Knowledge Transfer Partnerships
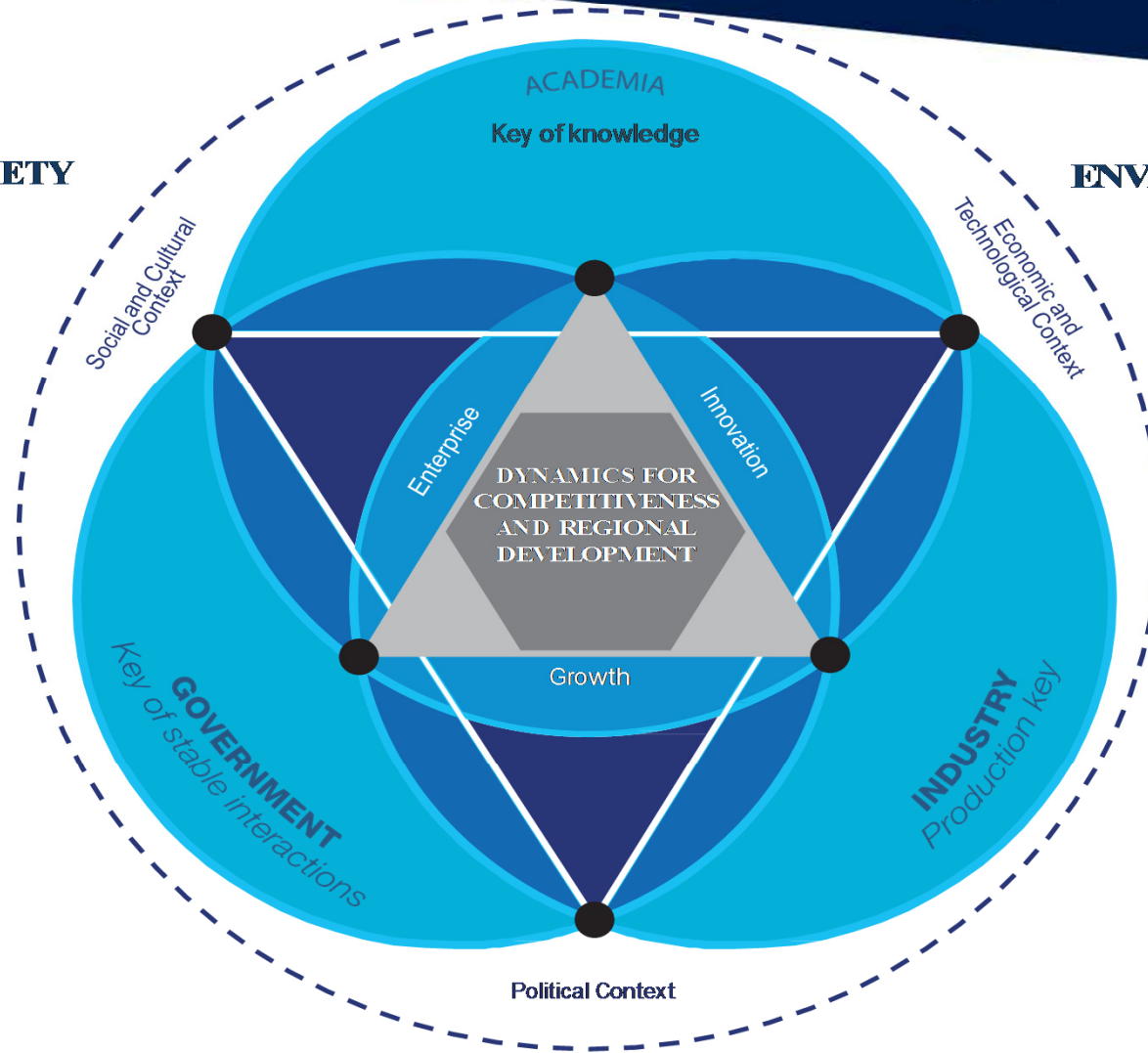
- UK government economic accelerators for growth and sustainability
- University typically achieves 8 times return on their investment in a KTP
- 85% of the Graduates are retained within the company
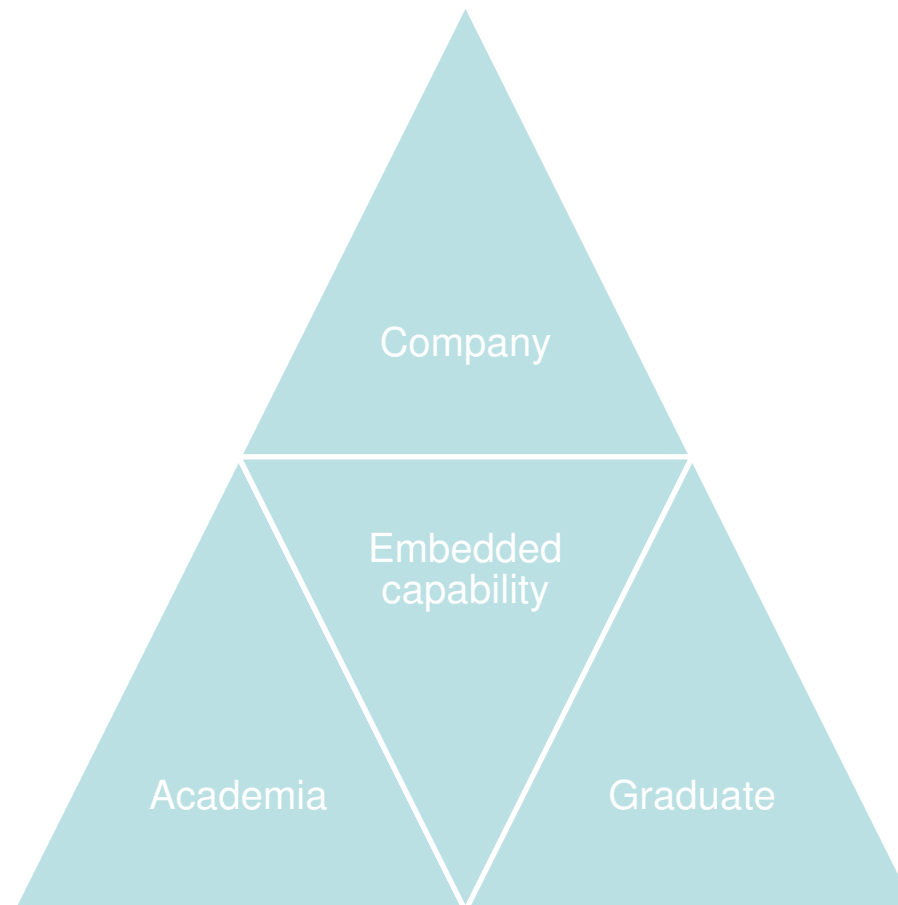- Companies go on to have two or three KTPs

UNIVERSITY OF WOLVERHAMPTON
KNOWLEDGE ▪ INNOVATION ▪ ENTERPRISE

SOCIETY

ENVIRONMENT

ACADEMIA
Key of knowledge

Social and Cultural Context

Economic and Technological Context

Enterprise

Innovation

DYNAMICS FOR COMPETITIVENESS AND REGIONAL DEVELOPMENT

Growth

GOVERNMENT
Key of stable interactions

INDUSTRY
Production key

Political Context

ECONOMY

Knowledge Transfer

KTPs impact- average benefit per company- increase of over Euro 395,000 in annual profits, creation of 8 new jobs

- Company has reduced production times and costs

- Company profits have increased by 20 percent since the KTP began

- Company won the special recognition category at the National Impact Awards, run by PraxisUnico

- The project has helped the University relay business processes and operations into teaching

- Associate employed by the company at the end of the programme as Design Manager

KTP award winners

Table 1. KTP Award winners

Organisation name	Award
Tough Furniture	Technology, Enterprise and Innovation Award, Shropshire Business Awards, 2010
Tough Furniture	Special recognition category at the National Impact Awards, run by PraxisUnico, 2012
Hadley Industries with Bac Nguyen	KTP Best National Partnership, KTP Best of the Best Awards, 2013
OSIL (Odour Services)	The KTP Associate, Dr Wan Li, won TSB's Business Leader of Tomorrow Award in 2013
H&R ChemPharm	Business Innovation Award, Express and Star Business Awards 2012
Malthouse	Innovation in Digital Marketing, CISCO
The Advanced Business Development Network (ABDN)	CISCO Prize for New Technologies , 2010
Pebble Learning	Company of the Year, Shropshire Star Awards, 2011
Wolverhampton Business Solutions Centre	Knowledge Exchange/Transfer Initiative of the Year, Times Higher Education Leadership & Management Awards 2013; Lord Stafford Knowledge Transfer Champion Award 2007

Benefits to Academia

- Real time learning environment
- Relevant teaching material
- Theory test bed (e.g. *MarKit Audit*)
- Applied research papers
- Continuation and developmental opportunities?

Challenge Academy

Portal Development

Be innovative
Be an entrepreneur
Be part of Challenge Academy

Pilot Phase of Challenge Academy

- 2014: An initial idea was implemented amongst Marketing Undergraduates.

- 2015: Two flagship UK Businesses were selected to pilot test an employability based initiative.

- Stoneware Ltd. Student module approach plus active dissertations

- Marlborough of England: Specialist undergraduates were parachuted into the business to improve capability

- 2015: European Crowdsourcing project integrated into Challenge Academy, to provide access to a portal structure.

1. Web Portal Requirements

1.1. What is the principal use of the portal?

The web portal will be used for three main purposes:

1. *To hold details of Businesses, Mentors (academic and practitioner), and Student Associates*
2. *Where appropriate, to showcase business cases (opportunities and issues) to the wider European audience for research and academic seminar purposes.*
3. *To highlight key training and knowledge transfer/development events*

1.2. What is the aim of Challenge Academy?

Challenge Academy aims to create an employability focused network. Businesses will be targeted that have specific needs for low level consultancy support. An initial free intervention will be provided, whereby appropriately pre-trained students will work within the selected businesses under the supervision of a qualified mentor. The aim is to provide advice to resource critical businesses to develop their capability, whilst at the same time providing valuable experience to students in order to enhance their employability profile.

1.3. Other predicted outputs from Challenge Academy:

1. Academic Research from Business Interventions
2. Meshing of support work/outcomes into academic module delivery & assessment packages
3. To provide a business advice unit to allow businesses to make appointments with students and mentors to discuss specific issues.
3. Opportunity to develop international links/collaboration between Universities and Businesses
4. Bite sized training and development seminars for students focused around employability themes

1.2. What are the internal University Partners roles?

1. **Business Solutions**: Key role is to host the initiative, to provide marketing communications support, and to attract appropriate businesses to the Academy.
2. **FoSS**: Key role is to coordinate support and allocate the most suitable students and mentors to projects. FoSS will also pursue wider academic engagement with modules and promote research opportunities.
3. **Careers Service** will ensure students receive pre-training through CV and interview guidance, induction, periodic training development seminars, and to ensure necessary safeguarding measures are implemented.
4. **Students Union**: Key role to develop awareness and support student recruitment to the Academy.

Initial Portal Home Page Layout
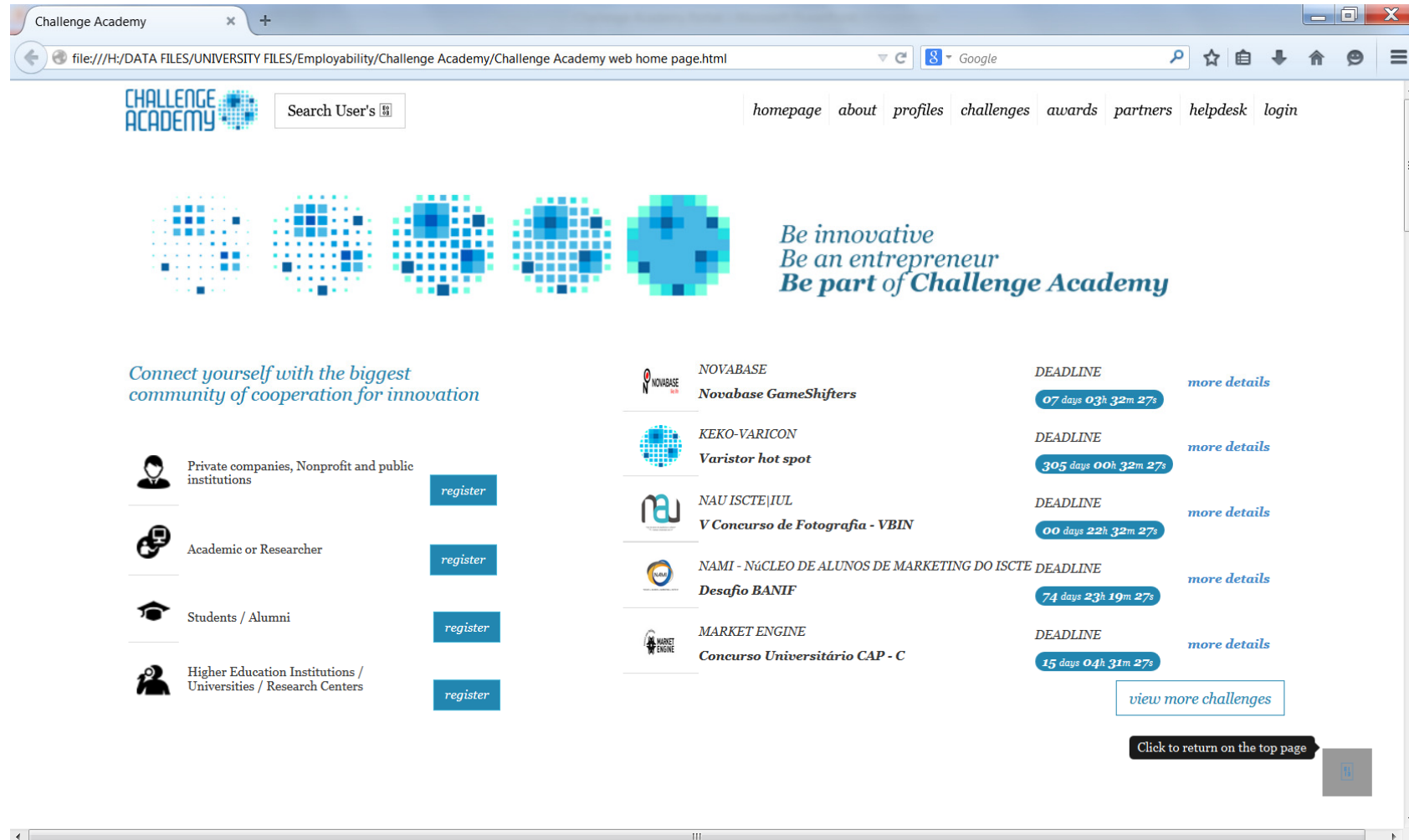
Portal Developments

On the left side there are four fields which are Business Partners; Academic Mentors; Student Associates; European Partner Contacts

The list is only available to appointed local administrators in order to protect confidential information.

If possible each entry should contain relevant information such as contact details, specific interests and students time/availability

The Challenge Academy strapline has been changed to "*Join the Challenge Academy and be part of an exciting and innovative collaborative project*"

The home page strapline is now "**Think Innovatively ; Act Entrepreneurially; Enhance your Employability; Join Challenge Academy**"

Portal Developments

- The right hand columns can be flagged as European Collaboration (or Crowdsourcing) opportunities. It is important that these case descriptions can be turned off or on depending on the suitability and confidentiality of individual interventions.

- It is important that there are different levels of access with different securities in order to ensure that data can remain protected but designated administrators can update fields. An open access level could be useful for those that wish to peruse research or classroom opportunities.

- In the University of Wolverhampton, the portal will support students that wish to incorporate an Enterprise Award with their activities, through a reflective log.

- A meeting/activity log has been incorporated, so that mentors can review activities and appointments that have been actioned at any point in time on specific interventions.

Thank you for listening.
Questions?