



## D10.3 Industry in Education Partnerships

# Bridging Innovation and Education: A Guideline for Industry- School Collaboration

Strategic partnership for VET excellence

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# Introduction

This guideline outlines the collaboration between Blått Kompetansesenter (Blue Center of Competence) and Guri Kunna High School & VET School to enhance vocational education and training (VET) through industry partnerships, serving as an example of implementing innovation industry in education partnership activities.

This guideline and initiative aims to give an example on school-company collaboration, bridge the gap between academia and industry, ensuring students acquire relevant skills for the blue economy while providing companies with qualified employees.

Guidelines are informed by the consortium.

Watch the Euronews interview with Blått Kompetansesenter discussing the innovation industry in education partnerships with Guri Kunna High School and VET School, featuring the BRIDGES project as an example!

[https://youtu.be/qSpBKjVYuCA?si=f4X4DldK91R\\_9sBk](https://youtu.be/qSpBKjVYuCA?si=f4X4DldK91R_9sBk)



# Objectives

- Giving added value to the school and company collaborators
- From vocational education to regional hubs for skills, innovation and entrepreneurship
- More efficient workload distribution and added talent pool

Schools can be more than just places of learning; they can also serve as hubs for supporting local industry and entrepreneurship.

By partnering with supportive organizations, such as innovation companies, schools can receive assistance with coordination, events, courses, and knowledge-sharing. This support can help alleviate the burden when the daily demands of the school make it difficult to dedicate sufficient time to tasks that fall outside their primary mandate.

# Return On Investment metric examples

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## 1. ROI on Collaborative Activities and Partner Visibility

Increased media coverage, event participation, project partnerships, lead generation and sharing of expanding networks and knowledge-sharing leading to a 25% rise in brand recognition and a 20% increase in new partnerships.

## 2. ROI on Applicant Growth Across All Study Offers

Application rate increase, increase in applications to underrepresented programs, achieving a more balanced distribution of applicants across all study offers.

## 3. ROI on Regional Growth and Attraction

In collaboration with local municipalities and business associations: new regional residents due to job and school opportunities, housing demand and local spending (economic impact), employment rate, cultural and recreational engagement, long term retention.

# Goals

Having goals in a school-company partnership is crucial because they provide a clear direction and purpose, ensuring that both parties work towards a common vision. Goals help to define expectations, measure progress, and evaluate the success of the partnership.

They foster collaboration by aligning the interests and resources of both the school and the company, leading to more effective and impactful initiatives. Clear goals also help in maintaining focus, managing resources efficiently, and achieving tangible outcomes that benefit students, educators, and the business community alike.

1%

## Annual increase in regional population growth

In collaboration with local municipalities and business associations

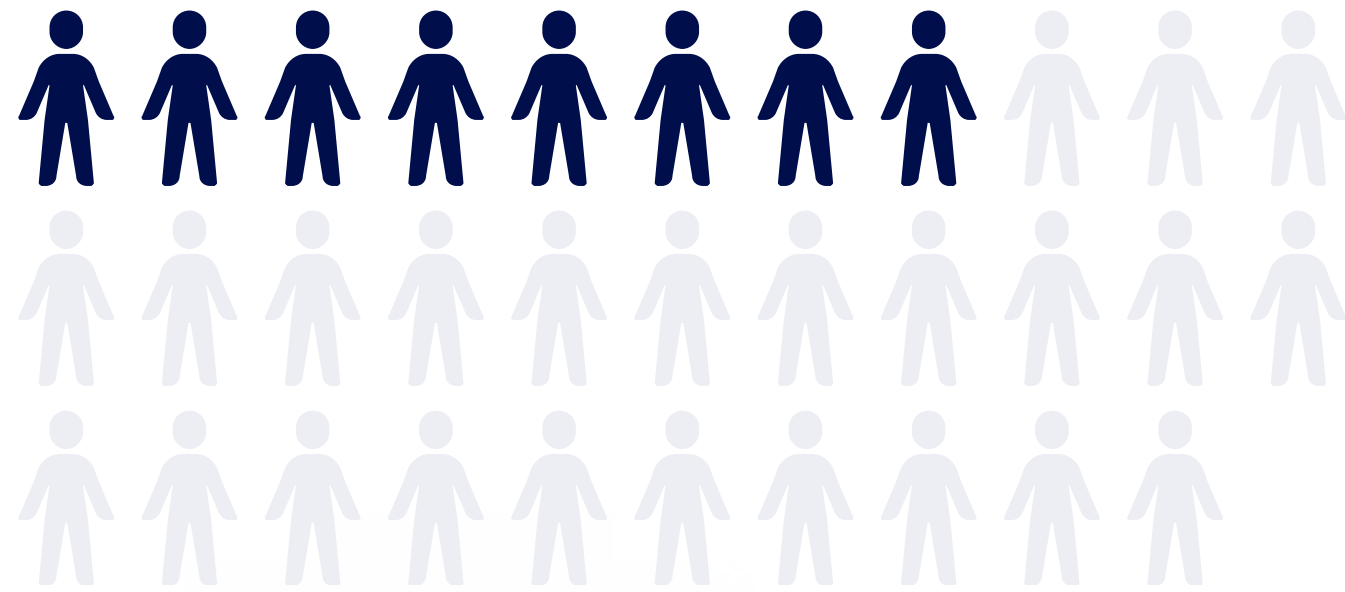
10%

## Annual increase in number of school applicants

Thanks to various initiatives through our school-industry collaboration, the school has seen yearly applicant growth of over 30%

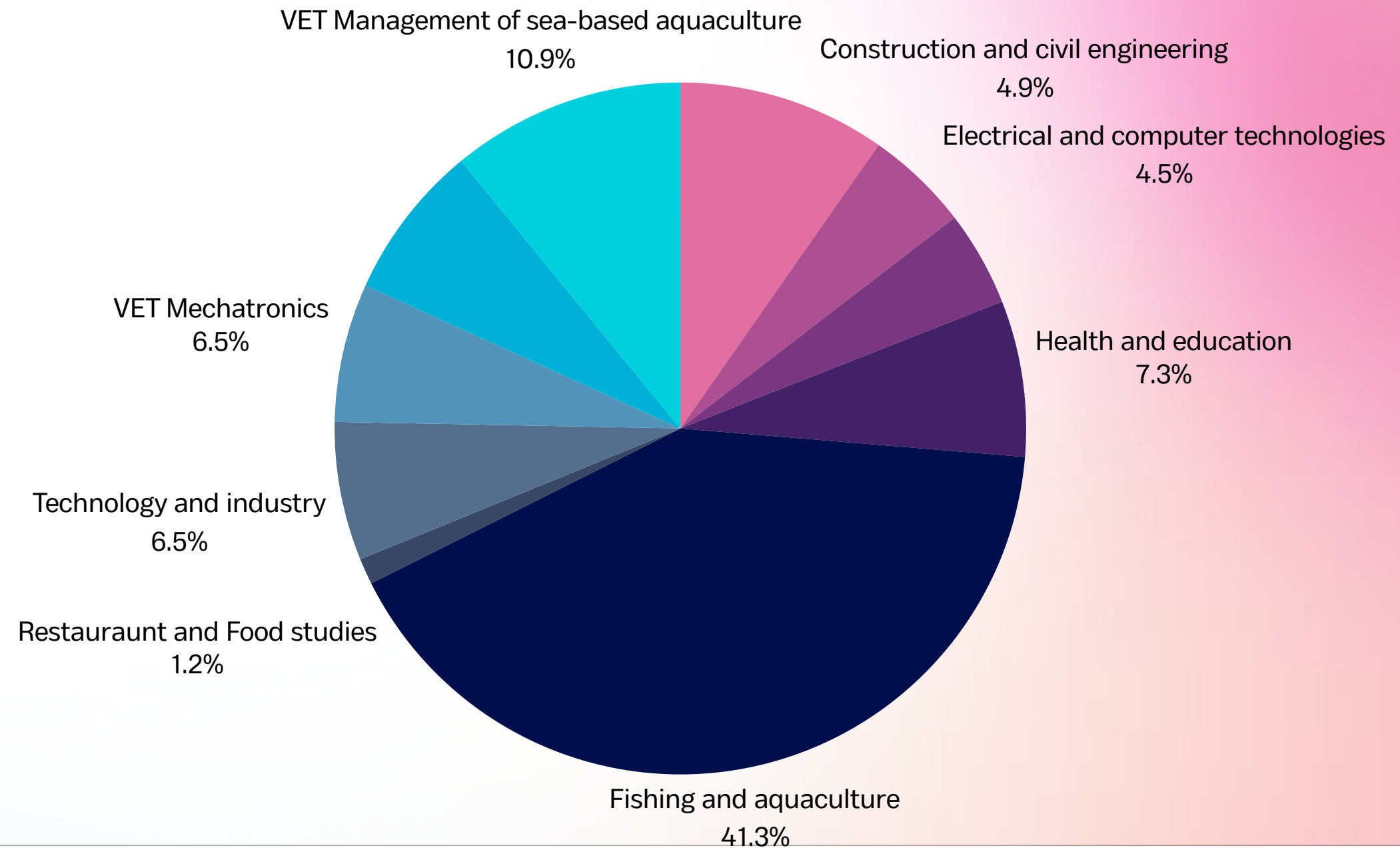
## Student engagement

Minimum 25% of students from their respective high school, VET school and university partners' relevant programs actively engage in partnership activities



## Balanced interest

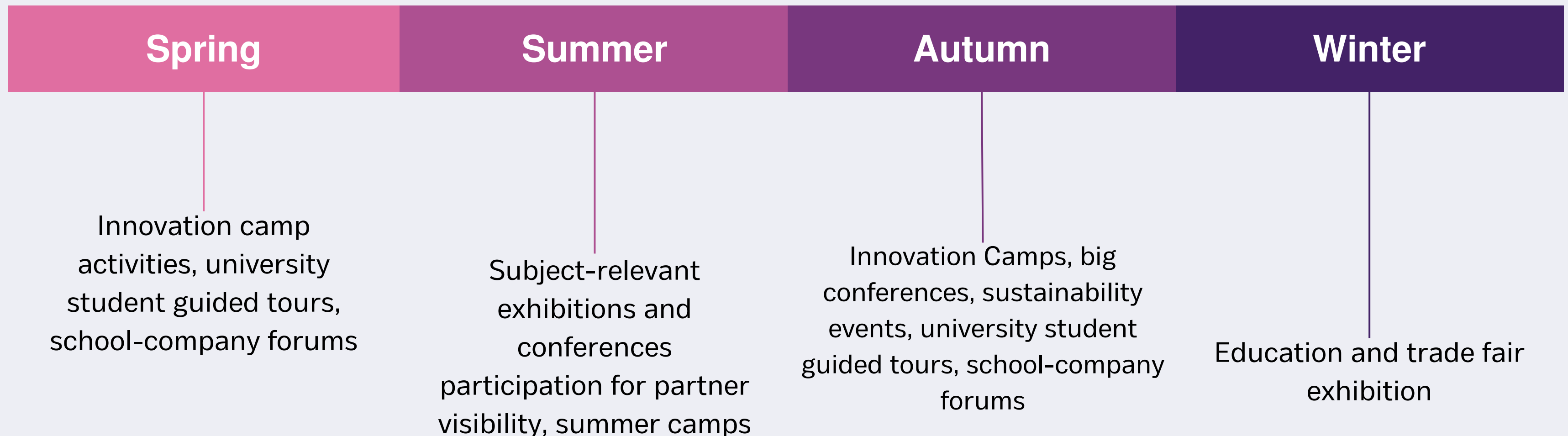
In 2024, the distribution of applications across first year study programs at Guri Kunna has become well-aligned with the available spots, with most programs receiving more applicants than they have capacity for. Applications have grown by 34% overall, with a balanced increase across all study programs. Note that VET courses are a collaboration with Trøndelag Higher VET.





# Year-round activity calendar

Project partnership activities and partner visibility initiatives are ongoing and continuous throughout the year





# Key initiatives

These activities have been recognized as effective tools for achieving the defined objectives, metrics, and goals.



Education and trade fair exhibitions, innovation camps, student entrepreneur support



Project partnerships, student tours, industry as part of education



Subject-relevant conferences, school-company forums



# Innovative Collaboration Models

An innovative collaboration model in a knowledge triangle enhances synergy by integrating the expertise and representation of R&D, education, innovation companies, local businesses, municipalities, and business associations, accelerating problem-solving and innovation.

It optimizes resource use, aligns academic and industry needs, and drives regional economic development and talent retention. This collaborative approach ensures continuous improvement and more impactful outcomes by incorporating diverse perspectives and feedback.

# Knowledge Triangle

Innovation companies, local municipalities, business and business associations

Research and development

Education

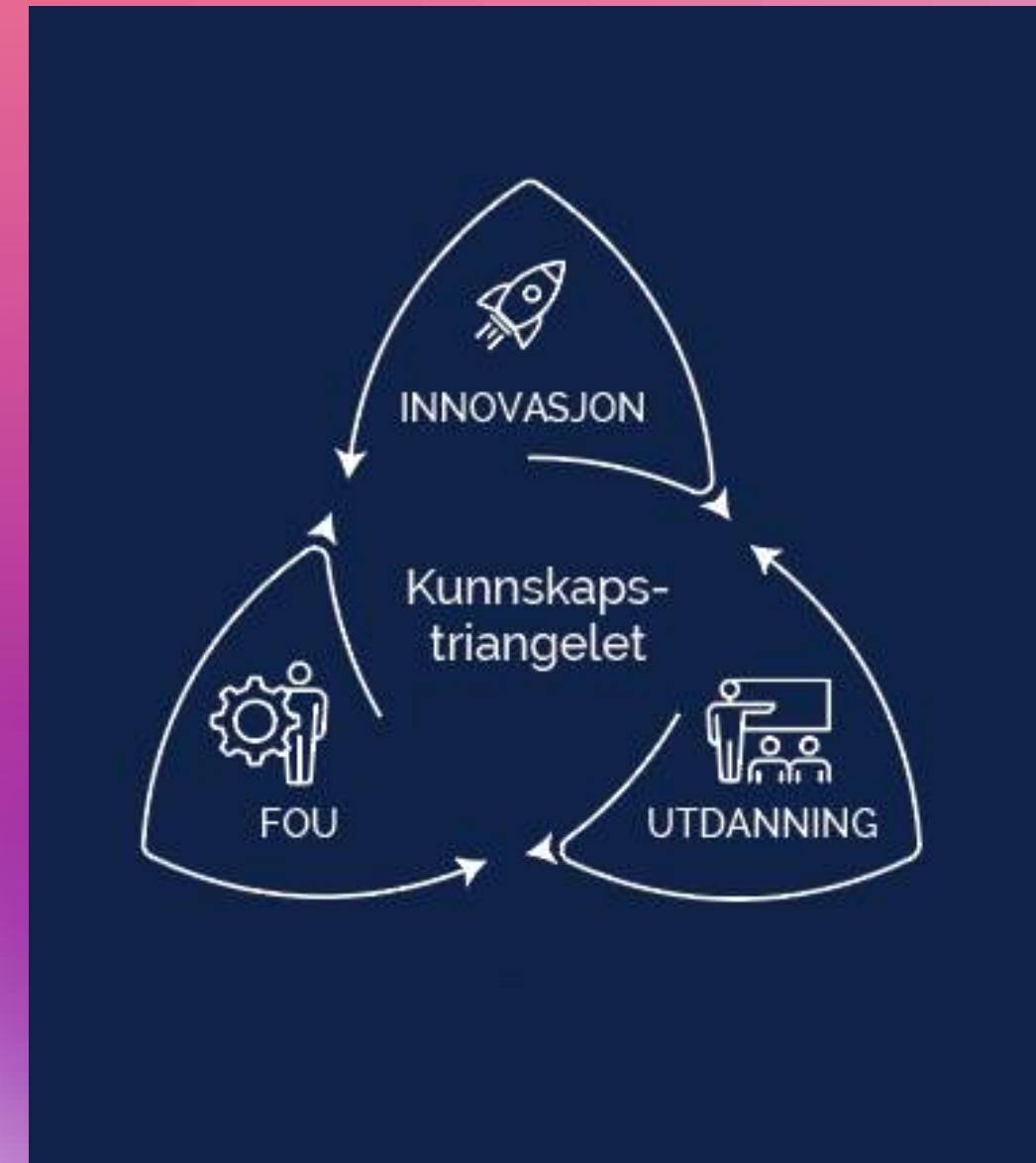


Figure: Center of Blue Competence Knowledge Triangle dynamic

# Evaluation

To ensure that all partners' needs are met annually, as industries evolve with advancements in knowledge and technology, and to keep each activity relevant and effective for ROI metrics year after year, regular evaluation activities are essential.

- 1 Participant Feedback:** Collect and analyze feedback from students, educators, and industry partners to assess satisfaction and effectiveness.
- 2 Performance Metrics Review:** Evaluate key performance indicators (KPIs) such as application rates, enrollment numbers, and job placement success to measure the impact of the activities.
- 3 Outcome Analysis:** Examine whether the specific goals and objectives of the partnership activities have been met, including any improvements in skills, knowledge, or industry connections.
- 4 Impact Assessment:** Assess the broader impact on the community, such as regional growth, increased industry engagement, and enhanced educational offerings.
- 5 Cost-Benefit Analysis:** Analyze the costs involved versus the benefits gained to determine the financial and resource efficiency of the activities.
- 6 Best Practices Identification:** Identify successful strategies and practices to replicate in future activities and address any issues or challenges encountered.
- 7 Reporting and Documentation:** Document the findings and prepare detailed reports to share with stakeholders, ensuring transparency and accountability.
- 8 Follow-Up Actions:** Develop and implement action plans based on the evaluation results to refine and improve future partnership activities.



Guidelines are informed by the consortium.

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