

SECRA Sensitization Programme

WP5, Deliverable 3

The sensitization program for adopting the University Enterprise Collaboration Compass aims to foster innovation and drive economic growth through enhanced partnerships between universities and enterprises in the Philippines, Sri Lanka, and Thailand. The program's main objective is to raise awareness and encourage the adoption of the University Enterprise Collaboration (UEC) Compass, a strategic tool that aligns academic education with industry needs, benefiting universities, enterprises, and government bodies.

The SECRA project team collaboratively sensitized the UEC Compass through a sequential process, largely through hands-on workshops in each project meeting. The objective was to adopt the UEC Compass to the national and local context of each partner institution, ensuring a smooth implementation both during the latter part of the project and beyond. The below program describes the content and stages of this process throughout the project and serve as guidelines for future adaptation of the UEC Compass. While the topic of the SECRA project targeted bachelor's and master's programs in crisis management and disaster risk reduction, the sensitization program is adaptable for the UEC Compass to be implemented at most other university programs.

The program begins with an introduction and contextualization phase, which provides background on the UEC Compass and its significance in driving innovation and economic competitiveness. The program acknowledges the diverse economic landscapes and educational systems of the Philippines, Sri Lanka, and Thailand, emphasizing the need for customized approaches tailored to each country's unique context.

The Target Audience for the program includes university leaders (such as presidents, vice-chancellors, and school directors) as well as roles responsible for educational programs and university teaching. Industry leaders (including CEOs, innovation managers, and R&D heads), government officials from ministries of education, industry, and labour, students and young researchers, and civil society organizations (CSOs) like NGOs and industry associations can also be involved or act as advisory board members to optimize a proper contextualisation.

The program is divided into several key Components:

1. **Awareness Campaigns:** These campaigns involve webinars that introduce the UEC Compass to a broad audience to universities in each country. The webinars cover a Compass overview, case studies, and success stories from universities already using the UEC Compass. The campaign also introduces the broader context of the UEC Compass, that of the community of practice stemming from SECRA and the resources available to new participants in the community. The aim of the awareness campaign is to disseminate information about the benefits of a structured approach to university-enterprise collaborations and the instrumental benefits of using the UEC Compass to monitor the collaborative efforts and activities. The content can be localized to resonate with the specific cultural and linguistic contexts of each country.

2. **Capacity Building Workshops:** These workshops include hands-on training to implement and use the UEC Compass and train-the-trainer programs aimed at university faculty and teachers. The workshops offer in-depth training on the UEC Compass, equipping participants with practical tools for effective collaboration. Collaborative action planning workshops will also be conducted, where university and industry representatives will co-create strategies and develop actionable collaboration plans tailored to specific sectors, such as technology, agriculture, or health.
3. **Pilot Projects:** The program initiates industry-academia partnership pilots in key sectors. These pilots serve as practical demonstrations of the UEC Compass's application. Additionally, student engagement initiatives will be launched, including innovation challenges where students tackle industry-relevant problems under the guidance of academic and enterprise mentors. Structured internship programs and other activities connecting students and industry with each other will also be introduced, aligning academic learning with industry needs.
4. **Policy Advocacy:** The program includes the organizing of stakeholder roundtables involving government officials, university leaders, industry representatives, and civil society to align university-enterprise collaboration efforts with national development goals. Policy briefs and reports may be produced based on evidence from pilot project outcomes and international best practices, offering recommendations for supporting and institutionalizing the UEC Compass.

The sensitization program implementation is structured across four phases:

- Phase 1 (Months 1-3) focuses on launching awareness campaigns and initial webinars.
- Phase 2 (Months 4-6) centres on conducting capacity-building workshops and initiating pilot projects.
- Phase 3 (Months 7-9) involves implementing student engagement initiatives and holding stakeholder roundtables.
- Phase 4 (Months 10-12) is dedicated to monitoring and evaluating pilot projects, producing policy briefs, and planning for scalability.

The program includes a robust evaluation component, where key metrics such as participant numbers, gender distribution, collaboration plan quality, and policy adoption rates will be tracked. Evaluation methods will involve surveys, interviews, and analysis of pilot project data.

Finally, the program outlines a sustainability plan that encourages universities to incorporate the UEC Compass into their strategic plans. The plan also proposes scaling up successful pilots to other regions and securing funding through international donors, government grants, and private sector partnerships.

In conclusion, this sensitization program aims to make the University-Enterprise Collaboration Compass a vital tool for fostering innovation, enhancing the relevance of academic research, and driving economic growth in the Philippines, Sri Lanka, and Thailand. Through coordinated efforts involving universities, industries, and government bodies, the program aspires to create a collaborative environment that benefits society as a whole.