2014 ENTREPRENEURIAL UNIVERSITIES GOOD PRACTICE EVENT

ENTREPRENEURIAL UNIVERSITIES 09/2014
MADRID, SPAIN
Facilitating interaction, Creating cooperation

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Tuesday 30th of September
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Wednesday 1st of October

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Bringing together thought leaders for successful entrepreneurial universities

A welcoming environment for knowledge sharing and networking
On behalf of the conference organisers and the practitioners committee, we have the pleasure to welcome you to the 2014 Good Practice Event on Entrepreneurial Universities. The conference will feature 20 good practice cases, each being extensively presented and discussed in 45 minutes. Furthermore, more than 20 concepts and ideas for further developing the entrepreneurial university will be showcased.

We believe that universities and other research institutions have special capabilities and responsibilities to advance our regional and national innovation systems, to the benefit of academia, business and society in general. Therefore, creating more engaged and entrepreneurial universities has become one of the main action fields in today’s research and innovation sphere. However, it is a long journey for organisations to add and institutionalise a new perspective to their view of what a university or research institution is meant to achieve. We have put this event together not only to give attention to the topic itself, but more importantly to increase our understanding of how to most successfully undertake this journey. With this goal in mind, the main aim of the event is to provide you with new ideas and concepts, that you can take home and put into practice, thus, challenging the status quo.

We would like to encourage you to actively participate in the discussions and use the next three days for networking and generating new opportunities. We believe that learning, developing new and existing contacts as well as having a good time are highly interlinked aspects of a conference. We have therefore designed the conference in a way that all three aspects are equally fostered, resulting in a program that we trust will make best use of your conference experience.

There are many people to thank for making this conference a great success, including the Practitioners and Organising Committees whom ensure a high quality conference. Also, many thanks to our very professional support staff who ensure that we have as much time available for enjoying the conference. We are very much looking forward to three full days of fruitful discussions and wish you a successful conference and a pleasant stay in Madrid.

Dear guests and participants,

Thorsten Kliewe
Chairman of UIIN,
Co-Chair of the Conference

Gonzalo León
Vice President for Strategic Programmes
at UPM, Co-Chair of the Conference

Analyse (optional)

Before the event you will be provided with different tools to analyse your individual situation. Depending on the results, we will suggest you sessions to attend during the conference and attendeed to network with.

Learn

During the event you will learn about 20+ good practice case studies as well as around 20 concepts on how to develop a more engaged and innovation-oriented Entrepreneurial University.

Implement (optional)

After the event we will provide you tools supporting you in the implementation of the new approaches learned.

Connect

During the event you will be able to network with other participants with similar goals and challenges. Our online networking tool UIIN Connect will suggest meeting partners and enable you to set up meetings during the event.

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PRE-CONFERENCE WORKSHOP LOCATIONS (SEPTEMBER 29)

The pre-conference workshops and the research and innovation tours will take place at the Technical University of Madrid (Campus of International Excellence: Montegancedo Campus).

There will be transportation arranged from both the Madrid Barajas Airport/Rafaelhoteles Madrid Norte (Conference Venue) as well as the Madrid City Centre. All participants registered for the workshops and the tours will be contacted in respect to a pick-up prior to the event.

Address:
Technical University of Madrid
Campus Montegancedo
CAIT - Support Centre for Technological Innovation
Calle de los Ciruelos, 1
Boadilla del Monte, Madrid
Spain

CONFERENCE LOCATION (SEPTEMBER 30 - OCTOBER 1)

The conference will take place at Rafael Madrid North Hotel (Rafaelhoteles Madrid Norte). Situated in the Omega Business Park, Alcobendas in the North of Madrid, the venue provides easy access to the M-30 ring road and Barajas International Airport.

Please note that pick-up services will be provided from various points in the city centre.

Address:
Rafaelhoteles Madrid Norte
Parque Empresarial Omega
Avenida de Barajas, 22
28108 Alcobendas, Madrid
Spain

INFORMATION ON MADRID AND SPAIN

TAXES
Most purchases in Spain are subject to a sales tax totalling a 21% of the purchase price. Some items such as groceries are subject to 10% of the purchase price.

TIPPING
It is customary to tip around 5% for good service in Spanish restaurants.

TRANSPORTATION
There will be transportation arranged to the workshop and conference locations, as well as the dinner location. You can also request the staff at the registration desk to call you a taxi.

MUST SEE
Madrid offers many other opportunities [e.g. Museo del Prado, the Royal Palace, Buen Retiro Park]. Please look in the Madrid brochures that you will find at the registration desk.

INFORMATION ON THE CONFERENCE

BADGES
Please wear your badge at all times to ensure access to conference sessions and events. You can pick up your badge at the registration desk on Tuesday (September 30) and Wednesday (October 1).

COAT CHECK
Attendees can store umbrellas, coats and laptops securely and free of charge in the conference lobby. Conference staff will be present at the coat check at all times.

CELL PHONES
Cell phones must be turned off during all track sessions, presentations and keynote speeches.

LANGUAGE
The official conference language is English. No translation services will be available.

IMAGES, VIDEOS AND SOUND RECORDING
Please note that your registration to the conference implies your agreement to be filmed, recorded and photographed during the duration of the event.
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<td>Entrepreneurial Leadership Workshop</td>
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<td>16:30 - 18:30</td>
<td>Entrepreneurial Leadership Workshop</td>
<td>Entrepreneurial University Analysis Workshop</td>
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<td>University of Wollongong</td>
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<td>Room: Saura</td>
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<td>12:15 - 12:30</td>
<td>Switching Rooms</td>
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<td>12:30 - 13:15</td>
<td>Technical University Madrid</td>
<td>Ghent University</td>
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<tr>
<td>Innovatech, a new approach to UPM technology commercialization</td>
<td>Technopreneurship for everyone</td>
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<td>Room: Saura</td>
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<td>13:15 - 14:30</td>
<td>Networking Lunch and Concept Presentations</td>
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<tr>
<td>14:30 - 15:15</td>
<td>Maastricht University &amp; Service Science Factory</td>
<td>University of Tartu</td>
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<tr>
<td>The art of service innovation</td>
<td>Turning a traditional university into an entrepreneurial university</td>
<td>Proposal Development</td>
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<td>Room: Saura</td>
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<td>15:30 - 16:15</td>
<td>Tilburg University</td>
<td>Dublin Institute of Technology &amp; Hothouse</td>
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<td>Tilburg Center of Entrepreneurship</td>
<td>The place where business meets innovation</td>
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<td>Room: Saura</td>
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<td>Management Center Innsbruck</td>
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<td>The Entrepreneurial School in Austria</td>
<td>Increasing co-operation between education and the city of Espoo</td>
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<td>Room: Saura</td>
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<tr>
<td>18:15 - 19:00</td>
<td>Bus Transport to Dinner Location</td>
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**Program-at-a-Glance**

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<td>10:00 - 10:15</td>
<td>Switching Rooms</td>
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<td>10:15 - 11:30</td>
<td>University of Information Technology and Management</td>
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<td>10:15 - 11:30</td>
<td>University of Koblenz-Landau</td>
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<td>10:15 - 11:30</td>
<td>Erasmus+ Meeting</td>
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<td>10:45 - 11:30</td>
<td>IESS - The innovative entrepreneurship support system</td>
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<td>10:45 - 11:30</td>
<td>Scientific Entrepreneurship Support</td>
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<td>10:45 - 11:30</td>
<td>Insights in the Erasmus+ program</td>
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<td>11:30 - 12:00</td>
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<td>12:00 - 12:45</td>
<td>Technical University Munich</td>
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<td>12:00 - 12:45</td>
<td>HAMK University of Applied Science</td>
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<td>12:00 - 12:45</td>
<td>Erasmus+ Meeting (cont.)</td>
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<td>12:45 - 13:00</td>
<td>TUMentrepreneurship</td>
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<td>12:45 - 13:00</td>
<td>Amazing Business Train</td>
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<td>Insights in the Erasmus+ program</td>
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<td>Mondragon University</td>
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<td>13:00 - 13:45</td>
<td>Lappeenranta University of Technology</td>
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<td>13:00 - 13:45</td>
<td>An Industry-Based Problem-Based Learning Approach</td>
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<td>13:00 - 13:45</td>
<td>Increasing Employability of Students</td>
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**Presented case studies:**

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### TUESDAY - SEPTEMBER 30

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<tbody>
<tr>
<td>11:30 - 12:15</td>
<td>Cork Institute of Technology</td>
<td>University of Wollongong</td>
<td>Jena University</td>
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<tr>
<td>12:30 - 13:15</td>
<td>Technical University Madrid</td>
<td>Ghent University</td>
<td>Münster University of Applied Sciences</td>
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<td>Management Center Innsbruck</td>
<td>Aalto University</td>
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### WEDNESDAY - OCTOBER 1

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<th>Time</th>
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<td>10:45 - 11:30</td>
<td>University of Information Technology and Management</td>
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<td>HAMK University of Applied Science</td>
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<tr>
<td>13:00 - 13:45</td>
<td>Mondragon University</td>
<td>Lappeenranta University of Technology</td>
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### TRACK 1:
- **Cork Institute of Technology**: An example of how to become an Entrepreneurial University by enhancing the way you interact with, and are viewed by, enterprise partners.
- **Technical University Madrid**: Innovatech - a new approach to UPM technology commercialization.
- **Maastricht University & Service Science Factory**: The art of service innovation.
- **Tilburg University**: Tilburg Center of Entrepreneurship.
- **Management Center Innsbruck**: The Entrepreneurial School® in Austria.

### TRACK 2:
- **University of Wollongong**: An example of a regional Innovation Accelerator transforming a declining manufacturing economy into a seamless One Stop Agency for all stakeholders.
- **Ghent University**: Technopreneurship for everyone.
- **Dublin Institute of Technology**: The place where business meets innovation.
- **Aalto University**: Increasing co-operation between education and the city of Espoo.

### TRACK 3:
- **Jena University**: How to successfully restructure fuzzy university-industry interfaces into a seamless One Stop Agency for all stakeholders.
- **Münster University of Applied Sciences**: How to strategically develop long-term, mutually-beneficial partnerships with business.
- **The Partnering Institution**: How to manage the changes in a traditional university to fill the expectations of our changing technological society.
- **Transfer Office**: How to create an award-winning Innovation and Technology Transfer Office.
- **Increasing Employability of Students**: An example of how to implement a problem-based learning (PBL) approach based on current industry demands with engineering students.

### TRACK 2:
- **University of Information Technology and Management**: How to build an effective system to stimulate and support academic entrepreneurship.
- **HAMK University of Applied Science**: Amazing Business Train.
- **Mondragon University**: An Industry-Based Problem-Based Learning Approach.
- **Lappeenranta University of Technology**: An example of building, testing, implementing and utilizing a measurement system for entrepreneurship education in universities of applied sciences.
The pre-conference get-together is an informal event aiming to provide networking opportunities prior to the first conference day. Join a group of more than 70 participants for a drink at CAIT, the campus of UPM!

The get-together will start at 18:30 and takes place at: Technical University of Madrid Campus Montegancedo CAIT - Support Centre for Technological Innovation Calle de los Ciruelos, 1 Boadilla del Monte, Madrid Spain
The conference registration is accompanied by a welcome coffee. Please arrive early so that you can pick up your name tag and conference folder and enjoy a coffee before the start of the event.

**Welcome Address**

9:30 - 10:00 (El Paso I)

Thorsten Kliewe
Chairman of the University Industry Innovation Network (UIIN)

Rafael Garres
Vicerector for Scientific Policy and Research Infrastructures of the Universidad Autónoma de Madrid and Member of the Research Executive Committee of the Conference of Rectors

**Keynote Speaker Session**

10:00 - 11:00 (El Paso I)

10:00 - 10:40

Sergio Arzeni
Director - Centre for Entrepreneurship, SMEs and Local Development at the OECD

10:40 - 11:00

Juliet Edwards
Policy Officer - Higher Education & Innovation at the European Commission

**Coffee Break**

11:00 - 11:30

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Cork Institute of Technology

**CIT Extended Campus**

CIT Extended Campus, was established as an interface or facilitator, to create and support links between CIT, enterprise, and community groups. Working with enterprise partners has always been an important part of CIT’s mission. Many of these longstanding interactions were conducted as separate, distinct activities with little overview of the totality of engagement interactions across the institution. CIT Extended Campus was set up to support and stimulate engagement interactions in an integrated way and to contribute to the engagement strategy of the institution. Extended Campus acts as a conduit both in and out of the Institute, for companies looking to collaborate with specific units within CIT and for staff who wish to establish relationships with companies.

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University of Wollongong

**iAccelerate**

The Illawarra region currently has one of the highest unemployment rates in Australia, yet is home to an internationally recognised five-star rated University that graduates the second highest number of ICT graduates in the country and the highest number of ICT graduates in NSW. Most of these graduates are forced to leave the region to gain employment, although most have grown up here. iAccelerate provides the critical engine to drive the growth of an innovation ecosystem that supports entrepreneurs to use the skills developed in their university training in a self-determined way which contributes directly back into the local economy.

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Jena University

**Fueling the Powerhouse Jena**

The Jena University is one of the ten oldest universities in Germany. With 340 professors, 6,400 members of staff work at the university and its hospital, and 20,000 students, distributed over ten different faculties, it is a significant player in Germany’s university landscape. The framework conditions in Jena’s innovation system enable and require vital and successful university-industry interactions. But in the early 2000s the transfer interfaces were fuzzy, wasting significant potential for the university and the region. As answer on this, a restructuring process has been started, resulting in a well-established One-Stop-Agency for university-industry interaction serving the growth and development of the powerhouse Jena.

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SWITCHING ROOMS

12:15 - 12:30
Developing university-business cooperation towards strategic partnerships
Maj-Lis Läykki (Tampere University of Applied Sciences)

Industry-partnered projects in engineering education
Chrisje Haenen (KU Leuven)

The entrepreneurial university: Best practices for academic organizational development in regional innovation networks
Christiane Gebhardt (Malik Management Zentrum St. Gallen AG)

Innovation tools to develop entrepreneurial leadership and skills
Marian Buil Fabrega (Tecnocampus - Universitat Pompeu Fabra)

rePCI-project: Reshaped partnerships for competitiveness and innovation potentials in mechanical engineering
Anneli Kakko (JAMK University of Applied Sciences)

A tailor-made cooperative (dual) study program for students with a vocational form of university entrance
Rainer Przywara (Hochschule Hannover - University of Applied Sciences and Arts)

Revealing SSH entrepreneurial potential: the needle in the haystack
Geoffrey Williams (University of South Brittany)

How to develop a successful business model for a self-funded sustainable incubator and technology transfer office
Cristina Mota Capitão (INOVISA)

The international master’s programme in entrepreneurship at Lund University
Marie Löwegren (Lund University)

Start up program for young entrepreneurs
Thomas Kandolf (Cairnithia University of Applied Sciences)
MAASTRICHT UNIVERSITY
14:30 › 15:15 (Saura)

THE ART OF SERVICE INNOVATION
Maastricht University (UM), the most international university in the Netherlands, stands out for its innovative approach to learning and international outlook. With almost 16,000 students and 4,000 staff, UM offers a wide choice of academic programmes.” The Service Science Factory (SSF) is an initiative of Maastricht University that brings together the brightest minds in academia and business to explore and develop the future of services. The SSF is part of the School of Business and Economics, one of Europe’s leading business schools, and recipient of a triple crown accreditation for the highest quality in research and education. We capitalize on our proximity to some of the leading thinkers in the realms of science, business, and technology to give our clients an advantage in the marketplace.

UNIVERSITY OF TARTU
14:30 › 15:15 (Viola)

TURNING A TRADITIONAL UNIVERSITY INTO AN ENTREPRENEURIAL UNIVERSITY
University of Tartu (Estonia), one of the oldest universities in Northern Europe (est 1632), is facing the challenges to adjust itself to the expectations of a fast changing technological society. Estonia is already a well-known e-country, a pioneer in e-health, e-governance, cyber security, but also gene bank and personal medicine. The universities however, are commonly known as ‘slow movers’ not so eager to change.

This presentation focuses on the ‘Entrepreneurial University’ program of the new Vice Rector for Development.

HORIZON 2020 PROPOSAL DEVELOPMENT
14:30 › 15:15 (Muñoz)

A PRACTICAL SESSION ON HOW TO ASSESS THE CHALLENGE, SCOPE AND IMPACT OF A H2020 CALL AND DEVELOP THIS INTO AN OUTLINE PROPOSAL
This practical session deals with the question of how to assess the challenge, scope and impact of a Horizon 2020 call and develop this into an outline proposal. Participants will explore the “how” of proposal development, giving simple and practical guidance to extract the relevant information and put it all back together as a proposal.

The workshop is hosted by Horizon Europa and facilitated by its CEO Roger Pitfield.

SWITCHING ROOMS
15:15 › 15:30

TILBURG UNIVERSITY
15:30 › 16:15 (Saura)

TILBURG CENTER OF ENTREPRENEURSHIP
Tilburg University (alpha/gamma science) and Eindhoven University of Technology (beta science) decided to start a joint program in Entrepreneurship as many technology students are great in developing technological innovations, but seem to lack the social economic insights necessary to have the innovation implemented in society. Together, the universities created a unique program, taught at both universities but interlinked where possible. As the funding of this program ended in 2013, the universities decided to locate a Centre of Entrepreneurship at each campus (hence the BCE changed into TCE), but co-operation is still practiced.

This case describes the BCE experiences, results and best practices, as well as the pitfalls.

HORIZON 2020 BEST PRACTICES
15:30 › 16:15 (Muñoz)

MAXIMISING YOUR ACADEMICS AND ORGANISATIONAL POTENTIAL, BY EMBEDDING THE PATHWAYS AND SUCCESS CRITERIA OF H2020 FUNDING AND PARTICIPATION
This session will help you to maximise your academics and organisational potential, by embedding the pathways and success criteria of H2020 funding and participation. The session deals with non-scientific criteria, the structure, support and skills of successful organisations and academics, (all scientists believe they have excellent science!!)

The workshop is hosted by Horizon Europa and facilitated by its CEO Roger Pitfield.

THE PLACe WHERE BUSIness MEETS INNOVATIoN
“DIT Hothouse is the award-winning Innovation and Technology Transfer Office at Dublin Institute of Technology, responsible for the commercialisation of intellectual property arising from DIT research. DIT Hothouse is the hub of innovation and technology transfer activities in DIT, the place where business meets innovation. The team works with students, lecturers and research teams across DIT as well as with entrepreneurs, industry leaders and investors. Through the DIT Hothouse New Frontiers Programme, DIT Hothouse provides an incubation centre for innovative and promising start-up companies. DIT Hothouse has a range of spin-out technologies available to industry across Life Sciences, Food, ICT, Software, Industrial Technology, Manufacturing and Clean Technologies.”
THE ENTREPRENEURIAL SCHOOL© IN AUSTRIA
Established fifteen years ago, MCI Management Center Innsbruck has built up an outstanding reputation in the European university scene for Bridging University & Business® with quality-based study programs at the non-graduate, undergraduate and postgraduate levels. Applied research and development are particularly valued at MCI for the strengthening of innovation in local companies and the ensuring of quality-oriented instruction. Embedded in a broad network of patrons, sponsors and partners, MCI is an important engine in the positioning of Innsbruck, Tyrol and Austria as a centre for academic and international encounters. Our neighbourly cooperation with the University of Innsbruck, the closeness to the lively Innsbruck Old Town and the powerful architecture of the location are an expression of the philosophy and the mission of this internationally exemplary higher education centre.

INCREASING CO-OPERATION BETWEEN EDUCATION AND THE CITY OF ESPOO FINLAND
The ‘InnoEspoo’ project aims to support creative entrepreneurs and student entrepreneurship and to enhance the development of innovative services for citizens of the city of Espoo. Besides the city of Espoo three educational organizations from different levels (vocational, university of applied sciences, university) participate in the project. Hence, new ways for co-operation are sought that would help to save in costs or would make the entrepreneurship training more efficient.

Specifically the following underlying issues are addressed: in short term economic downturn and in longer term structural problems such as 1) imbalances between government earnings and spending and 2) economic and social challenges, e.g. aging population, and youth unemployment.

BUS TRANSPORT TO DINNER LOCATION
18:15 › 19:00

ANTIGUO CONVENTO DE BOADILLA
The conference dinner will take place in a nearly 350 years old monastery, sited on the top of a hill at Boadilla del Monte.

The address of the dinner location is:
Antiguo Convento de Boadilla
C/ de las Monjas, s/n
28660 Boadilla del Monte
Madrid
Just after finishing the last sessions on the first conference day, buses will wait at the conference venue to bring all conference participants to the Antiguo Convento de Boadilla. Here there will be a champagne reception in the monastery gardens followed by a dinner providing you with networking opportunities in a relaxed environment.

Following the dinner, we will provide transportation back to the city centre and Alcobendas.
**WARM-UP COFFEE & SMALL BREAKFAST**
9:00 › 9:30
On the second conference day we will start with a warm-up coffee and a small bite to eat. Please arrive early so that you can enjoy your coffee and croissant prior to the event.

**KEYNOTE SPEAKER SESSION**
9:30 › 10:30 (El Paso I)

9:30 › 10:00
José Maria Fuster
Executive Vice President of Operations and Technology of Banco Santander

10:00 › 10:30
Professor Dana T. Redford
President of the Portugal Entrepreneurship Education Platform (PEEP) and co-editor of “The Entrepreneurial University Handbook”

**SWITCHING ROOMS**
10:30 › 10:45

**UITM RZESZOW**
10:45 › 11:30 (Saura)

**IESS - THE INNOVATIVE ENTREPRENEURSHIP SUPPORT SYSTEM**
The University of Information Technology and Management in Rzeszow, Poland (UITM) is a private educational institution whose mission, right from its foundation in 1996, is talents development as well as wealth and welfare creation in the Podkarpackie region. It is operating within the Universities Consortium with the University of Management and Administration in Zamość and Tischner European University in Cracow. The UITM fulfills its entrepreneurial mission by developing the Innovative Entrepreneurship Support System (IESS). The University’s strategy behind the system was to create a business-friendly environment and an entrepreneurial culture where business ideas would flourish.

**UNIVERSITY OF KOBLENZ-LANDAU**
10:45 › 11:30 (Viola)

**SCIENTIFIC ENTREPRENEURSHIP SUPPORT**
Since 2009 the University of Koblenz-Landau places a strong focus on becoming an entrepreneurial university. In the current project “Accelerating Entrepreneurship” the responsible parties follow an innovative Service system approach in which the target group of professors, students and academic staff of all departments are considered to be customers. There are different modules created for generalized entrepreneurship support (e.g., lessons and workshops in the field of Entrepreneurship) or individualized (“customizing”) support (e.g., coaching for concrete ideas). The interdependence between the generalized and individualized services in collaboration with an “open service innovation” approach makes it possible to adopt a holistic entrepreneurship approach in general.

**ERASMUS+**
10:45 › 11:30 (Muñoz)

**ERASMUS+ MEETING**
Researchers, lecturers and scientists are more dependent than ever on funding from Europe, consequently competition is increasingly cutthroat and today’s organisations at all levels need much broader, diversified skills and expertise to win bids and contracts. Rodger Pitfield (Director of Horizon Europa) will introduce the participants to the Erasmus+ programme and all its different aspects. His coaching and training programme will support the participants in the identification of the relevant grant and developing the proposal/project to application. The workshop will also allow time for networking, idea development, idea pitches and consortium development.

**COFFEE BREAK**
11:30 - 12:00
TuMenTrePreneurSHIP
TuMenTrePreneurship is a project by Technische Universität München TUM, funded by the German Federal Ministry of Economics. It was launched with the objective to raise awareness for entrepreneurial opportunities among researchers, to shape ideal framework conditions within the university setting to encourage, support and consult start-ups from TUM members, and to create ten technology-based growth-oriented start-ups per year from TUM.

AMAzInG BusIness TrAIn
One way to learn entrepreneurial knowledge, skills and attitude in a relatively short time is to catch the Amazing Business Train. Adventuring and discovering one’s entrepreneurship and business development abilities can be supported by exposing students, teachers and experts to different authentic conditions, surprises, interactions, decision making and risk taking, requirements, information searching, individual thinking and group working wrapped around one’s own business idea. An intensive program was implemented partly before the train journey, when the train was moving and heading to the next stop, in the locations where the train stopped and after the two days train journey had ended.

erAsMus+ MeeTInG
Researchers, lecturers and scientists are more dependent than ever on funding from Europe, consequently competition is increasingly cutthroat and today’s organisations at all levels need much broader, diversified skills and expertise to win bids and contracts. Rodger Pitfield (Director of Horizon Europa) will introduce the participants to the Erasmus+ programme and all its different aspects. His coaching and training programme will support the participants in the identification of the relevant grant and developing the proposal/project to application. The workshop will also allow time for networking, idea development, idea pitches and consortium development.
LUNCH & CONCEPT SESSION
13:45 › 15:00

The Concept Session will be held during the lunch breaks and will allow researchers to communicate their concepts on a banner.

**KEA Design Collective**
Mie Iben Wester (Copenhagen School of Design and Technology)

**The engaged student project: building sustainable student enterprise societies**
Therese Moylan (IADT and ACE)

**How to support and recognise student-entrepreneurs in higher education**
Steve Stevens (Ghent University)

**Smart-up - supporting start-ups: combining design thinking and entrepreneurship**
Patrick Link (Lucerne University of Applied Sciences and Arts)

**Establishing the Center for Promotion of Innovation and Entrepreneurship**
Radzivon Marozau (Belarusian State University)

**Créa’thlon: become a one-day entrepreneur**
Veronique Bessiere (University of Montpellier 2)

**Process oriented entrepreneurship education concept for two Universities at the BioMedTec Gründer-Campus Lübeck**
Claudia Linde (University of Applied Sciences Lübeck)

**INOPOL – Entrepreneurship Academy of Polytechnic Institute of Coimbra**
Sara Proença (Polytechnic Institute of Coimbra)

**Enhancing University Research and Entrepreneurial Capacity**
Oksana Anistratenko (US-Russia Foundation for Economic Advancement)

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PANEL DISCUSSION
15:00 › 16:00 (El Paso I)

**The Future of Entrepreneurship in Europe**
Entrepreneurship is named as one of the main drivers of future growth, competitiveness and job creation. But what needs to be done to exploit the full value of entrepreneurship in Europe?

Taking into account the learnings from the event, the panelists will share their knowledge and experiences on the main challenges and the potential solutions to make Europe a powerhouse of innovation and entrepreneurship.

The panel discussion will be moderated by Gonzalo León (Technical University of Madrid)

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CLOSING SESSION
16:00 › 16:15 (El Paso I)

The closing session will reflect on the conference and look to the future. In this session, key themes, challenges and solutions which arose during the conference will be discussed and summarised.

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NETWORKING DRINKS
16:15 › 17:00

The conference will close with a social activity. A last round of drinks that serves as a platform to discuss the outcomes of the conference with your new contacts and exchange business cards with potential partners. During and after the networking drinks there will be transportation available to the city centre and Madrid airport.
CHAIR OF THE COMMITTEE

Prof. Dr. Gonzalo León
Vice President for Strategic Programmes &
Director of the Center for Technology
Innovation at Technical University of Madrid,
Spain

Thorsven Kliewe
Chairman, University Industry
Innovation Network

Lars Roland
Development Manager at the Centre for
Entrepreneurship and Innovation at Aarhus
University, Denmark

Philipp Marquardt
Manager, Deloıts Consulting, Munich,
Germany

COMMITTEE MEMBERS

Rebecca Allinson
Director at Technopolis, United Kingdom

Oliver Bücken
Head of Entrepreneurship Education at
UnternehmerFühM, Germany

Victoria Galan Muros
UN Director for Communication &
Marketing

Alberto Soraci
President of Italian Technology Broker
Association (AIBT), Italy

Dr. Jochen Barth
Managing Director at Service Science
Factory, The Netherlands

Sven De Cleyn
Incubation Programs, iWinds, Belgium

Andrea Hofer
Economist/Policy Analyst at OECD & Re-
search Officer at Strascheg Center for Entre-
preneurship, Germany

Mikkel Trym
Director, Copenhagen Innovation and
Entrepreneurship Lab, Denmark

Dr. Anthony Boccanfuso
Executive Director UIDP (University-Industry
Demonstration Partnership), National
Academies, US

Paul Coyle
Programme Director for the Entrepreneurial
University Leaders Programme at National
Centre for Entrepreneurship in Education
(NCEE), UK

Prof. Dr. Panayiotis Ketikidis
Vice Principal for Research, Innovation &
External Relations of CITY College - An Inter-
national Faculty of the University of Sheffield
& Chairman of the Management Committ-
ee & Academic Director of the Doctoral
Programme at the South East European
Research Centre (SEERC), Greece

Ward Verwaeren
Project coordinator & business coach,
Centre for Entrepreneurship at Gent
University of Applied Sciences, Belgium
UNIVERSITY INDUSTRY INNOVATION NETWORK (UIIN)

UIIN’s mission is to exploit the full value of collaboration and cooperation, ultimately making an impact to academia, business and society. UIIN is a dynamic network of academics, practitioners and business professionals focused on establishing and improving relationships between HEIs and industry. With more than 160 members UIIN has advanced to a leading European network dedicated to fostering support structures for university-industry interaction, entrepreneurial universities and collaborative innovation. Members of UIIN include HEI managers, intermediaries, researchers from various fields, business professionals as well as policy makers. UIIN is driven through various initiatives, such as:
• UIIN Gateway – (www.gateway.uiin.org)
• University-Industry Interaction Conference (www.university-industry.com)
• UIIN Award (www.award.uiin.org)
• UIIN Resources Platform incl. events, calls, jobs, www.resources.uiin.org
• UIIN Blog (www.blog.uiin.org)

UIIN is also the publisher of the:
• UIIN Good Practice Case Studies
• University-Industry Innovation Magazine (www.magazine.uiin.org)

Interested in our activities? Please visit: www.uiin.org

TECHNICAL UNIVERSITY OF MADRID (UPM)
The Universidad Politécnica de Madrid (UPM) with 40,000 students, more than 200 research groups and 2 Campus of Excellence is the largest technical university in Spain and one of the leading Spanish universities with regard to the participation in European R&D projects, patents filed and the creation of spin-off companies. In 2012, the UPM decided to take a proactive approach to technology commercialization, launching a program called Innovatech, a new technology commercialization model. Based mainly on researcher’s strong commitment, involvement and their capacity for working with innovative technical staff through an interactive process, the new approach is changing researcher’s mentality making them more related to the commercialization of technologies. Moreover, innovatech is increasing IPR license number and royalties’ income.

MONTEGANCEDO CAMPUS
Montegancedo Campus is part of the Universidad Politécnica de Madrid and is located in Pozuelo de Alarcon with an area of 480,000 m2. The technology Campus Montegancedo obtained the name of Campus of Excellence by the Ministry of Education in the 2010 call. The campus also received the category of “Excellent IT and Technology Transfer” in the first phase open by the Ministry Science and Innovation (MICINN). Montegancedo Campus aims to achieve a model of open innovation user-driven. It has the intention of becoming an attractive campus to promote sustainable technological innovation, seeking a balance between education, innovation and research and emphasizing aggregations with companies.

www.upm.es