



WBCInno

D2.6.1.t4 Travel Report – Training for Trainers in Vienna, Austria

Project Acronym:	WBCInno
Project full title:	Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation
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Abstract	Report on realized training visit to the Centre for Social Innovations, Vienna, within Act.2.6.
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DOCUMENT CONTROL SHEET

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VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Revision Description	Partner responsible
v.01	13/03/2014	The first version of the document	UKG (Ivana Balsic)

1.0 Location and time

Representatives of five WBC universities (UKG, UNS, UBL, UM and UZ) visited Centre for Social Innovations in Vienna (AU) during the period from 25th until 27th February 2014.

2.0 Purpose

The participants of the training were introduced to the Evaluation and Monitoring in Research and Innovation, Communication and Dissemination Management – Promotion of commercialisation activities, in particular:

- Functions, purposes, levels; contents and timing of evaluation
- Is evaluation science? A short history of evaluation
- Overview on evaluation approaches and methodologies
- Project cycle management
- Logical Framework Approach – How can it be used for the design of a TTO (stakeholder analysis, problem and strategy analysis, intervention logic)?
- Availability, Requirements and Fitness of KTT indicators
- Business Service Offices at WBC universities
- Developing indicators for measurement of TTO

3.0 Outcome

Participants from WBC universities were able to identify good practice, learn more about what Centre for Social Innovations is doing to promote innovations, what are the functions, purposes, levels and contents and timing of evaluations, how the logical framework approach works, availability of KTT Indicators, stakeholders, interests/points of view on problems, potentials and motivations, and last but not least possible actions to address interests.

4.0 Programme for study visit

The first day of training included set of presentations and workshops carried out by Centre for Social Innovations, which included the following topics: I) Functions, purposes, levels; contents and timing of evaluation, II) Is evaluation science? A short history of evaluation, III) Overview on evaluation approaches and methodologies.

The second day of training included set of presentations and workshops on following topics: I) Interactive Session: Logical Framework Approach – How can it be used for the design of a TTO (stakeholder analysis, problem and strategy analysis, intervention logic)?, II) Group work: Developing Indicators for measurement of TTO, III) How could TTOs be internally monitored and externally evaluated (approaches, methods), IV) Capacity building for TTOs – Relevant topics and instruments, V) Business service offices at WBC universities.

The third day of training included set of presentations and workshops on following topics: I) Relevance of different communication and dissemination approaches in triple-helix interactions, II) Interactive session: Developing strategic communication road maps; defining success criteria; defining target group audience; Evaluation and monitoring communication and dissemination success, III) Interactive session: From organizing Info days and raising awareness to developing and implementing communication sustainability business plans.

Detailed schedule of study visit programme is presented in the Agenda.

5.0 List of attendees

1. Prof. Dr. Vesna Mandic, University of Kragujevac, Serbia
2. Prof. Dr. Snezana Sokovic, University of Kragujevac, Serbia
3. Ivana Balsic, University of Kragujevac, Serbia
4. Dr.sc. Hasan Avdusinovic, University of Zenica, Bosnia & Herzegovina
5. Prof. Dr. Tatjana Pesic- Brdjanin, University of Banja Luka, Bosnia & Herzegovina
6. Dr. Drazen Brdjanin, University of Banja Luka, Bosnia & Herzegovina
7. Mr Djordje Celic, University of Novi Sad, Serbia
8. Mr Milan Radovanovic, University of Novi Sad, Serbia
9. Prof. Dr. Milan Vukcevic, University of Montenegro, Montenegro

6.0 Short overview of training activities, presentations and meetings

6.1 Klaus Schuch, Scientific Manager ZSI

- Functions, purposes, levels; contents and timing of evaluation
- Is evaluation science? A short history of evaluation
- Interactive Session: Logical Framework Approach- How can it be used for the design of a TTO (stakeholder analysis, problem and strategy analysis, intervention logic)?
- Group work: Developing Indicators for measurement of TTO
- How could TTOs be internally monitored and externally evaluated (approaches, methods)



6.2 Martin Felix Gajdusek, Senior Researcher, ZSI

- Overview on evaluation approaches and methodologies
- Group work: Developing Indicators for measurement of TTO
- How could TTOs be internally monitored and externally evaluated (approaches, methods)



6.3 Elke Dall, Head of Unit Research and Development, ZSI

- Capacity building for TTOs: Discussion on the Relevant topics and instruments



6.4 Ines Marinkovic, Researcher and Project Manager, ZSI

- Introduction
- Relevance of different communication and dissemination approaches in triple-helix interactions
- Interactive session: Developing strategic communication road maps; defining success criteria; defining target group audience; Evaluation and monitoring communication and dissemination success
- Interactive session: From organizing Info days and raising awareness to developing and implementing communication sustainability business plans.



Note: All presentations and additional teaching material are available at WBCInno platform, only for Consortium members, at link

<https://wbcinno.datastation.com/#/default/projects/taskview/509>