

## Workshop

### Innovation in regional business and industry, NGOs and the public sector – the role of University Lifelong Learning

Thursday 10 May 2012

1<sup>st</sup> slot: 14.30 – 16.00 | 2<sup>nd</sup> slot: 16.15 – 17.15

Chair: Hanna-Riikka MYLLYMÄKI, Aalto University

University Lifelong Learning should be based on the latest research, thus providing knowledge and skills which lead to innovation. SMEs, NGOs and the public sector in general cannot afford their own research departments and do often not have the time and the resources to engage in a systematic dialogue with universities. ULLL is often understood only as increasing the qualifications of individual learners. A wider approach is to build up sustainable platforms for innovation at institutional level with companies and organisations.

#### Focus of the workshop:

##### ULLL developing an innovative workforce

- Designing ULLL (programme structure, flexible delivery etc.) to facilitate access for people in full-time employment
- ULLL for the next generation of managers and entrepreneurs

##### Joint developmental partnerships for innovation – lessons learned

- Platforms for innovation between Higher Education Institutions and the business sector, the public sector and the NGO sector, which ULLL is part of
- Joint development of ULLL programmes

##### ULLL delivery in partnership – lessons learned

- What models exist for collaboration at institutional level with companies and organisations, as well as labour market agencies and institutions such as a Chamber of Commerce, to open up individual pathways into Higher Education for new target groups previously not engaged in ULLL? Collaborative models with human resources departments
- Involving experts from regional business and industry, NGOs and the public sector in university lifelong learning programmes: problems and solutions

## Presentations

### 1<sup>st</sup> slot: 14.30 – 16.00

#### **New paths for knowledge transfer between universities and SMEs: A multi-level perspective on how to foster innovation in regional markets**

by Mag. Edith Hammer and Dr. Nino Tomaschek, Postgraduate Center, University of Vienna

#### **Alumni of vocational education as a new target group for higher further education – Chance and challenge for universities**

by Stefan Brämer, Institute of Micro- and Sensor Systems, Otto-von-Guericke-University Magdeburg

#### **Perceived service value and willingness to pay for Continuing Education**

by Ao.Univ.-Prof. Ing. Mag. Dr. Otto Krickl, Institute for Organization and Economics of Institutions, University of Graz and Professor Susan Geertshuis, Centre for Continuing Education, University of Auckland

### 2<sup>nd</sup> slot: 16.15 – 17.15

#### **Lessons learned from co-operation – The project 'Virtual interaction with Web 2.0 in companies'**

by Lena Oswald, Centre for Continuing Education at the University of Hamburg