

## UK university-HK industry collaboration

### Market research brief

#### Background

Global universities are being encouraged to increase collaboration with the business and commercial sectors to enhance international competitiveness. In terms of collaborating with businesses, what is the situation for the UK higher education sector? Are there case studies where UK universities have collaborated with Hong Kong business and commercial sectors in order to offer their students a competitive edge and one with an international outlook? Are there instances of UK universities looking to Asia, specifically Hong Kong, to ensure a good future for their graduates by establishing such opportunities?

Hong Kong is well-positioned to be an international hub of innovation and incubator start-ups conducting cutting-edge scientific research. Such an entrepreneurial environment would be attractive to UK universities looking to Hong Kong to apply their research in real-world situations.

The options of university-industry collaboration can be wide-ranging but some are better suited than others in different industry sectors; for example, applied research in advanced technologies, in-company upskilling of employees, bespoke collaborative degree programmes, science park or Catapult centre developments, industry support for staff and students, higher-level apprenticeships and skills development of post-doctoral staff.

#### Statement of research objectives

- To identify examples of UK university- HK industry collaboration within the fields of science and engineering.
- To explore the issues and challenges of establishing and maintaining such collaboration.
- To examine the funding models behind such collaboration.
- To study the management and governance structure of such collaboration.
- To explore how the issue of intellectual property is addressed in these collaboration.
- To uncover model case studies and highlight best practices of such collaborations.

It is hoped that the research could be used as a basis for a symposium on university-industry collaboration.

#### Research methodology

- The proposed desk research will be carried out by the research supplier and should include a limited number of interviews with UK universities (e.g. various faculties) and HK industry stakeholders.
- Primary qualitative research will be conducted through a combination of focus groups (FGDs) and in-depth interviews (IDIs) with the business and commercial sectors in Hong Kong and with UK universities.
- Secondary data resources will be identified and used. Additional information available to the British Council may be provided to the appointed supplier as part of the contract, including existing intelligence and research reports, Economist Intelligence Unit and AEI reports to which British Council subscribes.

#### Deliverables

- A written report which includes:
  - List of HK industries and companies with current collaboration with UK institutions, areas of collaboration, duration, funding partners
  - Models of collaboration and funding sources

- Identify challenges, gaps, with suggestions on potential collaboration opportunities and new models of HK industry-UK university collaboration
- A powerpoint presentation which will discuss the main findings of the research report
- A dissemination strategy, which includes, but not limited to, a high-level dialogue event or roundtable to showcase main findings, and various media pieces which can be generated from the research and featured in leading education and skills publications.

### Evaluation Criteria

Supplier responses will be assessed using the following criteria and weightings. A score will be given for each part of the information submitted that is to be assessed. The qualitative aspects of your response will be evaluated entirely on your response submitted.

Criteria	Weighting
Fitness for Purpose (including Quality)	50%
Methodology and Approach	30%
Delivery Time	10%
Costing	10%

The responses under each sub category will be scored based on the following matrix:

Points	Interpretation
10	<b>Excellent</b> - A comprehensive and strong answer indicating the provider is fully capable and experienced to deliver the required outcomes. A detailed response that directly responds to all requirements with no ambiguity and relevant examples provided.
7	<b>Good</b> - There are slight concerns that the organisation will not be able to achieve all the outcomes required and response lacked details of relevant experience. A less detailed response that broadly responds to the requirement with some ambiguity and few relevant examples provided.
5	<b>Adequate</b> - There are concerns that the organisation will not be able to achieve the outcomes required and response significantly lacks details of relevant experience. A less detailed response that broadly responds to the requirement with some ambiguity and no/irrelevant examples provided.
3	<b>Poor Response/Limited Evidence</b> - There are serious indications that the organisation will not be able to achieve the outcomes required and has not provided appropriate evidence of experience to successfully deliver the outcomes required. A response that is not entirely relevant to the requirement, with ambiguity and lacking specific detail.
0	<b>Unacceptable</b> - The answer is non-compliant and/or no relevant information has been received to demonstrate the organisation can achieve the required outcomes. No response or a response that is entirely irrelevant.

Please note that all your responses to the tender requirements and the pricing schedule will be incorporated into a contractual document.

The successful tender will be the tender with the highest score awarded at the end of the evaluation process outlined in this Call for proposal.

**Proposed Budget**

GBP 18,500 (research only)

High-level dialogue / roundtable organization - to be discussed with the confirmed supplier

**Timeline– Key Dates (for Hong Kong)**

Month	Item to complete
1-29 November 2014	Call for proposal and responding to enquiries from suppliers
29 November 2014	Deadline for Call for proposal and quotations
5 December 2014	Confirmation of research agency
W/c 15 December 2014	Discuss and finalise work schedule and content with appointed agency
End January 2015	First draft of report and meeting
End February 2015	Second draft of report and meeting
End March 2015	Final draft of report and meeting
End March 2015	Agency to present findings and submit hard-copy report

**Liaison arrangements**

Ms Cissy Lo, Acting Head of Education and Society

Telephone + 852 2913 5113

Email [cissy.lo@britishcouncil.org.hk](mailto:cissy.lo@britishcouncil.org.hk)

Ms Sophia Chan-Combrink, Head of Education and Society

Telephone +852 2913 5159

Email [sophia.chan-combrink@britishcouncil.org.hk](mailto:sophia.chan-combrink@britishcouncil.org.hk)

Mailing address:

3 Supreme Court Road,

Admiralty

Hong Kong

A project meeting will take place upon confirmation of appointment to discuss the research in more detail. Regular updates via email of progress made are expected monthly.