



University of
Salford
MANCHESTER

ICZ: Engineering & Environments

Developing strategic partnerships

Industry DNA



University of
Salford
MANCHESTER

- 1896: Royal College of Advanced Technology
- 1967: Royal Charter (University of Salford)



Industry Collaboration & Partnerships



University of
Salford
MANCHESTER

Four areas (zones)

- Engineering & Environments
- Sport, exercise science, and movement
- Digital & Creative
- Health & Wellbeing

The approach

- Single strategic initiative across the University
- Delivering productivity through collaboration
- **Industry focused: Research informed**
- Mutually beneficial partnerships.

ICZ Engineering & Environments:



University of
Salford
MANCHESTER

- Targeted alignment with national & regional industrial strategies
 - AI & Data economy
 - Clean growth
 - Future of Mobility
 - Aging society
 - Improve productivity
- Implement core ICZ principles
 - Curriculum innovation
 - Identify & develop exceptional and mutually beneficial partnerships
 - Industry friendly/industry-embedded campus
 - Improve the student experience (industry-relevant)
 - Sustainability



Key initiatives

- Robotics, Automation, and Autonomous Systems
- Acoustics (Noise, Vibration, & Harshness)
- Connected Autonomous Vehicles (CAV)
- AquaUoS (<https://aquauos.salford.ac.uk/>)
- Greenpower Electric Car Challenge
- Smart Meters-Smart Homes
- Energy House 2
- Micro-brewery
- Industry 4.0
- VR/AR/MR

Connected Autonomous Vehicle



University of
Salford
MANCHESTER



Greenpower Electric Car Challenge



University of
Salford
MANCHESTER

- Curriculum innovation
 - Greenpower integrated into the curriculum (credit-bearing)
 - Across Schools (alignment within multiple courses)
 - Industry-relevant multi-disciplinary project
- Student Race team
 - Competing in head-to-head races against other Universities, and teams from industry
- Greenpower Centre of Excellence
 - Outreach (student recruitment)
 - International engagement
- Autonomous Vehicle
 - Safe & affordable test-bed



Greenpower Electric Car Challenge



University of
Salford
MANCHESTER

Live outside broadcast from Silverstone

- 25 students from the School of Arts & Media
- 5hour live-stream
 - Filmed, edited, produced, and broadcast



Greenpower- international



University of
Salford
MANCHESTER

China

- Over 300 teams
- Attendance at 2019 Greenpower Finals

Singapore (<https://greenpowersg.com>)

Singapore Polytechnic team attend Silverstone

Vietnam

- Ho Chi Minh City University of Technology

USA, Belgium, Spain, Portugal, and Poland.



Partnerships in development

Companies/organisations

- TfGM
- Salford City Council
- Siemens
- The RHS
- Add Energy
- TalkTalk
- Greenpower
- Waters Corporation

Objectives

- Embed industry in the university
 - Offices and staff on campus
 - Hire of University facilities
- Curriculum development
- Guest lectures
- Live briefs
- Internships & work-placements
- Research/KTPs/etc.



Partnership development strategy

Primary objectives

- Mutually beneficial
- Non-transactional
- Alignment
- Responsive
- Flexible
- Honest

Questions?