

**Tapping into private sector companies and corporates to support social entrepreneurship**

**Some thoughts**

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**Major business sectors are in transition**  
as their models are transformed in the new global information economy.

**Information is omnipresent and easily  
available.**

# Key interests for businesses



- **CSR:-** partnership, PR, commitment to ‘do some good’
- **Micro solutions –Micro problems:-** alignment of core missions and capabilities
- **Intellectual Property:-** Rand D, IP swap, Open source
- **Brand:-** ethics, values, engagement with new markets
- **Internal Innovation:-** engagement, disruption, collaboration, skills development/injection
- **Procurement/supply chain:-** see the University as a customer.
- **Consultancy/Knowledge Transfer:-**, benchmarking, research, KTPs.
- The bottom line is **Profit/Turnover/competitiveness**

**Ideas can spread more quickly  
than at anytime in human history.**

**Established institutions, assumptions  
and patterns are in transition.**

## Key areas of synergy

- Student experience
- Community engagement
- Staff
- Knowledge creation and research
- Knowledge dissemination and teaching
- Global innovation
- Investment
- Operations
- Strategic innovation
- Procurement
- Alumni
- Partnerships

# How much social entrepreneurship can you support when you spend £350m?

- Waterside campus
- 2018
- Build and legacy

