

WBCInno

- *Western Balkans Regional
University Innovation Platform-*

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Western Balkans Regional University Innovation Platform

Presentation content:

1. The University Innovation Platform (UIP)
2. Why the UIP was developed
3. The benefits of university/enterprise interaction
 - a) The enterprise* perspective
 - b) The university perspective
4. The benefits of the UIP
5. Observations about interaction and the UIP model

* Includes business incubators, science & technology parks, start-ups, spin-outs, established companies, innovation centres....





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The University Innovation Platform (UIP) Context

- Countries in the Western Balkan region have significant scope for improving GDP per capita and employment.
- There is significant talent in the Western Balkans which is not fully utilised
- Attractiveness of the region as an employer of talent
- There is a strong need to reinforce the region in both economic and institutional terms
- Potential growth through:
 - Better supporting innovative enterprises.
 - Better supporting commercialisation of the skills, ideas and energy embedded in the region's universities.



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The University Innovation Platform (UIP)

- Framework to support the growth of collaborative work and innovation
 - Strategic approach
 - Addresses all stakeholders
 - Contextualised within region
 - Builds on knowledge and experience of 16 direct partners



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The University Innovation Platform (UIP)

Support the development and growth of a range of Knowledge and Technology Transfer (KTT) activities including:

- commercialisation of research,
- collaboration between enterprises and universities,
- establishing, supporting and developing start-ups and spin-offs.

Considers the issues of managing and supporting these activities to optimise success as well as considering ways in which success can be measured and reported.



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Background behind the development

- Based on specific data and best practice researched, developed and analysed in cooperation with partners across the Western Balkan Countries and Europe
- Framework written in generic style to facilitate adoption, regardless of the current nature and level of interaction.
- The approach is divided into 7 sections and comprises 30 Action Points.





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Key elements of the Platform

- Key Performance Indicators (KPIs)- Agree, establish, implement, measure & review.
- Training Events - establish and deliver.
- Knowledge & Technology Transfer (KTT) support units - specify, establish, monitor, review and revise.
- UIP collaborative software platform – meeting local need and requirements.
- Motivate - understand personal motivators, facilitate the implementation of key factors.



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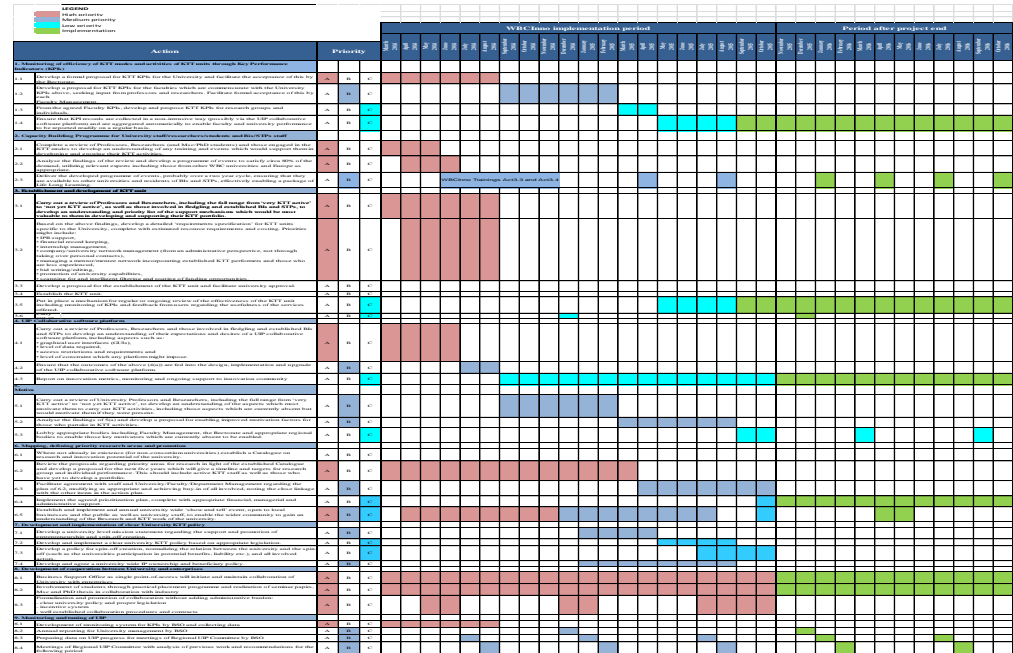
- *Prioritisation Plan – establish, agree and implement, including financial, managerial and administrative support.*
- *Policy - develop and implement to facilitate, support and promote entrepreneurship, spin-off creation, wide spread KTT activity and IP protection and exploitation.*



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Each of the WBC universities within the consortium is now in the process of implementing the UIP.





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Why interact?

Universities offer:

- Centres of excellence
- Source of knowledge in many areas
- Talented staff generating many ideas
- Specialist equipment
- Connected Infrastructure
- Stability
- Configurable direct support mechanisms





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Why engage with this project and the UIP?

- Structure to support interaction
- Growing momentum of interaction mind-set
- Sharing of ideas, approaches, tools and concepts
- Resource of information regarding university capability/resource (e.g. catalogues of research and innovation potential).
- Access to a wide network of expertise.
- Access to support tools.
- Mutually beneficial agenda





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Catalogues of research and innovation potential – typical structure

- University overview
- Relevant support centres (e.g. Entrepreneurship and Innovation Centre, Collaborative Training Centre, Knowledge Exchange Office)
- Technical Centres, Laboratories and Research Groups

Each tends to include contact details, activities, commercial services offered and resources available.

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Four of the key aims underpinning the UIP

- *Commercialization of research results and their transformation to innovation*
- *Development of cooperation between universities and enterprises*
- *Encouraging students/researchers to establish start-ups and spin-offs*
- *Strengthening university capacity to support the development of Business Incubators and Science Technology Parks*





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A little break from me.....

From your professional perspective, write down what you see as the three (3) most important KPIs* for working across the university/enterprise boundary in your area of work.

(i.e. what would you be looking for and what would you want measured.)

**Key Performance Indicators*



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And now time for you to feed in to our process....

From your personal perspective, write down what you see as the three (3) most useful activities that a KTT/partnership support unit could undertake on your behalf.



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Observations

- Non-linear and often iterative processes
- UIP inter-dependencies
- UIP framework and its implementation.
- Sympathetic management of partnerships and processes .
- The UIP is a framework to guide people, not a set of rules
- The challenges are significant, but the rewards can be great and the journey itself should be fun!

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Thank you for your attention.....

The full report on the University innovation Platform is available at:

http://www.wbc-inno.kg.ac.rs/pub/download/13947917541282_wbc_inno_university_innovation_platform.pdf

