

Modernization of
WBC universities
through strength-
ening of structures
and services for
knowledge
transfer, research
and innovation

Kick off meeting

18th December 2012

WBCInno presentation

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Project CV – basic information

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	15 th October 2012 – 14 th October 2015
Programme	TEMPUS IV, DG for Education and Culture
Thematic priority	Higher education and society
Total cost of the project	766 094 €
Commission funding	689 484 €
Coordinator	Prof. Dr. Vesna Mandic University of Kragujevac Jovana Cvijica bb 34000 Kragujevac, Serbia e-mail: mandic@kg.ac.rs tel. +381 34 501 201, fax. +381 34 501 901 www.wbc-inno.kg.ac.rs

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Consortium



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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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Priority and overall objective:

- ☛ The project is in compliance with TEMPUS IV objective "Higher education and society" and addresses regional priority for Western Balkans, „Knowledge triangle of education, research and innovation“
- ☛ The WBCInno project has an overarching aim to contribute to the modernization of WBC universities through the strengthening of their management structures and services for cooperation with the world of work 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 :

- ☛ To establish a University Innovation Platform (UIP) at five WBC universities for integration and focusing of innovation potential and for fostering technology transfer and commercialization, by M12
- ☛ To reinforce existing and to establish new university structures and services in the areas of knowledge transfer, research and innovation, in line with UIP requirements, by M18
- ☛ To support the development of Business Incubators and Science Technology Parks in the WBCs, through mobilizing university resources
- ☛ To develop a methodology for innovation management and networking of different stakeholders from universities and businesses, utilising collaborative software platform/tools, by M18
- ☛ 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



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Main focus:

- ☞ 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.
- ☞ University structures and services will be developed and modernized for efficient support in the development of Business Incubators and Science Technological Parks in WBCs.



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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

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... 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 BIs and STPs
- Sustainability strategy of WBC universities
- Methodology for innovation management
- Innovation management software platform (stage-gate)
- Innovative Ideas Competition for students
- 25 dissemination and training events in WBCs
- Increased number of start-ups, spin-offs, and new projects/services/businesses
- Enhanced innovation culture within scientific community
- Increased number of students/researchers demonstrating entrepreneurial spirit

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Workpackages:

- **WP.1** - Design and development of the Regional University Innovation Platform (UIP) at five WBC universities
- **WP.2** - Reinforcement of existing university structures and setting-up of five Business Service Offices in accordance with defined focus and priorities in UIP
- **WP.3** - Support to the development of university-driven Business Incubators and Science Technology parks
- **WP.4** - Development of a methodology and contemporary software platform/tool for innovation management and networking
- **WP.5** - Quality control and monitoring
- **WP.6** - Designing of dissemination and awareness raising mechanisms and the involvement of public and private stakeholders in Triple helix model of innovation
- **WP.7** - Sustainability and exploitation results
- **WP.8** - Overall and local management

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Workpackages:



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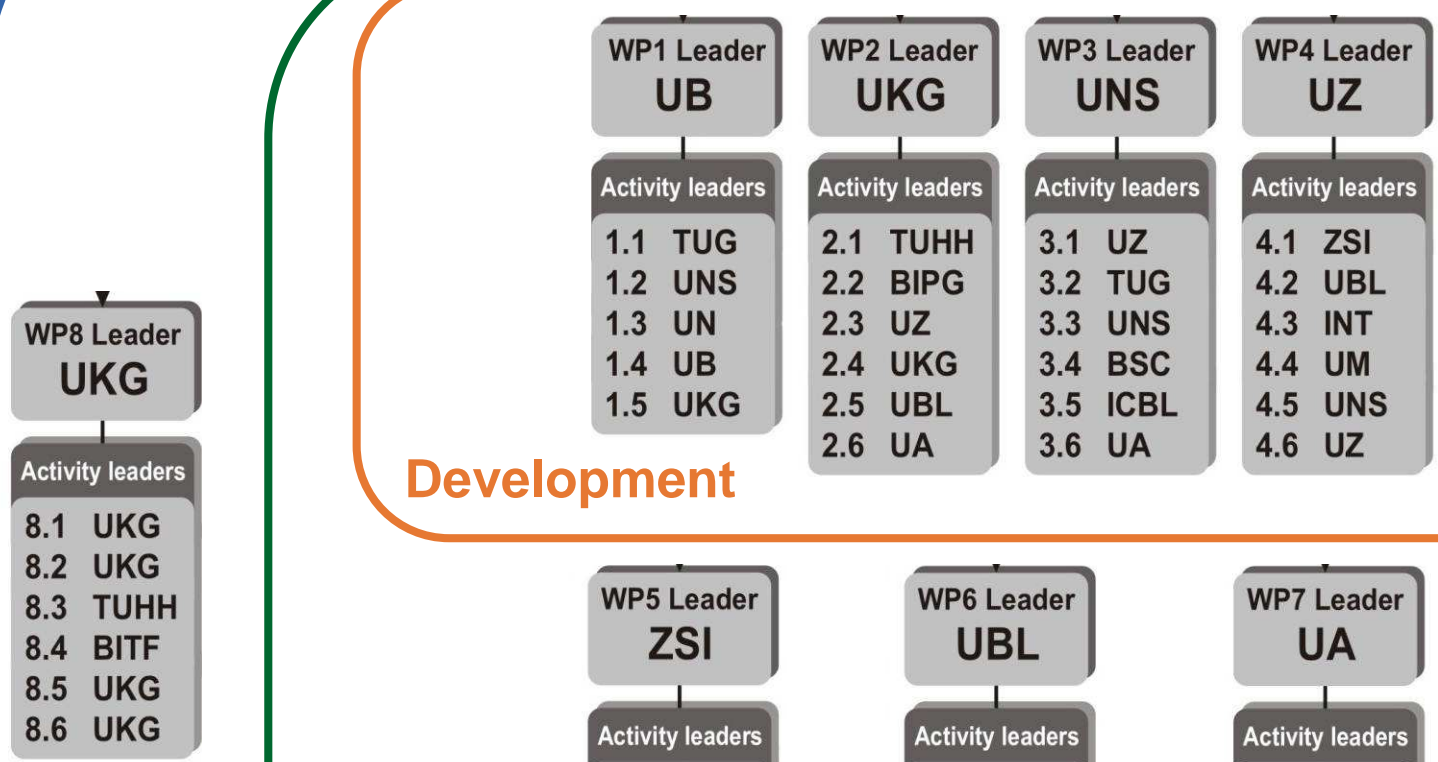


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Development

Quality control

Dissemination

Exploitation

Management

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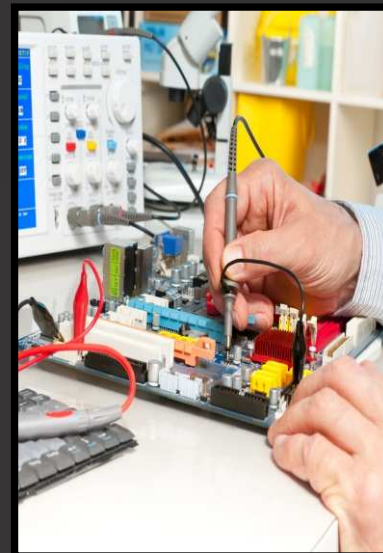
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Impact:

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

- Forming an innovation culture within the scientific community and boosting entrepreneurial spirit
- Students can promote their ideas, resulting in new business streams and an increased number of start up companies
- Researchers will have the opportunity to focus on research areas demanded by the market.



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Impact (continued):

- 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 within the region



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Thank you for your attention

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