Knowledge Transfer Partnerships at the University of the West of England

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Main Points

• Diversity of KTPs

• Rural Non-Profit KTP in Detail

• Tangible, Intangible & Associated Benefits

• Problems and Future Directions
Diversity of KTPs

• **Rural Non-Profit**
  - 4th consecutive KTP with the Royal Bath & West Society

• **Retail, Equipment Services & Maintenance**
  - KTP and GCS

• **Sports Equipment, Design & Manufacture**
  - KTP

• **Food Distribution**
  - ‘shared’ KTP with Marketing
Rural Non-Profit KTP

• Consecutive KTPs
  - Marketing improvements
  - ISO9000 compliant management systems
  - Environmental Management System
  - Embedding the philosophy of EMAS (shorter KTP)

• Undertaken in difficult times
  - Foot & mouth
  - Economic downturn
Rural Non-Profit KTP

• ISO9000 compliant management systems
  - Reengineering financial control systems

• Knowledge flow into Company
  - Scope and scale of ISO9000 requirements
  - Project planning techniques

• Knowledge flow into University
Rural Non-Profit KTP

• Environmental Management System
  - Developing an environmental strategy & policy
  - Developing management systems
  - Achieving Eco-Management & Audit Scheme (EMAS)

• Knowledge flow into Company
  - Scope and scale of ISO14001/EMAS requirements
  - Project management & communication methods

• Knowledge flow into University
  - Forthcoming IEMA Conference paper
  - Forthcoming journal paper
Rural Non-Profit KTP

• Embedding the Philosophy of EMAS
  - Increasing environmental awareness
  - Making EMAS the ‘way of working’

• Knowledge flow into Company
  - ?

• Knowledge flow into University
  - ?
Tangible Benefits

• ISO9000 compliant management system
  - Improved financial reporting & decision making

• Environmental Management System
  - ‘Value’ of EMAS internally and externally

• Highly Skilled KTP Associate

• Research Output
  - Understand ISO9000 and EMAS in non-profits
  - Appreciate the value of KTPs
Intangible Benefits

• Development of working culture
  - Modernisation of working practices & skills
  - Modernisation of expectations & abilities

• Boundary Objects ... *the clock*

• RAE/REF contribution for Universities
Associated Benefits

• Mini-projects within the company
  - Booking systems
  - Maintenance systems

• Research Focal Point
  - PhD to study Knowledge Creation
  - Further understanding of Knowledge Transfer and KTPs

• Teaching Resource
  - Academic research used in teaching
  - Case study teaching materials
  - Guest lectures
Problems & Future Directions

The value of KTPs is difficult to deny but...

- Dependence upon individuals
- Passive nature of University
- Skills mixing and matching
- Incentives and progression opportunity