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# AARHUS UNIVERSITY BRINGS **SOLUTIONS**

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STRATEGY FOR BUSINESS COLLABORATION AND INNOVATION 2021-25



AARHUS UNIVERSITY



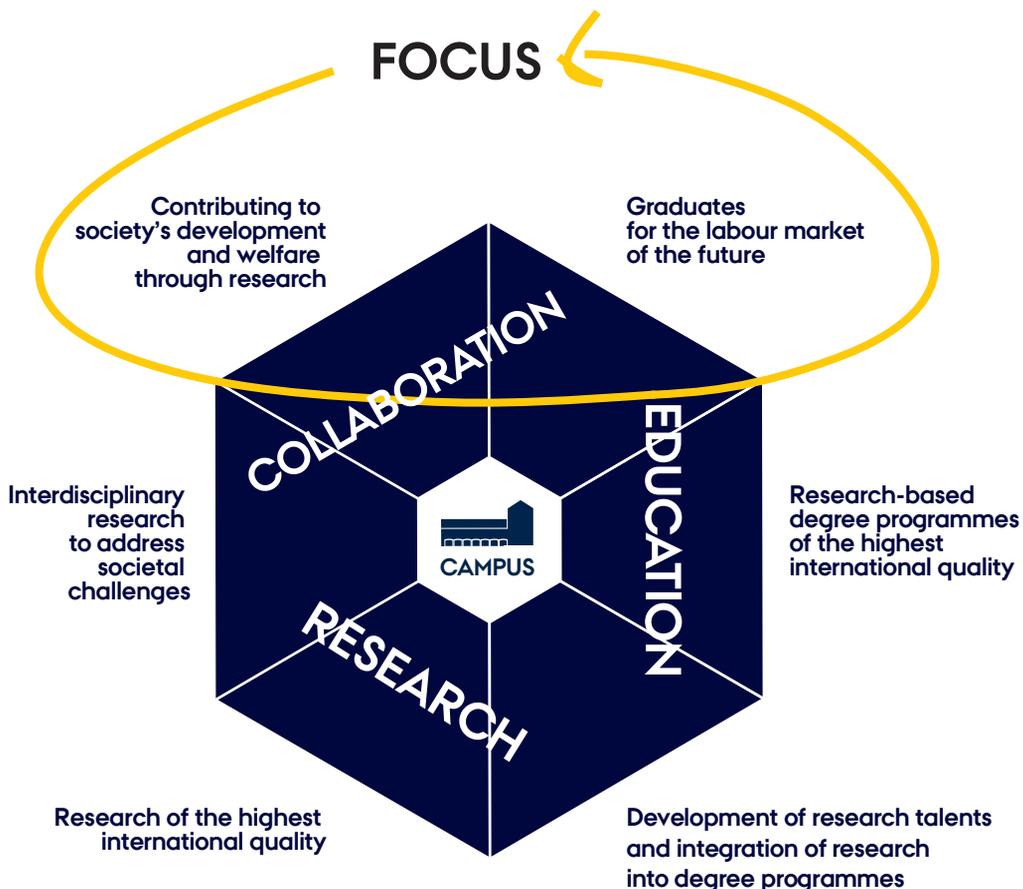
# GREATER AND MORE VISIBLE CONTRIBUTIONS TO SOCIETY

In Strategy 2025, Aarhus University's mission is comprised of six core tasks within research, education and collaboration. This strategy addresses collaboration.

The university has a long tradition of helping to foster development and growth in society by contributing to both the public and private sectors, in addition to civil society. The aim of this sub-strategy is to increase these contributions and make them even more visible.

This sub-strategy applies to Aarhus University as a whole, and involves all faculties, departments/schools and many administrative functions, just as it is predicated on the involvement of the university's partners in private and public sector companies, organisations and institutions as well as civil society and the ecosystem.

Many people at and outside Aarhus University have contributed to these pages – **Thank you.**



## CORE TASK, GOALS AND SUB-GOALS

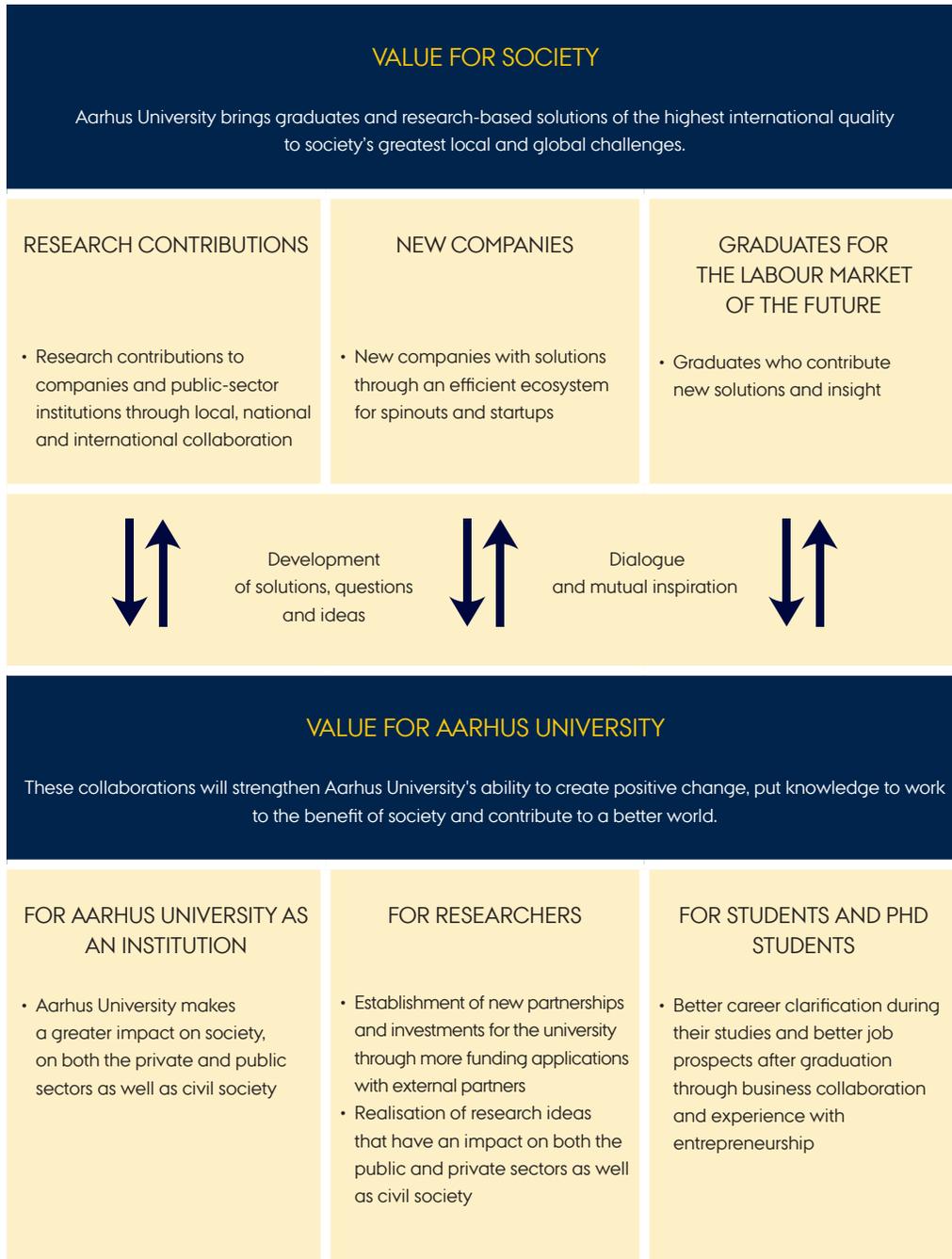
The framework for the sub-strategy for business collaboration and innovation is comprised of the following core tasks, goals and sub-goals from Aarhus University's Strategy 2025.

<b>CORE TASK</b>	<b>CONTRIBUTING TO SOCIETY'S DEVELOPMENT AND WELFARE THROUGH RESEARCH</b>				
<b>GOAL</b>	<b>COLLABORATION WITH EXTERNAL PARTIES</b>		<b>CONTRIBUTING TO A KNOWLEDGE-BASED DEMOCRACY</b>		
<b>SUB-GOALS</b>	Projects with business and industry, the public sector and civil society	Innovation and entrepreneurship	Visibility of expert contributions to public debate	Development of public sector consultancy	Dialogue with decision-makers

<b>CORE TASK</b>	<b>GRADUATES FOR THE LABOUR MARKET OF THE FUTURE</b>		
<b>GOALS</b>	<b>DEVELOPMENT OF THE DEGREE PROGRAMME PORTFOLIO</b>		<b>ESTABLISHING LINKS BETWEEN STUDENTS AND THE LABOUR MARKET</b>
<b>SUB-GOALS</b>	Future-proofed graduate competency profiles	The further and continuing education of the future	Degree programmes with business-oriented elements

# COLLABORATION BASED ON RECIPROCITY

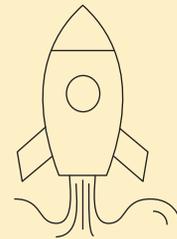
- What does the sub-strategy mean for our partners and for Aarhus University?



# THREE FOCUS AREAS

*The Business Committee has overall responsibility for the initiatives that support and elaborate on Strategy 2025, but the mission can only succeed through close collaboration with the university's faculties, departments/schools and administrative functions, as well as the university's many external partners and the ecosystem, including business clusters, business development centres, special interest organisations, foundations, municipalities, regions and many more. How Aarhus University's different units and many external partners can contribute to the individual initiatives will be specified in connection with their implementation.*

## 1. INNOVATION AND ENTREPRENEURSHIP



### INITIATIVES

#### 1) MORE KNOWLEDGE-BASED SPINOUTS AND STARTUPS

New viable companies will be created all over Aarhus University on the foundation of research-based knowledge and sustainability and through an effective system for scouting, incubation, acceleration and funding.

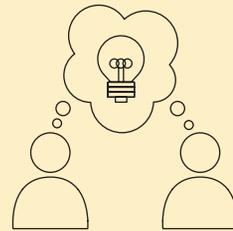
- A: More spinout cases screened.
- B: More startups all over Aarhus University.
- C: Development of method for prioritising the most promising cases for acceleration.
- D: More cases attract external funding.
- E: Ensure close collaboration between The Kitchen, faculties, departments/schools, innovation hubs and the administrative support functions.

#### 2) MORE ENTREPRENEURIAL EXPERIENCE

An increasing number of students, PhD students and researchers are offered training in intrapreneurship and entrepreneurship, and are trained through internships and projects in startups and spinouts across Aarhus University.

- A: Offer competency development and inspiration to more researchers, PhD students and students from all disciplines to encourage them to translate knowledge into value through startups and spinouts.
- B: Wide variety of workshops with an entrepreneurial focus for students, PhD students and researchers.
- C: Support courses in innovation and entrepreneurship for students, PhD students and researchers.

## 2. PROJECTS WITH BUSINESS AND INDUSTRY, PUBLIC SECTOR INSTITUTIONS AND CIVIL SOCIETY



### INITIATIVES

#### 1) MORE VALUE-CREATING COLLABORATIONS

Companies and public sector institutions find solutions to society's most important challenges through research collaboration and knowledge-sharing.

- A: More concrete collaborations between Aarhus University and both the public and private sectors as well as civil society through a constructive framework for reciprocal collaboration.
- B: Aarhus University is regarded as an easily accessible, excellent and trustworthy partner for research collaboration and knowledge-sharing.
- C: Researchers perceive cross-disciplinary collaboration with external parties as adding value.

#### 2) GRADUATES CREATE VALUE

Graduates, PhD graduates and junior researchers contribute their expertise to solving society's most important issues.

- A: More Danish and international students, PhD students and junior researchers develop and apply their expertise in interaction with Danish and international employers.
- B: Aarhus University makes it simpler for companies, organisations, students, PhD students and lecturers to collaborate.
- C: Students, PhD students and junior researchers are qualified to and see the value of applying for jobs with a wide range of private and public-sector institutions, not least small and medium-sized enterprises.
- D: Private and public-sector institutions, not least small and medium-sized enterprises, are motivated to recruit more students, graduates, PhD graduates and junior researchers .

## 3: STRONGER FOUNDATION



### INITIATIVES

#### 1) CULTURE

Initiatives and incentives that promote and anchor external collaboration and entrepreneurship.

- A: Create broad support for better frameworks and incentives for business collaboration and innovation, both internally among individual employees and externally among partners.
- B: Ensure external funding for initiatives and incentives that strengthen collaboration between Aarhus University and partners.
- C: Contribute to the establishment of a commercial foundation in collaboration with regional players to support entrepreneurship.
- D: Document business and innovation culture at the university through regular analysis.

#### 2) MORE PROFESSIONAL INFRASTRUCTURE

Efficient systems and frameworks that support external collaboration and entrepreneurship.

- A: Implement a digital system for knowledge-sharing and professional administration of external collaborations (CRM).
- B: Create efficient and inclusive decision-making processes internally at the university to ensure the best possible framework conditions.
- C: Alumni perceive that the university's offers have value, and more get involved in activities at the university.
- D: Development of The Kitchen's infrastructure and physical environment.

#### 3) MORE VISIBILITY

Internal and external communication about Aarhus University's vision for business collaboration and innovation.

- A: All researchers, PhD students and students at Aarhus University are familiar with the opportunities for entrepreneurship, business collaboration and careers offered by the university.
- B: Relevant private and public-sector stakeholders are aware of the opportunities for collaboration with Aarhus University.
- C: Strengthen collaboration and knowledge-sharing across Aarhus University in regard to entrepreneurship, business collaboration and careers.

# AARHUS UNIVERSITY VISION – STRATEGY 2025

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A research-intensive university  
that aspires to the highest international quality  
and excels in creating value through knowledge,  
new insights and collaboration



Connecting  
Denmark and the world