



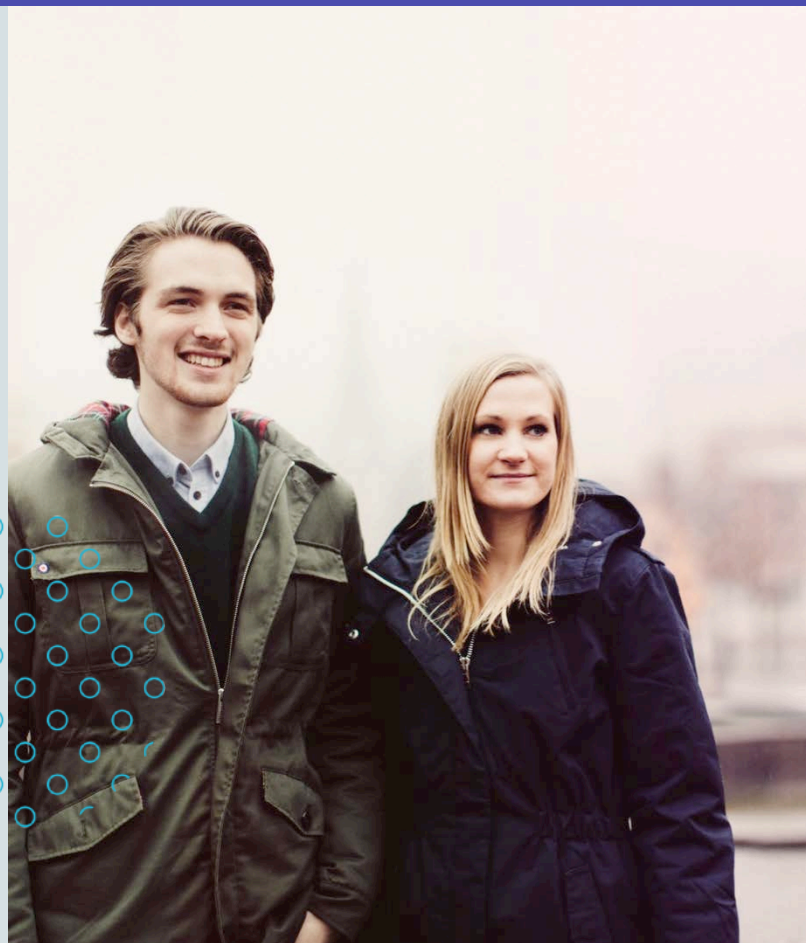
HSN

University College of Southeast Norway

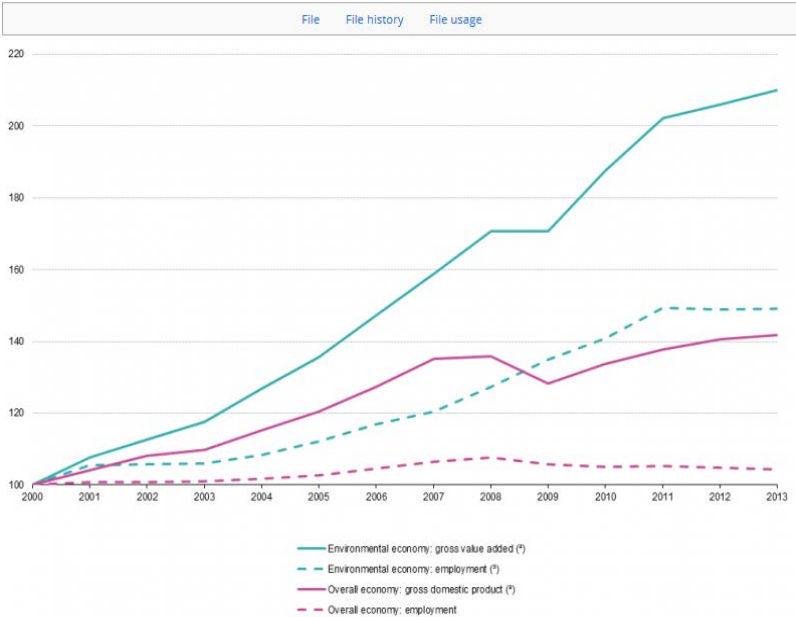
University – Industry cooperation

Can Universities help greening the European industries?

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Associate professor
Business School



File:Development of key indicators for the environmental economy and the overall economy, EU-28, 2000–13 (¹) (2000 = 100) YB16.png

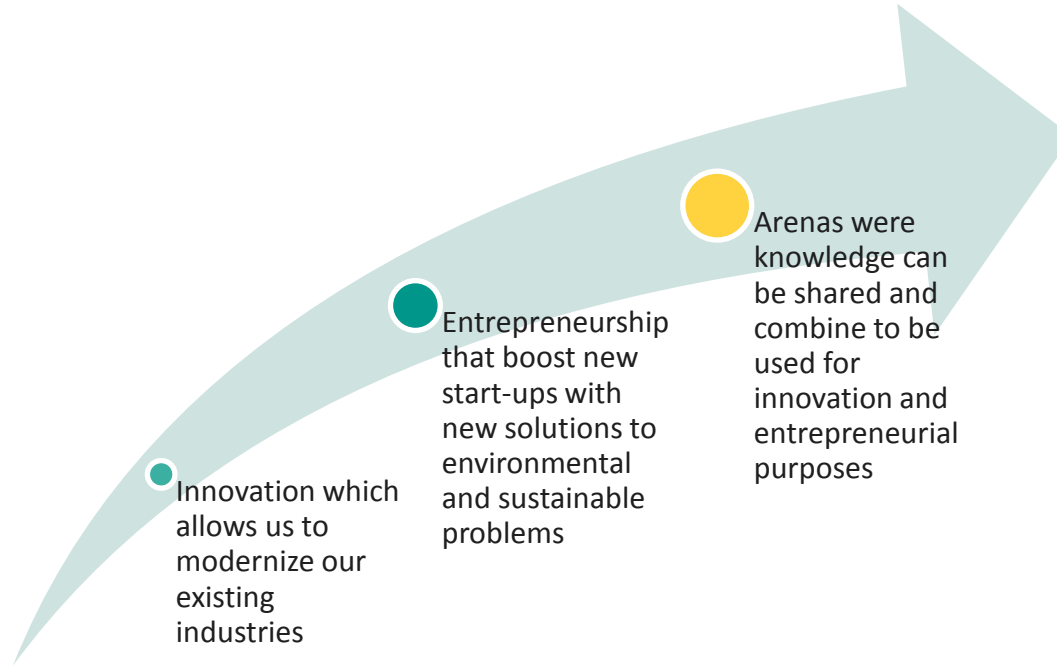


Source: http://ec.europa.eu/eurostat/statistics-explained/index.php/Environmental_economy_-_employment_and_growth

Emergence of the Greening European industries

- Annual **employment increases** were in the range of 2–6 % most years (2000 – 2013)
- Further growth of the green economy sector in the next years is expected to grow fourfold
- Consumer driven changes, demand is emerging for ‘green’ goods and services

To meet our future green requirements, universities need to contribute with



Universities as fertilizers of greening the European industries

4 key areas:

- Encourage people to learn, study and update their skills
- Improving academic excellence and the performance
- Promoting enterprise, business development and growth
- Becoming a platform by developing clusters or network aimed for regional branching of technologies and knowledge



Connecting Smart and Sustainable
Growth through Smart Specialisation

A practical guide for ERDF managing authorities



November 2012

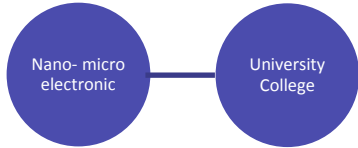
Why (local) knowledge is so important!

- Firms located close to universities are more likely to cooperate with universities
- Localized knowledge transfer and interactive learning is assumed to be place specific
- Universities are local knowledge providers, but they are connected to a global pool of knowledge

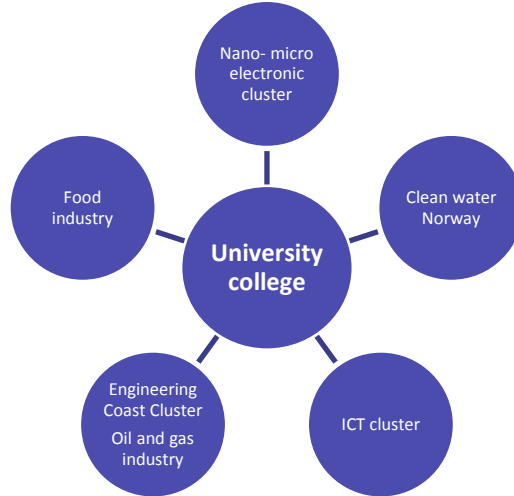
Face to
Face

Evolution of dynamic cluster and network development in Vestfold

2001

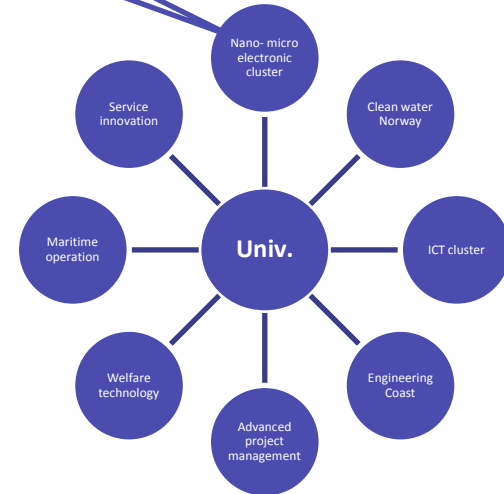


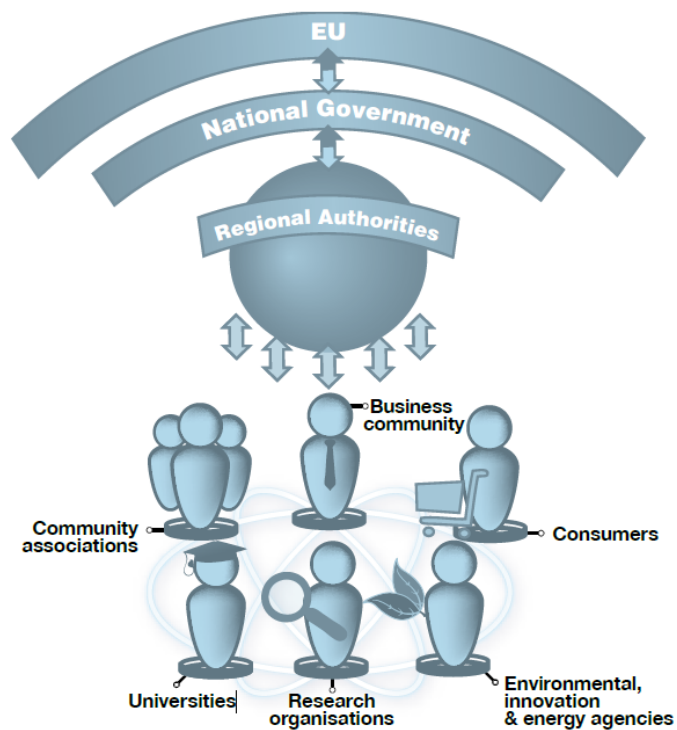
2006



45 org./companies
14 teams
6 Research projects

2016





European Commission 2012. Connecting Smart and Sustainable Growth through Smart Specializations

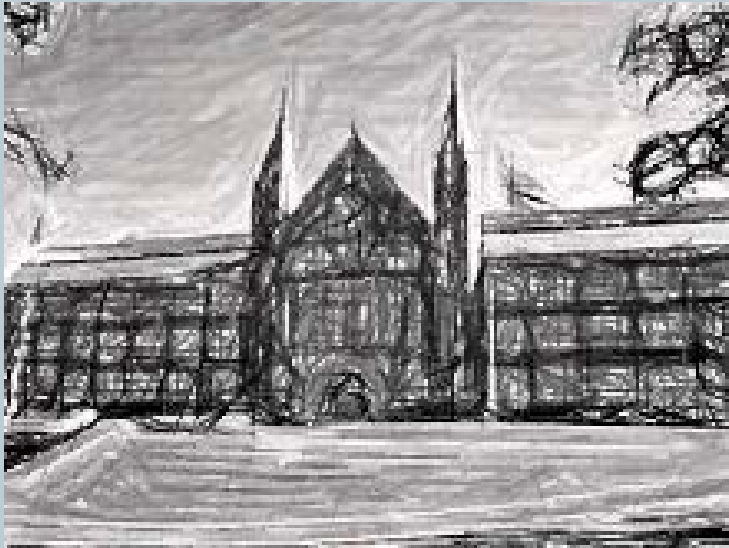
The role of universities in co-creation of knowledge and solutions

- It is about joint creation of value by the company, university and the user
- It's allows the user to co-construct the solution to suit the problem
- Joint problem definition and problem-solving
- Creating an experience environment in which user can have an active dialog

Sustainable innovation and local engagement by use of POP UP STORE

- A temporary city development project, aimed to:
 - Create living cities and boost local economics by enhancing attractiveness of the area to local people and tourists
 - Locus for innovative ideas that have economic, environmental and cultural value
 - Social eco-innovation through involvement of community, people and the business life. Changing the people's attitude and lifestyle
- Co-creation of new knowledge between
 - Local entrepreneurs: testing new sustainable business models
 - Property-owners: increase revenue income and modernizing building complex
 - Municipality: Solving issues concerning pedestrian and bike cycle
 - Academia: student as facilitators and researched are creating new knowledge





Summing up: university can contribute with ...

- Build up of local assessment of knowledge
- Become local entrepreneurial discovery agents and partners
- Bringing in global knowledge and awareness
- Provide specialist research expertise
- Through their teaching programs, and research capacities
- Capacity building through business formation and engaged staff with local business
- Translate knowledge into innovative solutions

Thank you!

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