

4. PROJECT PRESENTATION

Contract number

530213-TEMPUS-1-2012-1-RS-TEMPUS-JPHES

Project acronym

WBCInno

Project name

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

Project duration

October 2012 – October 2015

Programme

TEMPUS IV

Thematic priority

Higher education and society

Project logo



Strategic objective

The WBCInno project has an overarching aim to contribute to the modernization of WBC universities through the strengthening of their management structures/services for cooperation with the world of business in the areas of knowledge transfer, research and innovation. It has as its ultimate goal the creation of strong entrepreneurial universities and innovative regions.

Specific objectives

1. To establish Regional University Innovation Platform (UIP) at five WBC universities for integration and focusing on innovation potential and for fostering technology transfer and commercialization

2. To reinforce existing and to establish new university structures and services in the areas of knowledge transfer, research and innovation, in line with UIP

3. To support the development of university-based Business Incubators (BI) and Science Technology Parks (STP) in the WBC region, through mobilizing of university resources and partnerships with business world

4. To develop a methodology for innovation management and networking of different cross-functional stakeholders from university and business, based on collaborative software platform/tool

5. To facilitate the creativity of young people and involvement of public and private stakeholders in all modernization processes based on the Triple Helix model of cooperation.

Participant(s)

- University of Kragujevac, Serbia
- University of Novi Sad
- University of Zenica
- University of Banja Luka
- University of Montenegro
- University of Brighton
- Graz University of Technology
- Centre for Social Innovation
- University of Alicante
- Business Techno-Logy Incubator of Technical Faculties Belgrade
- Business Innovation Centre LLC Kragujevac
- Business Incubator Novi Sad
- Hamburg University of Technology
- Business Service Center of Government of Zenica-Doboj Canton
- Intranea Solutions
- Innovation centre Banja Luka
- Business Incubator "Inventivnost", Podgorica

Total cost of the project

766,094.32 €

Commission funding

689,484.89 €

From challenges...

Based on comprehensive analysis of regional and national backgrounds, and as a result of capitalizing on the results of partners, the summarized perceived problems are:

1. Traditional organization of WBC universities has created a fragmentation of resources, with the absence of agreed priorities and focus.
2. There is no strategic innovation platform to provide the capitalizing of knowledge and research potential, or its coordination and mobilization to facilitate the development of an innovative region.
3. Linkages with enterprises are sporadic and individual, since there is no university office or other mechanism which provides single-point of access to university services.
4. There is no efficient web-based collaboration tool to facilitate the promotion of university resources and new ideas of students, or for matching them with financial facilitators.

It seems clear that the main challenge for the states in the WB region is to promote a reinforced dialogue between universities, facilitators of innovation and enterprises, and to foster the contribution of the universities to the development of a knowledge-based economy. This can be achieved in establishing university units that sit at interface between academic research and business sector and act to facilitate collaboration and exchange between the two sides.

As a response to these challenges and perceived problems in the region, the main focus of the WBCInno project is to develop the University Innovation Platform supported by collaborative software tool for innovation management, with the intention of gathering new ideas from university staff and students, and boosting knowledge transfer and commercialization of R&D results.

...To achievements

- Regional University Innovation Platform
- Five Business Support Offices at WB universities
- Catalogues of university innovation potential
- Ten WB university units/centres reinforced

- Regional development strategy for Business Incubators and Science Technology Parks
- Sustainability strategy of WB universities
- Methodology for innovation management
- Innovation management software platform based on stage-gate methodology
- Innovative Ideas Competition for students
- Info-days, workshops, open-door days, final conference (25 events in WBCs)
- Increased number of start-ups, spin-offs, and new projects/services/businesses
- Enhanced innovation culture within scientific community in WBCs
- Increased number of students/researchers demonstrating entrepreneurial spirit.

Impact

WBCInno is designed to have an ongoing and sustained impact and multiplier effects for the universities and BIs/STPs, as follows:

- Forming an innovation culture within the scientific community and boosting entrepreneurial spirit
- Promotion of students' ideas resulting in new business streams and an increased number of start up companies
- Researchers will have the opportunity to focus on researches demanded by market
- Investors will find new opportunities in a pool of fresh ideas, precisely evaluating prospects and abandon poor projects early
- BI/STP management can find innovative new businesses, thus creating new jobs
- An ever improving culture of university /company collaboration
- Increasing levels of employment

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