ACADEMIA-PUBLIC-PRIVATE PARTNERSHIPS FOR SCIENCE, TECHNOLOGY AND INNOVATION: THE CASE OF THE COLLABORATION FOR ENTREPRENEURIAL UNIVERSITIES – (CEPU) PROJECT IN KENYA

CEPU & SCIENCE, TECHNOLOGY AND INNOVATION IN AFRICA

Saturday, October 26, 2019
Prof. Mwangi Peter Wanderi
Mount Kenya University

KEYNOTE
Delivered During ACADEMIA-PUBLIC-PRIVATE PARTNERSHIP FORUM (APPPF) AND EXHIBITIONS 2019 AND THE 1st SCIENCE, TECHNOLOGY AND INNOVATION CONFERENCE

23rd - 25th October 2019, Kampala, Uganda
1) The project- What is CEPU about? How did it start? What is its aim/objectives?)

2) What are the deliverables and how will they be achieved?

3) What is the role of science and technology in an Entrepreneurial University (Entrepreneurial Organization) as depicted in the CEPU project?
CONTENTS

4) What role is played by the private and/or public sectors (in CEPU)?

5) What have been the concrete achievements so far?

6) What have been the challenges?

7) Recommendations
DAAD programme

Entrepreneurial Universities in Africa (EpU)
A General Observation

1) CEPU is an enabler… like ICT, it fits into every field as a useful catalyst.
There is a need for improving graduate employability

International cooperation programmes can contribute:

- Improving the curriculum at partner universities;
- Conducting capacity building (management, teachers);
- Fostering university-industry linkages;
Strengthening the labour market-oriented approach of universities by a new cooperation programme: Why?

- Encouraging entrepreneurship in various areas

- Strengths and Challenges can be shared with various partners
The need for improving graduate employability

Some key questions to ask:

■ Has quality been sacrificed for quantity?
■ Do graduates come with right set of „soft skills“?
■ How do academia and the world of business interact?
■ Is there enough differentiation within the higher education systems?
Entrepreneurship Education at Universities in Developing Countries – results of a study commissioned by DAAD

Drivers
- Teachers interested in Entrepreneurship
- University Leadership interested
- Support from outside of the university

Challenges
- Bureaucracy at university level / target country
- Few resources / Small project budgets for entrepreneurship
- Lack of competence in teaching entrepreneurship
Entrepreneurial Universities (EpU) in Africa – Programme objectives

I. Reform processes to strengthen the structures for labour market orientation that are being implemented at African partner universities;

II. (Further) developed academic programmes and/or accompanying (academic) courses offered in labour market-relevant subjects are made available;
iii) Development-related networks are established between participating universities and business partners....this is where Science, Technology and Innovation come in.
Entrepreneurial Universities (EpU) in Africa – Programme design

- Based on the HEInnovate self-assessment:
  - Prioritisation of thematic areas and development of “Institutional Action Plans (IAP)”
Entrepreneurial Universities (EpU) in Africa – Programme design

- Implementation of IAP through capacity building measures: Trainings, Job-Shadowing, Experts visits, Seminars
- Accompanying measures managed by DAAD
- (national/regional dialogues, liaison with EU/OECD) and other stakeholders
THE PROJECT- WHAT IS CEPU ABOUT?

Duration: May 2018 – December 2021

Sponsor: DAAD
Deutscher Akademischer Austauschdienst
German Academic Exchange Service

Project Partner:

► Each member university comes with an area of specialization
Overall Goal:

Strengthening the labour market-oriented approach of universities’ core mandates in Africa through innovation, partnerships and entrepreneurship.
Origin of the concept – 1st steps towards CEPU

1) DAAD hosted a matchmaking event for Kenyan and German Universities in Nairobi in February 2018.

2) The Kenyan and German universities that attended teamed up on their own preferences and each team developed one project proposal and submitted it to DAAD on 9th March 2018.

3) About 6 teams submitted one proposal each and ONLY TWO were selected: CEPU was one of them.
CEPU: TARGET GROUPS

1. (Top) University Management
2. Administrative staff
3. Teaching Staff and Researchers
4. Students (indirectly benefit from the capacity-building & structural changes)
5) Private Sector, Government Organizations (Public Sector) and Other Stakeholders

- ...... AN ALL INCLUSIVE TARGET:
- Quad Helix partnership model

“Leaving no one behind” - UNESCO
A franchise approach allows advanced African universities to generate income and help multiply project results at the same time.
Not only the results of the project, but the reform processes themselves are designed as entrepreneurial from the outset.
CEPU has a specific approach to ensure sustainability and multiplication of project results.

Development of a standardised module-based consulting & training product

Kenyan Partner Universities (KPU)

Consulting & Training

Further African Universities (AU)

Transformation of AU

Entrepreneurial / Labour Market-Oriented

Beginning of Project

End of Project

Time

Saturday, October 26, 2019
CEPU ACCOMPLISHED ACTIVITIES

🔹 HEInnovate is a self-assessment tool for Higher Education Institutions who wish to explore their innovative potential.

🔹 It offers more than just an interactive tool; it also contains case studies, user stories and supporting material to help you to design solutions tailored to your needs.
CEPU ACCOMPLISHED ACTIVITIES

HEInnovate guides you through a process of identification, prioritization and action planning the desired key areas.

https://heinnovate.eu/en
HEInnovate also diagnoses areas of strengths and weaknesses, opens up discussion and debate on the entrepreneurial / innovative nature of your institution and it allows you to compare and contrast evolution over time.

You can have instant access to your results, learning materials and a pool of experts.
CEPU ACCOMPLISHED ACTIVITIES

1) Two HEInnovate self-assessment workshops in July 2018 → Development of Institutional Action Plans (IAPs)

2) First two workshops on “Leadership and strategy management” in Oct 2018 (each year in Feb & Oct)

3) CEPU official project Kick-off on 2 Oct 2018
CEPU ACCOMPLISHED ACTIVITIES

3) Combined 2nd HEInnovate follow-up workshop in Oct 2018

4) 1st Job-shadowing engagement (10 days) in Germany by 4 Kenyan participants (2 from MKU & 2 from KU) in December 2018 at H-BRS and HSW (Wismar)
6) Student Training for Entrepreneurial Promotion (STEP) training of 12 trainers (6 from each University) – 4 days (January 2019)

7) Student Training for Entrepreneurial Promotion (STEP) training to 200 students (100 from each University) – 12 weeks (Feb – April 2019)
8) Combined Design Thinking Training to identify a Pilot Project (= internship programmes at MKU & KU) (worked with BIDCO AFRICA.. A manufacturing industry) in Feb 2019

9) Service-oriented administration workshop at KU in June 2019
   Participants: management and administration officers
   3 days in total (Client Identification and Needs-Analysis Workshop)

10) Study Tour to Germany on Start-up Development
    (University of Leipzig)
11) Business Network Event
Client Identification & Needs - Assessment Workshop (1 day)  Business Network event bringing industry and the 2 universities together... but the participants agreed to make the event an ongoing forum with a Steering Committee of 3 industry players and 5 representatives from each university).
CEPU ACCOMPLISHED ACTIVITIES

12)

6-days Ideas Camp (Oct 2019)
mixed groups develop ideas to solve a real life problem given by a university industry partner

Participants: (from MKU) 3 lecturers (Train-the-Trainer) and 8 students; (from KU) 3 lecturers and 8 students
CEPU ACCOMPLISHED ACTIVITIES

13) (a)

2\textsuperscript{nd} Job-Shadowing in Germany by 1 Kenyan Animal Health Specialist in November 2019

b) 1 Kenyan General Surgeon to visit the University of Leipzig (11 – 21 Nov 2019) INNOVATION CENTER for COMPUTER ASSISTED SURGERY (ICCAS)

https://www.iccas.de/?lang=en
14) 2 months job-shadowing of 1 Lecturer from KU to visit Bonn Rhein Sieg University (5 Oct – 5 Dec 2019)
15) Four Kenyan STEP research assistants will visit Leuphana University for a two weeks job-shadowing (Nov – Dec 2019)

16) Fundraising Mentoring workshop at MKU in Dec 2019
CEPU ACCOMPLISHED ACTIVITIES

Each university coming with its own area of strength

Examples:

H-BRS (Bonn Rhein Sieg University of Applied Sciences and Kenyatta University have a state-of-the-art BUSINESS INNOVATION AND INCUBATION CENTRES

See Chandaria Business Innovation and Incubation Centre at Kenyatta University ...
CEPU AS PART OF THE AGEA NETWORK

Key:
- Universities: 41
- Business associations: 8
- Companies: 33
- Hub: 2

Countries:
- Tunisia
- Egypt
- Benin
- Ghana
- Uganda
- Democratic Republic of the Congo
- Rwanda
- Ethiopia
- Kenya
- Tanzania

CEPU – COLLABORATION FOR ENTREPRENEURIAL UNIVERSITIES

Saturday, October 26, 2019
MOUNT KENYA UNIVERSITY
GRADUATE ENTERPRISE ACADEMY (GEA) COMMISSIONING CEREMONY (BOTTOM) & KIPACHA TECHNOLOGIES GEA PRODUCT (RIGHT)

CEPU – COLLABORATION FOR ENTREPRENEURIAL UNIVERSITIES
CEPU ACTIVITY: Student Training for Entrepreneurial Promotion (STEP):

200 students are trained on entrepreneurship following an action-oriented approach (STEP WAS DEVELOPED AT MUBS IN 2006 by a joint venture of MUBS and Leuphana University)

Aim:

- Change the mind-set: self-employment after graduation should become a real option
- Increase start-up rate: Boost the number of new ventures founded
- Students should be job creators and not job seekers
CEPU ACTIVITY: Student Training for Entrepreneurial Promotion (STEP):

STEP METHODOLOGY:

- In groups of 5, they identify a business idea and they receive USD100 per group of 5 students
- Through 12 weeks, they learn theory and practice of entrepreneurship using REAL MONEY, IN REAL BUSINESS AND IN REAL TIME (they keep the profit and return the seed capital)
- STEP4Youth at the counties where we identify youth with a business start-up (No loan are given)
Public and Private Sector Involvement

1) BASF (EA) LTD
2) Kenya Private Sector Alliance (KEPSA)
3) Konrad Adeneur Stiftung,
4) Kenya Association of Manufacturers - KAM- (Central Kenya Region)
5) BIDCO Africa (A manufacturing industry)
6) Equity Group Foundation (A modality of possible sponsorship on a national-wide roll-out of STEP under discussion)
Public and Private Sector Involvement

7) GT Bank

On 21\textsuperscript{st} February 2019, MKU hosted 21 members of the business community in implementation of CEPU’s “Friendsraising”

GOVERNMENT AGENCIES & COUNTY GOVERNMENTS

1) Kenya National Commission for UNESCO (Sponsors STEP4youth annually)

2) County Governments, eg, Mombasa, Kisumu, Machakos, Isiolo, Kiambu, Embu, and Nakuru..
Why Entrepreneurial Promotion in Science, Technology and Innovation

1) We all need to learn about business planning, book-keeping, elevator pitch, overcoming barriers, marketing, … thus an entrepreneurial strategy and mindset should be embraced by all… BLUE OCEAN STRATEGY
Why Entrepreneurial Promotion in Science, Technology and Innovation?

2) A Keynote delivered by Madam Rita Okuthe, Chief Business Officer, Safaricom said in a Keynote, “Entrepreneurship starts with you”.

3) She indicated that, “we must think big”… in business, in academia, in STI, etc
Recommendations to universities (and other organizations and individuals)

A) That we immediately adopt the Heinnovate for internal and external/ shared dialogue on our Key Performance Indicators (KPIs) / Institutional Action Plans (IAPs) ... AN ACTIVITY FOR APPP FORUM next year?
Recommendations to universities (and other organizations and individuals)

B) That we should all embrace entrepreneurial mindset and strategies. An effort is needed.

C) Identify local best practices in business and innovation accelerators for replication in order to raise the university-based start-ups.
THANK YOU FOR YOUR ATTENTION

—Questions & Answers