

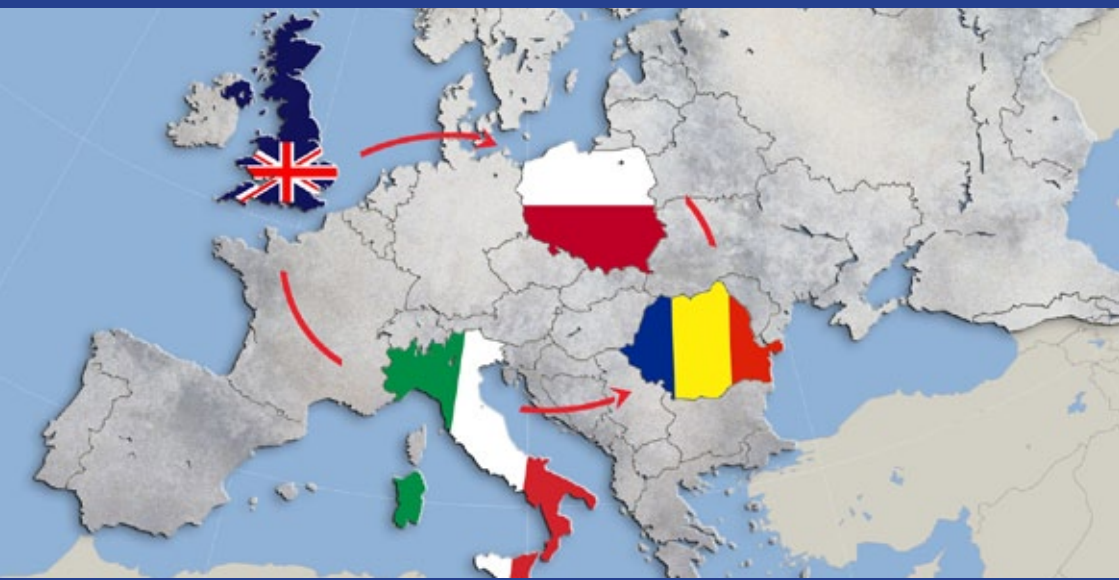


European Union
European Regional Development Fund

Project 0787R2 DISTRICT +

Disseminating Innovative STRategies for Capitalization of Targeted Good Practice

**Subproject “EAST_INNO_TRANSFER
Supporting Innovation and Fostering Knowledge Transfer in
the New EU Member States”**



**I. PARTNERS AND
KICK-OFF MEETING**

1. SUBPROJECT

1.1 The objectives of the subproject

The overall objective is to support the implementation of innovative initiatives in the new EU member states concerning the transition towards an economy of knowledge by improving the policy capacity and the specific competencies and skills of different categories of stakeholders involved in the development of the advanced services for the innovative SMEs and the creation of the technological incubators and R&D transfer centers.

The specific objectives will be reached by exchanging experiences and by transferring focused good practices from the more advanced regions (Tuscany, Italy; West Midlands, United Kingdom) towards regions from new EU member states (Brasov County, Romania; Lower Silesia, Poland) in order to:

- support OTIMMC Brasov to develop new programs for the innovative SMEs by improving the competencies of the staff in the field of business innovation services;
- support AMB and ADDJB, to implement their strategies concerning the innovation and R&D at local and regional level by improving the policy capacity and the specific competencies of their staff in the field of management of innovation;
- support the development of academic incubators and the technological transfer centres in Brasov County and Lower Silesia by strengthening the specific staff competencies Academic Entrepreneurship Incubator of the Technology University of Wroclaw and the Academic incubator of Transylvania University from Brasov (which will be involved in the activities of the subproject).



1. SUBPROJECT

1.2 The work packages (WP) of the subproject

WP1. Management and coordination - aims to ensure the financial, technical and organization coordination of the partners.

WP2. Transferability methodology: definition, implementation and monitoring - aims to define transferability methodology in order to ensure the effectiveness of the implementation of the activities foreseen by the WP3, WP4 and WP5. This methodology will be conceived, implemented and monitored by a Committee of Experts and will be adapted and adjusted during the subproject.

WP3. Case study analyses and policy recommendations - aims to support the transfer of good practices (GPs) towards Romanian and Polish partners based on the methodology defined within the WP2 and on the GPs identified to be shared. A final assessment report will be made including the policy recommendations for the Romanian and Polish policy makers.

WP4. Training sessions and study visits - aims to improve the specific competencies of the Romanian and Polish partners' staff and other categories of stakeholders by 4 training sessions and 4 study visits conducted on the basis of innovative methods.

WP5. Dissemination and communication - aims to ensure an effective dissemination of the results and outputs of the subproject within the territories of Romanian and Polish partners in order to determine a real impact and an important improvement of their practices and policies in the field of innovation R&D.

1. SUBPROJECT

1.3 The budget of the subproject

374.396 euro, of which ERDF (European Regional Development Fund) funding is 306.445 euro and co-financing 67.951 euro.

1.4 The implementation period of the subproject

24 months, between May 2011 – May 2013

1.5 Expected outputs and results of the sub-project

The main results of the subproject will be the strengthening of the policy capacities of the Romanian and Polish partners and the improvement of the specific competencies and skills of their staff and other categories of stakeholders on:

- business innovation services (innovation support programs; start-up mechanisms and services for the creation of SMEs for young researchers; spin-off and spin out governance);
- creation, management and development of academic incubators and R&D transfer centres and technological parks.

The main outputs and results to be delivered are:

- 1 methodological handbook of transferability;
- 6 good practices identified;
- 6 case studies analyses;
- 1 final report including the policy recommendations for Romanian and Polish partners;
- 4 regional/local policies and instruments improved;
- 4 methodological workshops;
- 2 good practices successfully transferred;
- 4 training sessions;
- 4 study visits;
- 4 brochures created;
- 1200 brochures disseminated.



2. PARTNERSHIP



2.1 Territorial Office for SMEs and Cooperation - OTIMMC Brașov (Brașov, Brașov county, Romania) – Lead Partner

OTIMMC Brașov was founded in 2006 and is one of the local representatives for the Ministry of Economy, Commerce and Business Community.

The strategic priorities are:

- creating of a business environment favorable to establishing and development of SMEs;
- development of SMEs capacity;
- improving of SMEs access to financing sources;
- improving of innovative SMEs access to foreign markets;
- promoting of entrepreneurial culture and strengthening management performance.

OTIMMC Brașov implemented several multi-annual financial programs such as: SMEs support for exports, SMEs start-ups, SMEs access to training and consulting services, entrepreneurial culture for women and support for young entrepreneurs, SMEs competitiveness through implementing and certifying quality systems, SMEs support through reinvested gross profit. The institution is also involved in international co-operation programs for SMEs development financed by UNDP, UNIDO, Government of Japan, UNCTAD (United Nations Conference on Trade and Development).

2. PARTNERSHIP



2.2 Brasov Agency for Sustainable Development - ADDJB (Brasov, Brasov county, Romania)

Brasov Agency for Sustainable Development (ADDJB) is an intercommunity association which has as members 52 local authorities in Brasov County. It was established in 2006 in Brasov.

ADDJB supports the development of rural and urban areas, building and promoting a sustainable future for Brasov county. The activities for its members refer to:

- general access to information regarding funding opportunities for local development projects;
- counseling for the Local Public Administrations in developing applications for grants;
- analysis of local and county strategies, public consultation and prioritization of measures for their achievement;
- support for local initiatives of sustainable development;
- support for public-private partnership;
- strengthening the county's image.

The Agency took part as lead partner or partner in several projects co-financed by EU: The Development Strategy of Brasov County – horizons 2013-2020-2030, co-financed by ESF; Rupea-Cohalm: Romanian cultural identity, financed by Romanian Cultural Institute; Qualification and re-qualification of the employees of the wood processing industry, co-financed by ESF; Quality services for local public authorities, co-financed by ESF; Setting up a Local Action Group LEADER, co-financed by LEADER Program.

2. PARTNERSHIP



2.3 Brasov Metropolitan Agency – AMB (Brasov, Brasov county, Romania)

Brasov Metropolitan Agency (AMB) is an intercommunity development association and it was founded in 2005, based on the initiative of a number of localities from the Metropolitan Area of Brasov and of Brasov County Council. The main activities of AMB are:

- develops applications for financing projects aimed on communities development, funded from different sources;
- carries out programs and activities to ensure sustainable development of local communities, inter-community cooperation, the direct involvement of citizens in public decision;
- provides technical assistance and advice for the communities for local/regional development and implementation of investment and development projects;
- develops strategy of Brasov Metropolitan Area according with the Regional Development Plan and territorial planning.

AMB also collaborates to provide and implement the Integrated Development Plan of Brasov Growth Pole. Another project is the collaboration with Transylvania University of Brasov and Brasov Chamber of Commerce and Industry in order to create a Regional Association for Business Support and for Sustainable Development, the aim of which is to build a business exhibition center. AMB was a partner in other programs such as: LINKS - Old European cities as a key for sustainability; Jessica for Cities; SAFELAND - Safe Living Across European Cities; MMOVE (Mobility Management over Europe); Leonardo da Vinci.

2. PARTNERSHIP



2.4 Staffordshire University (Stafford, Region West Midlands, UK)

Staffordshire University which was established in 1992 has a long and proud history of providing high quality, progressive and inclusive higher education for people from across Staffordshire, the region, the UK and the rest of the world.

Enterprise and Commercial Development (ECD) are the business focussed research and innovation service of Staffordshire University, offering a support network for potential partners who are interested in utilising Staffordshire University's cutting edge research, technologies and services to develop, innovate and become the market leaders of tomorrow in an increasingly competitive market place.

A key element of their innovation strategy is stimulation of innovation and collaborative R&D among local businesses – specifically their community of 113 graduate enterprises, ICT cluster companies and local Technology Park tenants. Their network of SMEs incubation facilities on the University campuses contains 116 business units with technology, creative and professional service businesses.

Their innovation research portfolio includes an FP7 funded project GPrix, reviewing the impact of SMEs innovation support programmes across EU. The University has been Coordinator for FP5, FP7, TEMPUS, Asia Link, EDULINK, Leonardo, Erasmus, Interreg IVB, ESF, ERDF and partners in Interreg IIIC and IVC programs.

2. PARTNERSHIP



2.5 Sant'Anna School of Advanced Studies (Pisa, Region Tuscany, Italy)

Scuola Superiore Sant'Anna (SSSA) became an autonomous University in 1987 and at present it is working with the more suitable and motivated students to experience new paths of education and research.

It has a specific commitment to technology transfer, also due to its network of spin-off companies and to the close contacts with local and non-local companies. The Institute of Management has a specific expertise in technology management, technology transfer policies and business support services. SSSA is also founding partner of Pont-Tech, the local innovation agency, providing support services to SMEs and managing one academic incubator. SSSA is a founding member of the Association of University Incubators (AIU) and member of the European Network "Proton" Knowledge Transfer Association, created by European Commission.

Polo Sant'Anna Valdera is the Sant'Anna School of Advanced Studies' research park, an advanced structure that provides an ideal environment where research and university level education in high-tech sectors are conducted.

SSSA initiated and coordinated the Project LINK – "The strategy to reinforce the network of research and the territorial development", one of the most advanced Italian experiment in the field of R&D and has a large experience in European projects (FP5, 6, 7; CIP; ERDF; EFS).

2. PARTNERSHIP



Academic Entrepreneurship Incubator
Wrocław University of Technology

2.6 Academic Entrepreneurship Incubator of Wrocław University of Technology (Wrocław, Region Lower Silesia, Poland)

Wrocław University of Technology is one of the largest academic schools in Poland. The Academic Entrepreneurship Incubator was created in 2006, being part of the University.

The following are the main objectives of Academic Entrepreneurship Incubator:

- supporting and promoting entrepreneurship among scientists, students and graduates from institutions of higher education in Lower Silesia;
- establishing network between the science and business sector;
- supporting spin-off creation and start-up mechanism;
- enhancing competitiveness and innovativeness of SMEs in the region of Lower Silesia.

The mission of the Incubator is to help entrepreneurs start and build successful companies and turn innovation into commercialization through an array of business support resources. A number of 80 enterprises have already received support and other 55 enterprises are incubated presently. The Incubator offers the assistance for entrepreneurs by providing a wide variety of support services in a professional working environment. It organizes conferences, seminars, training, law and accounting advices in order to fully satisfy the expectations of the clients.

Wrocław University of Technology has a large experience in European projects (FP7, Leonardo, Erasmus, Interreg IIIC).

3. KICK OFF – MEETING

The kick-off meeting of the subproject where all the partners have been involved took place during 2nd – 4th of November 2011, in Brasov, Romania.

The main activities were:

- Open Conference;
- Partners Introduction;
- Steering Committee Meeting;
- Thematic visits to Business Incubator from Brasov and Business and Technological Incubator (from Transilvania University of Brasov).



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