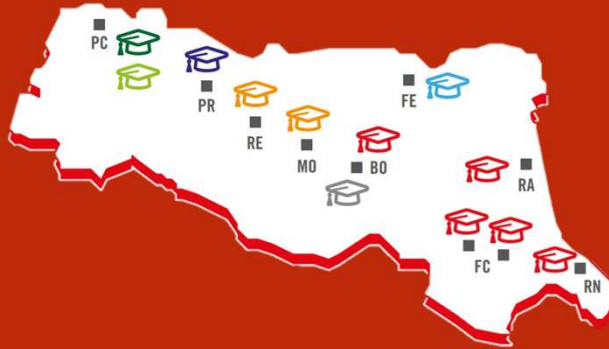


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## EMILIA ROMAGNA



• EDUCATION

• RESEARCH

• INNOVATION

• BUSINESSES

- University of Bologna
- University of Modena and Reggio Emilia
- University of Ferrara
- University of Parma
- Cattolica University
- Piacenza campus of «Politecnico od Milano»
- Johns Hopkins University

- CNR - National Research Council
- ENEA - Italian National Agency for New Technologies, Energy and Sustainable Economic Development
- INFN - National Institute for Nuclear Physics
- INAF - National Institute for Astrophysics
- INGV - National Institute for Geophysics and Volcanology
- CINECA - the largest Italian computing centre

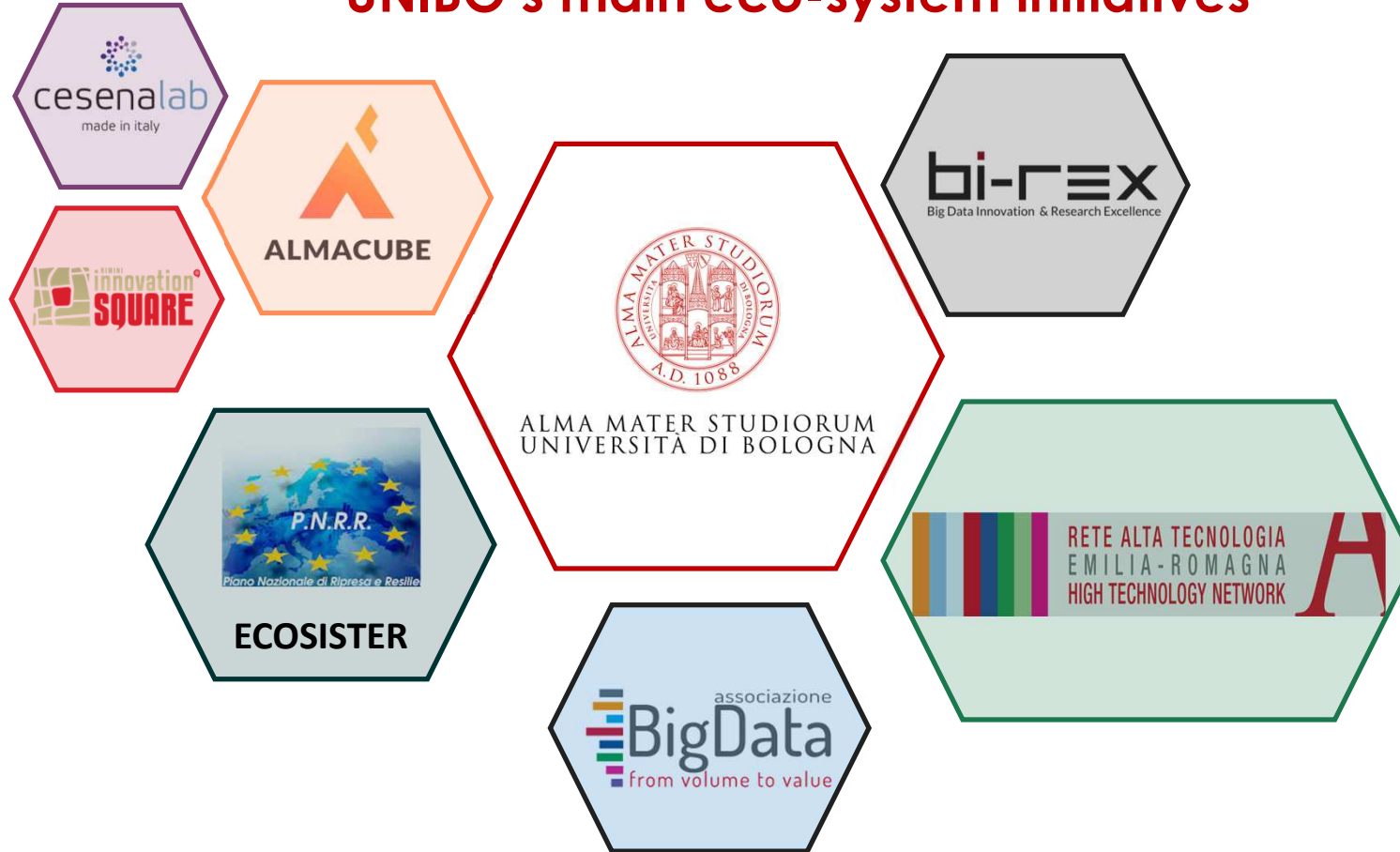
- 90 INDUSTRIAL RESEARCH LABS and INNOVATION CENTRES
- 10 TECHNOPOLES
- >20 incubators and STARTUP ACCELERATORS
- MAK-ER: the first Association in Italy for digital fabrication
- 10 OPEN LABS for DIGITAL INNOVATION
- 7 REGIONAL CLUST-Ers with public and private entities involved

SECTORS OF EXCELLENCE

- AUTOMOTIVE
- INDUSTRIAL AUTOMATION
- AGRIFOOD
- TOURISM
- FASHION



## UNIBO's main eco-system initiatives





ESTABLISHED IN 1088  
9 CENTURY OF HISTORY



### REPRESENTACION EN LA REPUBLICA ARGENTINA

The site in Argentina, which represents the University of Bologna in all of Latin America (1998), provides a space for discussion of the processes of political and economic integration between the Europe Union and Latin America.

### Brussels, New York, Shanghai

Branches and representative offices of the University of Bologna in Brussels, New York and Shanghai.

#### CESENA CAMPUS | VOCATION

- AGRIFOOD
- ARCHITECTURE
- ICT AND BIOENGINEERING
- PSYCHOLOGY

#### FORLÌ CAMPUS | VOCATION

- ECONOMICS AND SOCIAL SCIENCES
- MECHANICAL AND AEROSPACE ENGINEERING
- TRANSLATION AND INTERPRETING

#### RAVENNA CAMPUS | VOCATION

- ENVIRONMENTAL AND SEA RIGHTS
- CULTURAL HERITAGE
- RIGHTS

#### RIMINI CAMPUS | VOCATION

- SUSTAINABLE DEVELOPMENT AND WELL-BEING
- SERVICES FOR INDIVIDUALS, BUSINESS AND COMMUNITIES
- TOURISM AND FASHION





## Alma Mater and the Innovation Ecosystem



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

### 5 SCHOOLS

Economics and Management | Engineering | Arts, Humanities and Cultural Heritage | Medicine | Science

### 32 DEPARTMENTS

### 11 RESEARCH AND TRAINING CENTRES

### 7 INDUSTRIAL INTER-DEPARTMENTAL RESEARCH CENTRES

A. Y. 2020-2021

#### STUDENTS

 TOTAL NUMBER OF STUDENTS ENROLLED  
**90,291**

 OF WHICH INTERNATIONAL STUDENTS  
**7,062**

#### STAFF

 TEACHING STAFF  
**2,917**

 PROFESSIONAL STAFF  
**2,965**


#### TEACHING


 DEGREE PROGRAMMES (A.Y. 2021/2022)  
**243**


OF WHICH 96 INTERNATIONAL:

- 56 TAUGHT IN ENGLISH
- 23 TAUGHT IN ENGLISH DOUBLE/MULTIPLE DEGREES
- 17 DOUBLE/MULTIPLE DEGREES NOT TAUGHT IN ENGLISH

#### RESEARCH

 Agri-food, bioeconomics, natural resources, agriculture and the environment

 Culture, creativity and inclusive societies

 Climate, energy and mobility

 Digital, industry and space

 Health

 Public safety



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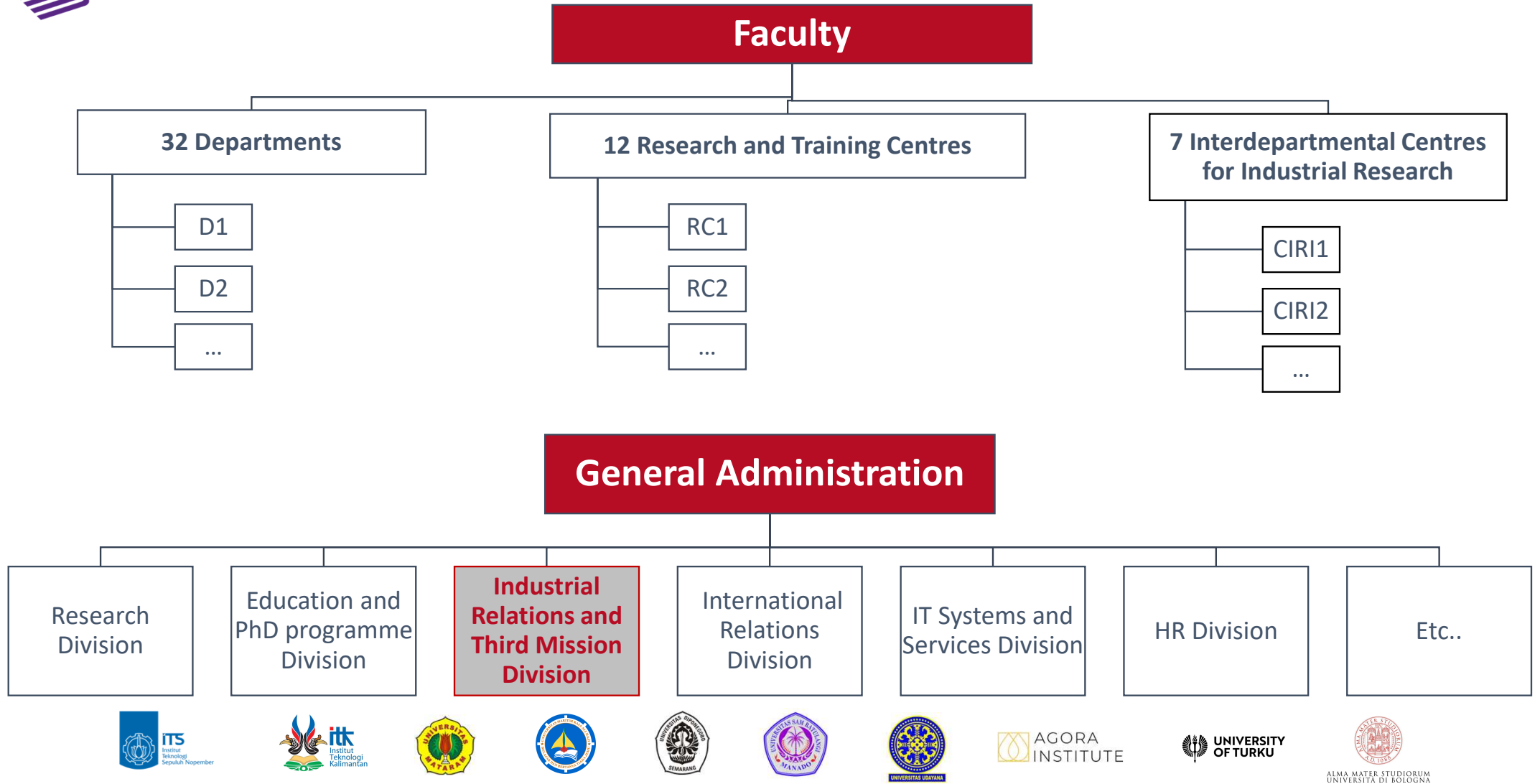




**Third Mission means  
IMPACT  
of the University  
on the society**

- **Research valorization/exploitation** (IP management, Spin-off companies, Sponsored research contracts, etc.)
- **Production of public goods and services of a social, educational and cultural nature** (clinical experimentation and medical training, production and management of cultural heritage, continuing education, public engagement)





## Industrial Relations and Third Mission Division

### Mission:



- ✓ Managing **relations with companies** aimed at developing the University's strategic objectives concerning the Third Mission
- ✓ Taking care of activities related to the **valorisation of the results of scientific research**
- ✓ Developing and managing actions aimed at **start-up new business**
- ✓ Support governance in defining the strategy for **public engagement** and the promotion and coordination of fundraising initiatives.
- ✓ Managing the **Alumni project**

## SUPPORT SERVICES FOR THIRD MISSION

<b>UNIVERSITY-BUSINESS COLLABORATION</b>	<ul style="list-style-type: none"> <li>✓ strategies and tools for university-industry cooperation</li> <li>✓ management of university-industry framework agreements</li> <li>✓ promotion of funding tools for fostering collaboration with industry</li> </ul>
<b>JOB PLACEMENT</b>	<ul style="list-style-type: none"> <li>✓ support graduates' transition to work enhancing cooperation with industry</li> <li>✓ students and graduates career management and professional development</li> <li>✓ organization of university recruitment fairs and customized recruitment events</li> </ul>
<b>KTO - IP PROTECTION</b>	<ul style="list-style-type: none"> <li>✓ IP protection and IP portfolio management</li> <li>✓ IP legal and technical advice to university staff</li> <li>✓ negotiation and technical advice on IP agreement</li> </ul>
<b>KTO - IP EXPLOITATION</b>	<ul style="list-style-type: none"> <li>✓ licensing</li> <li>✓ negotiation and technical advice on IP exploitation agreements</li> <li>✓ legal and technical advice on IP exploitation items</li> </ul>
<b>KTO - NEW ENTREPRENEURSHIP</b>	<ul style="list-style-type: none"> <li>✓ develop tools to support inspiration and awareness raising</li> <li>✓ facilitate access by industry to innovative R&amp;D ideas developed by university staff</li> <li>✓ support pre-and incubation, acceleration services</li> </ul>
<b>PUBLIC ENGAGEMENT AND SOCIAL INNOVATION</b>	<ul style="list-style-type: none"> <li>✓ coordination of initiatives to engage and dialogue with the citizenship and non academic public at large</li> <li>✓ rationalization and coordination of the University's fundraising and sponsorship activities</li> </ul>



**Mission:**

**Facilitating relations with the industrial ecosystem to expand and diversify collaborations, increase quantity and quality, enlarge researcher's involvement also with a multidisciplinary logic.**

Facilitate the creation of **structured and continuous relationships** with companies, through the promotion and development of medium-long term initiatives

**Main activities:**

- ✓ Promotion and implementation of **collaboration strategies** with the industrial sector (local companies and associations, large national and international companies)
- ✓ **Entry point** for companies interested in collaborating with the University
- ✓ Promotion, negotiation and management of **University Framework Agreements** for collaboration with companies and **Joint Research Labs**
- ✓ Promotion and development of **training initiatives for companies employees**
- ✓ Support to **research teams** in interfacing with business
- ✓ Organization of **information events to raise awareness and interest** on university-business collaboration opportunities, and of **knowledge exchange and networking events** with companies and other stakeholders

UNIVERSITY-BUSINESS COLLABORATION



**Mission:**

Facilitating and supporting the **relationship between students, companies and the University of Bologna** for the placement of University of Bologna graduates in the labour market, in order to improve their employability conditions also in line with the evolution of the labour market and the specific needs of companies



**Services and activities:**

- Customised CV search
- Job posting
- **Matching Events**
  - ✓ **Single company on-campus events and workshops** to engage with our students/graduates: presentations, assessments, business games, speed dating, mock interviews
  - ✓ **Job Fairs:** held throughout the whole academic year. Variable format: from the largest event, **the Career Day**, attended by employers from a wide range of sectors, to more **focused sectoral events** such as single-company Job Days or Recruiting Days.
- **Partnerships – Tailored Services**



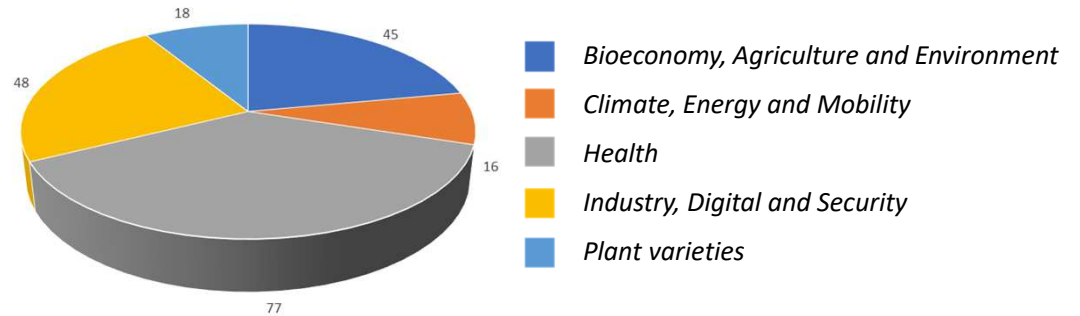
**Mission:**

Promote and implement the protection and the valorization of research results.

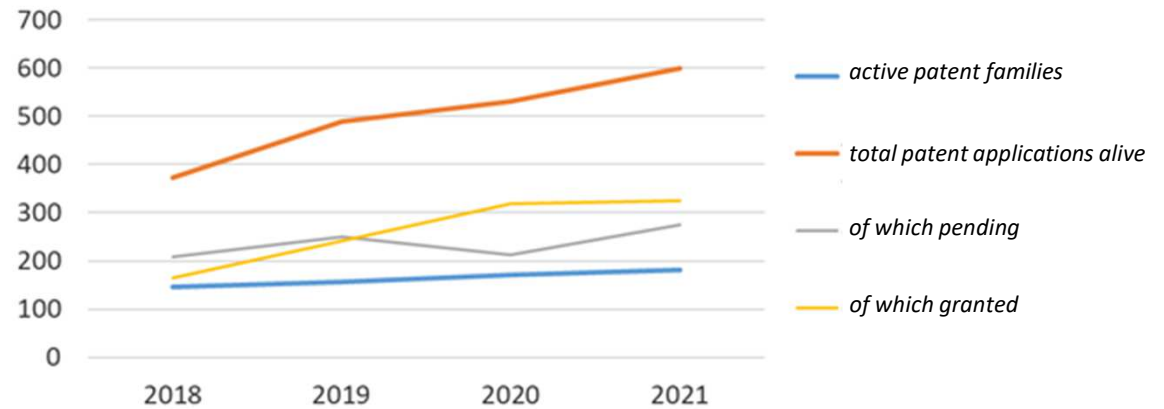
More than  
**200**  
ACTIVE  
PATENT  
FAMILIES

More than  
**600**  
ACTIVE  
PATENTS

**133**  
ACTIVE  
LICENCE  
AGREEMENTS



**UNIBO patent portfolio as at 31 December 2021**



**Mission:**

Fostering the diffusion of **entrepreneurial culture** within the UNIBO Community

Promoting the **commercial exploitation of university results** through the creation of **SPIN-OFFs**

Favouring the creation of **students' START-UPS**



**SPIN-OFFS**

Research-based companies based on knowledge developed within universities, both IP and non-IP based with the involvement of the University of Bologna research community (Professors, Research Fellows, PhD students).

**START-UPS**

Companies started by students (undergraduates and master) and by recently graduated alumni (within 3 years from graduation) and based on competences, know-how and experiences developed during their training at the University of Bologna and with the support of the University of Bologna.

1

**ENTREPRENEURIAL**  
CULTURE CREATION

2

**IDEAS**  
SCOUTING

3

**BUSINESS**  
DEVELOPMENT

4

**INCUBATION**

5


**GROWTH AND**  
SCALE UP





**Mission**

- ✓ coordination of initiatives to engage and dialogue with the citizenship and non academic public at large
- ✓ coordination of the University's fundraising and sponsorship activities



**PUBLIC ENGAGEMENT**

<p style="text-align: center;"><b>UniboMagazine</b></p> <p style="text-align: center;"><i>Online information organ of the University</i></p>	<p style="text-align: center;"><b>UniboPER</b></p> <p style="text-align: center;"><i>Instagram channel dedicated to the enhancement of research and culture</i></p>	<p style="text-align: center;"><b>Research Corner</b></p> <p style="text-align: center;"><i>Podcast corner in which Alma Mater researchers explore current scientific and cultural issues.</i></p>	<p style="text-align: center;"><b>Unibocultura</b></p> <p style="text-align: center;"><i>Gathers non-specialised events organised by the University into a single poster</i></p>
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**FUNDRAISING**

- ✓ rationalization and coordination of corporate and individual fundraising activities
- ✓ Analysis and definition of sponsorship agreements





- ✓ The Alumni community includes more than 18,000 graduates per year, along with all those who, for various reasons, have completed their studies or a period of research at our University.
- ✓ Almae Matris Alumni Association (AMA) is an **international network** that represents the community of students, recent graduates, and graduates of the University of Bologna. AMA aims to enhance the Alumni community as a network of global ambassadors and to encourage them to be actively engaged in University life.

Students and graduates who wish to become members of the association will have access to a number of exclusive initiatives and services:

- ✓ Joining the **Alumni Community**: to facilitate networking opportunities through the dedicated digital platform.
- ✓ Joining **Chapters**: networks that bring graduates together according to geographic location or disciplinary area of interest.
- ✓ The **Mentoring Programme**: it allows support for professional and personal development to be provided or obtained.
- ✓ **Job opportunities, lifelong learning and dedicated events.**

