

How to foster a culture of collaboration between universities and industry

We recently ran a workshop, entitled 'Better conversations', at the two week [Digital Shoreditch Festival](#), held in London's '[Tech City](#)'. The festival is celebration of the creative, technical and entrepreneurial talent that is part of the digital economy in that part of London, and our workshop explored the question of how businesses and universities can engage more effectively with each other to solve business problems.

Around 80 participants, from both academia and industry, highlighted many of the issues that can make such communications difficult and provided innovative ideas on how academia and business could collaborate more effectively together.

The challenges that surfaced include a lack of trust over issues such as intellectual property, uncertainty about the potential benefits of working together, and the difficulty on both sides of finding the time for initial exploratory conversations. Participants also noted an apparent disparity between universities and businesses in the kinds of outputs that would make such collaborations seem worthwhile. While businesses may be seeking saleable products, academics prize excellent research outputs and publications. There were concerns, particularly among small businesses, that universities may not find their problems interesting enough to address, and that they didn't know who to talk to, or find out if a university could help them solve their business challenges.

Read more :<https://www.theguardian.com/higher-education-network/blog/2012/aug/02/the-value-of-research-collaborations>