

Launch of High Impact University Business and Industry (HIUBI) Community

The *High Impact University Business and Industry (HIUBI) Community* <<http://hiubi.ncge.com/index.html>> was launched on Tuesday 18th December 2007 at a unique event hosted by Microsoft UK and the National Council for Graduate Entrepreneurship (NCGE), and held in association with UNICO, AURIL and IKT.

The HIUBI Community has been brought about by the catalyst of participating in the Workshop, held at the Microsoft UK campus in Reading. Over 200 delegates and speakers registered for the Workshop, representing around 90 different organisations – universities and other bodies working in the knowledge transfer area.

The HIUBI Community will work together to achieve practical action through the **HIUBI ACTION TRACKER**. Using blog technology, Workshop delegates will contribute to Four Action Tracks which will focus on:

- Facilitating interaction within internal university communities to create more knowledge-based businesses
 - Championed by the NCGE and Microsoft UK
- Increasing, facilitating and enhancing university practitioner and professional self-learning
 - Championed by the Institute for Knowledge Transfer (IKT), Association for University Research and Industry Links (AURIL), and the Higher Education Academy (HEA)
- Measuring the impact of university interaction and interface with business and society
 - Championed by UNICO, IKT, and UK Business Incubation (UKBI)
- Improving the external interface between universities and business and society that will result in the creation of more knowledge-based businesses
 - Championed by Microsoft UK, UNICO, and AURIL

In addition, the NCGE is creating a *UK Directory of University Start-up Businesses*, which will record all University-led spin-outs, spin-ins and graduate-led businesses established in the UK.

Notes for Editors:

The **National Council for Graduate Entrepreneurship (NCGE)** <<http://ncge.com/>> was established in 2004 as the national focal point for graduate entrepreneurship. The Council, which is based in Birmingham, is not only focused on graduates starting businesses, but understanding, developing and promoting a culture of entrepreneurship within Higher Education through research, education and facilitation.

Microsoft UK < <http://www.microsoft.com/en/gb/default.aspx>> Working closely with UK and worldwide education communities, Microsoft has developed technology, tools, programmes and solutions to help address education challenges while improving teaching and learning opportunities. Microsoft UK also works with educators, educational organisations and industry partners to expand the world of learning, through technology programmes such as Partners in Learning and the Innovative Teachers Network.

The Association for University Research and Industry Links (AURIL) < <http://www.auril.org.uk/>> is the professional association representing all practitioners involved in knowledge creation, development and exchange in the UK. It is the largest knowledge transfer association in Europe, with more than 1600 members from universities, NHS Trusts and public sector research establishments.

The Higher Education Academy (HEA) < <http://www.heacademy.ac.uk/>> was established to help institutions, discipline groups and all staff to provide the best possible learning experience for their students. It is committed to encouraging students to develop the skills that equip them to be enterprising, creative and productive.

The Institute for Knowledge Transfer (IKT) < <http://www.ikt.org.uk/>> is an independent, democratic and not-for-profit professional body, established to promote the interests of the profession and the practice of 'knowledge transfer' (KT).

UK Business Incubation (UKBI) < <http://www.ukbi.co.uk/>> is the UK's authority on the development and support of incubation environments. UKBI works with over 1000 members from central and local government, national and international organisations, HE and FE institutions, science parks, research and development laboratories, innovation centres, commercial clusters, social regeneration projects and the private sector to help create the right environment for innovations and entrepreneurs to succeed.

UNICO < <http://www.unico.org.uk/>> was founded in 1994 to represent the Technology Exploitation companies of UK Universities. It provides a forum for exchange and development of best practice. Member companies transfer technology and expertise through the formation of Spin-out companies, licensing, consultancy, training, design and development projects, contract research, testing and evaluation, and problem solving.

