

**EVENT REPORT**

Author:	Prof. Dr Petar Maric, Vanja Todorovic
Event Title:	Strengthening Capacities of Science Technological Parks, Business Incubators, and Other Organizations to Support Innovation and Knowledge Transfer
Event Date:	7-8.11.2014
Event Venue:	University of Banja Luka, Faculty of Electrical Engineering, Patre 5, 78 000 Banja Luka
Type of event: (National, international, press conference, promotional event etc.)	Capacity building training
<b>Short description:</b>	
<p>The two-day workshop for strengthening the capacities of researchers in the areas of knowledge transfer, research and innovation was organized at the University of Banja Luka (UBL) on 7th and 8th of November 2014. The participants were welcomed by Msc Biljana Vojvodic, assistant to the Minister of Science and Technology, Prof. Dr Milan Mataruga, vice-rector for scientific and research work, Slobodan Dragicevic, secretary of Association for ICT of the Republic of Srpska Chamber of Commerce, Prof. Dr Vesna Mandic, WBCInno project coordinator and Drago Gveric, director of the Innovation Centre Banja Luka.</p> <p>After the welcome speeches, Prof. Dr Vesna Mandic, WBCInno project coordinator, and Prof. Dr Petar Maric, WBCInno project coordinator at the University of Banja Luka, presented WBCInno project in details and achievements in WBC region. Dr Mark Jones, from the University of Brighton, presented the Western Balkans Regional University Innovation Platform. Christoph Adametz, from the Graz University of Technology, talked about International Visibility and Networking among Business Incubators and with Universities on Local, Regional and International Levels. Regina Grussenmeyer, from the Hamburg University of Technology, presented Improvement for Organisational and Financial Framework for BI/STP and their Service Program for Tenants at the HUT. Denise Galvin, from the University of Alicante, presented how Bi/STP Offering Additional Services and Adding Value to the Business Incubation at the University of Alicante. Prof. Dr Vesna Mandic presented Strategic Development Plan for Business Incubators and Science Technology Parks in Western Balkan Region. Jelena Jevtović, from the University of Kragujevac, talked about Creation of mechanisms and structures for high-tech innovations in BIs/STPs in cooperation with universities. At the end of the first day of the workshop, Dana Koruga, from the Entrepreneurship centre of the University of Banja Luka, talk about what is innovation and innovation management.</p> <p>After every presentation, there was very productive discussion and exchange of information in which all participants actively participated.</p> <p>Second day of the workshop started with presentations Project management in commercialization, by Milena Ljubcic, from the Entrepreneurship centre of the University of Banja Luka, and Technology transfer system, by Dana Koruga, also from ECUBL. After that, Drago Gveric, from the Innovation Centre Banja Luka, held presentations Business incubation – benefits for start-ups and Start-up road trips. Lamija Subasic, from the University of Zenica, presented Types of IPR in Bosnia and Herzegovina, and Dzenan Kulovic, also from the University of Zenica, presented Strategy for growth of a company. Prof. Dr Vojin Senk, from the University of Novi Sad, held presentation about Creative problem solving, while Prof. Dr Goran Stojanovic, also from the UNS, held presentation how to Build your fund raising expertise. All participants actively participated in discussions after every</p>	

presentation.	
Organiser(s):	University of Banja Luka and the Innovation Centre Banja Luka
Agenda:	<a href="#">Link to the agenda</a>
Total number of participants:	44
Links to further information:	<a href="https:wbc-inno.kg.ac.rs">https:wbc-inno.kg.ac.rs</a>
<b>Other personal remarks:</b>	
<p>Sixteen presentations were held at the WBCInno Capacity Building training at the University of Banja Luka:</p> <ul style="list-style-type: none"> <li>• WBCInno project and achievements in WBC region</li> <li>• Western Balkans Regional University Innovation Platform</li> <li>• International Visibility and Networking among Business Incubators and with Universities on Local, Regional and International Levels</li> <li>• Improvement of Organisational and Financial Framework for BI/STP and their Service Programme for Tenants</li> <li>• BI/STP Offering Additional Services and Adding Value to the Business Incubation</li> <li>• Strategic Development Plan for Business Incubators and Science Technology Parks in Western Balkan Region</li> <li>• Creation of mechanisms and structures for high-tech innovations in BIs/STPs in cooperation with universities</li> <li>• What is innovation and innovation management</li> <li>• Project management in commercialization</li> <li>• Business incubation – benefits for start-ups</li> <li>• Technology transfer system</li> <li>• Start-up road trip</li> <li>• Types of IPR in Bosnia and Herzegovina</li> <li>• Strategy for growth of a company</li> <li>• Creative problem solving</li> <li>• Building your fundraising experience</li> </ul> <p>Apart from the presentation of the project and its results, the WBCInno project was also promoted through dissemination of promotional material. Also, the main strategic publications were disseminated to the participants (Regional University Innovation Platform, Methodolgy for Innovation Management, Regional Strategic Development Plan for Bussines Incubators and Science and Technology Parks.</p>	

## 1. EVENT ORGANISATION DETAILS

Invitation was sent off to participants on:	20.10.2014
Information Material was sent off to participants on:	01.11.2014
Date of Initial Participant List Compilation:	04.11.2014
Date of Final Participant List Compilation:	06.11.2014
Total Number of Participants Invited	70
Date of Agenda Finalisation:	06.11.2014

## 2. Problems encountered during the event preparation phase

(To be filled by organisers)

**Organisers:** *Please complete (if you have not met with any problems in that phase, please fill in "N/A". Please also include any feedback by the participants **before** the workshop )*

1) **N/A**

2)

## 3. EVENT ROLLOUT

Some general information (to be filled by organisers)

### 3.1. Final Event Agenda + Participant list

Final event agenda and the list of participants were separately submitted

### 3.2. Event Implementation – Commentary by Organising Partners

WP-leader

*Please add your comments, if any*

Task leader

*Please add your comments, if any*

The event was organized on Friday and Saturday because of previously agreed project activities at the University of Zenica, especially for the EU partners. These days are not suitable for seminar attendees. Although, the attendance was very good, it would be even better if it was organized on other days.

## 4. EVENT EVALUATION BY PARTICIPANTS

### 4.1. Summary of the Participant Feedback Form

*Results to be filled by organisers based on the questionnaire results. Please note: insert only the overall percentage of all feedback forms received (e.g. participants total number=30; 15 of them were most satisfied and 15 of them satisfied – please include 50% in the column most satisfied and 50% in the column satisfied.)*

	Most satisfied	Satisfied	Moderately satisfied	Rather dissatisfied	Not at all satisfied
The event administration	53%	41%	6%	0%	0%
The structure of the programme	65%	29%	6%	0%	0%
The venue and facilities	35%	47%	18%	0%	0%
The presentations	75%	25%	0%	0%	0%
The discussions	13%	69%	19%	0%	0%

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The information I got will be of immediate use to me.	35%	65%	0%	0%	0%
This event covered to a very high extent the topics I have expected.	47%	41%	12%	0%	0%
I enjoyed the cooperation and interaction with the other participants.	47%	47%	6%	0%	0%
My expectations about this event were met or exceeded.	19%	63%	19%	0%	0%
The materials distributed are useful and informative.	75%	38%	0%	0%	0%
The discussions were relevant for the participants.	24%	65%	12%	0%	0%
The methods of working were suitable for the topics and for the participants.	38%	44%	19%	0%	0%
The overall organisation was professional.	59%	41%	0%	0%	0%
The time management was always to my fullest satisfaction.	35%	59%	6%	0%	0%
The style and level of communication between organisers and participants	53%	41%	6%	0%	0%

was professional.					
I would recommend this kind of event to my colleagues.	65%	29%	6%	0%	0%

<b>Prior Experience of Similar Events – Overall %</b>	94%
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**Strengths and limitations of the event: please include comments received**

<b>Strengths of the event and contributions or activities enjoyed by participants:</b>	<ul style="list-style-type: none"> <li>• <b>Networking</b></li> <li>• <b>Effort to surpass discontinuity in cooperation between companies and Science and research institutions</b></li> <li>• <b>Exchange of ideas and opinions, and information about cases in other countries</b></li> <li>• <b>Information about the importance of strengthening the infrastructures for support of realization of technological innovations ideas</b></li> <li>• <b>Partner communication</b></li> <li>• <b>Examples of good praxis, especially from the EU</b></li> <li>• <b>Specific theme focus</b></li> </ul>
<b>Suggestions for the improvement:</b>	<ul style="list-style-type: none"> <li>• <b>Concrete presentation of submitted spin-off or a successful transfer of technologies</b></li> <li>• <b>Include entrepreneurs and students</b></li> <li>• <b>Presentation of more practical examples</b></li> <li>• <b>Active participation of students and entrepreneurs</b></li> <li>• <b>Include representatives of successful STP incubators and universities to present experiences</b></li> </ul>

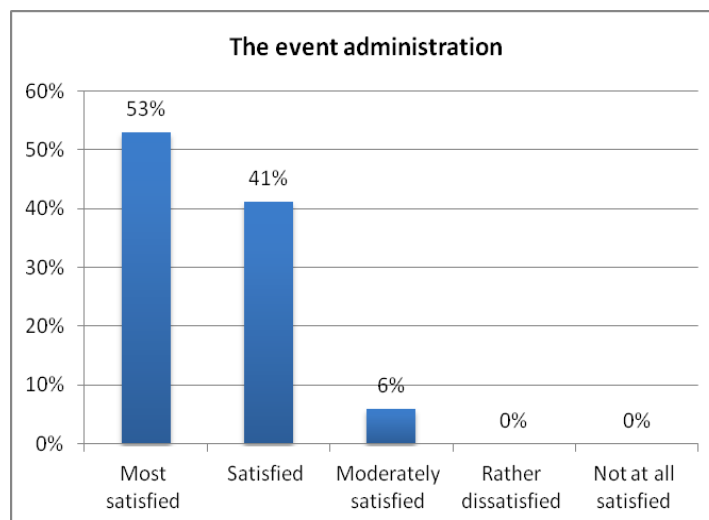
	<p><b>and models of success</b></p> <ul style="list-style-type: none"> <li>• <b>Selection of partners and projects</b></li> </ul>
<p><b>Any further comments</b></p>	<ul style="list-style-type: none"> <li>• <b>Suggestions for internationalization and commercialisation</b></li> <li>• <b>Bigger presence of subjects which are supposed to support these activities and project participants</b></li> <li>• <b>Activities like this should have more visitors, because of interesting speakers and presentations</b></li> </ul>

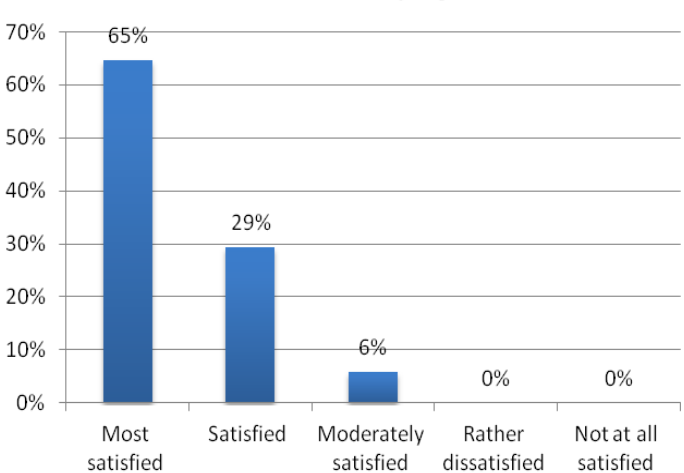
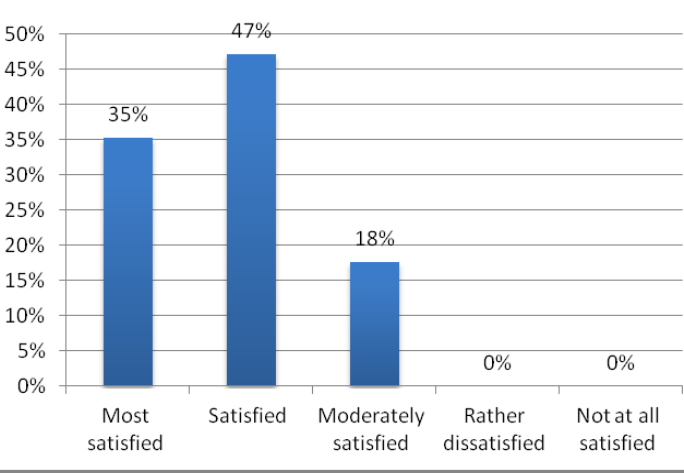
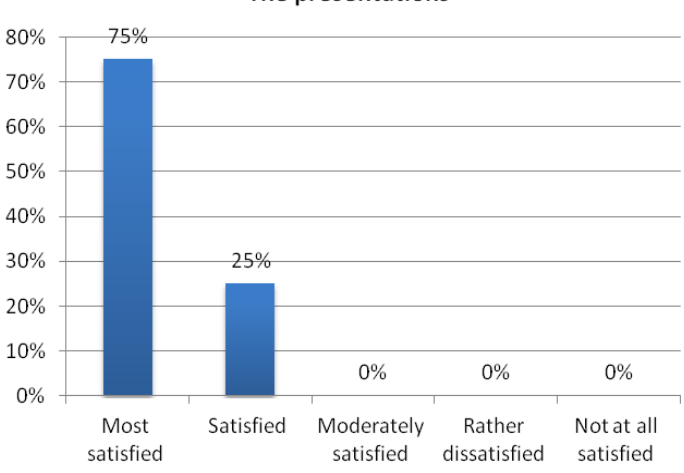
#### 4.2. Additional comments

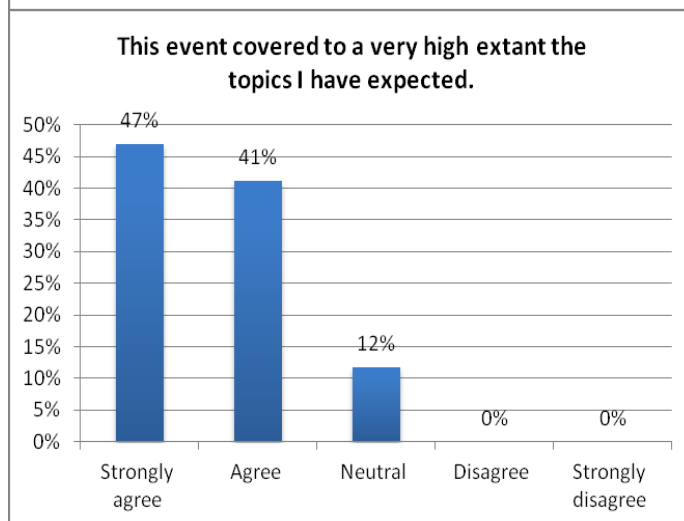
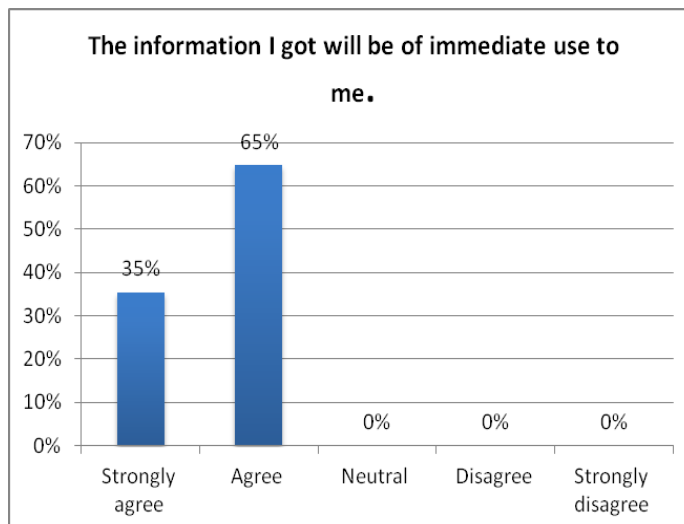
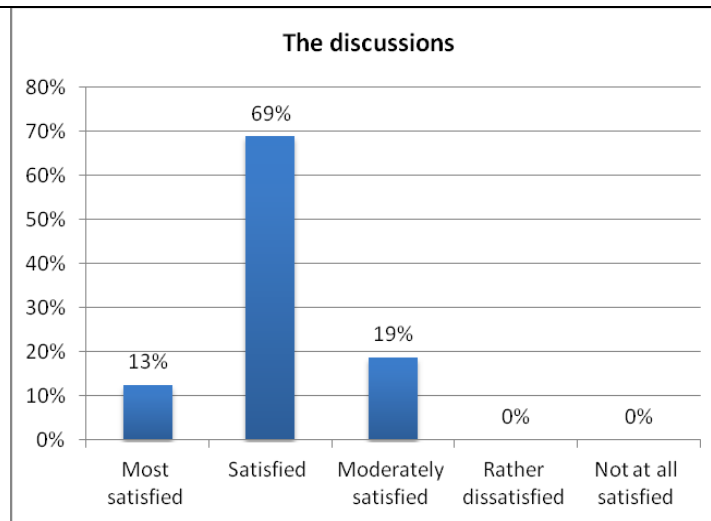
*to be filled by local partner*

*Please add the following additional information here*

- *Charts of the statistical figures from the tables above (pie or bar charts);*  
*General questionnaire*

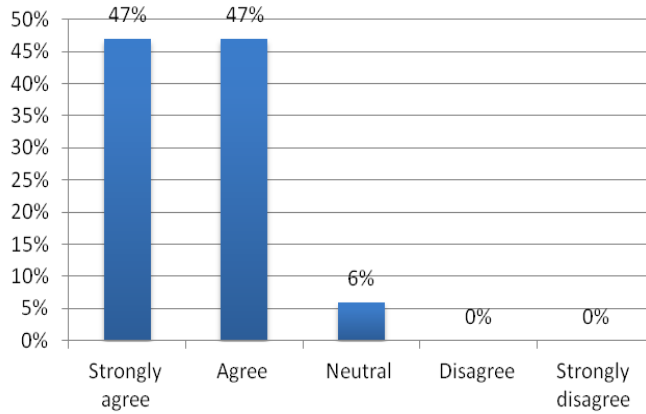


	<p style="text-align: center;"><b>The structure of the programme</b></p>  <p>A bar chart showing satisfaction levels for 'The structure of the programme'. The y-axis represents percentages from 0% to 70%. The x-axis shows five categories: Most satisfied (65%), Satisfied (29%), Moderately satisfied (6%), Rather dissatisfied (0%), and Not at all satisfied (0%).</p> <table border="1"> <thead> <tr> <th>Satisfaction Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Most satisfied</td> <td>65%</td> </tr> <tr> <td>Satisfied</td> <td>29%</td> </tr> <tr> <td>Moderately satisfied</td> <td>6%</td> </tr> <tr> <td>Rather dissatisfied</td> <td>0%</td> </tr> <tr> <td>Not at all satisfied</td> <td>0%</td> </tr> </tbody> </table>	Satisfaction Level	Percentage	Most satisfied	65%	Satisfied	29%	Moderately satisfied	6%	Rather dissatisfied	0%	Not at all satisfied	0%	
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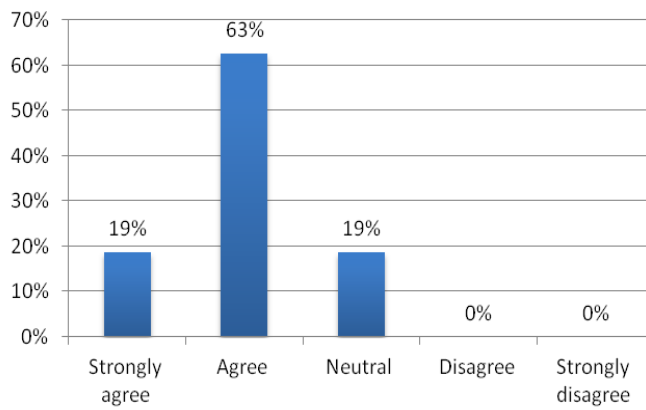




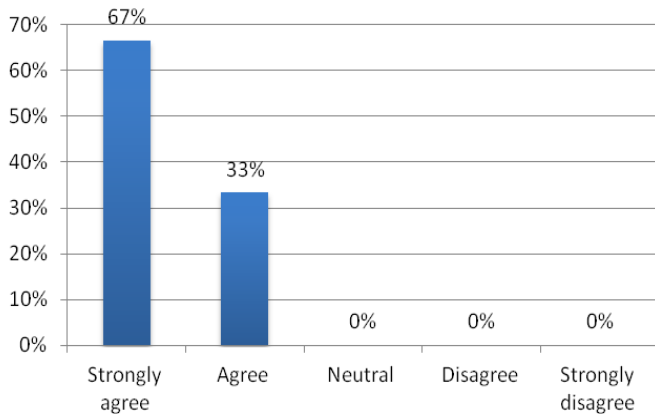
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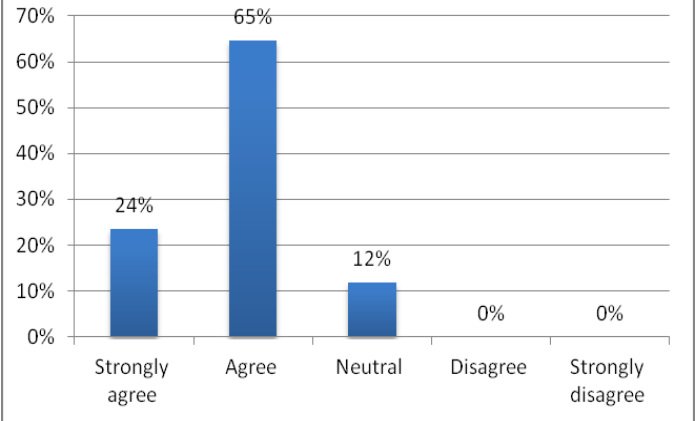
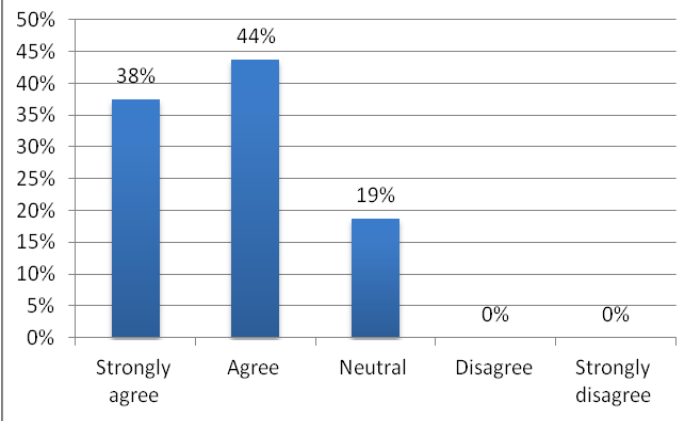
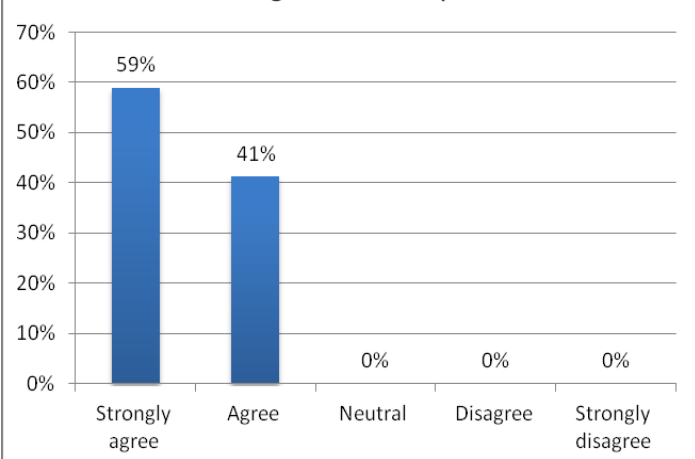


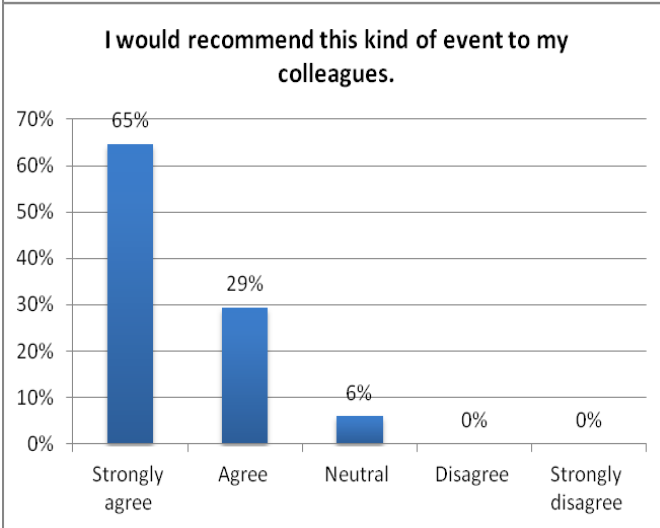
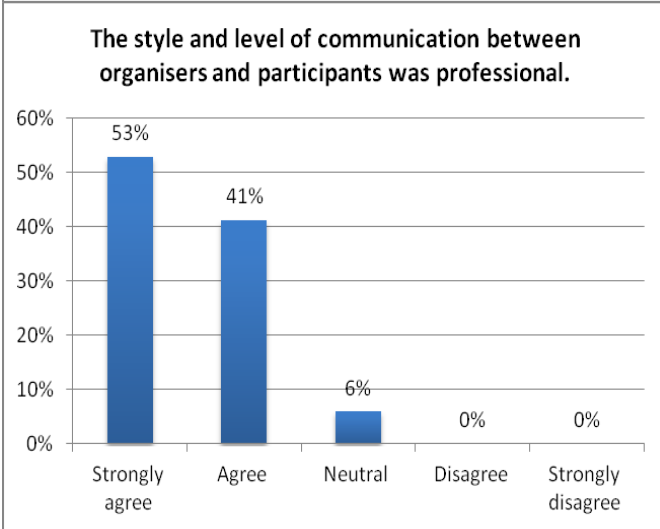
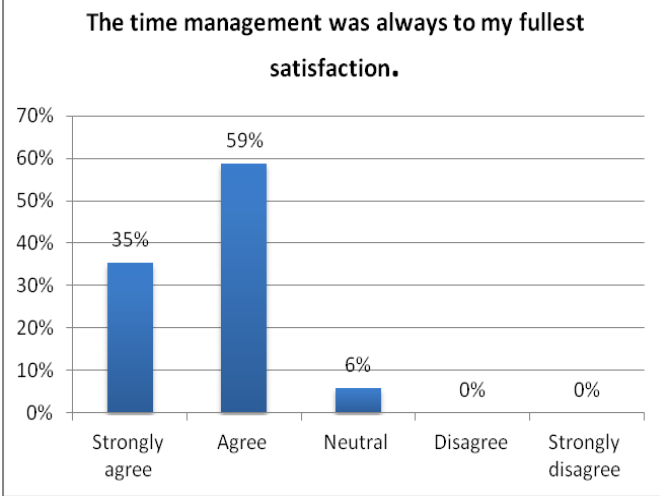
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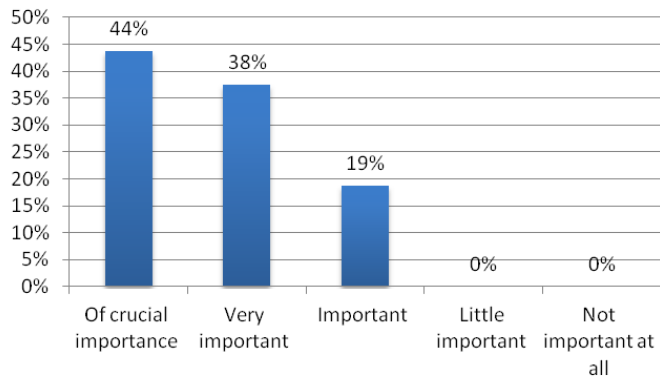
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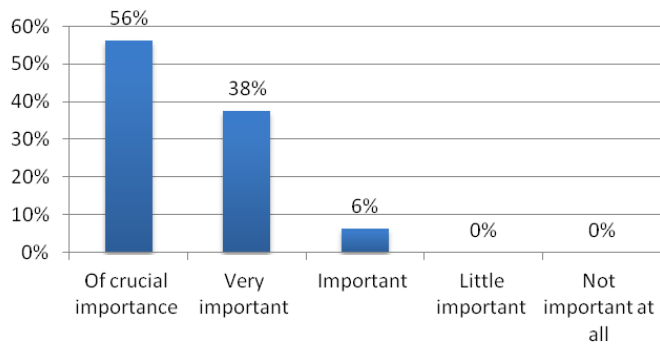
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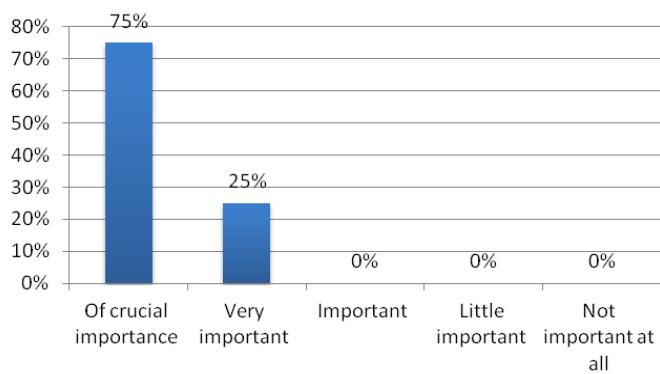
**Assessment and efficiency monitoring of KTT modes**

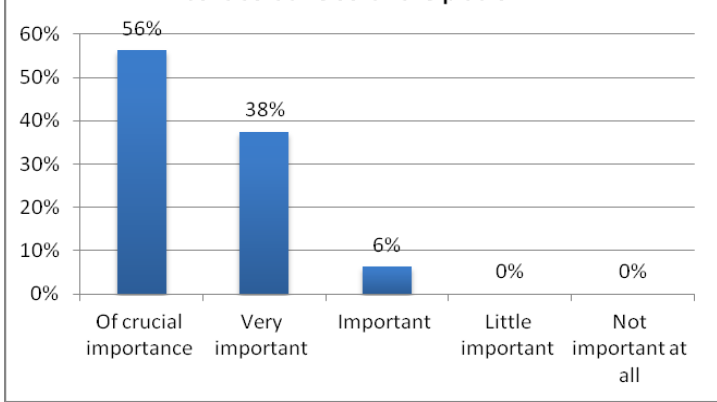
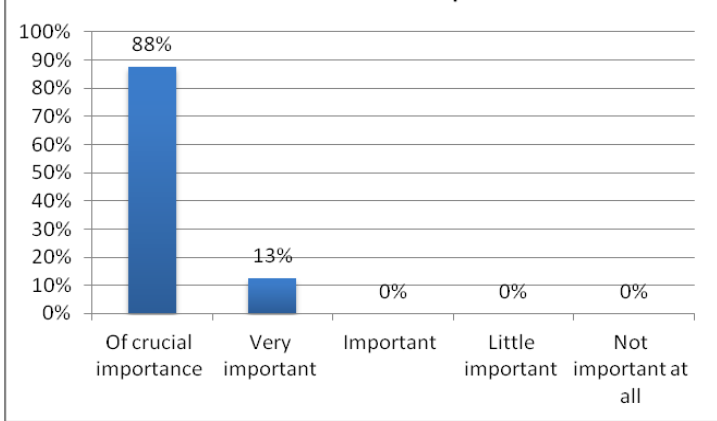
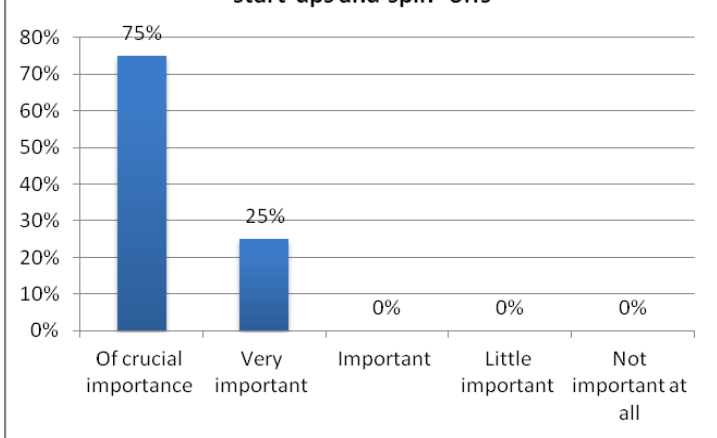


**Defining of priority research areas of university and capitalizing the knowledge and research potential**

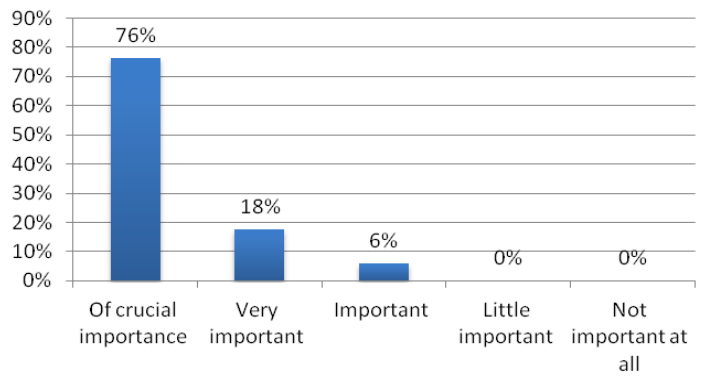


**Commercialization of research results and their transformation to innovation**



<p style="text-align: center;"><b>Efficient innovation management supported by a collaborative software platform</b></p>  <table border="1"> <thead> <tr> <th>Importance Level</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Of crucial importance</td> <td>56%</td> </tr> <tr> <td>Very important</td> <td>38%</td> </tr> <tr> <td>Important</td> <td>6%</td> </tr> <tr> <td>Little important</td> <td>0%</td> </tr> <tr> <td>Not important at all</td> <td>0%</td> </tr> </tbody> </table>	Importance Level	Percentage	Of crucial importance	56%	Very important	38%	Important	6%	Little important	0%	Not important at all	0%	
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**Strengthening university capacity to support the development of Business Incubators and Science Technology Parks**



## 5. Lessons learned

*(Please fill in using bulleted text, e.g.*

- Program content was very demanding in the terms of number of presentations and duration. It would be more convenient if similar themes were grouped in several shorter sessions.*
- Friday afternoon and Saturday are not convenient for organisation of these events. It would be more appropriate if these seminars were held on working days.*

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## 6. *Additional comments*

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May be filled by any of the organising partners

*Please add in any other comments concerning the preparation and organisation of this event:*