



ALLIANCE UNIVERSITE ENTREPRISE DE GRENOBLE



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UNIVERSITÉ ENTREPRISE
DE GRENOBLE

**An original association:
AUEG**

By Michel ZIGONE

www.aueg.org



The Tasks of AU E G

AU E G = A laboratory of ideas and a pioneer of actions

- ❖ To contribute to innovation and to strategic foreseeing for developing a territory
- ❖ To favor the creation of value by developing the Research-Entreprise interaction
- ❖ To encourage the evolution of the high education curricula
- ❖ To valorize the links Culture - University – Entreprise in the international relations



AUEG and other partners : the abundance of actions on the territory

National

- ❖ Government Offices : DRRT, DRIRE, OSEO-ANVAR
- ❖ The Competitiveness clusters : Tennerdis, Lyon Biopôle, Minalogic
- ❖ The Carnot Institutes
- ❖ The national agency for research
- ❖ The Clusters of research
- ❖ Operators: AEPI, CCI

Local

- ❖ Local Incubators and Technology Transfer Centres : GRAVIT, GRAIN, PETALE
- ❖ ARDI Rhône-Alpes
- ❖ Technology transfer offices in universities: Floralis, INP SA
- ❖ Technology transfer offices of institutes of research (CEA, CNRS, INRIA, INSERM)





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Actions

In order to give rise to new ideas, to initiate concrete realizations, to strengthen projects et valorize results:

- groups of reflection and project groups
- seminars and round-tables
- conferences and debates
- publications (from a simple information to basic works)

and

- specific actions defined with partners



The actors of AUEG

The individuals :

(executives of entreprises, experts and academic advisers, researchers, members of libéral professions, members of territorial collectivities, teachers, PhD students,...).

The representatives :

(representatives of entreprises, state institutions and organisms, local collectivities, associations,)



The choice of themes

Each year, the themes are defined and chosen by a rigorous survey among members and an enlarged executive board.

The projects of actions are selected by the Administrative Committee (more than 30 members, and among them, a minority of academics and researchers).





Actions

THE ROUND TABLES :

Typical events organized by AUEG, which allow :

- the contribution of well known personalities of different kinds
- the exchange of views to become awake of new problems
- the introduction to ideas and to new actions

THE SEMINARS and CONFERENCES:

They allow very different kinds of persons :

- to listen to others,
- to exchange their views,
- to think
- to present new ideas,

Gather between 20 to 150 participants. Such a size of an audience allows free exchanges of views and immediate contacts.

Some of them lead to AUEG publications





Publications

AUEG INFOS

Half-yearly flyer of informations, written by members and partners on the activity of the association.

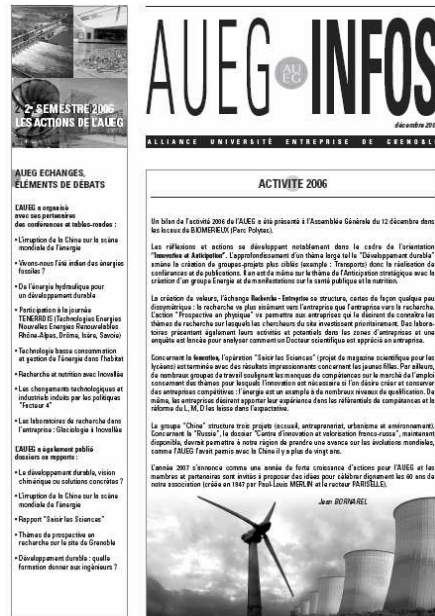
- inform about the current actions and projects,
- give an account to the decisions of the AC and of the yearly meeting.

THE PUBLICATIONS

Basic contributions on various themes.

- Either come from the results of a reflection group
- Or follow an event

The variety of fields reflects the diversity of approaches of AUEG in the frame of its 4 tasks.



Repères chronologiques

Pour aborder ce sujet, j'ai opté pour une approche historique en retraçant un bref tour sur les 60 années passées, non pour céder à une quelconque nostalgie ni même au plaisir intellectuel de l'historien, mais pour essayer d'en tirer les leçons, sachant, qu'aujourd'hui, nous sommes dans une période assez cruciale pour la recherche et l'université française.

Ces 60 ans de l'AU E G tombent assez bien pour cette réflexion car l'époque correspond à une période fondamentale : celle de la mise en place de la plupart des instruments et modes de fonctionnement de notre recherche et de notre université.

En remontant un peu plus loin, on peut citer de leurs travaux vers l'avenir, nous sommes dans une période assez cruciale pour la recherche et l'université française.

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Enfin, hormis l'Académie des Sciences qui avait d'autres objectifs, la première organisation

date de 1887, année un peu oubliée aujourd'hui. Suite à la défaite de 1870, la France prend conscience de son retard considérable par rapport à la Prusse, en matière technologique. Est créée alors une Commission des Interventions Intéressant les Armées de Terre et de Mer, qui commence à donner de l'argent aux universités.

En 1915, le ministre Paul Painlevé en fait un véritable service interministériel avec des effets importants : lancement du premier char d'assaut et de l'aviation de Guynemer, par exemple.

Si la France gagne la guerre ce n'est pas grâce à la technologie mais à par les pilotes et le général, dit-on toujours Pétain et Clemenceau. Ensuite, les gouvernements successifs se désintéressent de la science et de la technologie : il ne se passe pratiquement plus rien pendant un certain nombre d'années, si l'on excepte la création, en 1920, de l'Office National des brevets. Arrivent les années 1930 : il s'échappe à Paris un discours de Jean Zay. On crée la Cassiope (Commission des Recherches Scientifiques), puis le Centre National des Recherches Appliquées et on les baptise en 1939 dans le Centre National de la Recherche Scientifique.

Mais il est trop tard. En 1940, la France connaît la débâcle. Dès 1945, les scientifiques et les politiques réalisent que cette catastrophe résulte, en



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Publications



THE REPORTS

Conclusions of a study or of a working group.

One can access to the complete list of reports, that one can download or consult at AUEG.

GUIDES AND TOOLS Complementary Documents.

Creation of tools which can be useful to enterprises, to research laboratories, to academies, to local collectivities,

Results of works done in common by numerous experts with various professional experiences.



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Some examples of actions

❖ Strategic anticipation : 5 themes

- Health
- Suitable Development
- Scientific and industrial innovation
- Higher education improvement
- Russia and Central Asia

❖ Territorial Forecast





Territorial Forecast

- ❖ Long term Forecast (25 – 30 years)
- ❖ Such a goal needs a rigorous methodology

Example : elaboration of models of various scenerii

- ❖ Definition of the prospective area corresponding to each project

Projects for an area which includes the city of Grenoble only ? , or which includes the city of Geneva ? , and the city of Lausanne ? , and of Torino ? , or which includes the whole Alps ?



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Strategic Anticipation

The results are always :

- ❖ Creation of new concepts and elaboration of ideas
- ❖ Genesis of original actions



Strategic Anticipation : Health

Beginning theme of the reflection group :

- One finding : the French health system takes care of the costs of the **disease**. The increase of the expenses and the evolution of the relations between the citizen and the medical staff, ... will need to be rethought
- One goal : to generate a new project for health where the **individual, the citizen** is taken into consideration and becomes able to take into charge his health
- One strategy : to supply the reflection by deeping the subjects and widening the **exchanges**



Strategic Anticipation : Health

➤ New concepts :

- What is needed for a territory where health is optimized
- The personal medical file

➤ « Projects » Groups (for events and publications):

- Internet and health
- Domotic and maintenance at home of seniors
- Technological innovation and their acceptance by people
- Negative effects of medication and therapy

together with enterprises, researchers, academics, professionals of health, collectivities



Strategic Anticipation : Suitable development

➤ New concepts:

- Territory where the global energy charge is zero
- Optimization of settlement, enterprises, spare-time activities, high education and research, services

➤ « Projects » Groups :

- The new environmental law
- Investment to create an eco-innovant entreprise
- Biodiversity taxes (as carbon tax)
- Eco-conception

with supports coming from banks (BPA), Business and industrial chamber (CCI), collectivities, '15



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Strategic anticipation : Scientific and industrial innovations

To anticipate for an entreprise

- to look for permanent advisers who are able to come up to their expectations surprise
- to elaborate strategies of visits and of exchanges by experts in entreprises in order to :
 - ask good questions (functions? performances ? utilisation of résultats ? new products ? ...)
 - to suggest trails and actions
 - to direct them to researchers and laboratories resources
- Publications on large area themes to give sufficient knowledge on new concepts (Green IT, Internet evolution, ...)

Strategic anticipation: Creation of values: Laboratories in entreprises

- Advice to laboratories to get them to explore their prospective potentialities
- Seminars aimed at Entreprises
- Visits of laboratories



- Paper flyers and web



Strategic anticipation: To promote the high education trainings and to contribute to their evolution

AUEG can bring to partners its large experience in acting together with Universities and Entreprises.

Fields of actions:

- to come out to entreprises expectation in terms of abilities,
- to overcome the mutual ignorance still existing between actors of entreprises and of academics,
- to organize the transformations of the academic curricula (B,M, PhD degrees) and anticipate those which are necessary (girls and science),
- to analyse the needs of the society (Ex:the solar energy!)



Strategic anticipation: Russia and Central Asia

- Participation of AUEG to the European TEMPUS program AIDA with countries such as : Kazakhstan, Uzbekistan, Kyrgyzstan and Russia in order to promote the Bologna process. In this program, AUEG is in charge of the university-entreprises relations
- Group of Rectors of Russian universities who want to visit French universities as well as entreprises



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Pour toute information, n'hésitez pas à contacter l'AUEG :

7C chemin des Prés - Inovallée
38240 MEYLAN

Tél : 04 76 18 28 65 Fax : 04 76 18 28 45

Email : auieg@wanadoo.fr

Site Web : <http://www.auieg.org>