



# WBCInno

*- Knowledge Transfer Study -*

**Ines Marinkovic**



# INTRODUCING THE ZSI – BASIC FACTS

## Key areas of activities

- **Work and Equal Opportunities** – Head of Unit: Anette Scoppetta
- **Research Policy and Development** – Head of Unit: Elke Dall
- **Technology and Knowledge** – Head of Unit: Christian Voigt
- Scientific Director – Josef Hochgerner (as of October 2014: Klaus Schuch)
- Business Director – Wolfgang Michalek

## Types of projects

research, education and training, coordination of networks, advisory services to public institutions (in Austria, EU and beyond)

## Legal status

Private Non-Profit research organisation, established in 1990

Self-governed association, no external board; no base funding

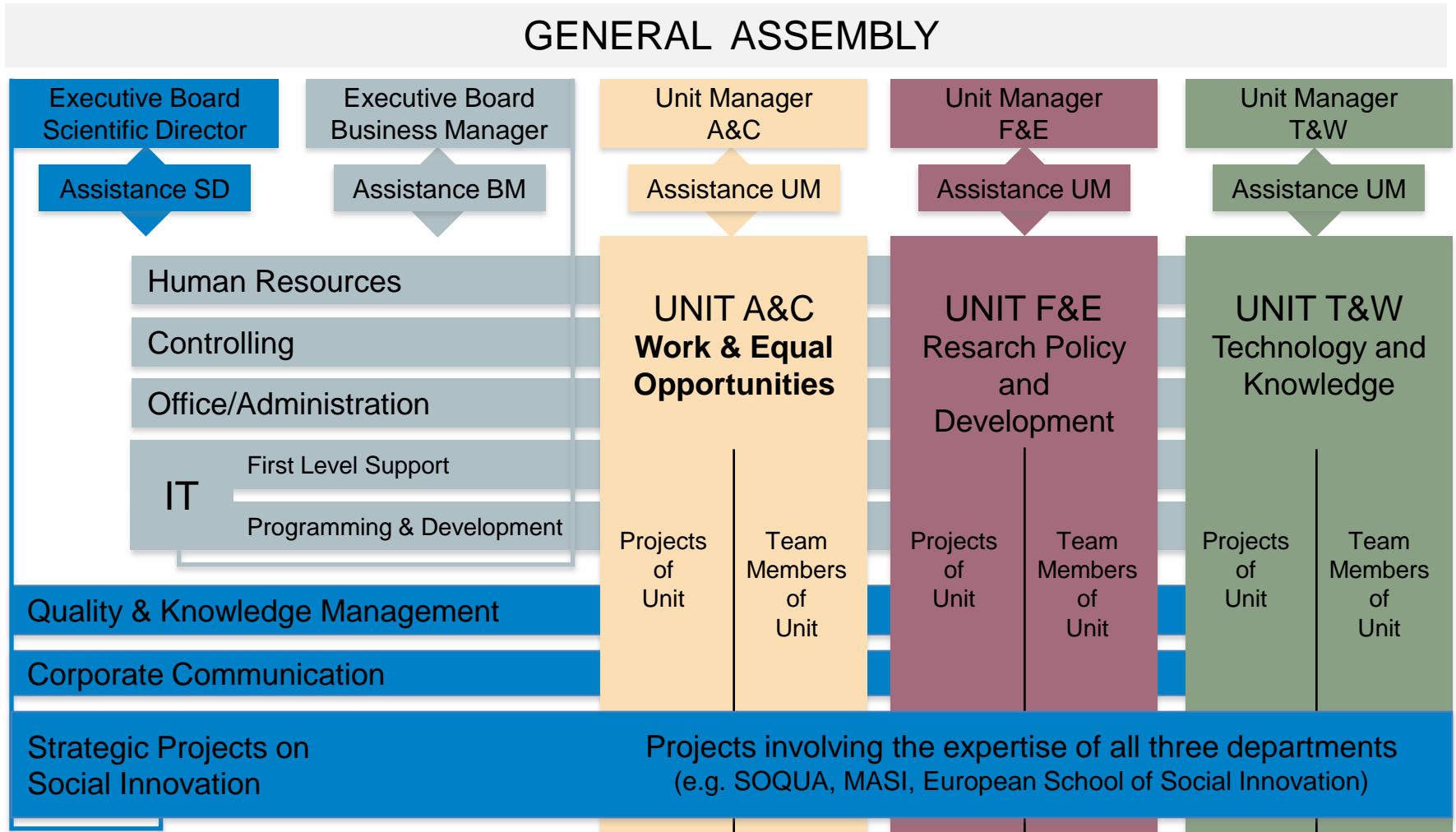
Financial sources: ≈ 3,2 in 2013 mio. € Staff: ≈ 60

Clients are ministries, municipalities, EC, OECD, ILO, other public bodies and NGOs.



# INTRODUCING THE ZSI – ORGANIGRAM

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Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation



Tempus



## Performed activities of ZSI include:

- Fundamental and application-oriented scientific studies
- Planning, monitoring and evaluation of projects and programmes
- Planning and realisation of further training concepts and courses
- Creation and coordination of virtual and real-life networks



# INTRODUCING THE ZSI – BASIC FACTS

Longterm success to date of the ZSI is based on projects, here some facts & numbers\* ...

Current numbers: **63**

FP7: **26**

Coordination: **8**

Cooperation partners: **114**

Budget responsibility of: approx. **20.000.000 €**

•\*Last updated: May 2014



# Unit: Research Policy and Development

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## SEE/WBC region:

- **(FP7) WBC-INCO.NET** (+ Information Office of the Steering Platform of Research for Western Balkan Countries)
- **(SEE transnational cooperation programme) EVAL-INNO**
- **(TEMPUS) WBCInno** (Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation)



Fostering Evaluation Competencies  
**EVAL-INNO**  
in Research, Technology and  
Innovation in the SEE Region



# Unit: Research Policy and Development

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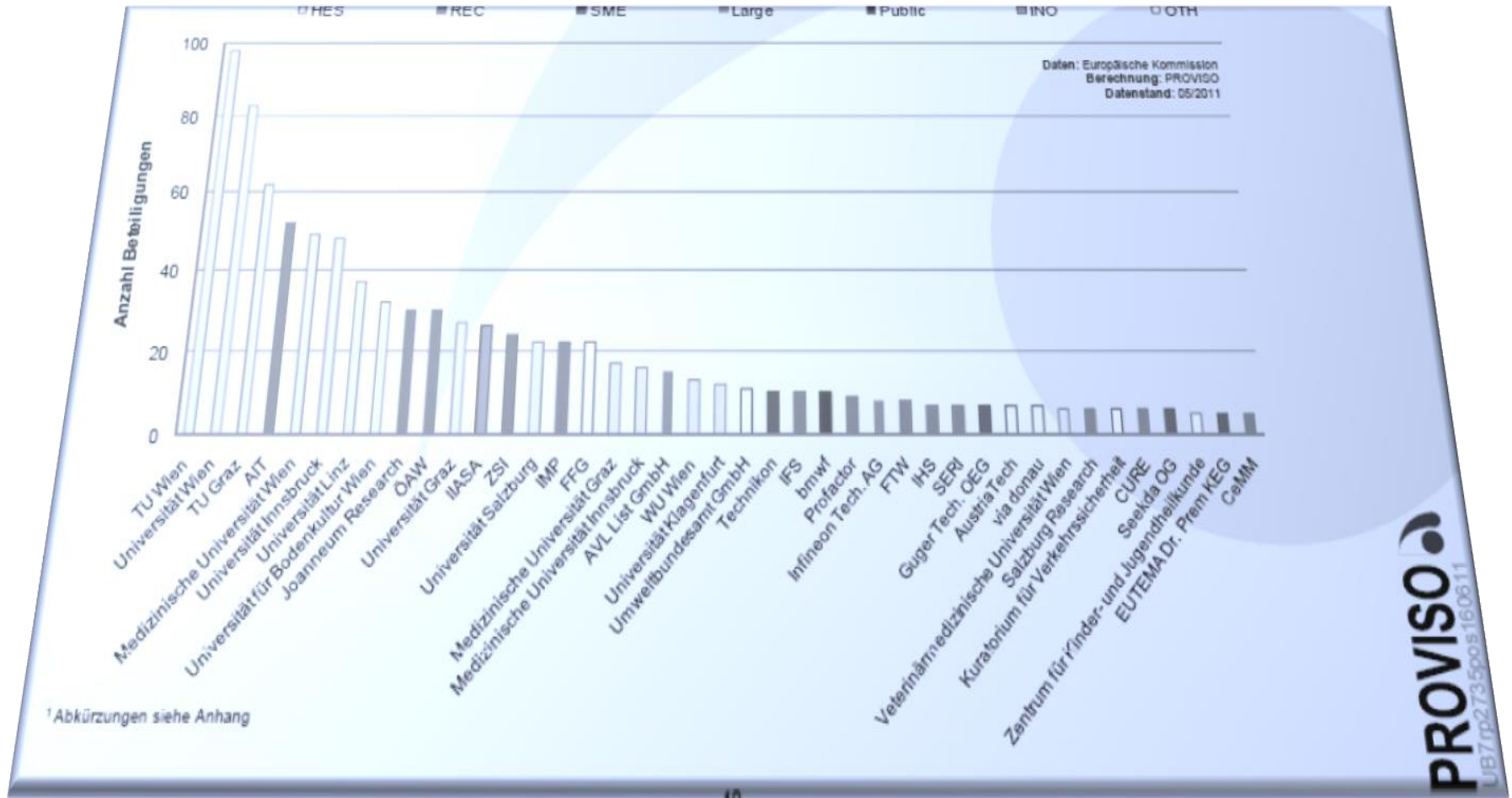
- **(FP7) Danube-INCO.NET**
- 19 partners (from the region: Serbia, Croatia, BiH)
- support action for the official EU Strategy for the Danube Region (EUSDR) in the field of research and innovation (R&I).
- Whereas the EUSDR addresses a wide variety of priority areas (ranging from PA 1A „Mobility/Waterways” to PA 11 „Security“), Danube-INCO.NET focuses mainly on two of them: PA 7 „Knowledge Society“ and PA 8 „Competitiveness“.





# Focus on ZSI Unit F&E (R&D) – Success in the 7th Framework Programm for RTDI

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Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation



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# KTS - overview

- The overall study duration: 2010-2012
- The purpose of the study: to help set up a monitoring and reporting system to follow up and promote implementation of the [Commission's 2008 Recommendation on the management of intellectual property in knowledge transfer activities and Code of Practice for universities and other public research organisations.](#)
- Contract between the
  - European Commission, Research Directorate General and
  - empirica GmbH,
  - the Maastricht Economic Research Institute on Innovation and Technology,
  - the School of Business of the University of Applied Sciences North-Western Switzerland
- For questions on KTS, please contact: Dr. Stefan Lilischkis, empirica GmbH ([stefan.lilischkis@empirica.com](mailto:stefan.lilischkis@empirica.com))





# KTS – main WP

- **Recommendation implementation monitoring:**
  - Monitoring implementation of the Recommendation on Knowledge Transfer.
- **Public Research Organisation performance:**
  - Collecting information on the individual performance of Public Research Organisations and Universities performing research in knowledge transfer.
- **Code of Practice implementation and impact analysis:**
  - Analysis of the implementation and impact of the Code of Practice for a sample of at least 200 Public Research Organisations and Universities performing research.
- **Stakeholder workshops:**
  - Workshops of Public Research Organisations and Universities performing research, industry and other stakeholders.





# KTS 2010-2012

- A major activity of the Knowledge Transfer Study is the organisation of 15 workshops covering 39 European countries. These workshops have the following objectives:
  - promote the policies of the European Commission's Recommendation, in particular uptake of the Code of Practice
  - present and discuss good practices from other countries,
  - discuss how to address barriers to knowledge transfer
  - discuss current hot KT issues in the countries
- For each workshop, 50–75 experts were invited from within the targeted group of countries.
  - The experts will represent public research organisations and universities performing research, knowledge transfer organisations, policy, and business.
- The focus of workshop locations is on regions where knowledge transfer mechanisms are less advanced than in others.





# Workshops

- [Workshops Germany](#)
- [Alpine \(AT-CH-LI\)](#)
- [Benelux \(BE-NL-LU\)](#)
- [Nordic \(SE-DK-FI-NO-IS\)](#)
- [British Isles \(IE-UK-MT\)](#)
- [Baltic \(EE-LV-LT\)](#)
- [Italy](#)
- [Poland](#)
- [France](#)
- [Iberian \(ES-PT\)](#)
- [East Central Europe \(CZ-SK-HU-SI\)](#)
- [Northern Balkans \(BG-RO-HR\)](#)
- [Western Balkans](#)
- [East Mediterranean](#)





# Western Balkans Expert Workshop

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- **Knowledge Transfer from Universities and Public Research Institutes: Approaches for Developing Intellectual Property Management**
  - 13 June 2012, Tirana, Albania
  - part of a workshop series covering 39 European countries in 2011 and 2012
- **Back to back with WBC-INCO.NET meeting series (Steering Platform on Research in WBC)**
  - The Platform facilitates the interaction between the Western Balkan Countries, the EU member states, the candidate and potential candidate countries and other states associated to the Framework Programmes for RTD and the European Commission.
  - Its main objective is to support the enhanced integration of the WBCs in the European Research Area. It is a strategic body to deal with European, multilateral and regional issues of Science and Technology policies in and with the WBCs.
  - More information available here: <http://wbc-inco.net/>





# WBC Expert Workshop

## Objectives

- The contribution of universities and public research organisations in Albania, Bosnia-Herzegovina, FYR of Macedonia, Montenegro, and Serbia to economic development is not yet fully recognised, and knowledge transfer is just beginning to gain importance:
- Universities need to develop concepts for joint research with industry, intellectual property management, and university spin-offs.
- Research personnel and students need to be trained in knowledge transfer issues.
- Companies need to become more involved in collaborative research.
- Agencies funding research and innovation need to spend more attention to knowledge transfer.
- **This workshop was intended to discuss the status and challenges of knowledge transfer as well as good practices which are visible.**

## Target groups

- The workshop convened stakeholders in research and knowledge transfer, in particular from universities, public research organisations, governmental organisations and business. Attendance was free of charge and by personal invitation.

## Organisation

- empirica GmbH (Dr. Stefan Lilischkis)





# Programme and speakers

<b>Knowledge Transfer Study workshop</b>	
<b>13.45 – 14.00</b>	<b>Opening address</b> <ul style="list-style-type: none"><li>Anca-Ariadna Cucu, European Commission, DG Research and Innovation</li></ul>
<b>14.00 – 16.00</b>	<b>Country profiles</b> <b><i>Knowledge transfer and IP management at universities and public research organisations: current situation, good practice and challenges</i></b> <ul style="list-style-type: none"><li><i>Bosnia-Herzegovina:</i> Sabina Silajdzic, Assistant Professor, School of Economics and Business, University of Sarajevo (Sarajevo, Bosnia-Herzegovina)</li><li><i>FYR of Macedonia:</i> Prof. Ljubomir Kekenovski, Member of the Council for Scientific Research Activities, Ministry of Education and Science (Skopje, FYR of Macedonia)</li><li><i>Montenegro:</i> Milica Petrovic, Intellectual Property Office of Montenegro (Podgorica, Montenegro)</li><li><i>Serbia:</i> Prof. Djuro Kutlaca, "Mihajlo Pupin" Institute, Science and Technology Policy Research Centre (Belgrade, Serbia)</li><li><i>Albania:</i> Dr. Safet Sula, Director General for Patents and Trademarks, Ministry of Economy, Trade and Energy (Tirana, Albania)</li></ul> Discussion after each presentation
<b>16.00 – 16.15</b>	<i>Coffee and tea break</i>
<b>16.15 – 16.55</b>	<b>Knowledge transfer development support</b> <b><i>Developing knowledge transfer and IP management in Western Balkan countries: the way forward</i></b> <ul style="list-style-type: none"><li>Dr. Bene Tamás, Deputy Director, University of Debrecen Knowledge and Technology Transfer Office (Debrecen, Hungary)</li></ul> Interactive presentation and discussion





# KTS – WBC: conclusions

## ***Main results***

- Knowledge transfer is an emerging issue in Western Balkan countries.
- Of the countries involved in this workshop, Serbia stands out as most developed in terms of research, KT and KT policies.
- In all Western Balkan countries, KT policies need to be assessed against a particular background as they are young democracies which are still developing their institutions and which have a relatively low priority for research, innovation and KT.

## **Albania**

- has 47 universities, national strategies targeting KT and IP management, and national R&D programmes.
- Patent applications in Albania have increased starkly since 2001.
- However, KT offices and activities still need to be developed.







# KTS – WBC: conclusions

## **Bosnia-Herzegovina**

- is suffering from detrimental political and economic circumstances after the civil war.
- While there was considerable research and KT before the war, both are hardly existing in the country today,
- and for political decision makers it has low priority.

## **The FYR of Macedonia**

- lost large parts of its industrial base in the past 20 years,
- academic research and innovation activities also declined.
- KT is largely taking place informally.
- However, there are political activities to improve innovation and KT.





# KTS – WBC: conclusions

## **Montenegro,**

- while IP legislation has been put in place, the topic of IP is insufficiently present in the universities.
- This is due to a lack of interest and lack of funds.
- However, there are some individual KT activities undertaken by professors.
- The industrial property office is a major driver of developing KT in Montenegro.

## **Serbia**

- has a considerable KT infrastructure of PROs, technology parks, start-up support centres, and two KTOs.
- There are some examples of successful KT, and a legal and policy framework for IP and KT that is becoming more and more comprehensive.



# Key facts Serbia – KT infrastructure (2012)

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- **Serbia's KT infrastructure** includes
  - 27 scientific institutes,
  - 28 research and development institutes,
  - 5 technology and innovation centres,
  - 31 clusters,
  - 5 technology parks (in process of creation),
  - 18 business start-up centres (Technology incubators), and
  - 2 technology transfer offices (TTOs).





# Key facts Serbia – positive developments (2012)

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- Serbia has increasing business sector investments in R&D
- as well as an increasing share of funding for R&D from abroad and number of researchers.
- It has adopted an institutional framework including
  - a higher educational law on entrepreneurial universities,
  - an innovation law providing support for entrepreneurship and
  - an IPR law. (Serbia became a member of the European Patent Office in 2010.)
- The first two TTOs have been established (Belgrade, Novi Sad) and
- university spin-off companies are emerging.



# Key facts Serbia – KT weaknesses (2012)

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- The still present linear model of governance of the R&D and innovation system in the country is the main obstacle to the networking of R&D sector with the rest of economy and society;
- Missing key policy documents:
  - Innovation strategy / policy;
  - Policy for transformation / restructuring of R&D system;
- Lack of entrepreneurial behaviour in academic sector;
- Insufficient incentives for commercialisation of R&D results;
- Legal requirements for career advancement in R&D sector promote R rather than D activities;
- Low level of patenting culture;

Source Key facts: Prof. Djuro Kutlaca, Mihajlo Pupin Institute (MPI) – see ppt: [http://knowledge-transfer-study.eu/fileadmin/KTS/workshop/WesternBalkans/D.Kutlaca\\_KTS\\_WS\\_Western\\_Balkans\\_2012-06-13\\_v3.pdf](http://knowledge-transfer-study.eu/fileadmin/KTS/workshop/WesternBalkans/D.Kutlaca_KTS_WS_Western_Balkans_2012-06-13_v3.pdf)





# Overall conclusions

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# Where to find?

- **Programme**

- [Download Programme \[PDF, 368 KB\]](#)

- **Presentations**

- <http://knowledge-transfer-study.eu/workshops/western-balkans/>

- **Summary (+Conclusions)**

- [Download Summary \[PDF, 296 KB\]](#)





## Annex: interesting information and reports

- Good practice examples of innovation policy approaches and instruments of EU Member States and Western Balkan countries (link to WP1 WBCInno):
  - <http://wbc-inco.net/object/document/7884>
- Knowledge Transfer: Tools and Mechanisms for supporting Innovation (Event: Sept. 2011, Montenegro)
  - <http://wbc-inco.net/object/event/5782>
- Western Balkans Regional R&D Strategy for innovation (World Bank)
  - <http://wbc-inco.net/object/news/11256>







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# Thank you for your attention!

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