# ACCESS

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| **Field of application** | UBL-Marketing Policy towards Industry-University Collaboration at INES-Ruhengeri |
| **Abstract** | This work is the marketing policy towards Academia–industry collaboration (AIC)at INES-Ruhengeri. INES has initiated the collaboration with industry but in the last previous years, there was no documentation illustrating the marketing aspect of industry collaboration within INES. Therefore, this work aims to propose a framework to improve the effectiveness of AIC. The framework is based on the analysis of existing data on collaboration and simulates them to the best practices of AICs. The proposed framework is to facilitate the partnerships and offer concrete steps to be taken for effective collaboration between academia and industry. Noting that INES has done tremendous efforts to link with industry, this document highlights possible approaches to bridge the gap and improve collaboration. To this enclosure, the implementation of the document will be based on practical benefits to various stakeholders who influence or are influenced by the collaboration. |
| **Stakeholders / Roles** | -Smoothly facilitate the collaboration<br>-Stakeholders' engagement as the key to gaining support for projects, improving communications, and gathering useful information and ideas<br>-Communicate company activity regularly<br>-Sharing of opportunities<br>-Traceability of market survey and trend towards product development |
| **Objectives and Benefits** | - Understand the perception of university–industry engagement among industry practitioners and academics;<br>- Elicit possible measures to improve the current situation by increasing engagement.<br>- Identify the ways in which universities can play a larger role in bridging the gap.<br>- Summarily, the benefit of INES is the visibility of the institution, high ranking, national and international standards, staff and student mobility, knowledge transfer, community engagement (outreach), INES graduates' exposure to the labor market, among others. |
| **Implementation plan including milestones** | 1. Identify and reach out to key stakeholders who are willing to build a positive outcome and put the right actors at the table.<br>2. Build a shared understanding of a problem and set the purpose of the collaboration.<br>3. Develop the plan to achieve the intended outcome, leveraging the potentialities and networks of each stakeholder. |
| **Linkages/ interfaces** | INES has different collaborations/linkages with stakeholders by MoUs (industries like Breweries, food processing, companies, financial institutions, etc.), project joints (ACCESS, Erasmus+, GVTC, NCST, etc.), research joints, etc. In this regard, the implementation of the policy based on marketing towards industry-academia collaboration could be significant. Through identification of key stakeholders, INES together with stakeholders will choose the areas of focus so that any collaborative project can be easily implemented and become a win-win situation. For instance, INES has facilities that make it attractive but to work with industry is not something easy in our context. |