



The Fundación Universidad Empresa (FUERM) is a non-profit-making educational and interface institution between the university and the enterprise, constituted of, in March 1988, 50 firms who gradually became associated. Now, along with other newly incorporated firms and institutions, it comprises more than 350 associates.

The existence of the Fundación is the fruit of the integration of common interests amongst such entities, with the objective of fostering and developing dialogue and communication between the University and the Enterprises, likewise, the promotion and fostering of all classes of study and research of interest to both institutions. The Fundación has acted as a bridge between the two public Universities in the Region of Murcia, the University of Murcia and the University of Cartagena, regional businesses and institutions within an international framework.

In FUERM Management Board, there are representatives from the two regional public universities, the University of Murcia and the Polytechnic University of Cartagena, the Regional Government through the Regional Development Agency, the Chamber of Commerce of Murcia, the Local Council of Murcia, the main Regional Business Confederation (CROEM), the two main regional banks as well as private companies.

The activities implemented by the Fundación can be divided in four main areas:

1. Business School.

2. Research and Innovation:

- International Programmes.
- National Programmes.

3. Employment and Training:

- Employment Services.
- Companies creation.

4. Partner Services:

- Monthly electronic newsletter.
- Exclusive seminars for our associated companies.

1. Business School

The Business School of the Region of Murcia is part of the Fundación Universidad Empresa de Murcia, and was founded in 1991, drawing together collectively the activities which had been developed by the IDAE (the Instituto Universitario de Dirección y Administración de Empresas) since 1964. The Business School is supported by the University of Murcia and the business sector, through the representation of business organisations as well as the Regional Administration and financial institutions.

Our training offer includes:

- 17 Master programmes (www.enaes.es)
- 22 short and medium term courses.
- Seminars on High Quality Management.

Other services:

- The Former Students' Association.
- Virtual business school (www.enemur.com).
- Personalised training for regional companies.
- International agreements with other Business Schools in Europe, South America and USA.

2. Employment Service

The objective is to promote youth employment.

SERVICES:

- Professional Guidance service to young people.
- Employment Register
- Professional placements in regional companies for our students.
- “Forum of employment”.

3. Business Creation

SERVICES:

–Senior Guidance Programme to Enterprising University Students: This a mentoring programme where a group of retired people with previous high professional experience in different fields (finance, law, marketing, businessmen, etc) support young entrepreneurs with their business plan.

- Course on Entrepreneurial Creativity and Creation of Companies in collaboration with the Industrial Organisation School (EOI).
- Prize for business initiatives with the Local Council of Murcia.

4. Research and Innovation

A. National programmes:

- Technology and Knowledge Transfer Office (OTRI).
- Promotion of research and innovation projects for the companies at national and regional level.
- Seminars and events on research and innovation topics.

B. International Programmes:

SERVICES:

- Transmission of the most relevant information on European programmes.
- Promotion of experiences and exchanges for university students and professionals.
- Partnership searching for the collaboration in the projects.
- Promotion of participation in networks in Europe.

Experience in Europe:

- Leonardo da Vinci Mobility projects for University students and graduates from 1992.
- Leonardo da Vinci Pilot projects, as co-ordinators or partners.
- Leonardo da Vinci – Transfer of Innovation projects
- Erasmus for young entrepreneurs
- EQUAL initiative projects: As project partners or external evaluators.
- Article 6 ESF (Innovative actions).

- Interreg III B Medocc
- Interreg IV C
- MED
- e-Learning programme.
- Framework Programme.

Relevant projects / activities of the FUERM:

1. Leonardo da Vinci. European Programme for Vocational Training. Mobility actions.

Working placements in European enterprises for University students and graduates as well as for vocational training students.

2. Leonardo da Vinci pilot projects:

- **”European project for the development of common training strategies in the industry of wood and furniture, transnational exchanges for people in charge of training”.**

This project was submitted under Leonardo da Vinci programme and FUERM was the project promoter. The aim of the project was to enable people in charge of training at technological centres to prepare development plans for SME’s in the use of new technologies and new production processes.

- **“Transnational Courses in the field of technologies for the wood and furniture industry” (Leonardo da Vinci). FUERM as project promoter.**

The aim of this pilot project was to transfer technological innovations, through the co-operation between training centres and enterprises in the field of continuing vocational training for the wood and furniture industry.

- **“Training European Professionals for the Canning Food Industry”.** (Leonardo da Vinci). FUERM as project promoter.

The aim of this project was to transfer technological innovations, through the co-operation between training centres and enterprises in the field of continuing vocational training for the Canning Food Industry in order to establish a common training plan between European region related to the latest food technologies. In partnership with Italy, Greece and Portugal.

- **“INCOTEC Pilot Project: Information and Communication Technology for Training”.** Leonardo da Vinci programme. FUERM as project promoter.

The main objective of this project was to train trainers in the use of telematic tools for Teletraining. In partnership with Greece, Ireland and Luxembourg.

- **“Placexport Pilot Project: Dissemination and Transfer of Placement and Exchange Programme Outcomes”.** Leonardo da Vinci programme. FUERM as project promoter.

This project aimed at developing and spreading the outcomes reached with the Placements and Exchange in the framework of Leonardo da Vinci programme as well as previous programmes of transnational training between companies, companies' associations, Universities and students from Central and Eastern European Countries.

Furthermore the Fundación has been an active partner in others Leonardo's Pilot Projects managed by European partner as:

- **FORCE 2000 (France)**. Drawing up and recognition of methodology for competitiveness level analysis .

In partnership with France, Norway and Portugal.

- **LOCOSTAFF (Italy)**. Training of local agents for the organisation of innovative services. In partnership with Italy, Germany and Spain.

- **Itema project** in the framework of Leonardo da Vinci programme. There has been developed a platform and it has been used to train (on-line training) University students on Project Management.

- **REPLIKA Project**: European Repository for learning Innovation and Knowledge acquisition. In the partnership with Great Britain, Denmark and Czech Republic. There is a special part related with on-line learning.

- **TALAS project**: It aims at promoting innovative e-learning and m-learning solutions in order to test a new methodology and new didactic approaches for vocational training in the tourism field.

This project has an ambitious international vocation with a strong transnational partnership involving 9 European institutions coming from 8 different European countries: Italy, Spain, Austria, Germany, Greece, Poland and Romania.

3. Erasmus for Young Entrepreneurs

Erasmus for Young Entrepreneurs is a cross-border exchange programme which gives new or aspiring entrepreneurs the chance to learn from

experienced entrepreneurs running small businesses in other European Union countries.

The exchange of experience takes place during a stay with the experienced entrepreneur, which helps the new entrepreneur acquire the skills needed to run a small firm.

FUERM has been approved three projects (Columbus I, II and III) within this programme.

4. Article 6 ESF – Innovative actions.

- **“STRATEGI PROJECT:** Modernisation of work organisation and management of knowledge” in the framework of “Innovative measures under Article 6 of European Social Fund Regulation: Adaptation to the new economy within the framework of social dialogue”. In partnership with Portugal and Austria. FUERM was a coordinator of this pilot project on knowledge management (www.kmstrategi.com)

- **AWARDS PROJECT:** AWARDS addresses the dichotomy between Sustainable Development and age management strategies. An interdisciplinary approach, operational methods and user-friendly tools are elaborated to cope with the issues of ageing women workers and to be adaptable to different local contexts. The transnational scope aims at demonstrating a EU added value based on lessons stemming from four different local contexts. Public sectors, the civil society (social partners included), companies and ageing women workers participate in achieving a coherent planning system (territorial Action Plans and business Pilot Initiatives correlated by long terms shared visions and paths), mainstreamed with the involvement of EU institution and regional actors.

5. Community Initiative ADAPT (implementation of quality systems in retail commerce). This project aimed to improve the competitiveness of the retail commerce through the implementation of a management quality system. The Fundación was in partnership with TRANSFERT (Toulouse-France).

6. European Programme for Inter-regional Co-operation and Regional Economic Innovation. Under co-ordination of the INFO (Regional Development Agency) a project entitled “Strategy and action plan related to the information society for the Region of Murcia” (ESSIMUR).

7. EQUAL INITIATIVE

- **MICRO Project:** Project approved in the first call of Equal initiative. It was co-ordinated by the Local Council of Murcia and the main objective of the project was the creation of micro companies.
- **RESEM-SENET Project:** (First call of Equal initiative). It was a project coordinated by the Education department of our Regional government with the aim of helping people with difficulties to access to labour market. FUERM has been responsible for the external evaluation.
- **MAGAP-EMPLEO Project:** This project has been approved within the second call of Equal initiative. It is coordinated by the Local Council of Puerto Lumbreras and its main aim is the experimentation of new methods for Social Labour Integration of groups at risk of social exclusion.
- **ADELANTATE (go ahead) Project:** (Second call). The project leader is the Women Department of the Regional Government of the Region of Murcia. The objective of the project is to help women to break the “glass

ceiling” and to be incorporated post of responsibility in the economic sector with future.

8. INTERREG III

- ♦ **PAMELA Project:** It is a project financed under Interreg III B Medocc. The main objective of the project is to develop a platform about the Economic Growth of the Territories of the Mediterranean Latin Area. It will be a very useful tool for companies who may invest in this region. The project is coordinated by the Chamber of Commerce of Nice, France.

9. INTERREG IV C

- **IES Project (Implementing Employment Services):** The project leader is the Region of Sardinia (Italy). The Public Employment Service System, as system composed by several actors, is defined by the European Commission as a key element for combating unemployment and for favoring the access of job seekers to the labour market at local, national and European level. Its functioning and effectiveness is emphasized by Project IES activities which, according to the main goal of the interregional cooperation, aims at favoring the exchange of experiences among actors of different countries and acting as actors which, thanks to Project IES results, will contribute to improve the quality and the implementation of their own regional policies. Within the general context represented by the institutional services which the Public Employment Service provide, Project IES identifies five different issues: governance, choice orientations, labour demand-supply matching and job placement, participation of unprivileged people to the labour market and promotion of the individual employability.
- **OSAIS Project:** The aim of the project is to exchange good practices related to the states aids for the companies of each region. The main

aspects to be analysed are: to analyse the impact of the aids and grants policies in terms of effectiveness; and to analyse the impact of aids policies depending on the efficiency, trying to identify the best practices between the different economic tools of each region (grants, guaranties, capital injections, etc.).

10. MED Programme

- **MET 3 Project (Mediterranean Transnational Technology Transfer”.**

Among the difficulties faced by most Technology Transfer Offices (TTOs) and Research & Technology Organisations (RTOs) in MED and elsewhere is that of building effective Research-Industry partnerships. Technology transfer involves the processes of capturing and sharing explicit and tacit knowledge and includes both commercial and non-commercial activities.

In particular, EU has identified the transnational dimension of technology transfer as one of ten key areas for action on its Innovation Strategy based on the lack of interregional cooperations and joint approaches. The LP, National Hellenic Research Foundation, has identified partners of high caliber sharing experiences, tools and moreover the vision on setting such a Transnational Technology Transfer (TTT) initiative. The project brings together seven regions (Attiki, Voreio Aigaio, Provence-Alpes-Côte d’Azur, Puglia, Murcia, Andalucía and Crete) from France, Italy, Spain and Greece with a variety of profiles but common needs and perspectives on improving TTT methods and assisting regional stakeholders to develop strategic partnerships. The project will deliver a network on Technology Transfer targeted to MED needs and accommodate profiles ranging from the “blue chip coast” PACA to “low tech” Voreio Aigaio. MET3 aims to develop a modular toolbox for integrated TTT and thus facilitate exploitation of research results by taking into account technology and other “soft” aspects of the process.

11. Experience in the field of eLearning:

In the field of eLearning, our Business School has developed a platform called ENEMUR in order to offer elearning courses or modules in the field of Business Managing with our students.

We have recently participated in the following projects in the field of eLearning and training and new technologies:

- **ELEAS Project:** Coordinated by the EIC of Milano (Italy) to set up a Legal Portal on e-commerce.

- e-Legal portal: A tool on international e-commerce legislation managed through a website in collaboration with the regional government and other European countries.

- Course to train the trainers in the use of pedagogical techniques and production of multimedia contents. It was a regional project and we used the ENEMUR platform.

- **Biodiversity project:** Financed by the ESF to improve the entrepreneurial capacity and training in the field of environment. It is foreseen to develop different on line courses.

- **[eic@comercio](#) project:** In the framework of e-Europe initiative in the field of e-business.