



Maastricht University Partner Programme

BACKGROUND INFORMATION



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What does Maastricht University mean for the region?

Maastricht University (UM) is one of the best young universities in the world and distinguishes itself with its strong international character, innovative educational model, and multidisciplinary approach to education and research. The university is increasingly focusing on developing solutions for business and social issues in the region, in the country and in an international context.

Within the Brightlands campuses, for example, UM is strengthening the innovative power and the economic and social structure of Limburg. A strong knowledge infrastructure is crucial for the further development of the region because knowledge ultimately generates economic benefits, talent retention and employment. For this reason alone, it is essential that knowledge institutes such as UM play a sustainable role in society. Therefore, cooperation with the business community is important for the future of the Limburg region.

How can we further develop Limburg together?

You have the opportunity to participate in our UM Partner Programme. This is a unique partnership that actively connects your company with UM for a **minimum of 2 years**. By making a financial contribution, you help to advance (research) projects that are dedicated to relevant issues in Limburg. We spend a large portion of these contributions on innovative research and education that has a direct impact on the region.

In addition, the UM Partner Programme contains a number of packages that provide access to a range of opportunities related to innovation, lifelong learning, knowledge exchange and networking. The university is known as an international knowledge institute with innovative education and research, an extensive network, and an excellent reputation. And participating in the UM Partner Programme will make it easier for you to benefit from this!

The UM Partner Programme offers the following benefits:

- You contribute to a healthy and sustainable future for the Limburg region.
- You acquire academic and practical knowledge
- You have access to (young) talent, the leaders of 'tomorrow'.
- You gain access to a national and international network.
- You strengthen your company's reputation through direct cooperation with UM.
- You contribute in a tax-friendly manner by donating to the University Fund Limburg/SWOL.

Who is the UM Partner Programme for?

The UM Partner Programme is intended for companies that want to contribute to the Limburg region and want to be more socially involved. They also have the ambition to further develop themselves and therefore need access to practically applicable academic knowledge and the latest insights regarding innovative developments. In addition, they find it important to expand and/or intensify their network. We offer interesting opportunities in these areas for all Dutch and international companies, from small to large.

What is included in the packages?

Below, you will find an overview of the three packages that you can choose from in the UM Partner Programme.

SILVER PACKAGE

- UM Business Platform: networking event with a lecture by a UM expert.
- UM Workshop: thematic workshop given by a UM professor.
- Discount on UMIO training programmes (e.g. marketing, leadership, innovation).
- Exclusive invitation to all academic sessions at UM.

Contribution per year: €4,975

GOLD PACKAGE

- Interesting tour at a UM location of your choice.
- Tailor-made knowledge projects by high-potential master's students.
- UM Business Platform: networking event with a lecture by a UM expert.
- UM Workshop: thematic workshop given by a UM professor.
- Discount on UMIO training programmes (e.g. marketing, leadership, innovation).
- Exclusive invitation to all academic sessions at UM.

Contribution per year: €7,250

PLATINUM PACKAGE

- Exclusive dinner with UM's executive management .
- Inspiring lecture series by Studium Generale.
- Interesting tour at a UM location of your choice.
- Tailor-made knowledge projects by high-potential master's students.
- UM Business Platform: networking event with a lecture by a UM expert.
- UM Workshop: thematic workshop given by a UM professor.
- Discount on UMIO training programmes (e.g. marketing, leadership, innovation).
- Exclusive invitation to all academic sessions at UM.

Contribution per year: €10,750

You will find a more detailed explanation of the items in each package on the next page.

UM Business Platform

- An inspiring event for all relations of the University Fund Limburg/SWOL, which includes a lecture on a topical issue given by a UM expert.
- Access to the event is provided for 3 persons for one event.

UM Workshop

- A UM expert develops content for and gives a thematic workshop, for example, for a specific department, the management or your stakeholders/customers.
- We discuss and agree on the topic of the workshop with you.
- The duration of the workshop is a half-day and it takes place at your company (in the Netherlands or Belgium) or at a UM location.
- The preparation and presentation of the workshop, as well as the domestic travel expenses of the UM expert, are included in this package. Any external location costs and catering are not included.

Special discount on UMIO training programmes

- UMIO is part of UM and provides training programmes for individual professionals and organisations. They specialise in marketing, leadership, innovation and more.
- For your employees (e.g. the management level), UMIO offers you a 10% discount on the programmes listed at www.umio.nl/swol. You will receive a voucher for this. The organisational and financial arrangements regarding the training programmes are the responsibility of UMIO.
- The discount/voucher is valid for the participation of a maximum of 2 employees from your company in one of the programmes listed at the abovementioned webpage.
- The expiration period ends on 1 January or 1 July, at least 2 years after the date of signing the agreement.

Exclusive invitation for all academic sessions at UM

- You will receive a personal invitation to UM academic sessions, such as the Opening Academic Year (September) and the Dies Natalis (January).
- One person can participate per event.

Interesting tour at a UM location of your choice

- You will get a unique, behind-the-scenes look at UM, its buildings and its activities. It is an excellent opportunity for an inspiring team outing or for your clientele.
- Our hospitality colleagues will give you a guided tour at a UM location of your choice. This can take place at one of the Brightlands campuses or at one of our faculties.
- The tour will take a maximum of 2.5 hours and is suitable for a group of up to 30 people.

Tailor-made knowledge projects by high-potential master's students

- This is ideal if your company is looking for practical applications of academic knowledge in a specific field or as part of a project—or because you want to be inspired by innovative ideas from young talent.
- During a period of 5 months (fixed term of January to May), high-potential master's students from various disciplines can carry out a project that is tailored to your company's needs.
- The knowledge assignment must meet a number of fixed criteria and must be approved in advance by UM. The prior assessment primarily looks at the academic content of the assignment. UM bases its go/no go of the assignment on this. UM is happy to discuss the subject matter with you. Furthermore, the assignment must be submitted by the end of September at the latest.
- The specific student group will be formed on the basis of registration and selection by UM.
- This knowledge project is part of the [PREMIUM programme](#) and starts annually in January. The project is coordinated by UM scientists from [EDLAB](#). EDLAB will keep you, as a participant in the partner programme, informed about the progress and will report to you about the outcome.

Exclusive dinner with UM's executive management

- At this dinner, you will exchange knowledge with UM's executive management (board of directors, management or content experts) in an informal setting after making an appointment. This is a great opportunity to build or expand your network within UM, to exchange valuable (academic) knowledge and to discuss potential opportunities for collaboration.
- Based on your preference, we will invite 2 UM representatives for a dinner with the management of your company.
- The dinner is intended for a maximum of 6 persons, including the UM representatives, and is at our expense.

Inspiring lecture series by Studium Generale

- [Studium Generale](#) provides, among other things, lecture series (5 lectures per series) in the areas of philosophy, natural sciences, psychology, economics, human rights, art and culture. There is normally an entrance fee for these series, but participants of the UM Partner Programme can participate free of charge.
- This package includes 10 vouchers (50 lectures in total) for a planned lecture series of your choice.
- The Studium Generale programme is updated annually and can be found on the [website](#). You need to register no later than 4 weeks before the start of a lecture series.
- No rights can be derived from the planning and programming of Studium Generale.

What else do you need to know about the UM Partner Programme?

- The UM Partner Programme is an initiative of the University Fund Limburg/SWOL (UFL). UM facilitates this UFL programme by making its infrastructure accessible, specifically in the interest of the partners.
- You commit yourself to the partner programme for at least 2 years.
- The financial contribution shown is per year and is exempt from VAT.
- All decisions regarding the management and implementation of the agreement are made with the UFL. The package you choose will be fulfilled by UM departments and academics, with the UFL coordinating on your behalf.
- The UM Partner Programme is flexible; customisation and expansion are possible.
- The period of use for your chosen package, including all services offered, always ends on 1 January or 1 July, at least 2 years after the date that the agreement is signed.
- The (net) contributions of our partner programme largely benefit UM education and research. This includes scientific projects and student initiatives that have a direct impact on the Limburg region.

What is the University Fund Limburg/SWOL?

The University Fund Limburg/SWOL (UFL) is UM's external support foundation. The [UFL](#) supports UM research and education. The fund also aims to strengthen interactive cooperation between UM and society. To achieve this, the UFL raises and manages funds, facilitates internal and external networks, and provides grants. The UFL has been granted the ANBI status. As a result of this status, companies benefit from tax incentives when making donations. This means that you can deduct your donation to UFL from your corporate tax or income tax. Click [here](#) for more information.

How does participation in the UM Partner Programme work?

Once you sign an agreement with the UFL, you will participate in the UM Partner Programme for a period of two years. Your donation to the UFL will be in the amount stated above in the package selection and will be documented in a formal agreement. The payment should be made—unless otherwise stated—within 10 business days after the date of the agreement. It should include the reference number of the UM Partner Programme agreement and be transferred to bank account number NL21 INGB 0653 6632 42.

The UFL, as an independent foundation, has been given ANBI status by the Ministry of Finance and ensures that it maintains this status by raising and spending funds (within UM) strictly within its statutory objective (in support of UM). In adherence to the ANBI conditions, the UFL ensures that the funds are optimally allocated as designated (the earmark of your donation) and that the amount that you donate can be deducted from your taxable income. In this way—at least within the Netherlands—you will be fiscally compensated in relation to the tax on your profits (corporate tax, income tax). There is no tax on gifts, which means that your donation can be used entirely for its intended purpose. To avoid any misunderstanding: the UFL is not and does not want to be a VAT enterprise. Your donation to the UFL will therefore never be requested through an invoice.

We have also agreed on this in advance with UM, which takes the position that the 'benefits' associated with the donation do not constitute quid pro quo within the meaning of VAT. It goes without saying that VAT will be applicable, should you later decide to claim a (usage)right with regard to knowledge gained from UM research. In that case, you should form a contract directly with UM; the UFL will not be involved in this but we will be happy to put you in contact with UM.

Who can you contact for more information?

For more information, please contact:

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