



OECD LEED
FORUM ON PARTNERSHIPS
AND LOCAL GOVERNANCE



UNIVERSITIES, SKILLS AND ENTREPRENEURSHIP

A capacity building activity organised within the framework of the
OECD LEED Forum on Partnerships and Local Governance

18-20 October 2010, Trento, Italy

Agenda

Organised by

OECD LEED Trento Centre for Local Development

Vicolo San Marco 1, Trento, Italy



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The issue

Evidence confirms that new and young firms are key job creators, and as universities are one of the main sources and places for great ideas to develop into great companies there is a growing need for their involvement in promoting entrepreneurship. More and more universities across OECD member and non-member countries respond to this by offering courses in entrepreneurship education and by supporting future entrepreneurs in accessing finance and premises for their new businesses. Governments play an important role by providing kick-off funding and a legal framework that sets the right incentives for universities to promote entrepreneurship and for students, graduates, researchers and professors to realise opportunities. But, it needs local partnerships between universities, business development organisations and local governments to further develop and sustain this process.

Having the right mix of attitudes, motivation, knowledge and skills is crucial for starting-up, running and growing a business. Family, friends, and school are important points of reference early on in this process; only a share of what is needed can be learned in university. Yet, as the latter gathers people from various disciplines with different risk perceptions and ideas it provides a unique environment for nascent entrepreneurship. Motivated people need the right skills to identify opportunities and to turn their entrepreneurial projects into successful ventures, skills such as business planning, risk assessment, team building and negotiation, as well as basic management and technical skills. There is a debate on whether or not entrepreneurship can be learned, what should be trained, how and by whom. Some universities rely on a more traditional approach in which their business schools are the main actors in developing skills for entrepreneurship, whereas others engage on a broader level by integrating entrepreneurship skills into curricula, using new teaching methods and involving entrepreneurs as teachers appear to actually make a difference in learning outcomes. This seminar seeks to grasp strengths and weaknesses of different approaches, and offers participants an opportunity to get insight information about new approaches.

Through their entrepreneurship support activities universities are opening up to 'external actors'. This is likely to challenge university governance. In recent cross-country policy research the OECD LEED Programme found evidence of good practices emerging that balances interests and fosters effective synergies, but there are also a number of barriers to overcome. Universities, for example, may not fully realise their local economic development potential as promoting entrepreneurship only falls into their 'third mission' with no or weak links to the core missions of teaching and research. Internal administrative barriers and a lack of incentives may actually impede students, researchers, professors and administrators to think and act entrepreneurial, and efforts to develop entrepreneurship skills support may not be fully effective because of a missing interface with the local economy's wider entrepreneurship support system.

In fact, LEED research confirms that what is needed to effectively support entrepreneurship is a common strategic framework that allows all actors to join their efforts in a partnership that makes best use of available resources. For such an approach to work expectations, contributions and responsibilities need to be clear and mutually agreed by all partners.

The seminar

The aim of this seminar is to help partnerships between universities, business development organisations and local governments to accelerate in their task of promoting entrepreneurship.

Who

The seminar is addressed to:

- University management, professors and researchers, who are actively involved in teaching entrepreneurship and in mentoring start-ups, as well as university staff responsible for start-up support.
- National, regional and local government representatives, who are already involved, or interested in, the strategic development and financing of local entrepreneurship support, with a focus on universities.
- Representatives of local business support organisations that are mainly dealing with university spin-offs, and already engaged, or interested in, developing a partnership with universities.

Cost of Participation

No participation fees are required. Participants will cover their own travel and accommodation.

For more information on the seminar, please contact Elisa.Campestrin@oecd.org at the OECD LEED Trento Centre, Italy or follow the link www.trento.oecd.org.

Working language

English.

Monday, 18 October 2010

9.00-11.00

SESSION 1. PROMOTING INNOVATORS, RISK-TAKERS AND JOB CREATORS: THE ROLE OF UNIVERSITIES IN PROMOTING BIRTH AND GROWTH OF NEW ENTERPRISES

Welcome by [Andrea-Rosalinde Hofer](#) and [Jonathan Potter](#), OECD

In the opening session delegates will engage into a lively debate, moderated by [Andrew Harrison](#), Manger, GFA Consulting & Learning Studio, United Kingdom about what matters most 'right now' in university entrepreneurship, and how this might change over the next 5-15 years. Key questions for two rounds of panel discussions, are:

Round 1: Reaching and nurturing entrepreneurs within universities.

- How to identify, mobilise and nurture the (hidden) entrepreneurial potentials within universities?
- How to successfully manage opportunities and threats related to current and future scenarios in public and private funding, attractiveness and internationalisation?

Panelists (in alphabetical order):

- ✓ [Davide Bassi](#), Rector, University of Trento, Italy
- ✓ [Norbert Grünwald](#), Rector, Hochschule Wismar, University of Applied Science, Technology, Business and Design, Germany
- ✓ [Meor Kamal Azhar](#), Senior Manager, Multimedia Development Corporation Cyberjaya, Malaysia
- ✓ [Ahmed Nouredine Helal](#), Rector, University of Sousse, Tunisia
- ✓ [Jens Mundhenke](#), Senior Expert, Federal Ministry of Economics and Technology, Germany.
- ✓ [Rod Shrader](#), Professor of Entrepreneurship, University of Illinois at Chicago, United States
- ✓ [Jakob Stolt](#), Managing Director, Øresund Entrepreneurship, Denmark and Sweden

Round 2: The role of universities and strategic partnerships in promoting birth and growth of new enterprises.

- What roles do universities currently play in promoting the birth and growth of new enterprises? Is there a need to provide more than just the right skills?
- How to establish an effective local system to guide nascent enterprises into growth? How to balance global linkages with local success?

Panelists (in alphabetical order):

- ✓ [Imrich Chlamtac](#), President, Center for REsearch And Telecommunication Experimentation for NETworked communities (CREATE-NET), Italy
- ✓ [Alain Fayolle](#), Professor and Director of the Entrepreneurship Research Centre, EM Lyon Business School, France
- ✓ [Anita van Gils](#), Associate Professor, Maastricht University School of Business and Economics, the Netherlands
- ✓ [Niall McKenzie](#), Research Fellow, University of Wales, United Kingdom
- ✓ [Rüdiger Soltwedel](#), Former Director, Public Policy Center, Research Events Center, Kiel Institute for the World Economy, Germany

11.00-13.00

SESSION 2. OPENSOURCE: GOOD PRACTICES UNDER THE SPOTLIGHT

Delegates will meet with peers in charge of entrepreneurship education, start-up support and partnership initiatives in promoting the birth and growth of new enterprises. Over 20 minutes exchanges and debates will revolve around success factors, problems and transferability. Delegates can choose up to four initiatives from a pool of 17.

13.00-14.00

Lunch

14.00-18.00

SESSION 3. THE LEARNERS' JOURNEY: HOW CAN WE MAKE IT BETTER?

The aim of this session is to uncover some of the key links between entrepreneurial success, attitudes, motivation, knowledge, skills and experience, and the relevance of university entrepreneurship education. We will enter the well-known debate on whether or not entrepreneurship can be learned, discussing what skills for entrepreneurship can be taught, what are successful teaching methods, how to recruit students, the importance of teambuilding and how to get good teachers, from outside as well as inside universities. We will also review the current state of social entrepreneurship education and the role of universities.

Introductory presentations by:

- ✓ *Alain Fayolle*, Professor and Director of the Entrepreneurship Research Centre, EM Lyon Business School, France
- ✓ *Anita van Gils*, Associate Professor, Maastricht University School of Business and Economics, the Netherlands

Creative work in small groups and presentations of learning journeys

15.00-17.00

Creative work in small groups on mapping the journey for a particular customer – for example, a high tech engineering company, a licensing venture, a producer of iPhone apps. We will use the techniques of journey mapping to consider how to improve support services.

17.00-18.00

Presentations of the learning journeys...each of the groups will visit the other groups, and talk through the journeys that have been mapped out, identifying common themes, experiences and challenges.

Coffee, tea and refreshments

18.00

End of day 1 – free evening

Tuesday, 19 October 2010

9.00-11.00

SESSION 4. "ACTION LEARNING FOR CHANGE"

Delegates will work in small groups of 3 or 4 using action research principles. Each delegate will bring a work-related problem that their fellow delegates will help them to think about. The aim is to help promote problem solving and creative thinking, rather than propose solutions. Each delegate will have the chance to be the consultant to others' work related problems, and receive consultation input themselves. This will lead to plans for action and change.

Coffee, tea and refreshments

11.00-13.00

SESSION 5. PARTNERSHIPS AND STRATEGIC POSITIONING IN PROMOTING THE BIRTH AND GROWTH OF NEW ENTERPRISES

Through their entrepreneurship support activities universities are opening up to 'external actors'. By providing a helping hand, yet without taking away the 'do it on your own' drive, and by making support systems accessible and attractive for young entrepreneurs, universities play an increasingly important role in promoting the birth and growth of new enterprises. Yet, growing evidence suggests that success is based on partnerships and strategic positioning. How to manage this effectively in universities themselves, within the territory, the country and on an international scale, will be the guiding question for this session.

Delegates will work in small groups to identify what they see as the most significant opportunities, risks and success criteria for strategic positioning. Each group will formulate challenging questions to put to our panel. The panel will discuss their perspective on strategic positioning in the light of the challenges from the rest of the delegates.

Andrew Harrison, Manger, GFA Consulting & Learning Studio, United Kingdom interviews (*in alphabetical order*):

- ✓ *Mohamed Rached Boussema*, General Director of Higher Education Reforms, Ministry of Higher Education and Scientific Research, Tunisia
- ✓ *Norbert Grünwald*, Rector, Hochschule Wismar, University of Applied Science, Technology, Business and Design, Germany
- ✓ *Niall McKenzie*, Research Fellow, University of Wales, United Kingdom
- ✓ *Rod Shrader*, Professor of Entrepreneurship, University of Illinois at Chicago, United States
- ✓ *Jakob Stolt*, Managing Director, Øresund Entrepreneurship, Denmark and Sweden
- ✓ *Rüdiger Soltwedel*, Former Director, Public Policy Center, Research Events Center, Kiel Institute for the World Economy, Germany

13.00-14.00

Lunch

14.00-18.00

SESSION 6. SEARCHING ENTREPRENEURIAL OPPORTUNITIES IN TRENTO

In this session you will be visiting, in teams of eight delegates, the historical inner-city part of Trento. Your 'city guides' will be students from the University of Trento who are planning to start-up their own business. They will facilitate you in accomplishing your tasks, namely to:

- Identify entrepreneurial opportunities (as many as you can) and to choose in your team the 'entrepreneurial opportunity' that you believe offers the greatest potential for being turned into a successful product or service. Your team will present this 'entrepreneurial opportunity' on the last day in the *FMP: Five-Minute-Pitch* contest. You can use photos, images from magazines or postcards, objects and all sorts of multimedia to present your product/service to an audience of "*(rich) venture capitalists*".
- Design the "best support initiative" that can be offered to move fast from the idea into successful commercialisation. You will have to decide whether what you as a start-up team will need in terms of skills and hands-on-support in accessing finance, premises, contacts, etc. Think about what will be most and least helpful in supporting you in commercialising your product/service. Your team will present the support initiative on the last day in the *Best-Support-Initiative* contest to an audience of "*university managers and government agents*". You can use all sorts of multimedia in your 15-minute presentation.

18.30-19.45

Wine Tasting at Palazzo Roccabruna - Via SS. Trinità 24 - Trento



Wednesday, 20 October 2010

9.00-10.30

Delegates work in teams on their presentation.

Coffee, tea and refreshments

10.30-12.45

SESSION 7. TAKING IT FURTHER

In the final session, delegates will work in the teams formed in session 6. The two main parts of the session are:

FMP: Five-Minute-Pitch contest: the teams will present to an audience of “*rich*” *venture capitalists*” their product/service. Key evaluation criteria are:

- What risks will you take?
- How entrepreneurial were you as a team?

“Best Support Initiative” contest: the teams will present to an audience of “*university managers and government agents*” their support initiative. Key evaluation criteria are:

- OECD LEED criteria list on good practice in university entrepreneurship support in CFE/LEED(2009)22

12.45-13.00

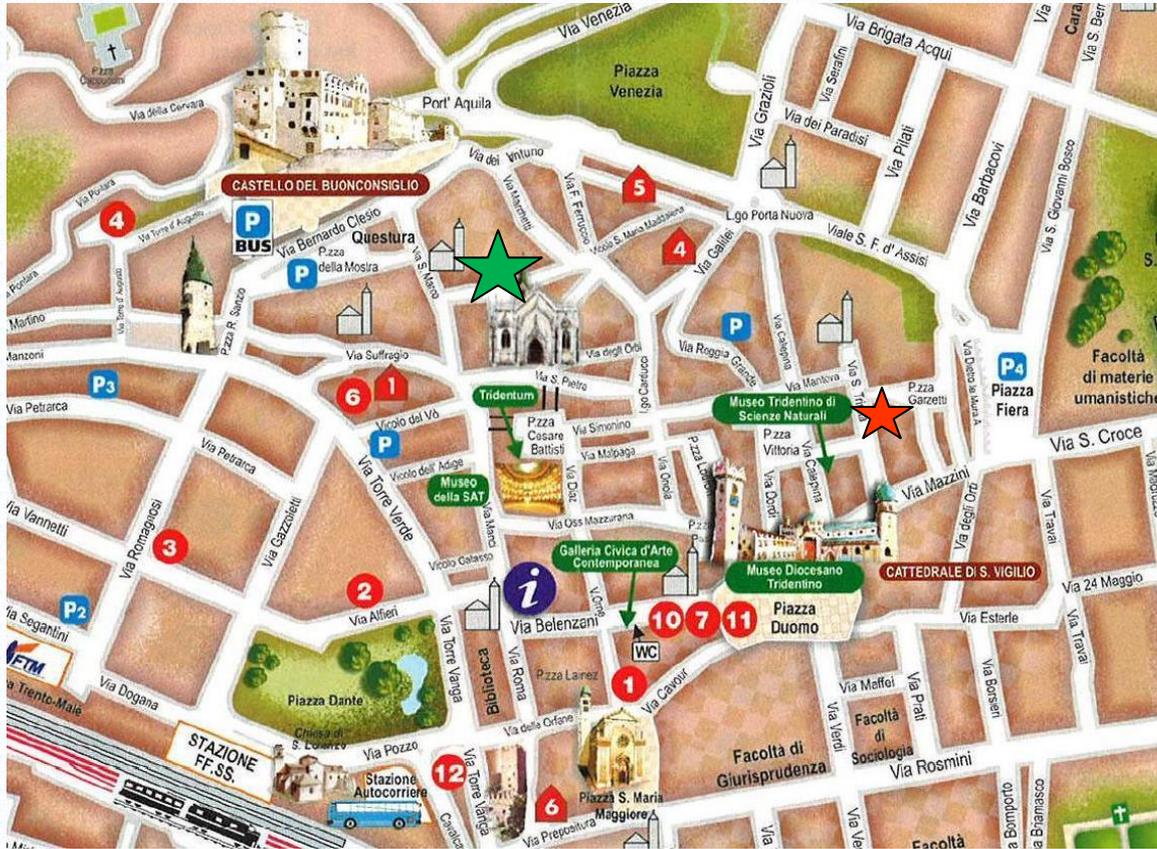
Farewell toast “pot de l’amitié”

LOGISTICS – useful numbers and addresses

OECD CONTACT

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VENUES



★ **VENUE OF THE SEMINAR**
OECD LEED Trento Centre
 Vicolo San Marco 1,
 38122 Trento
 Tel: +39 0461 277600

★ **WINE&FOOD TASTING (Tue 19)**
Palazzo Roccabruna
 Via SS. Trinità 24
 38122 Trento
 Tel: +39 0461.887101

2 Grand Hotel Trento (n.2)
 Via Alfieri, 1/3, 38122 Trento
 Tel: +39 0461 271705
 Fax: +39 0461271001
 E-mail: congress@grandhoteltrento.com
 Website: www.grandhoteltrento.com

3 Hotel Buonconsiglio (n.3)
 Via Romagnosi 18, 38122 Trento
 Tel: +39 0461 272888
 Fax: +39 0461 272889
 E-mail: hotelhb@tin.it
 Website: www.hotelbuonconsiglio.it

4 Albermonaco (n.4)
 Via Torre d'Augusto 25, 38122 Trento
 Tel: +39 0461 983060
 Fax: +39 0461 983681
 E-mail: info@albermonaco.it
 Website: www.albermonaco.it

6 Hotel America (n.6)
 Via Torre Verde 52, 38122 Trento
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 Fax: +39 0461 230603
 E-mail: info@hotelamerica.it
 Website: www.hotelamerica.it

TAXI Service

Radio Taxi Trento (24 hours service): +39 0461 930002

Pronto Soccorso (ER) in case of accidents, disease or medical emergencies dial the emergency number: 118

Polizia (Police) in case of a car accident, dial the emergency number: 113

Post in Trento: switchboard +39 0461 899511



OECD LEED Forum on Partnerships and Local Governance

www.oecd.org/cfe/leed/forum/partnerships

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