



# WBCInno

## D2.6.t2 Travel Report – Training Visit at the University of Brighton

Project Acronym:	WBCInno
Project full title:	Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation
Project No:	530213-TEMPUS-1-2012-1-RS-TEMPUS-JPHES
Funding Scheme:	TEMPUS
Coordinator:	UKG – University of Kragujevac
Project start date:	October 15, 2012
Project duration:	36 months

Abstract	Report on realized training visit at the University of Brighton within Act.2.6.
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## DOCUMENT CONTROL SHEET

Title of Document:	D2.6.t2 Travel Report – Training Visit at the University of Brighton
Work Package:	WP.2 - Reinforcement of existing university structures and setting-up of five Business Service Offices in accordance with defined focus and priorities in UIP
Last version date:	26/04/2013
Status :	Final
Document Version:	v.02
File Name	D2.6.t2 Travel report – Training Visit at the University of Brighton 20. - 22. January 2014.
Number of Pages	7
Dissemination Level	Public

## VERSIONING AND CONTRIBUTION HISTORY

Version	Date	Revision Description	Partner responsible
v.01	27/01/2014	The first version of the document	UKG (Ksenija Vlaskovic)
v.02	27/01/2014	Final version	UKG (Vesna Mandic)
v.03	28/01/2014	UB edits	UB (Mark Jones)

## 1.0 Location and time

Representatives of three WBC universities (UKG, UNS and UZ) visited the University of Brighton (UK) during the period from 20<sup>th</sup> until 22<sup>nd</sup> January 2014.

## 2.0 Purpose

The participants of the Training Visit were introduced to the models of CPD, open innovation as a tool for SME support and collaboration, technology transfer knowledge, in particular:

- Models of CPD. Mapping to your organisation. Developing vision, strategy and plans. Working Sessions
- Introduction and overview of Profitnet. Benefits and challenges to consider when adopting the model, commercialisation and sustainability. Working Sessions
- Motivation for protecting IP from a corporate and individual perspective. Types of IP protection.
- Working collaboratively with potential commercial partners to identify and develop mutually beneficial KTT projects.

## 3.0 Outcome

Participants from the WBC universities were able to identify good practice, learn more about what University of Brighton is doing to promote open innovations, intellectual property, technology transfer and to come up with strategies that will be applied at their own University.

## 4.0 Programme for study visit

**The first day** of training included a set of presentations and workshops carried out by Training & Development Unit of University of Brighton, which included the following topics: I) The strategic planning process, II) Models of CPD, III) Managing and Developing relationships with employers, IV) Developing vision, strategy, plans and V) Resourcing and supporting a CPD offer.

**The second day** of training included a set of presentations and workshops carried out by Training & Development Unit of University of Brighton which included the following topics: I) Introduction and overview of Profitnet, II) Monitoring and Measuring, processes and methods, III) Facilitating Knowledge Exchange, IV) Benefits and challenges to consider when adopting the model, commercialisation and sustainability, V) Motivation for protecting IP, VI) Types of IP protection, VII) University of Brighton's model for rewarding staff creativity and how this fits with the WBC environment.

**The third day** of training included a set of presentations and workshops carried out by Training & Development Unit of University of Brighton which included the following topics: I) Approaches for identifying opportunities and issues which might benefit from Knowledge Transfer, II) Interactive session with case study company to explore collaborative development of proposals and project agreements, including articulation of appropriate management approaches, III) Models for co-creation of new capability and knowledge and for embedding this within commercial organisations, IV) exploiting benefits to the knowledge base.

A 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 Gordana Bogdanovic, University of Kragujevac, Serbia
3. Ksenija Vlaskovic, University of Kragujevac, Serbia
4. Prof. Malik Čabaravdic, University of Zenica, Bosnia & Herzegovina
5. Mr. Mirza Oruc, University of Zenica, Bosnia & Herzegovina
6. Mr. Milan Radovanovic, University of Novi Sad, Serbia

## 6.0 Short overview of training activities, presentations and meetings

### 6.1 The strategic planning process - Viki Faulkner, Head of Training & Development Unit, University of Brighton

- Models of CPD
- Managing and Developing relationships with employers
- Developing vision, strategy and plans
- Resourcing and supporting a CPD offer
- Workshop



### 6.2 Introduction and overview of Profitnet - Judith Badger, Training and Development Manager, University of Brighton

- Monitoring and Measuring, processes and methods
- Regional Impact
- Facilitating Knowledge Exchange

- Benefits and challenges to consider when adopting the model, commercialisation and sustainability
- 'Green-house' action learning session



### 6.3 Intellectual Property - Ronit Rose, Head of Contracts and IP, University of Brighton

- Motivation for protecting IP from a corporate and individual perspective
- Types of IP protection
- Principles of ownership of intellectual property created by staff during their course of employment and how this maps onto the WBC scenario
- University of Brighton's process for identification, protection and exploitation of intellectual property
- University of Brighton's model for rewarding staff creativity and how this fits with the WBC environment





#### 6.4 Knowledge Transfer - Dr Shona Campbell, Knowledge Transfer Partnership Manager, University of Brighton

- Approaches for identifying opportunities and issues which might benefit from Knowledge Transfer
- Interactive session with case study company to explore collaborative development of proposals and project agreements, including articulation of appropriate management approaches (Dr Shona Campbell, Knowledge Transfer Partnership Manager with Kallimex Limited project team)
- Models for co-creation of new capability and knowledge and for embedding this within commercial organisations
- Commercialisation of the project outputs by the business and exploiting benefits to the knowledge base





**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/490>