



*The Consolidated Plan
for Dissemination and
Raising Awareness*



WBCInno

The Consolidated Plan for Dissemination and Raising Awareness

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	Plan for Dissemination and Raising Awareness defines dissemination strategy, tools, audience and most importantly, an overall dissemination calendar comprising: type, number, place, and time of dissemination events, responsible partner, and partners involved, target groups and expected number of participants.
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DOCUMENT CONTROL SHEET (Use Style WBCInno Header)

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V2.6	27/06/2013	Consolidated version of the document with individual calendars	UBL (Petar Maric)

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LIST OF ABBREVIATIONS

BI	Business Incubator
EU	European Union
WBC	Western Balkan Country
SC	Steering Committee
UIP	University Innovation Platform
RDS	Regional Development Strategy
STP	Science and TechnologyPark
BSO	Business Service Office
HTML	HyperText Markup Language
UB	University of Brighton
UBL	University of Banja Luka
UKG	University of Kragujevac
UNS	University of Novi Sad
UM	University of Montenegro
UZ	University of Zenica

1. INTRODUCTION

Dissemination of project activities in the implementation of TEMPUS projects is a very important activity. The term dissemination to this and other TEMPUS projects has the meaning stated in the following quote.

Dissemination is a process of making results of projects available for a target public, which has not been directly implicated in the project.

Dissemination is described generally as the range of actions, which make project outputs available to persons who are not directly involved in a project. Availability of project results is understood to comprise a full range from pure information up to training exercises or involvement in decision-making.

TEMPUS, TOP Handbook “Sustainability through Dissemination”

Office for Official Publications of the European Communities, 1997

The first version of the **Plan for dissemination and raising awareness** was written in February 2013. The document is being updated during project implementation as appropriate and with the consent of partners. Due to the importance of dissemination for the project, update of this document in the course of project implementation will be an important project activity.

Following the guidelines from TEMPUS handbook and documents regarding to Dissemination and Sustainability of the project, the Plan presents how the planned dissemination will ensure appropriate use of the results during and beyond the lifetime of the project.

It presents the dissemination strategy, the target groups to be addressed, different dissemination tools, events and dissemination calendar. All project partners will be actively involved in the fulfillment of the agreed objectives in this document and its updated versions.

The aim of Workpackage 6 is to disseminate project results, both among partners and within their institutions and outside the consortium. The main project dissemination goals are:

- to ensure the best coordination and optimal use of project resources and results during and beyond the lifetime of the project;
- to raise awareness of external audience about the project through a number of dissemination activities;
- to explain the project target audiences the benefits of strengthening universities structures and services for knowledge transfer, research and innovation;
- to make project outputs available to a wide range of stakeholders, within the WBC region;
- to communicate the project results to the target audience;
- to increase awareness of both project partners and general public regarding project issues and promote best practices that lead towards this direction.

2. DISSEMINATION STRATEGY

To define a dissemination strategy of the project activities, it is necessary to consider the following very important facts ascertained in the project application:

1. Traditional organisation 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 modernization to facilitate the development of an innovative region.
3. Linkages with enterprises are sporadic and individual, since there is no university offices or other mechanism which provide single-point of access to university services.
4. There is no efficient web-based collaboration tool to facilitate the promotion of existing university resources and new ideas of students, or for matching them with financial facilitators.

One of legacy in WBC higher education is an independent and autonomous development of certain faculties within the university. In recent years the universities transform towards a much stronger integration. However, there is still no clearly defined model of integration, with explicitly defined responsibilities in different sectors of the integrated university. Properly chosen strategy for the dissemination of these activities is of enormous importance.

To overcome the lack of WBC higher education, specified in the first statement, it is necessary, within each university, to improve the system of exchange of information and ideas between individuals, groups, departments and faculties. From this point of view this is a challenge and it can be difficult to fully involve the staff in certain WBC universities in this project. Therefore, for this project and other activities of the WBC universities is very important to improve the system of internal dissemination.

Direct consequence of previous is that the WBCs do not have a platform for the development of an innovative region. For development of the Regional University Innovation Platform, it is required, at least, to establish broad and good coordination at several levels: a) within the WBC universities participating in the project, b) with other WBC universities and responsible ministries, c) with regional and local stakeholders supporting the innovation, such as Science Technology Parks and Business Incubators, and d) with EU partners and other international institutions, with the aim to internationalize regional innovation activities.

It has already been noted that there are only sporadic and individual linkages with enterprises. The effect of this is that there is no clear pattern of integration WBC universities to transform themselves into "entrepreneurial universities". Properly chosen strategy for the dissemination of these activities is of enormous importance. Entrepreneurial university itself is the efficient system of information exchange. Right balance between centralized information exchange with the environment through one central office and at the same time encouraging faculty and department initiatives among other is a very important question of dissemination model.

As a response to abovementioned needs, Business Service Offices will be established at five WBC universities. Important part of BSOs activities will be: promoting the university research/innovation resources/results, developing partnerships with enterprises connecting researchers and students with business partners, supporting liaisons with BIs/STPs, encouraging students in creative thinking and articulating ideas, maintenance of innovation management web platform.

The establishment of efficient Web-based collaboration tool (to facilitate the promotion of existing university resources and new ideas of students, or for matching them with financial Facilitators) should be implemented in such a way that makes a harmonious part of an integrated information system of the university. In this regard strategy for the dissemination of this project needs to be a support to other activities of the WBC universities to establish effective integrated information systems.

Bearing in mind above, properly set strategy for the dissemination in this project should, in addition to support the project, be an efficient tool for the realization of the objectives of the project rather than only the means to disseminate information on the activities and achievements of the project. In this regard dissemination should not go beyond the limits of this project just across the targeted audience, but also by improving the methods and procedures for dissemination at WBC universities.

WBCInno project will be highly visible and will actively seek publicity of the realized project outcomes in order to fulfill its purpose. Project team will utilize several methods of dissemination, both formal and informal, in order to engage the target audience. In addition to the dissemination activities included in the Dissemination calendar, and described in this section, it is important to keep day-to-day collaborative work within project team. After the BSOs are in place, they will take significant steps for the dissemination of all project activities, along with the promotion of knowledge transfer, research and innovation. Feedback in these activities will be used to perform other forms of dissemination, whenever the opportunity exists. In this context, of particular importance will be the exchange of information with related TEMPUS projects, with the aim to, achieve additional quality through synergy.

This Dissemination Strategy will be continuously reviewed based on the recommendations of regular meetings of the Steering Committee, Project Support Team and Quality Assurance Project Team, as well as by external stakeholders through relevant procedures and forms, such as questionnaires. Modifications will be made whenever needed to ensure that the dissemination actions are in line with the system of dissemination at universities and remain relevant and achievable.

The target groups considered by the dissemination strategy are determined having in mind the purposes of dissemination. The project will aim at three levels of dissemination:

a) **AWARENESS RISING** - will mainly involve delivering the main message of the project in relation to its aim and objectives (information days, open door days, printed and electronic promotional material - logos, leaflets, posters, roll up, notebooks, folders, pencils, bags etc), web portal;

b) **UNDERSTANDING** - will require providing of more detailed information on the project purposes and methods: electronic and printed brochures, electronic material on web portal, EU good practice reports, TSNA reports, Catalogue on innovation potential of WBC universities, Regional University Innovation Platform, Development strategy for BIs/STPs, Methodology for innovation management, Sustainability Strategy, thematic workshops final conference, etc.;

c) **ACTION/PARTICIPATION** - involvement in each of these three stages will provide the basis for dissemination for action, where the project outcomes will be presented for further use: (partnerships with enterprises, customized trainings offered to the university staff, students, BI/STP staff and tenants, Innovative Ideas Competition for Students, software platform for innovation management and networking, joint knowledge transfer, research and innovation contracts, etc.).

The dissemination strategy that will be followed in the project will ensure that the appropriate and most effective methods of dissemination and communication will be used for each target

group, considering the special characteristics and needs. In accordance with University Regional Innovation Platform, Development strategy for BIs/ STPs and direct experiences in the dissemination of project activities, a sustainable model of dissemination will be consisted of following approaches for different target audiences:

1. Mailing lists (e-brochures, e-leaflets, e-mails on project progress);
2. Efficient communication among partners supported by DataStation platform (available at the address <http://wbcinno.datastation.com/>);
3. News, reports and public deliverables posted on project web site, 5 web sites of BSOs as well as websites of stakeholders (Tempus Offices, EVE Platform of EACEA, Chambers of Commerce, Regional Agencies, etc);
4. Information days, open door days, and thematic workshops;
5. Articles and news published over WBC-INCO platform (available at the address: www.wbc-inco.net) as well as e-newsletters distributed through their email list;
6. Articles about the project results published in Tempus newsletters;
7. Printed material (brochures, leaflets, reports, publications, etc);
8. Meetings with policy-makers and key actors for the knowledge transfer, research and innovation;
9. One-to-one interviews (telephone or personal);
10. Customized trainings offered to the university staff, students, BI/STP staff and tenants;

For effective realization of this dissemination strategy it is important to review frequently the progress made and the extent to which the dissemination strategy is meeting the objective of the project. Dissemination strategy will be evaluated in accordance with principles and procedures defined by the Quality Control and Monitoring Strategy. Both internal (within project partners) and external (mainly through the external experts and involved stakeholders') evaluation procedures will be followed. Within this frame, stakeholders will be able to offer suggestions for improvement and comments on the usefulness of each method or vehicle used, for example through a simple questionnaire form in the web portal, or during organized events.

3. WBCINNO AUDIENCES

This project was initiated as a result of discussions among WBC and European partners, with Ministries, and other regional/national authorities and social partners and authorities.

The overall aim of WBCInno project is to contribute to the modernization of WBC universities through the strengthening of its management structures and services for cooperation with the world of business, in the area of knowledge transfer, research and innovation. In order to become "entrepreneurial universities", WBC universities need to have a wide range of connection with the world of work. It must be based on sustainable long term partnerships with enterprises, SMEs, social partners and other stakeholders.

The scope of the project and the importance of knowledge transfer, research and innovation, as well as development of partnerships with enterprises cause the list of potential project audiences to be quite long.

Primary audiences that will be targeted by the project are:

1. The wider audience of WBC Institutions;
2. Academic community;
3. University staff;
4. BI/STP staff /tenants;
5. Private and public enterprises and SMEs;
6. WBC scientific community, researchers;
7. Students;
8. Government representatives;
9. Policy makers and stakeholders;
10. Social partners (Associations of SMES, Development agencies, Chamber of Commerce...);
11. Unemployed graduates;
12. Financial fund representatives.

Participation of the audience in realization of project activities is clearly integrated in the WBCInno project. Importantly, outside the earlier mentioned joint work on development of strategic documents, such as the Catalogue on innovation potential of WBC universities, Regional University Innovation Platform, Development strategy for BIs/STPs, engagement of a wider range of stakeholders shall take place at the project level as well, as a method to disseminate the good practice created for the benefit of other sectors, institutions and countries.

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
- Busines 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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5. DISSEMINATION TOOLS

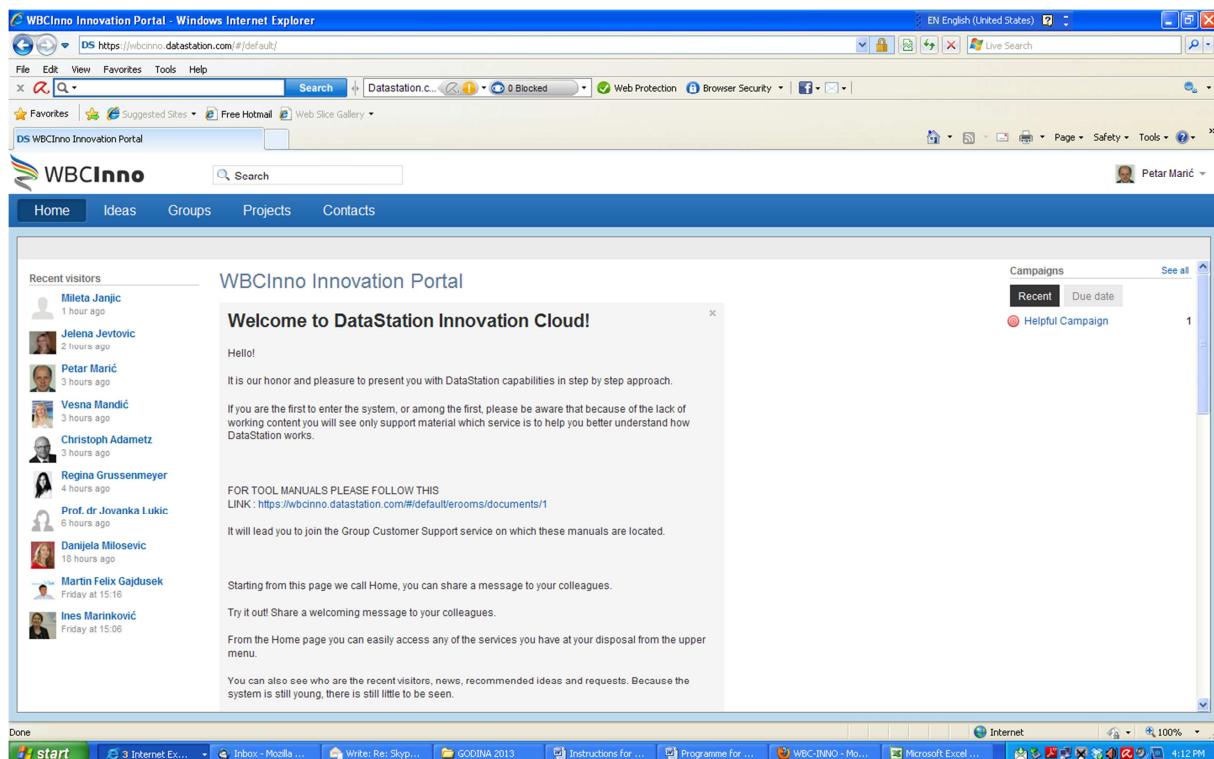
Different dissemination materials have been professionally designed and crafted and will be continued to be produced throughout the entire course of the project. More specifically, in addition to the materials described in the following sub-chapters, the dissemination materials will be designed and studied according to different communication needs, to various event typologies and being tailored to closely follow the evolution of the project.

5.1. WBCInnoDataStation Platform

Efficient communication among partners is supported by WBCInnoDataStation platform (available at www.wbcinno.datastation.com). The platform has an important role in the overall project because it functions as the principle communication and document management tool of the consortium. It provides a wide array of functionalities including registration link for consortium members, document uploading/downloading for project partners, exchange of ideas, launching discussions, etc. These options are available via the following categories:

1. Home;
2. Ideas;
3. Groups;
4. Projects;
5. Contacts.

It provides several services to Consortium partners and members of the WBCInno that allow users to autonomously publish several types of content and to collect feedback.

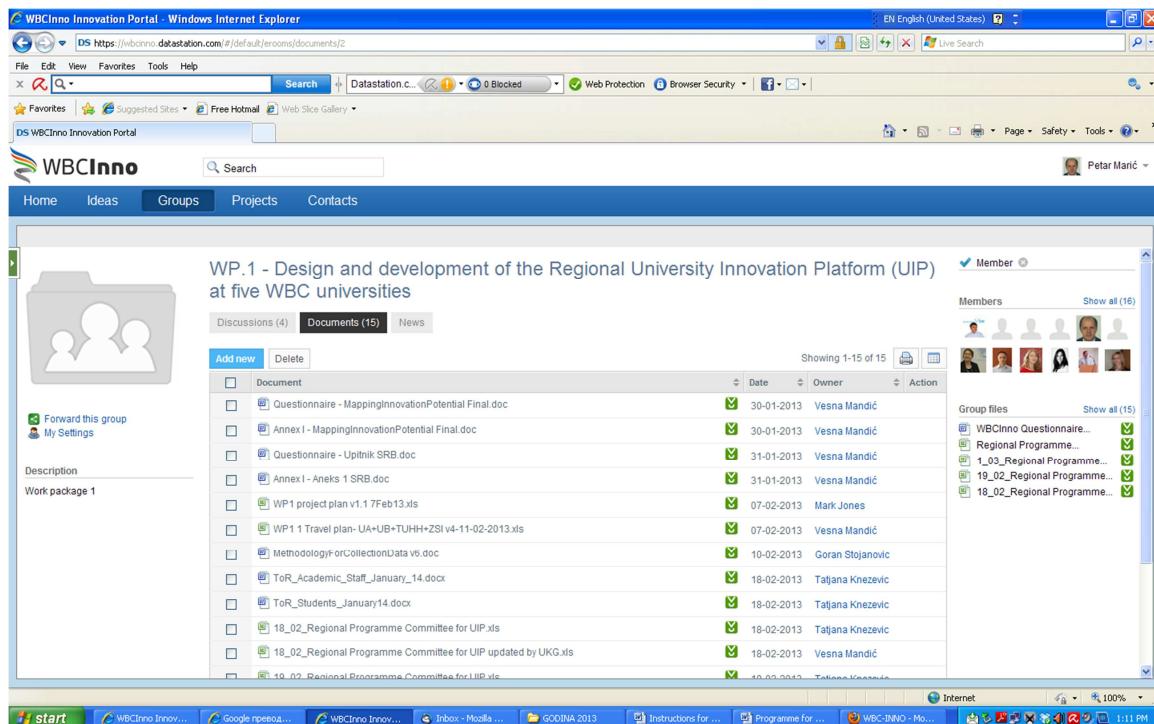


The screenshot shows the WBCInno Innovation Portal home page. At the top, there's a navigation bar with links for Home, Ideas, Groups, Projects, and Contacts. On the left, a sidebar lists recent visitors with their names and the time they last visited. The main content area features a welcome message: "Welcome to DataStation Innovation Cloud!". It includes a brief introduction, a link to tool manuals, and instructions for sharing messages. To the right, there's a "Campaigns" section with a single item labeled "Helpful Campaign". The bottom of the screen shows the Windows taskbar with various open application icons.

Screenshot of WBCInnoDataStationPlatform home page

During the development of documents, all work versions are uploaded within eight Groups (one for each WP), while the final documents are posted within Workpackages Project. Platform also

allows efficient technical and financial management within Project Reporting Project, where each partner has its own space for storing the supporting documents, cash flow tables and technical and financial reports. Security tools provide visibility of financial documents only to corresponding partner and Coordinator.



Screenshot of My Groups menu

5.2. The WBCInnoweb-site

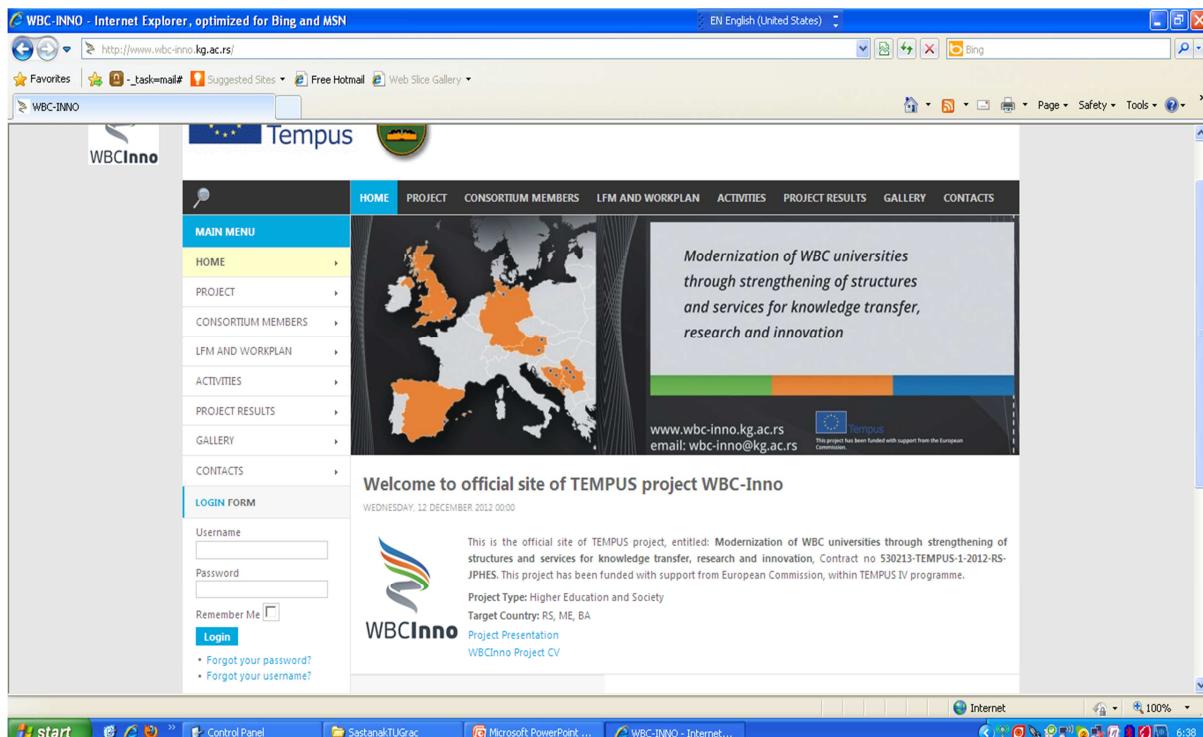
The WBCInno website: <http://www.wbcinno.rs/www.wbc-inno.kg.ac.rs> has an important role in the overall project because it functions as the principle public dissemination tool for project results and news. The website will be the main source of information on the project activities and achievements: conferences, workshops, trainings, project contests, state of the art in the area of knowledge transfer, research and innovation, from the aspect of strengthening of structures and services of WBC universities. Contact information about all members of the consortium are available on the website, in order to have easier communication with those potentially interested for the project.

Main categories and sub-categories in structure of WBCInno website are as follows:

1. [Home](#)
2. [Project \(Description, Objectives, Results, Management of the project\)](#)
3. [Consortium Members\(Lead partner, EU Members, PC Members\)](#)
4. [LFM and Workplan](#)
5. [Activities](#)
6. [Project results](#)
7. [Gallery](#)
8. [Contact](#)

9. Who's Online

10. Latest News



Screenshot of WBCInnoHome page

5.3. Project identification: The WBCInnologo

The incipient dissemination of the project starts with the project visibility. To achieve maximum visibility, the project needs a personality. The project identity is linked with a graphically coherent and consistent representation of the WBC logo on project results and documentation. It's necessary that every event, presentation, newsletter, deliverable (both public and restricted), leaflet, sticker, etc. make use of this image and be consistent with its style. An attractive graphical representation helps provide interested parties with the message that the project conveys.



5.4. Printing and publishing brochures, leaflets and other material

For the really efficient promotion of WBCInno project, appropriate printed and electronic promotional material will be made and distributed to wider target groups and public at large.

1. Promotional poster on the project,
2. Printed and electronic leaflets on WBCInno project and brochures on BSOs,
3. Printed and electronic material: Catalogue on innovation potential of WBC universities, Regional University Innovation Platform, Development strategy for BiS/STPs, surveys on questionnaires, Methodology for innovation management etc.;

A flyer has been designed and printed in order to summarize the project methods, objectives and benefits available both on paper and on-line on the WBCInno website. The posters will be presented periodically, at carefully selected locations, in the opportune disseminating knowledge events such as workshops, info days and other.



Notebook of WBCInno (folder and sheet)

Consortium

- University of Kragujevac, Serbia
- University of Novi Sad, Serbia
- University of Zenica, Bosnia and Herzegovina
- University of Banja Luka, Bosnia and Herzegovina
- University of Montenegro, Montenegro
- University of Brighton, United Kingdom
- Graz University of Technology, Austria
- Centre for Social Innovation, Austria
- University of Alicante, Spain
- Hamburg University of Technology, Germany
- Business Technology Incubator of Technical Faculties Belgrade, Serbia
- Business Innovation Centre Kragujevac, Serbia
- Business Incubator Novi Sad, Serbia
- Business Service Center of Government of Zenica-Doboj Canton, Bosnia and Herzegovina
- Intranea Solutions, Serbia
- Innovation centre Banja Luka, Bosnia and Herzegovina
- Business Incubator "Inventivnost", Podgorica, Montenegro





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WBCInno

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



Wider Objective

To contribute to the modernization of the universities in the Western Balkans through the strengthening of its management structures and services for cooperation with the world of business, in the areas of knowledge transfer, research and innovation, which in turn has the ultimate goal of creating strong entrepreneurial universities and innovative regions.

From CHALLENGES...

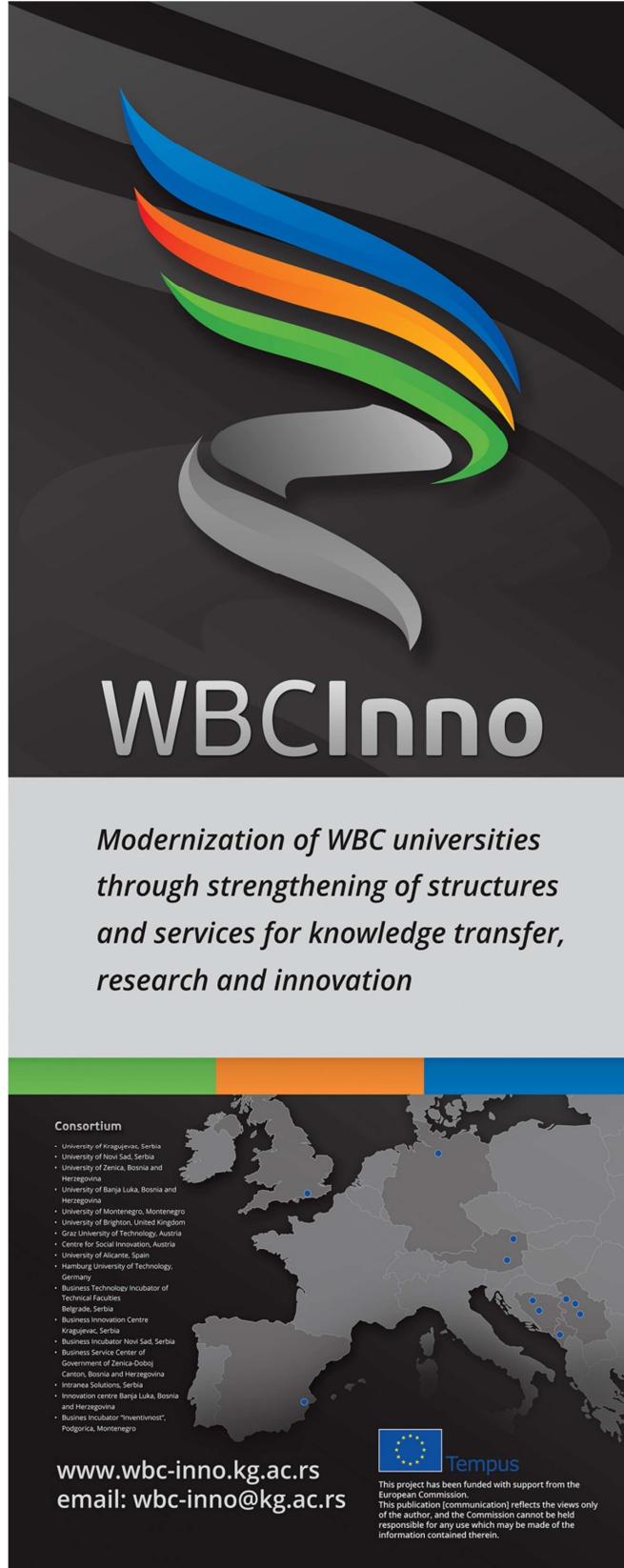
- Traditional organization of WB universities has created a fragmentation of resources, with the absence of agreed priorities and focus
- There is no strategic innovation platform to provide the capitalizing of knowledge and research potential, or its coordination and mobilization to facilitate the development of an innovative region
- 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
- There is no efficient web-based collaboration tool to facilitate the promotion of existing university resources and new ideas of students, or for matching them with financial facilitators

...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 Technological 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




Flyer of WBCInno (front and back pages)



The banner features a large, stylized graphic at the top consisting of several curved, overlapping bands in blue, orange, green, and grey. Below this graphic, the word "WBCInno" is written in a large, bold, grey sans-serif font.

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

Consortium

- University of Niš, Serbia
- University of Novi Sad, Serbia
- University of Zenica, Bosnia and Herzegovina
- University of Banja Luka, Bosnia and Herzegovina
- University of Montenegro, Montenegro
- University of Brighton, United Kingdom
- Graz University of Technology, Austria
- Centre for Social Innovation, Austria
- University of Alicante, Spain
- Hamburg University of Technology, Germany
- Business Technology Incubator of Technical Faculties Belgrade, Serbia
- Business Incubation Centre Miskolc, Hungary
- Business Incubator Novi Sad, Serbia
- Business Service Center of Government of Zenica-Doboj Canton, Bosnia and Herzegovina
- Innovation centre Banja Luka, Bosnia and Herzegovina
- Business Incubator "Inventivnost", Podgorica, Montenegro

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Roll-up of WBCInno

Consortium

- University of Kragujevac, Serbia
- University of Novi Sad, Serbia
- University of Zenica, Bosnia and Herzegovina
- University of Banja Luka, Bosnia and Herzegovina
- University of Montenegro, Montenegro
- University of Brighton, United Kingdom
- Graz University of Technology, Austria
- Centre for Social Innovation, Austria
- University of Alicante, Spain
- Hamburg University of Technology, Germany
- Business Technology Incubator of Technical Faculties Belgrade, Serbia
- Business Innovation Centre Kragujevac, Serbia
- Business Incubator Novi Sad, Serbia
- Business Service Center of Government of Zenica-Doboj Canton, Bosnia and Herzegovina
- Intranea Solutions, Serbia
- Innovation centre Banja Luka, Bosnia and Herzegovina
- Business Incubator "Inventivnost", Podgorica, Montenegro



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

From CHALLENGES...

- Traditional organization of WBC universities has created a fragmentation of resources, with the absence of agreed priorities and focus;
- 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;
- 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;
- There is no efficient web-based collaboration tool to facilitate the promotion of existing university resources and new ideas of students, or for matching them with financial facilitators.

...To ACHIEVEMENTS

- Regional University Innovation Platform;
- Five Business Support offices at WBC universities;
- Catalogues of university innovation potential;
- Ten WBC university units/centres reinforced;
- Regional development strategy for Business Incubators and Science Technological Parks;
- Sustainability strategy of WBC 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.

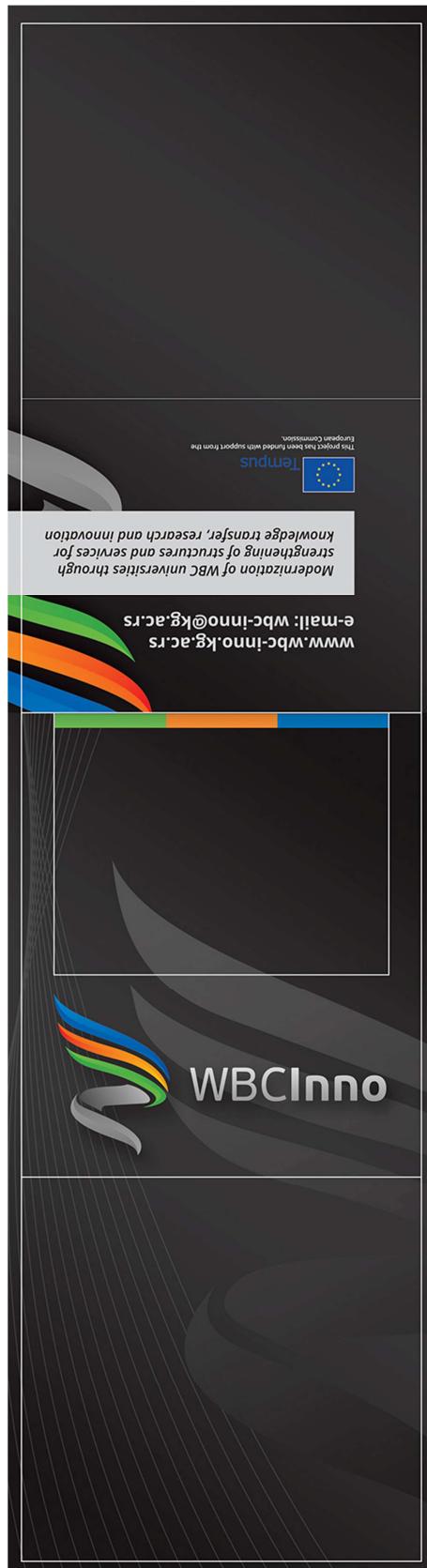
Poster of WBCInno



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Business Card Holder of WBCInno

6. DISSEMINATION EVENTS

Several events will be organized to disseminate WBCInno project results. These events are being researched and update constantly, and are posted on the communication website in order to provide partners, members, and website visitors with the knowledge and opportunity to attend relevant events in appropriate fields and venues. The organization of events is encouraged to be undertaken by every Consortium partner, but coordination with the partner responsible for dissemination activities is requested.

6.1. Information days and public appearances

Information days will be organized to inform WBC research and academic community, business sector, especially SMEs, policy-makers and main stakeholders, about the project and its realized outcomes. Special promotion will be given to the University Regional Innovation Platform and the Development strategy for BIIs/STPs, Catalogues, Innovation management software, BSO activities, services and trainings for SMEs, BI/STP staff and tenants.

Activity plan for information days will be available by M7. At least 10 information days will take place in Serbia (Kragujevac, Belgrade, Novi Sad), Montenegro (Podgorica) and Bosnia and Herzegovina (Banja Luka, Zenica), during the whole implementation period. SMEs associations, Chamber of Commerce, Regional agencies for development, will be engaged in providing information to the wider target groups of participants.

A set of appearances in local and regional media will be organised. Participants would be academic staff and managers from PC project partners, policy-makers and other participants of the events. Use of both commercial and non-commercial terms is planned, as well as promotion in printed media. In addition to that, relevant information on info days will be available at the project web site www.wbc-inno.kg.ac.rs and WBC-INCO platform (on the website: www.wbc-inco.net).

6.2. Workshops

Five Workshops will be organized at WBC universities after customization of the collaborative software platform for innovation management. These will aim to motivate users of the innovation suite including professors, researchers, students, BI/STP staff and tenants. Users will be given an opportunity to discuss their requirements ensuring user-friendly software focused towards the end user. EU and WBC partners will provide competent speakers.

6.3. Open doors days

Five Open door days will be organized by all 5 WBC universities. These aim to get prospective users acquainted with University modernized structures and services, offered programmes, customized training, advanced services in product development, research/innovation facilities and to talk with potential students and business partners, external service providers, researchers and innovators.

6.4. Final conference

In the last few months of the project, the Final Conference on the knowledge triangle will be organized. Competent speakers from the EU and Western Balkan region will present current trends in modernization agendas and Europe 2020 strategy. All stakeholders, representatives of Ministries and local governments, businesses, managers, BI/STP managers and staff, as well as students and academic community will be invited to participate.

6.5. Trainings

6.5.1. Capacity building trainings for University staff

Project teams members of WBC universities will be involved in mobility to EU institutions for participation at capacity building training events. These will be realized during all three years of the project implementation (managers of selected universities' centres/units, BSOs staff, young researchers, trainers, managerial and administrative staff).

6.5.2. Capacity building trainings for BI/STP staff

WBC universities will develop and deliver three capacity building trainings for STP/BI staff based on knowledge and experiences acquired at EU institutions. Experienced trainers of EU partners will also participate in training events. Training elements include:

- IP protection,
- Project management in commercialization,
- Innovation management.

Also, BIC, BINS, BITF, ICBL, BIPG and BSC will have CB trainings at EU institutions during their EU mobilities.

6.5.3. Start-up trainings for students/researchers

It is essential to develop and promote an entrepreneurial spirit among university staff/ students/ researchers and to encourage them to set up start-ups or spin-offs within BIs/STPs. To facilitate this, 3 start-up courses will be developed and delivered by BIC, BINS, BSC, ICBL, BIPG and WB universities in the second and third year. These will include the following:

- Business planning
- Technical and financial management
- Technology transfer and innovation.

6.5.4. Trainings for BI and STP tenants

Trained staff of WB universities, existing training providers, BIs and STPs staff will be engaged in development and delivery of at least 3 training programmes for BI and STP tenants. These trainings will be designed to meet the tenants' needs, as identified in TSNA. Content will include:

- Entrepreneurial skills
- Business plan for innovative business
- Rapid product development

6.5.5. Trainings for users of innovation suite

After completion of the User Manual, INT will deliver 5 trainings for WBC universities' staff, researchers and students. Depending on trainees' roles and responsibilities in the innovation workflow, different levels of training will be offered. Further self-learning of end users is expected, supported by the User manual and online help. Highly experienced users will be appointed as local trainers and administrators at universities.

6.5.6. Customized trainings and services

Based on TSNA, 10 reinforced university units of WBC universities, will update and deliver 10 customized trainings and advanced services for innovative SMEs and tenants of BIs and STPs. The participants will benefit through gaining knowledge and offering competitive and innovative products. BSOs will have key role in promoting of offered trainings and services, organization of training, selection of participants, and linking supply and demands.

7. DISSEMINATION CALENDAR

7.1. The major dissemination events, the partners will jointly carry out

The WBCInno project will follow deadlines defined in the framework of the proposal. This is an updated plan for delivery of major dissemination and training events, which will be updated in accordance with six-monthly action plans agreed at each SC meeting.

Type of Event	Number of Events	Place	Period	Responsible partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
Kick off Meeting and Steering Committee Meetings						
Kick off Meeting	1	University of Belgrade, Serbia	17.12. – 19.12.2012.	UKG	All partners	At least 7x20 participants: Project teams' members, Project Coordinator, Members of SC, Members of PST and QAPT team, and external expert for quality control
The first Steering Committee Meeting	1	Graz University of Technology, Austria	03.06 – 06.06.2013	TUG		
The second Steering Committee Meeting	1	University of Montenegro, Montenegro	M13 (October 2013)	UM		
The third Steering Committee Meeting	1	University of Alicante, Spain	M18 (April 2014)	UA		
The fourth Steering Committee Meeting	1	University of Zenica, Bosnia and Herzegovina	M25 (November 2014)	UZ		
The fifth Steering Committee Meeting	1	University of Banja Luka, Bosnia and Herzegovina	M31 (May 2015)	UBL		
The sixth Steering Committee Meeting	1	University of Novi Sad, Serbia	M35 (September 2015)	UNS		

Information days and public appearances						
Information days	2	University of Zenica, Bosnia and Herzegovina	M15 (January 2014) M25 (November 2014)	UZ	WBC universities	At least 300 participants: Research and academic staff, students, BIs/STPs staff, BIs/STPs tenants, BSOs staff; PC experts trainers; service-providers; managers of enterprises, social partners; policy makers; representatives of Ministries; Rectorate of PC universities.
Information days	2	University of Novi Sad, Serbia)	M17 (March 2014) M27 (January 2015)	UNS		
Information days	2	University Kragujevac, Serbia	M19 (May 2014) M29 (March 2015)	UKG		
Information days	2	University of Montenegro, Montenegro	M21 (July 2014) M31 (May 2015)	UM		
Information days	2	University of Banja Luka, Bosnia and Herzegovina	M23 (September 2014) M33 (July 2015)	UBL		
Workshops						
First Workshop	1	University Kragujevac, Serbia	M23(September 2014)	UKG	All partners	At least 250 participants: Users of innovation uite, including professors, researchers, students, BI/STP staff and tenants.
Second Workshop	1	University of Zenica, Bosnia and Herzegovina	M25(November 2014)	UZ		
Third Workshop	1	University of Novi Sad, Serbia	M27(January 2015)	UNS		
Fourth Workshop	1	University of Banja Luka, Bosnia and Herzegovina	M29(March 2015)	UBL		
Fifth Workshop	1	University of Montenegro, Montenegro	M31(May 2015)	UM		
Open door days						

First open door day	1	University of Novi Sad, Serbia	M29(March 2015)	UNS	Host WBC universities' staff and students	At least 250 participants: Graduates, students, Research centers, laboratories, start-ups, spin-off companies, investors, innovation facilitators, financial fund representatives, local government representatives.
Second open door day	1	University of Kragujevac	M30(April 2015)	UKG		
Third open door day	1	University of Zenica, Bosnia and Herzegovina	M30(April 2015)	UZ		
Fourth open door day	1	Universiti of Montenegro, Montenegro	M31(May 2015)	UM		
Fifth open door day	1	University of Banja Luka, Bosnia and Herzegovina	M32(June 2015)	UBL		

Final Conference

Final Conference	1	University of Novi Sad, Serbia	M35	UNS	All partners	At least 300 participants: Consortium members, Rectorate staff, researchers, students, SMEs, social partners, representatives of TEMPUS offices, Ministries and other interested stakeholders
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7.2. The individual dissemination calendars

The calendar of the major individual dissemination and communication events in which **University of Kragujevac** will participate or organize them, is shown in the table below.

Type of Event	Number of Events	Place	Period	Responsible partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
Second open door day	1	University of Kragujevac	M30 (April 2015)	UKG	UKG	At least 50 participants: Graduates, students, Research centers, laboratories, start-ups, spin-off companies, investors, innovation facilitators, financial fund representatives, local government representatives.
First ICES Info day	1	University of Kragujevac	23.11.2012.	UKG	UKG, Faculty of Engineering, CEVIP, CTC	At least 130 participants: SMEs, Companies, Professors, Researchers, unemployed, students, Representatives of local support innovation organizations, Intellectual Property office Serbia, Technology Transfer Offices etc.
Second ICES Info day	1	Udruženje izvoznika Srbije	24.12.2012.	UKG		
Third ICES Info day	1	University of Novi Sad	25.01.2013.	UKG		
Fourth ICES Info day	1	Mechanical Engineering Faculty, University of Nis	29.01.2013.	UKG		
Fifth ICES Info day	1	Faculty for Mechanical and Civil Engineering	25.02.2013.	UKG		
ICES Workshop: "Methodology Guide for Innovations"	1	University of Kragujevac	25.03.2013.	UKG	UKG, Faculty of Engineering, CEVIP, CTC	At least 60 participants: SMEs, Companies, Professors, Researchers, unemployed, students,

ICES Workshop: “Intellectual Property Rights in Enterprises”	1	The Intellectual Property Office of the R. Serbia	12.04.2013	UKG		Representatives of local support innovation organizations, Intellectual Property office Serbia, Technology Transfer Offices etc.
ICES Workshop: “Financial Mechanisms for Innovations”	1	University of Kragujevac	09.05.2013	UKG		
Public appearances (local and national TVs, press releases)	> 10	Serbia	15.10.2012 – 14.10.2015	UKG	UKG	
News on web sites <u>www.ctc.kg.ac.rs</u> <u>http://cevip.fink.rs</u>	> 50	WBC region	15.10.2012 – 14.10.2015	UKG	UKG	
E-mailing within VMnet network <u>http://cevip.fink.rs/index.php?newlang=english</u>	> 50	WBC region	15.10.2012 – 14.10.2015	UKG	UKG	
Participation at Conferences	>6	International	15.10.2012 – 14.10.2015	UKG	UKG	
Social networks Facebook 	> 50	International	15.10.2012 – 14.10.2015	UKG	UKG	

The calendar of the major individual dissemination and communication events in which **University of Novi Sad** will participate or organize them, is shown in the table below.

Type of Event	Number of Events	Place	Period	Responsible partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
Fifth open door day	1	University of Novi Sad, Serbia	M29 (March 2015)	UNS	UNS	At least 35 participants: Graduates, students, Research centers, laboratories, start-ups, spin-off companies, investors, innovation facilitators, financial fund representatives, local government representatives.
Workshop: “Printed, flexible and nano-electronics”	1	Serbia	09-11.05.2013.	UNS	UNS	At least 35 participants: Project teams' members, Research and academic staff, students, social partners; policy makers.
Industrial fair: “Sajam tehnike”	1	Belgrade, Serbia	13-17.05.2013.	UNS	UNS	At least 700 participants: Project teams' members, Research and academic staff, students, social partners; policy makers, industry representatives, representatives of Ministries
Lecture: Biznis nova	1	Novi Sad, Serbia	26.05.2013.	UNESCO	UNS	~ 50

				chair		
Industrial fair: “Organic and printed electronics”	1	Munich, Germany	11-13.06.2013.	UNS	UNS	At least 3500 participants: Project teams' members, Research and academic, staff, students, social partners; policy makers, industry representatives
Danube IT	1	Novi Sad, Serbia	June 2013	UNESCO chair	UNS	~ 40
Training courses for “The best technological innovation competition”	4	Novi Sad, Serbia	June – December 2013	UNS	UNS	~ 250
CRINSS, conference about creative industry	1	Novi Sad, Serbia	September 2013	UNS	UNS	~70
International Symposium on Power Electronics	1	Novi Sad, Serbia	30.10-01.11.2013.	UNS	UNS	At least 70 participants: Project teams' members, Research and academic, staff, students, social partners; policy makers, industry representatives
Conference devoted to the Global entrepreneurship week	1	Novi Sad, Serbia	18-24.11.2013.	UNS	UNS	~ 80

Public appearances (local and national TVs, press releases)	> 5	Serbia	15.10.2012 – 14.10.2015	UNS	UNS	N/A
News on web site <u>www.cimc.rs</u>	> 20	WBC region	15.10.2012 – 14.10.2015	UNS	UNS	N/A
Participation at national and international Conferences	> 8	International	15.10.2012 – 14.10.2015	UNS	UNS	N/A

The calendar of the major individual dissemination and communication events in which **University of Zenica** will participate or organize them, is shown in the table below.

Type of Event	Number of Events	Place	Period	Responsible partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
Third open door day	1	University of Zenica, Bosnia and Herzegovina	M30 (March 2015)	UZ	UZ	At least 50 participants: Graduates, students, Research centers, laboratories, start-ups, spin-off companies, investors, innovation facilitators, financial fund representatives, local government representatives.
News on website www.unze.ba	Constantly updated	WBC Region	June 2013 – October 2015	UZ	UZ	N/A; Students, Teaching staff, General public
Student Conference "Techno-Educa"	2	University of Zenica	November 2013 & November 2014	UZ	UZ	Circa 150 participants; Students, Teaching staff, Public audience, Representatives of business environment
Conference "Jahorina Business Days"	2	Bosnia and Herzegovina	March 2014 & March 2015	UZ	UZ	Circa 200 participants; Members of academic community and business environment
Open Door Days of the University of Zenica	2	University of Zenica	April 2014 & April 2015	UZ	UZ	N/A; Students, Teaching staff, General public audience
At the Tempus EQADE events	> 3	International and Bosnia and Herzegovina	to 14 October 2015	UZ	UZ	Participants in the Tempus Project EQADE

At the Tempus SHEQA events	> 3	International and Bosnia and Herzegovina	to 14 October 2015	UZ	UZ	Participants in the Tempus Project SHEQA
At the Tempus BIHTEK events	> 3	International and Bosnia and Herzegovina	to 14 October 2015	UZ	UZ	Participants in the Tempus Project BIHTEK
Conference within IPA Project INOVO	1	International and Bosnia and Herzegovina	1 - 5 October 2013	UZ	UZ	N/A; Entrepreneurs and representatives of SME sector, Participants at ZEPS Fair, Members of academic community, Students

The calendar of the major individual dissemination and communication events in which **University of Banja Luka** will participate or organize them, is shown in the table below.

Type of Event	Number of Events	Place	Period	Responsible partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
Fifth open door day	1	University of Banja Luka, Bosnia and Herzegovina	M33 (June 2015)	UBL	UBL	At least 30 participants: Graduates, students, Research centers, laboratories, start-ups, spin-off companies, investors, innovation facilitators, financial fund representatives, local government representatives.
Promotional materials and information on the website: www.etfbl.net	Continuous	Regional (WBC)	15.06.2013 – 14.10.2015	UBL	UBL, Faculty of Electrical Engineering, University Entrepreneurial Centre	N/A
Presentation of the activities on public media.	> 10	B&H, Republic of Srpska	24.12.2012 – 14.10.2015	UBL		
International Symposium INDEL 2014	1	Faculty of Electrical Engineering, University of Banja Luka	November, 2014.	UBL	Faculty of Electrical Engineering, University of Banja Luka	At least 60 participants Symposium participants
Seminars on: System Engineering, Real-time DSP and	> 5	Faculty of Electrical Engineering, University of Banja Luka	June, 2013- 14.10.215.	UBL	Faculty of Electrical Engineering, University of Banja Luka	At least 50 participants: SMEs leaders, unemployed, students employees.

Embedded systems.						
The TEMPUS BIHTEK events	> 5	TEMPUS BIHTEK participating universities	October 2013-14.10.2015.	UBL	University of Banja Luka	Universities and ministries representatives in the TEMPUS BIHTEK.

The calendar of the major individual dissemination and communication events in which **University of Montenegro** will participate or organize them, is shown in the table below.

Type of Event	Number of Events	Place	Period	Responsible partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
4th open door day	1	University of Montenegrp	M32 (June 2015)	UM	UM	At least 50 participants: Graduates, students, Research centers, laboratories, start-ups, spin-off companies, investors, innovation facilitators, financial fund representatives, local government representatives.
Public appearances	>3	Montenegro	15.10.2012 – 14.10.2015	UM	UM	
Participation at Conferences	>3	Montenegro & International	15.10.2012 – 14.10.2015	UM	UM	

Timing of the major individual dissemination and communication events in which **Business Technology Incubator of Technical Faculties Belgrade** will participate or organize them, is shown in the table below.

Type of Event	Number of Events	Place	Period	Responsible partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
News on web site www.bitf.rs	> 10	WBC region	15.10.2012 – 14.10.2015	BITF	BITF	
E-mailing to BITF members	> 5	WBC region	15.10.2012 – 14.10.2015	BITF	BITF	
BITF Newsletter	> 5	International	15.10.2012 – 14.10.2015	BITF	BITF	
Social networks Facebook, LinkedIn, Twitter	> 25	International	15.10.2012 – 14.10.2015	BITF	BITF	

The calendar of the major individual dissemination and communication events in which **Business Innovation Centre LLC Kragujevac** will participate or organize them, is shown in the table below.

Type of Event	Number of Events	Place	Period	Responsible partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
Open door day	1	University Kragujevac, Serbia	M30	UKG	UKG	At least 50 participants: Graduates, students, Research centers, laboratories, start-ups, spin-off companies, investors, innovation facilitators, financial fund representatives, local government representatives.
Interviews on local TV and radio stations	> 4	Local	15.10.2012 – 14.10.2015	BIC	BIC	Wider community via Local and region broadcasts
News on web site www.bickg.rs	> 10	WBC region	15.10.2012 – 14.10.2015	BIC	BIC	Estimated number of page views, 50
Informing BIC tenants via e-mail	> 5	WBC region	15.10.2012 – 14.10.2015	BIC	BIC	20 start-ups with 60 employees
Trainings for Start-up's	>3	WBC region	15.10.2012 – 14.10.2015	BIC	BIC	At least 150 participantson three start up courses, including BIC staff and tenants.
Social networks Facebook, Twitter	> 25	International	15.10.2012 –	BIC	BIC	Over 1000 network members informed

			14.10.2015			(students, SMEs, entrepreneurs..)
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The calendar of the major individual dissemination and communication events in which **Business Incubator Novi Sad** will participate or organize them, is shown in the table below.

Type of Event	Number of Events	Place	Period	Responsible partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
News on web site www.businessincubatorNS.rs	> 10	WBC region	15.10.2012 – 14.10.2015	BINS	BINS	
E-mailing to BINS members	> 10	WBC region	15.10.2012 – 14.10.2015	BINS	BINS	
Social networks Facebook, LinkedIn, Twitter	> 25	International	15.10.2012 – 14.10.2015	BINS	BINS	

The calendar of the major individual dissemination and communication events in which **Intranea Solutions** will participate or organize them, is shown in the table below.

Type of Event	Number of Events	Place	Period	Responsible partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
Open door days						
First open door day	1	University of Novi Sad, Serbia	M29	UNS	WBC universities	At least 250 participants: Graduates, students, Research centers, laboratories, start-ups, spin-off companies, investors, innovation facilitators, financial fund representatives, local government representatives.
Second open door day	1	University of Kragujevac, Serbia	M30	UKG		
Third open door day	1	University of Zenica, Bosnia and Herzegovina	M30	UZ		
Fourth open door day	1	Universiti of Podgorica, Montenegro	M31	UM		
Fifth open door day	1	University of Banja Luka, Bosnia and Herzegovina	M32	UBL		
Other events						
News and front page banner on web site www.datastation.com	> 10	International	15.10.2012 – 14.10.2015	INT	INT	N/A
E-mailing to DataStation newsletter subscribers	> 5	International	15.10.2012 – 14.10.2015	INT	INT	N/A

Social networks Facebook, LinkedIn, Twitter	> 25	International	15.10.2012 – 14.10.2015	INT	INT	N/A
Innovation open day in EU	1	International	November 2013	INT	INT	N/A

The calendar of the major individual dissemination and communication events in which **Innovation centre Banja Luka** will participate or organize them, is shown in the table below.

Type of Event	Number of Events	Place	Period	Responsible partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
News on web site www.icbl.ba	> 10	WBC region	15.10.2012 – 14.10.2015	ICBL	ICBL	
Presentation to ICBL founders	1	Banja Luka	17.12.2012	ICBL	ICBL	
Presentation at Government of Republic of Srpska	1	Banja Luka	12.02.2013	ICBL	ICBL	

Timing of the major individual dissemination and communication events in which **Business Incubator “Inventivnost”, Podgorica** will participate or organize them, is shown in the table below.

Type of Event	Number of Events	Place	Period	Responsible partner	The partner/s who will carry out the activity	Estimated number of participants, Target group/s
News on web site www.inventivnost.me	> 10	WBC region	10.07.2013 – 14.10.2015	BIPG	BIPG	At least 500 visits on web site
E-mailing to BIPG partners	> 5	Montenegro	15.10.2012 – 14.10.2015	BIPG	BIPG	at least 30 partners from Montenegro
Presentations on national conferences and events	> 3	Montenegro	15.10.2012 – 14.10.2015	BIPG	BIPG	At least 100 participants on conferences

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