

WHAT
CAN
THE MOST
INNOVATIVE
UNIVERSITY
OFFER
COMPANIES?



UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

UPC FOR PEOPLE, FOR COMPANIES

The UPC helps companies to develop their innovation and talent recruitment strategies from many different perspectives with the aim of creating a corporate university-enterprise alliance. Work placements are a very common tool for companies to connect with talented students. The UPC also holds events that link its students to companies and their emerging challenges. An example is the employment and recruitment forums organised by students at most schools.



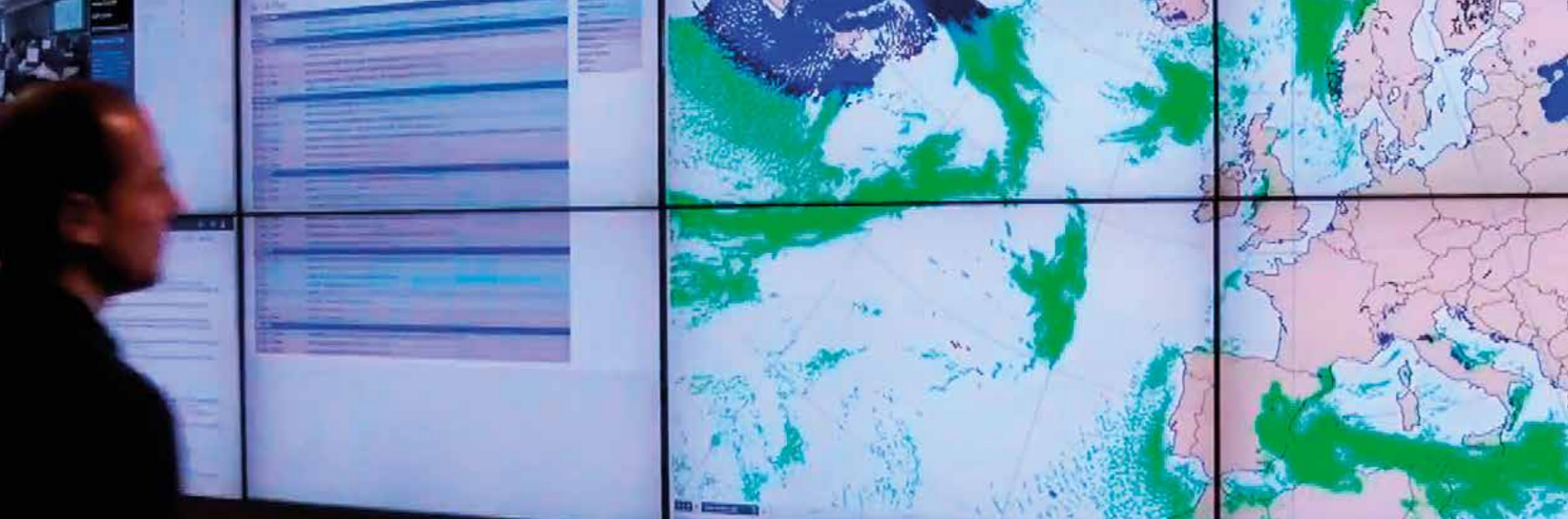
Competitions are another formula for attracting talent to a company that can take various forms, such as hackathons that set specific challenges. Industrial doctorates build bridges with the knowledge that new generations produce and will produce in the future. Doctoral candidates join the RDI core of companies and work on a doctoral thesis that helps the company boost its innovation capacity. The UPC also provides companies with a large network of scientific and technical facilities to cover their need for the best solutions, a conglomerate of laboratories and research facilities in which high-level research groups work.

The best option is always to connect with the UPC to analyse the needs together and find the best way to collaborate, the formula that adapts the knowledge generated at the University to the company's strategy.

WHAT CAN THE UPC CONTRIBUTE TO A COMPANY?

RDI
INNOVATION HUBS
TALENT
TAILOR-MADE TRAINING
UPC INNOVATION
ECOSYSTEM
INDUSTRIAL
DOCTORATES

The UPC is a leading technological university in southern Europe, a gateway to innovation, digital capital, RDI and the talent most valued by companies. To collaborate with the UPC is to access the relational capital generated by more than 80,000 people with deep roots in the industrial and economic fabric of Catalonia and a strong international presence. To establish ties with the UPC is to seek transformation and stimulate talent, while intensifying progress oriented competitiveness that improves people's quality of life.



WHAT CAN THE UPC OFFER COMPANIES?

The UPC transfers its technological know-how to society, particularly through companies. Technological areas such as industrial digitalisation, advanced materials, the energy transition, biomedical engineering, urbanism and sustainability, logistics and mobility, infrastructure, the agri-food sector, artificial intelligence and cybersecurity map out the University's main technological capacities.

SCIENTIFIC AND TECHNICAL SERVICES

The UPC has a network of laboratories, equipment and professionals that connect with businesses and provide them with the infrastructure they need to transform the productive fabric. Companies can use our scientific and technical services to cover the need for incremental, disruptive or innovative solutions that improve their market position. The services are provided by research groups with high levels of knowledge in each sector that are specialists in identifying opportunities in their field and responding to the multiple market niches in which the UPC is an expert.

Companies can find incremental or innovative solutions that improve their market position



DEVELOP A SPONSORSHIP

Companies can give financial support to a specific project at the UPC through agreements tailored to both the company's needs and the UPC's strategy. Setting up grant programmes or providing the University with equipment are other valid forms of support that develop this line of collaboration.

Support to the UPC is an opportunity to develop corporate social responsibility from a transformative perspective

SET UP AN ENTERPRISE CHAIR

Enterprise chairs solve business needs in the framework of consolidating long-term projects to which the institution is committed. Their aims include developing RDI projects, training and institutional connections. The chairs are carefully designed and their director brings together and promotes the interests of the company and the UPC.

Enterprise chairs solve business needs and this relationship is framed by an institutional commitment

LINK TO THE UPC ALUMNI NETWORK

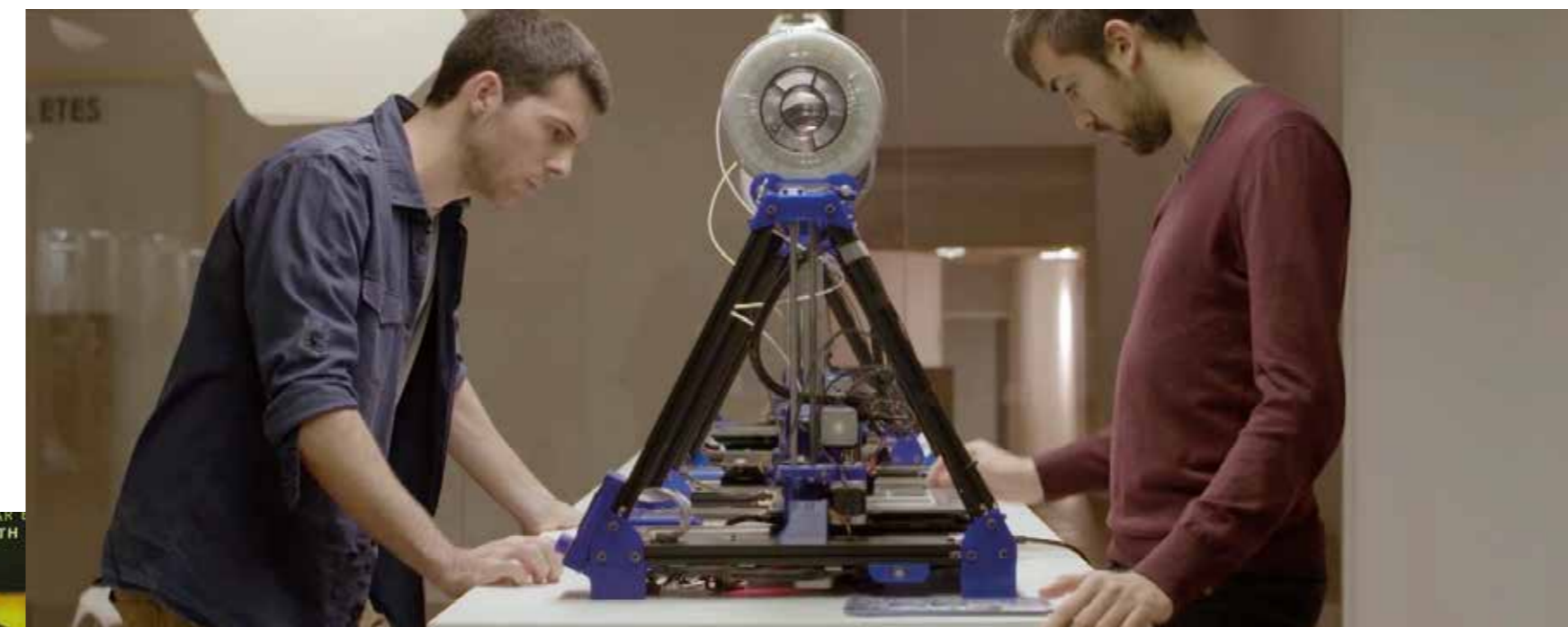
Companies can become protective members of a network that brings together the activity of almost 80,000 graduates. This preferential relationship includes special conditions for access to services that will enable you to select the best professionals through the UPC job bank, to develop networking actions for more relational capital, etc.

Companies can become protective members of UPC Alumni and enjoy preferential recruitment services

RDI

The UPC generates knowledge and transfers it to the production sector to increase businesses' capacity for innovation and competitiveness. It is the most active university in Spain in technology transfer and has ties to over a thousand companies. In addition to this kind of collaboration, the UPC also specifically attends to the needs of small and medium-sized enterprises that are looking to innovate by becoming their strategic technological partner. Research projects are usually carried out on the basis of agreements with one of the University's 206 research groups, which articulate the activity of almost 4,000 people. The result is a response to a specific need. Technology development is at the heart of this type of collaboration agreement, for which the different technological divisions of the UPC offer cross and multidisciplinary projects, that is, comprehensive technological solutions that are often international in scope.

The UPC is also a strategic partner for small and medium-sized enterprises, to which it offers specific technological solutions that can be the key to increasing their competitiveness



TRAINING FOR THE COMPANY, ADDED VALUE FOR ORGANISATIONS

The UPC offers a wide range of tailor-made training for companies, an important part of which is taught by the UPC School. The UPC School currently offers more than 200 training programmes that include master's degrees, postgraduate courses and training courses that are tailored to the needs of the economic and social environment, organisations and their professionals. Corporate solutions are one of the strong points of business training, through which more than 110,000 professionals have already been trained.

The UPC School's corporate solutions are tailored to the company's human capital and its human resources strategy

INDUSTRIAL DOCTORATES, AN OPPORTUNITY FOR RDI

Industrial doctorates are a formula for increasing the competitiveness and internationalisation of Catalonia's industrial fabric through the work doctoral students carry out within a company. They are based on an agreement with the UPC and last about three years: the company grows its RDI and incorporates fresh talent into its innovation system. The essential element of an industrial doctorate is the research project of the company in which the doctoral student is doing the research training and which is the subject of a doctoral thesis. Holders of industrial doctorates act as bridges for transferring knowledge within the framework of a programme supported by the Government of Catalonia. The UPC is the leading university in terms of the number of projects in this programme.

Industrial doctorates build bridges with universities that contribute to businesses' RDI



INNOVATION HUBS, A POWERFUL PARTNERSHIP

Establishing an innovation hub with the UPC is equivalent to creating an alliance between the University and the company that aims to build an innovation environment over a period of approximately three years. The company defines the areas in which it wants to work and can develop an active path of open innovation that connects with student projects, thus coming closer to the innovation growing in the University's incubators or establishing synergies with UPC spin-offs and start-ups. It is a formula for coming into contact with the innovation of companies that are in various stages of maturity or already in the acceleration process. The UPC's innovation hubs are living agents that can be moulded over time and that always develop in line with the requirements, interests and strategic needs of the company.

Open innovation is one of the many perspectives that opens up when you start an innovation hub with the UPC

WORK PLACEMENTS

Work placements offer training that students can use to apply and complement their knowledge, acquire new skills and prepare for professional practice. For companies, they are an opportunity to have staff in advanced training from different technological areas, but especially, they are a door to recruiting young talent. They do not involve a contractual relationship, because the agreement governing them is academic and signed by the student, the company and the UPC. To define the placement, the company establishes the training plan with the UPC, as well as the profile, so that the most suitable people may be found. Placement students do a maximum of 900 hours per academic year, about 20 hours per week, which must be compatible with their studies.

Work placements infuse companies with fresh talent and win win both the student and the company



WIN-WIN

CORPORATE SOCIAL RESPONSIBILITY

The UPC supports companies seeking to develop their corporate social responsibility by integrating social and environmental concerns on a local and global scale. With these collaborations, as a public university, aims to contribute to change the world.

The UPC helps companies to channel their CSR in social or environmental proposals

THE SOLUTIONS ARE AT THE UPC

MORE THAN 2,600 COMPANIES HAVE LINKS TO THE UPC

900 ANNUAL RDI AGREEMENTS WITH COMPANIES

13 NEW TECHNOLOGY-BASED COMPANIES EVERY YEAR

303 NATIONAL PATENTS

500 NATIONAL LICENCES • 317 INTERNATIONAL LICENCES

PARTICIPATION IN 130 INTERNATIONAL NETWORKS

3,000 ANNUAL EDUCATIONAL COOPERATION AGREEMENTS

200 INDUSTRIAL DOCTORATES

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