

# Bridging Academia and Enterprise:

A Framework for Sustainable Collaboration

15th OCTOBER 2025

# This webinar will:

- Introduce the EEF framework to navigate our university ecosystem when developing enterprise programmes
- Discuss the merit of the EEF framework vis-à-vis current processes for building enterprise partnership programmes at TU Dublin
- Ask if there is an impetus on schools to build these partnerships?





# Why service the Part-Time Postgraduate/Professional Learner?

- Government reports
- National & EU targets
- Societal shifts
- Technological advancements
- Rapid skills shift in Fourth Industrial Revolution (4IR)

**“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”**

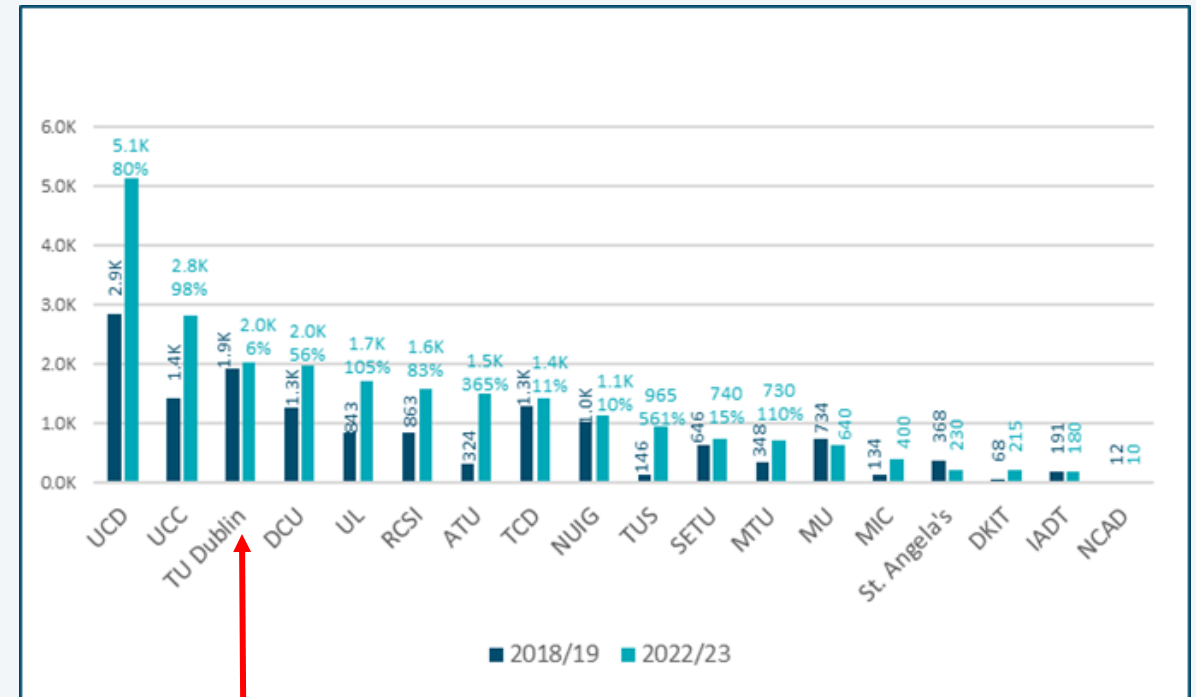
**- Alvin Toffler**

Across Europe, there is a strategic drive to encourage higher education institutions (HEIs) to **reskill and upskill adult learners** to promote lifelong learning and prepare them to meet changing job demands (OECD, 2024). Ireland's **Higher Education Authority** (HEA) launched the **Human Capital Initiative** (HCI), a five-year investment (2020-2025) to address this remit (HEA, n.d.) as the country holds ambitious targets to reach **64.3% adult participation in education and training by 2030**, surpassing the EU average target of 60% (OECD, 2023). To achieve these targets, even greater integration between HEIs, industry, and government (**triple helix innovation model**) is required to understand and support the needs of these adult learners (OECD, 2024).

# The Opportunity: PTPG Learners

- PTPG learners account for almost 10% of all national enrolments
- National PTPG\* enrolments grew 62% since 2018-19
- TU Dublin lost market share across the Dublin region & TUs in a growth market
  - TU Dublin grew 6%
  - Dublin region avg. growth 33% (UCD 80% & DCU 56%)

National Provision of PTPG Learners



\*PTPG enrolments include PTPG Masters (T) & Other PG (Certs/Dips/Occasional/Prof. Training Quals)  
Dublin region includes UCD, DCU, TCD, MU

# Enterprise Academy Pipeline from Start-up to Scale-up

*\*Projects that are 'Won' include lifecycled projects where they are scalable and repeatable.  
Projected income is dependent on effective programme management to ensure the successful delivery and longevity of programmes*

Time

- Krisolis  
- Saer Industry Mentoring

2020

TU Dublin-UCD Diploma in Transversal Skills

2021

- PG Cert in Immersive Technologies  
- PG Cert Brewing & Distilling  
- Passport to Production  
- NoBoCap Project 1  
- Enterprise Educators CPD Programme  
- Sustainable Innovators for Enterprise (Indeed)

2022

- Passport to Production  
- Certificate in Leadership Dev. (Version 1)  
- PG Dip Brewing & Distilling  
- NoBoCap Project 1&2  
- PG Dip in Sports Analytics, Technology & Innovation  
- Applied Cert in Procurement Mgt.  
- Cert Women ReBOOT  
- Game Asset Design (Intel)  
- Enterprise Challenge  
- Business Product Acumen (Workday)

2023

- Passport to Production  
- Supervisory Skills Cert (Screen Irl)  
- Strategic Talent Development (IDA/Skillnet Ireland)  
- RPL Screen Industry Practice  
- Portfolio Preparation  
- PG Dip in Brewing & Distilling  
- PG Cert in Brewing & Distilling  
- Cert in CSP (Workday)  
- NoBoCap Project 3  
- Cert in Food Entrepreneurship  
- Applied Cert in Procurement Management  
- Cert Women ReBOOT  
- Cert in Cocktail-making  
- PG Dip in Sports Analytics, Technology & Innovation  
- MC Planning & Design for Active Travel  
- Intel MSc in Semiconductor, Data Analytics and AI (€1.5M)\*  
- Enterprise Challenge Pillar Module (L8 & L9)

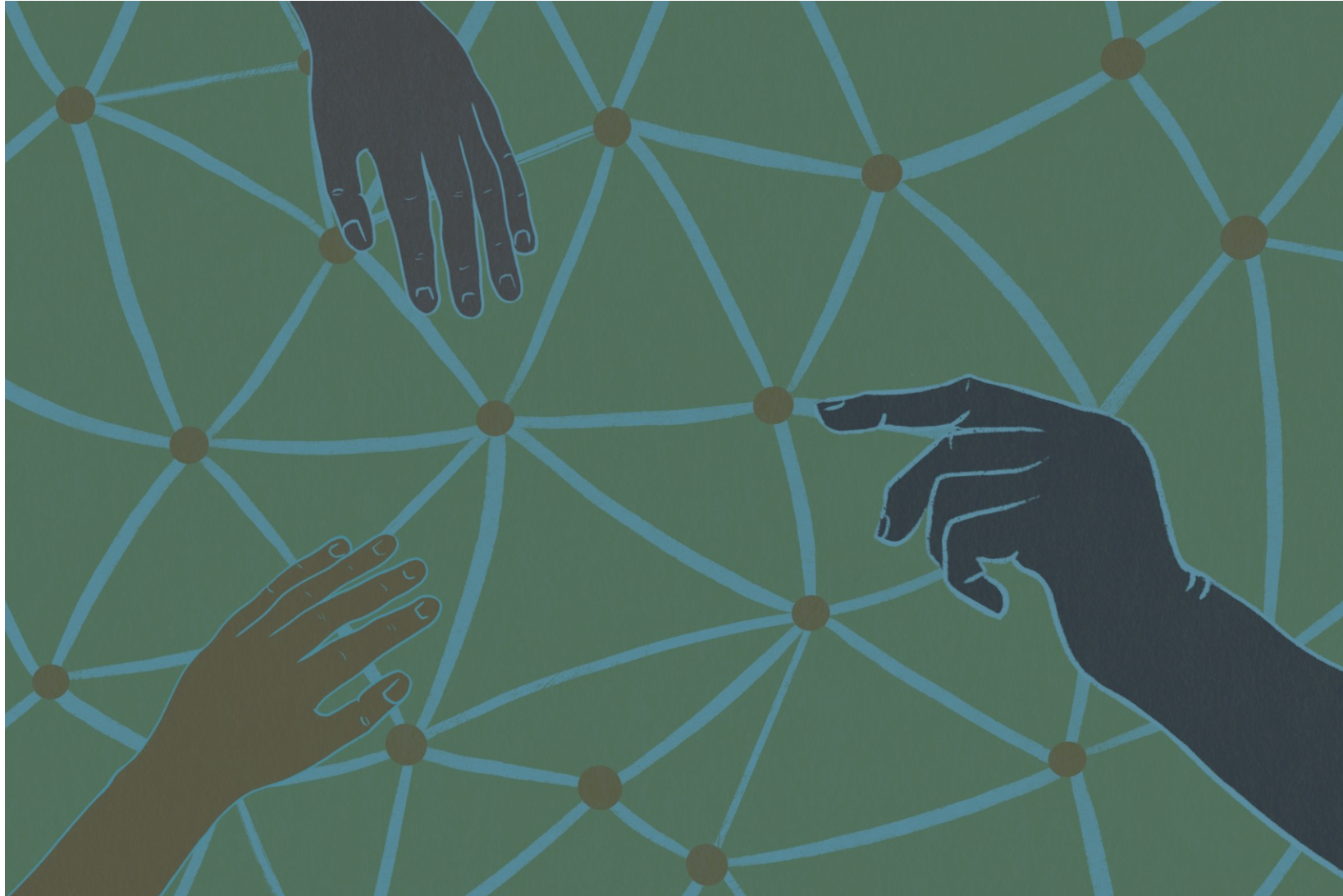
2024

- MSc in Brewing & Distilling  
- PG Dip in Brewing & Distilling  
- PG Cert in Brewing & Distilling  
- Cert in Food Entrepreneurship  
- MC in Cocktail-making  
- PG Dip in Sports Analytics, Technology & Innovation  
- MSc track in Sports Analytics, Technology & Innovation  
- PG Dip in Sustainability Ass. & Report.  
- MSc Sustainable Cloud Computing  
- AI Academy Cert  
- Computer Science Teacher Programme  
- MC Leadership Hospitality  
- MC Curriculum Design  
- Strategy & Leadership in Built Environ.  
- Fundamentals of Offshore Wind Energy  
- Eirgrid Programme  
- MC ESG Readiness  
- Digital Technologies  
- Cert in Creative Health  
- Stress & Wellbeing in Construction  
- Stryker Graduate Programme  
- Digital Badge in CSRD/ESRS  
- Wind Energy Ireland  
- Women in Leadership  
- Sustainable Tourism Network  
- Fellows Microcredentials

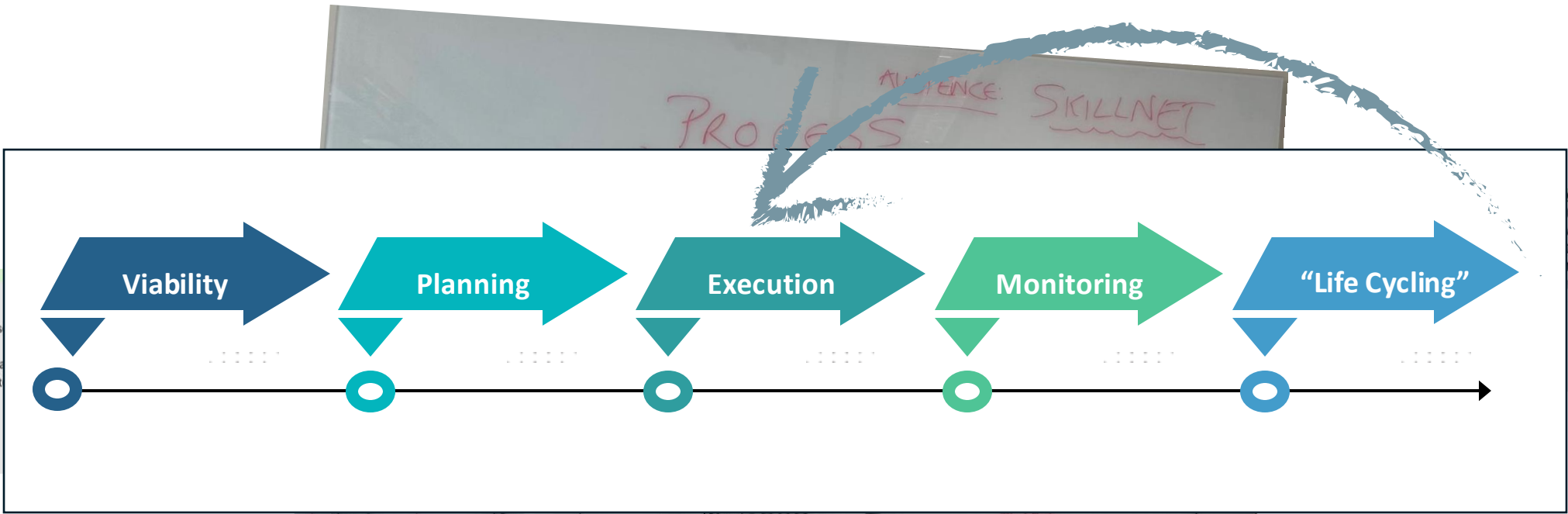
2025 onwards



# Enterprise Engagement Framework (EEF)



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**ecosystem mapping**  
Sector knowledge  
Data collection  
Financial & Physical assets / res  
Strategic policies  
Internal and external system ma  
Perspectives of internal and ext  
stakeholders  
Political sensitivities

**relationship mgt/ lifecycle**  
Who is in the relationship,  
where is it going,  
Developing Strategic  
iteration on partnership,  
Leverage opportunities,  
relationship mgt systems,  
Engagement Development,  
Impact Measurement,  
Communication

Hand-drawn sketch of a whiteboard showing the EEF process flow. The sketch includes the following elements:

- A cloud labeled "the need" with "Stakeholder mapping int w. ext." and "EA VALUE ADD" written below it.
- A cloud labeled "PROGRAMME DESIGN" with "LEARNER NEEDS ANALYSIS" and "DESIGN COST" written below it.
- A cloud labeled "DELIVERY & IMPLEMENTATION & EXPERIENCE" with "EA VALUE ADD" written below it.
- Arrows indicating the flow from "the need" to "PROGRAMME DESIGN" and from "PROGRAMME DESIGN" to "DELIVERY & IMPLEMENTATION & EXPERIENCE".
- Text "LEGAL/MON/MOVI/CONTENTS" and "COMPLEXITY + TIME" written above the "PROGRAMME DESIGN" cloud.
- Text "> GTM" and "> RECRUITMENT" written below the "DELIVERY & IMPLEMENTATION & EXPERIENCE" cloud.
- Text "CONSCIOUSNESS ALLIANCE" written below the "DELIVERY & IMPLEMENTATION & EXPERIENCE" cloud.

# Enterprise Engagement Framework (EEF)

## THE ENTERPRISE ENGAGEMENT FRAMEWORK

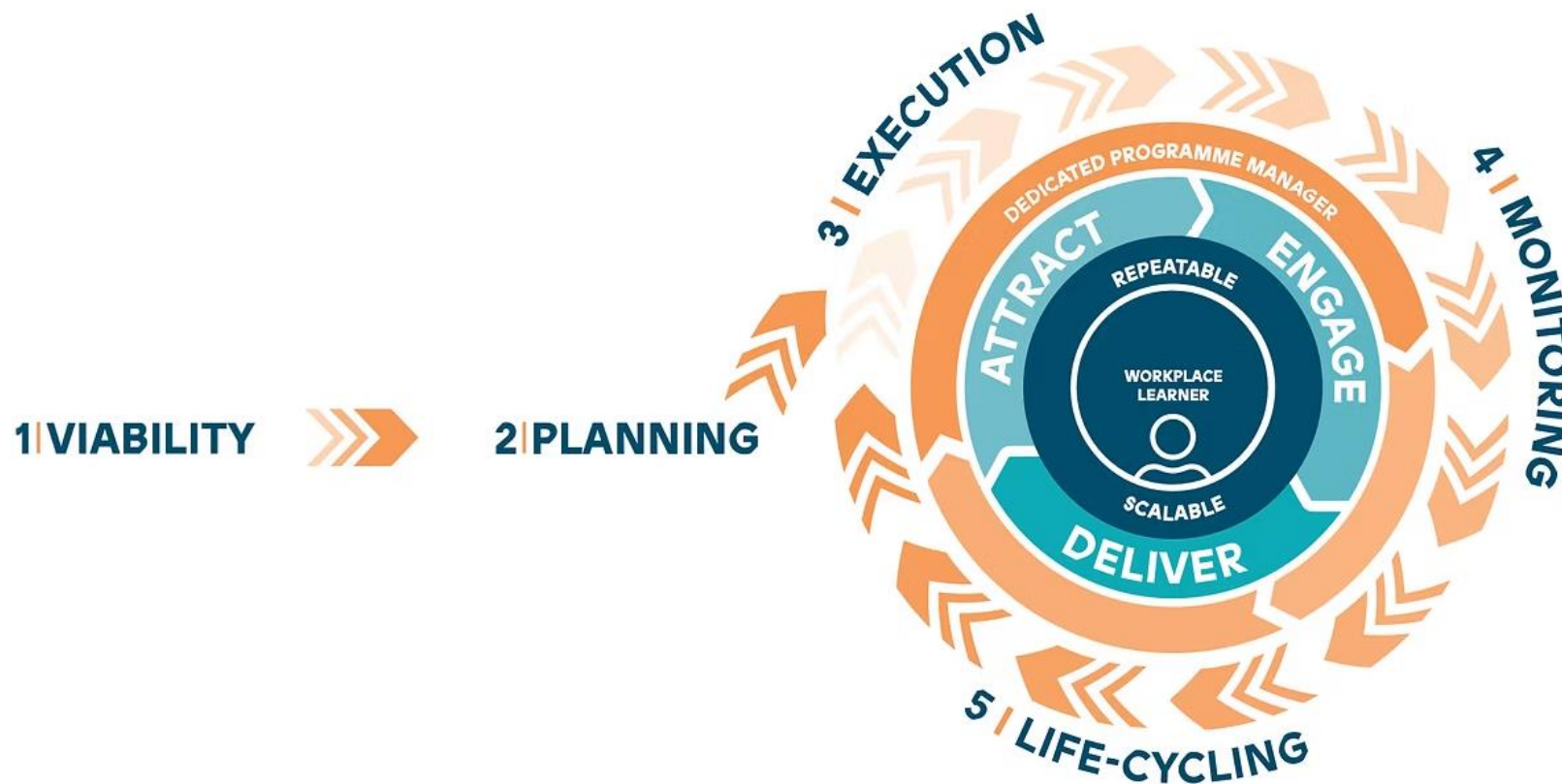
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ACADAMH  
FIONTRAIOCHTA  
ENTERPRISE  
ACADEMY





# Enterprise Engagement Framework (EEF)



## Key features:

- Iterative Process/  
Life-cycling
- Flywheel  
mechanism
- Learner-centred
- Repeatable &  
Scalable

Thank You.

<https://www.tudublin.ie/media/intranet/enterprise-academy-toolkits-/documents/Harnessing-Potential-for-Part-time-Learners-Enterprise-Upskilling.pdf>