

# University-Industry Collaborations: Necessary but Certainly not Easy...

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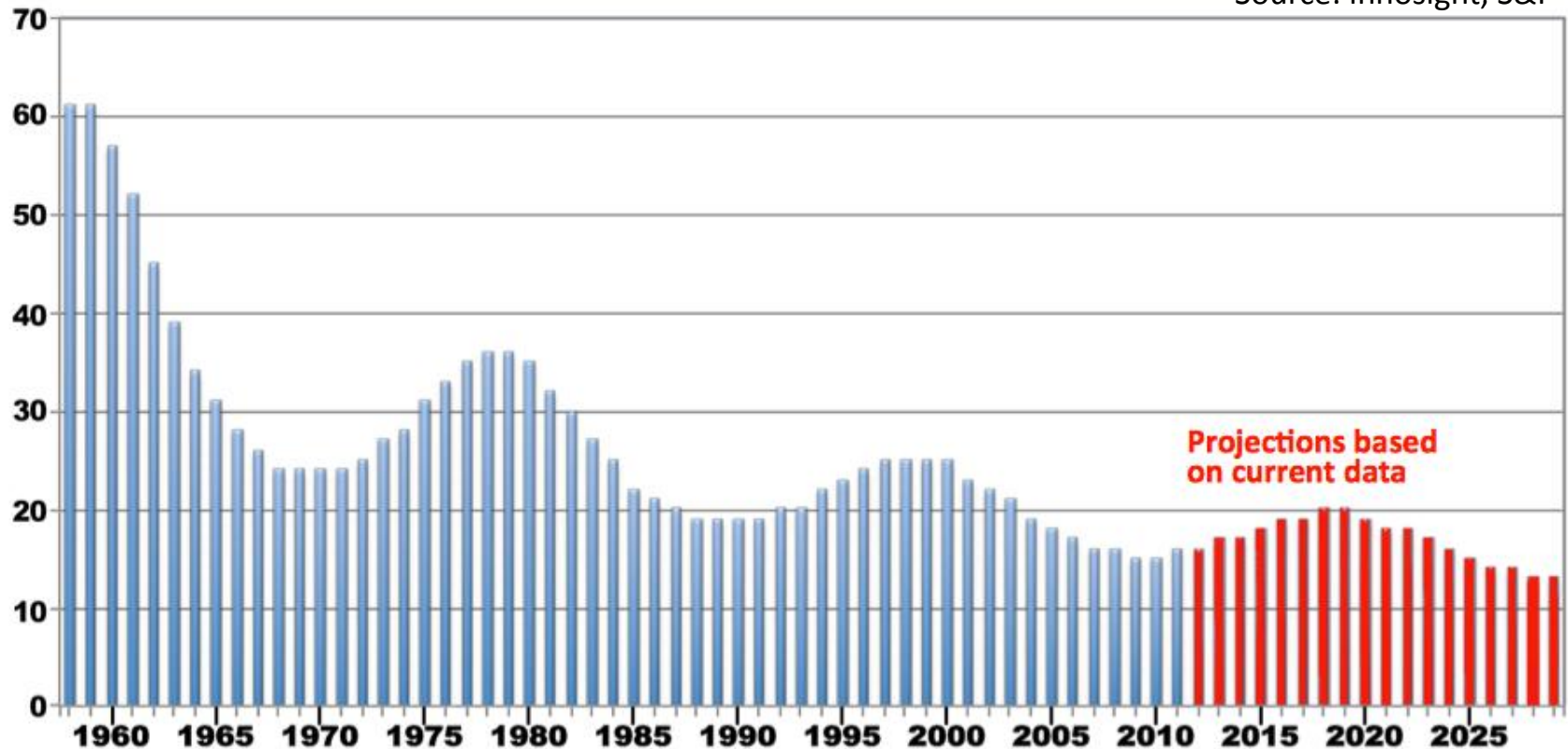
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# Innovation: a Condition for Survival and for Growth

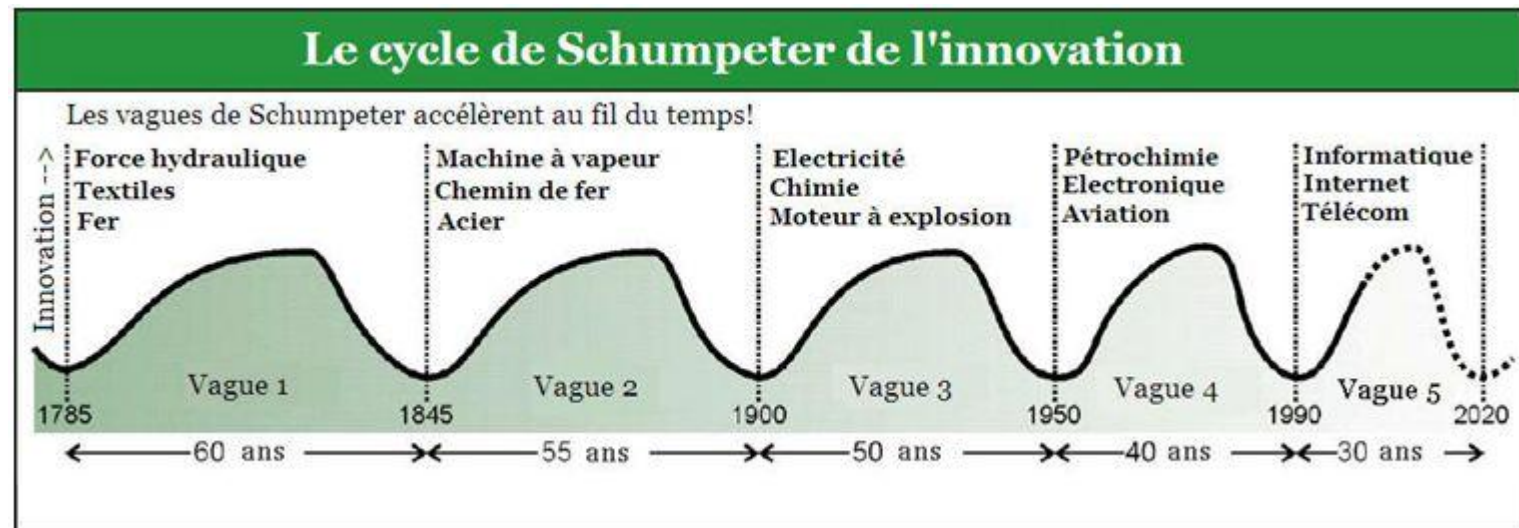
- The life expectancy of firms fell of more than 50 years during the 20th century (Foster, 2001)

Source: Innosight, S&P

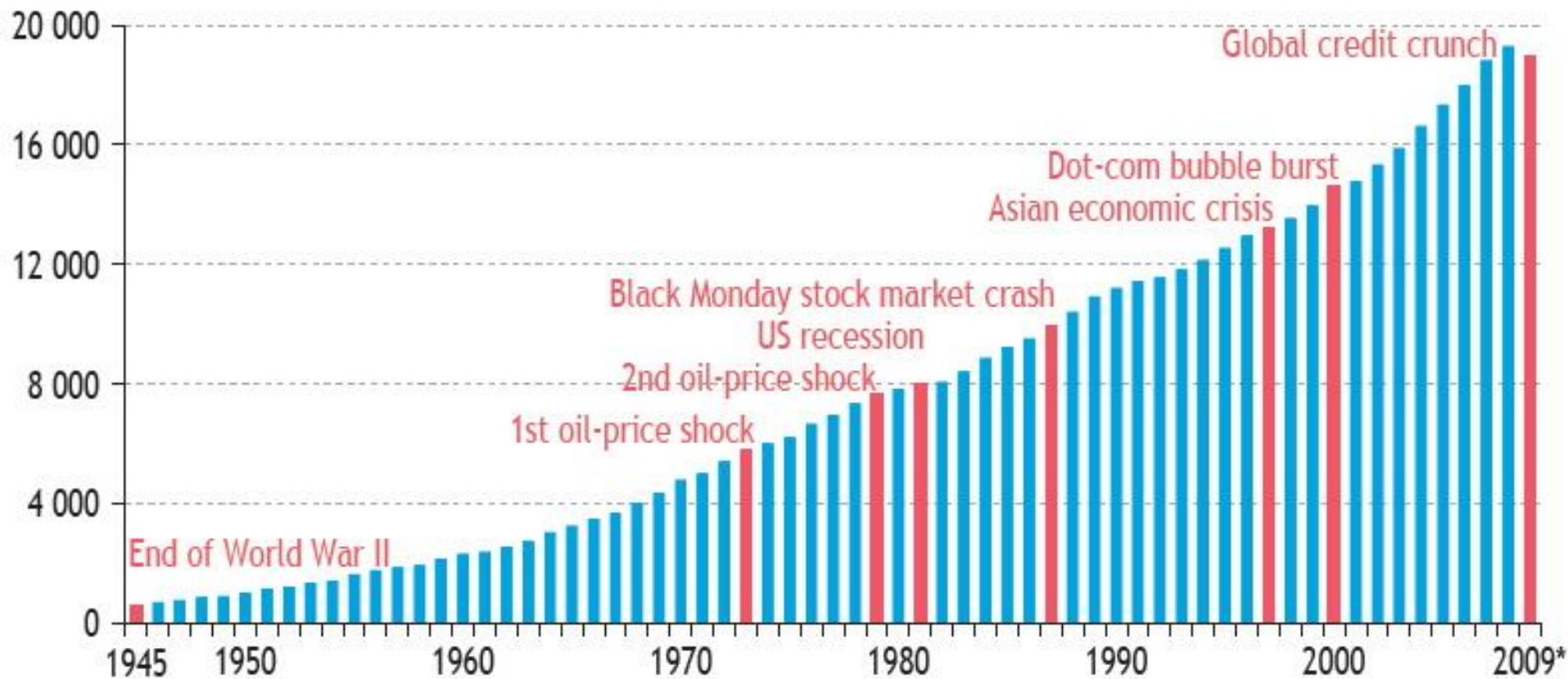


- In question, the ability of firms to change, adapt, innovate
- The pressure is still higher as there is an acceleration of change: technical progress, consumption, industrial cycles...

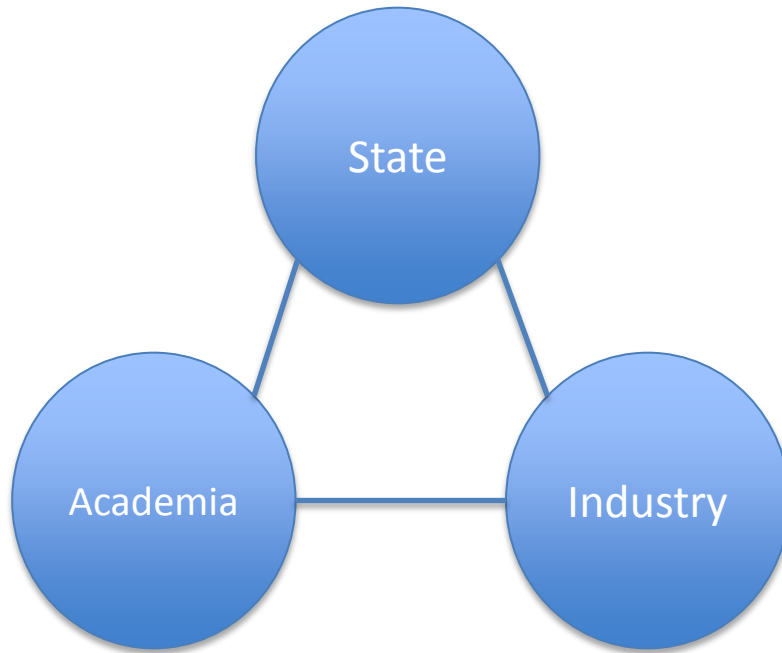
Source: Blog of Yoananda, Interview of Gaël Giraud



- Additionnally, innovation is needed to face growing demand(s)

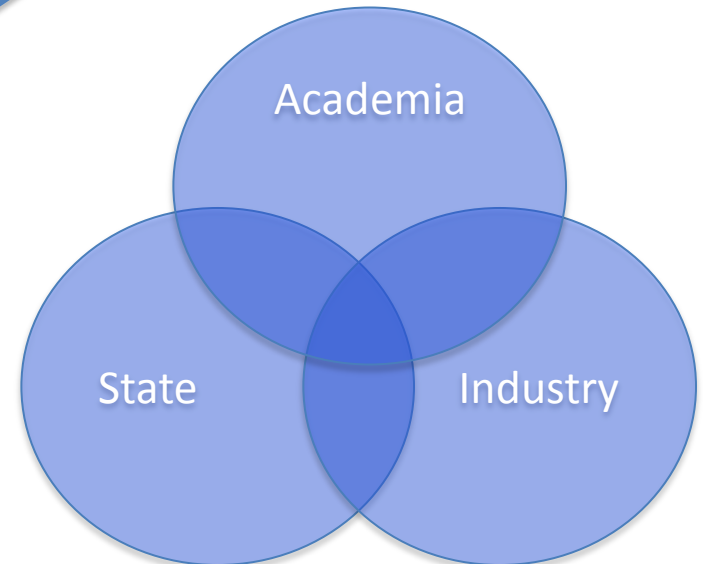


# The Theory of the Triple Helix (Etzkowitz & Leydesdorff, 2000)



From a « laissez-faire » situation...

To higher integration,  
if not hybrid organisations





« Overlay of communications and expectations at the network level guides the reconstruction of institutional arrangements » thanks to a co-evolution of the dynamics

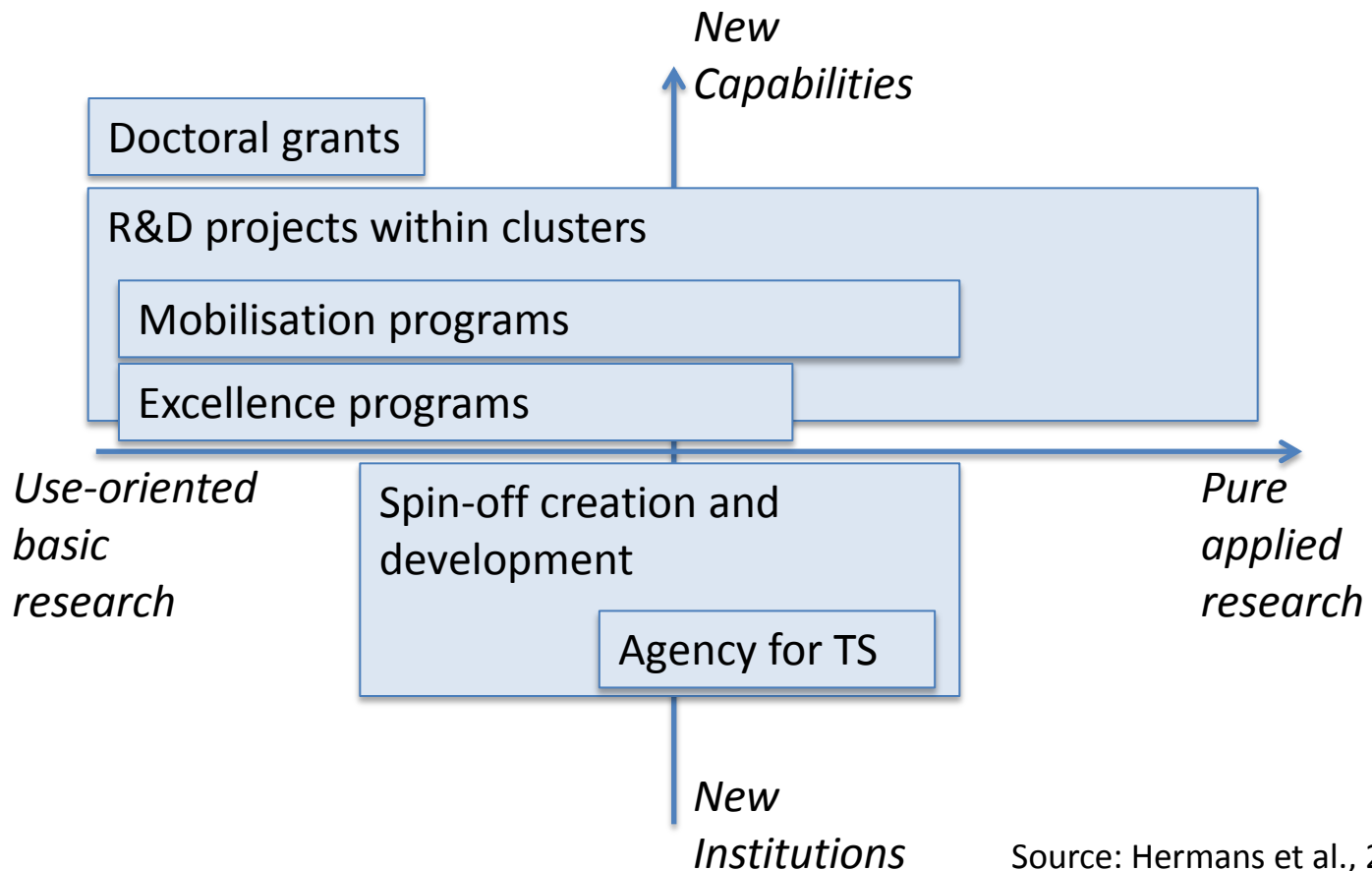
(Etzkowitz & Leydesdorff, 2000)

## « Pôles de compétitivité » - Competitiveness Clusters

- On the basis of the Triple Helix theory, governments have supported the creation of technological clusters

Competitiveness clusters	Regional clusters
Network configuration	Network configuration
Balanced involvement of research actors, training centers and (large and small) companies	Flexibility, mainly industrial actors
Technocratic selection & Bottom-up approach	Bottom-up approach, spontaneous emergence
R&D projects funding	Without R&D projects funding
Critical mass International visibility	Critical mass Regional visibility

- Example of the « Plan Marshall » in Wallonia



Source: Hermans et al., 2010



- Challenges
  - Within projects
    - Coherence and convergence
    - Management and respect of cultural differences
    - Trust, balanced leadership
  - After projects
    - Management of intellectual property
    - Making partnerships perennial (building of an ecosystem)
    - Continuity of the dynamics
  - Taking into account context (local eco-systems)

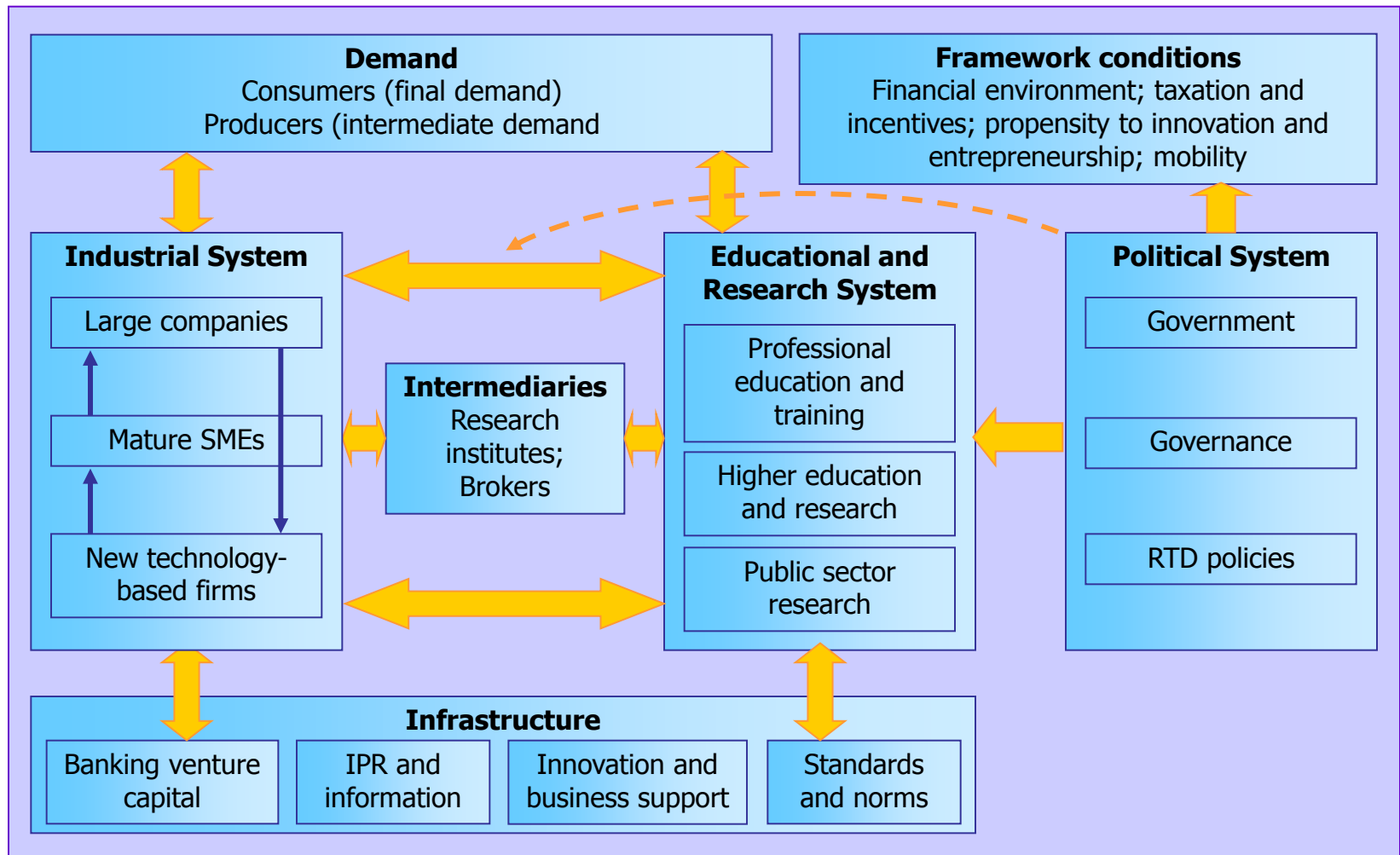
## Challenges for Academia of this Model

- Knowledge provider or knowledge partner?
- What of the specificities of universities in this context?
  - Exploration of new knowledge
  - « Open » communication
  - Independency (academic freedom)
- How to maintain the fundamental / applied research balance?
- Social responsibility of universities
  - As contributors to economic development
  - As guarantors of some key ethical aspects

## Proposals for the Academic Summit

- Comparison of Regional Innovation Systems
- Analysis of the involvement of our universities in innovation
- Understanding of the local to better work at the global level and increase cooperation efficiency
- Reflections concerning the societal role of universities in the innovation process
  - Sustainable development
  - Other societal challenges

## Regional Innovation Systems



Source: Arnold and Bell (2001)

- Necessity to collaborate
  - With institutions (Political Summit)
  - With firms (Business Summit)
- Importance of local conditions
  - Local needs
  - Local assets (creative economy / cultural insights)
- Linked questions
  - Political recommendations to enhance the dynamics
  - Science and technology education
  - Employability

- Slogan of the early 2000 years  
« Think global, act local »
- With the global challenges and the multiplicity of local conditions:  
« Think local, act global »

# Thank you for your attention

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