



EVENT REPORT TEMPLATE (Annex H to Quality Control and Monitoring Manual)

This template has to be filled by project partners (organisers) for all IF4TM events (except SC meetings). Furthermore, this template can be used to inform colleagues and partners about other events attended (promoting IF4TM). In the second case please just fill in the first page and delete the chapters thereafter.

Author:	Goran Stojanovic, UNS
Event Title:	Workshop: "Methodology Guide for Innovation"
Event Date:	16-17/03/2017
Event Venue:	University of Novi Sad (UNS), Novi Sad, Serbia Central University Building, Multimedia room, 2 nd floor
Type of event: (National, international, press conference, promotional event etc.)	National
Short description:	
<p>Important part of IF4TM project cover transfer of technology dimension of Universities third mission and should support implementation of the whole innovation cycle. This cycle start from idea management, through project monitoring all the way to the product/service launch to market. Idea management workflow consist of five phases which govern ideas: ideas submission and collaboration on ideas, review, scoring, approval and prioritization and final production. This aspects will be encouraged and applied through student competitions and improving TRL level for researchers by developing proof of concepts programs. In order to understand the innovation cycle and already mentioned principles of ideas and innovations, this workshop entitled "Methodology guide for innovation" is organized as two-day events at UNS for professors, researchers and students.</p>	
Organiser(s):	University of Novi Sad, Novi Sad, Serbia
Agenda:	Can be found on Trello, Activity 3.3
Total number of participants:	I day: 27 II day: 35 Total: 62
Links to further information:	
Other personal remarks:	



EVENT ORGANISATION DETAILS

Invitation was sent off to participants on:	01/03/2017
Information Material was sent off to participants on:	01/03/2017
Date of Initial Participant List Compilation:	01/03/2017
Date of Final Participant List Compilation:	06/03/2017
Total Number of Participants Invited	around 100
Date of Agenda Finalisation:	14/03/2017

Problems encountered during the event preparation phase

(N/A)

Organisers: Please complete (if you have not met with any problems in that phase, please fill in "N/A". Please also include any feedback by the participants before the workshop)
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EVENT ROLLOUT

Some general information (to be filled by organisers)

Important part of IF4TM project cover transfer of technology dimension of Universities third mission and should support implementation of the whole innovation cycle. This cycle start from idea management, through project monitoring all the way to the product/service launch to market. Idea management workflow consist of five phases which govern ideas: ideas submission and collaboration on ideas, review, scoring, approval and prioritization and final production. This aspects will be encouraged and applied through student competitions and improving TRL level for researchers by developing proof of concepts programs. In order to understand the innovation cycle and already mentioned principles of ideas and innovations, this workshop entitled "Methodology guide for innovation" is organized as two-day events at UNS for professors, researchers and students and other interested parties.



Final Event Agenda

Workshop “Methodology Guide For Innovation”

16th March 2017

*Central University Building, Multimedia room, 2nd floor
Dr Zorana Djindjica 1, 21000 Novi Sad*

15:30 – 16:00	Registration	
16:00 – 16:15	Welcome speeches	<i>Prof. Dr Goran Stojanovic University of Novi Sad Prof. Dr Vesna Mandic University of Kragujevac Project coordinator</i>
16:15 – 16:30	IF4TM project presentation	<i>Prof. Dr Vesna Mandic University of Kragujevac</i>
16:30 – 17:00	Innovation (basic principles and definitions, Innovation cycle)	<i>Prof. Dr Vesna Mandic University of Kragujevac</i>
17:00 – 17:30	Innovation Modelling (Market Research, Analytical Design-Technical Feasibility, Detailed Design)	<i>Prof. Dr Vesna Mandic University of Kragujevac</i>
17:30 – 18:00	Coffee break	
18:00 – 18:30	Innovation Modelling (Test and Redesign, Production, Distribution and Marketing)	<i>Prof. Dr Vesna Mandic University of Kragujevac</i>
18:30 – 18:45	Legal framework for university third mission (Higher Education Law)	<i>Prof. Dr Miladin Kostic State University of Novi Pazar</i>
18:45 – 19:15	Strengthening capacities for financing innovations and research	<i>Prof. Dr Goran Stojanovic University of Novi Sad</i>
19:15 – 19:30	Discussion	<i>All</i>



17th March 2017 <i>Central University Building, Multimedia room, 2nd floor</i> <i>Dr Zorana Djindjica 1, 21000 Novi Sad</i>		
09:45 – 10:00	Registration	
10:00 – 10:30	WHY INNOVATE? Importance of the market in the innovation ecosystem	<i>Prof. Dr Marjan Leber</i> <i>University of Maribor</i>
10:30 – 11:00	Financial mechanisms for innovation (current and crowd funding models)	<i>Prof. Dr Dragan Domazet</i> <i>Metropolitan University Belgrade</i>
11:00 – 11:30	Protecting Innovation	<i>Daniela Zlatic Sutic</i> <i>Intellectual Property Office</i>
11:30 – 12:00	Coffee break	
12:00 – 12:30	University innovation platform establishment in Serbia	<i>Jelena Jevtovic</i> <i>University of Kragujevac</i>
12:30 – 13:00	Opportunities for innovation development in NTPs and BIs in Serbia	<i>Nataša Cirovic</i> <i>Science Technology Park Belgrade</i>
13:00 – 13:30	Technology transfer and innovation	<i>Alberto Fornasari (by Skype)</i> <i>University of Bari "Aldo Moro"</i>
13:30 – 14:00	Discussion on challenges that HEIs face with in innovation processes – Avenues to pursue	<i>Moderator</i> <i>Prof. Dr. Goran Stojanovic</i> <i>University of Novi Sad</i> <i>All</i>
14:00 – 15:00	Lunch	



Attendance list

1 day:



Attendance List

Event:	Workshop "Methodology guide for innovation"
Venue:	Central University Building, Multimedia room, 2 nd floor, Dr Zorana Đinđića 1, Novi Sad
Date:	16/03/2017
Organisers:	University of Novi Sad

	Name	Organisation	Signature
1	Helena Borovickovic	UNS FTS	HS
2	Dragana Borovickovic	UNS FTS	Dragana Borovickovic
3	Marija Jandric	UNS FTS	Marija J.
4	Katerina Savic	UNS FTS	K. Savic
5	DRAGANA MANDIĆ	UNS FTS	DRAGANA MANDIĆ
6	Črešgović Umit	UNS FTS	Črešgović Umit
7	KREKO ALEKSANDRA	UNS FTS	Kreko Aleksandra
8	ZOPAN TROJAK	YHC BTC	Zopan Trojak
9	Vladimir Nikic	UNS	V. Nikic
10	Šandra Kukelj	RT-RK	Šandra Kukelj
11	Uroš Gusić	UNS FTS	Uroš G.
12	GORAN STOJKOVIĆ	UNS - FTS	Goran S.
13	SAVA KOČIĆ	UNS / FTS	Sava K.
14	NEŠNA NANJIĆ	UKG	Nešna N.
15	Anđelina Vitorović	Magistratunja fakulteta u Niš	Anđelina V.
16	Marija Mucibajac	Magistratunja fakulteta u Niš	Marija M.
17	Paola Teras	UNS FTS	Paola T.
18	Kojo Tjanić	UNS FTS	Kojo T.
19	MILUŠA POJHA	FINS	Milusha P.
20	Aleksandar Vekić	FTN	Aleksandar V.
21	JELENA BOROČKI	FTN	Jelena Boročki
22	MARIAN ČEBER	UM	Marian Č.
23	VANJA SAMARDŽIĆ	FTN	Vanja S.
24	Bil Dragany	PTH	Bil Dragany
25	Sanja Čeremuz	PTH	Sanja Č.
26	TANJA ĐOĐIĆ	FTN	Tanja Đ.
27	MILADIN KOSTIĆ	SUNA	Miladin K.



II day:



Attendance List

Event:	Workshop "Methodology guide for innovation"
Venue:	Central University Building, Multimedia room, 2 nd floor, Dr Zorana Đinđića 1, Novi Sad
Date:	17/03/2017
Organisers:	University of Novi Sad

	Name	Organisation	Signature
1	VEŠNA MANJIĆ	UKG	Vešna Manjić
2	SABLA KOJIĆ	UNS	Sabla Kojić
3	MILADIN KOŠTIĆ	SUNT	Miladin Košić
4	Zorica Mugoš	FTN	Zorica Mugoš
5	Čanka Mugoš	FTN	Čanka Mugoš
6	Nada Šešpanović	FTN	Nada Šešpanović
7	Jasna Treguš	FTN	Jasna Treguš
8	Kristina Prayonik	FTN	Kristina Prayonik
9	TANJA TODOROVIĆ	FTN	Tanja Todorović
10	Zeljka Spasić	FTN	Zeljka Spasić
11	MARIAN LEBER	UM	Marian Leber
12	PETAR VRHOVIĆ	FTN	Petar Vrhović
13	MILANA BARIĆ	RT-RK	Milana Barić
14	Stjepan Anja	FTN	Stjepan Anja
15	Lana Oklobedić	FTN	Lana Oklobedić
16	Nelija Trulija	FTN	Nelija Trulija
17	GORAN ŠTANOLIĆ	UNS - FTN	Goran Štanić
18	Tijana Nivalić	FTN	Tijana Nivalić
19	ZORAN TRUJK	FTN	Zoran Trujk
20	DRAGANA MANJIĆ	FTN	Dragana Manjić
21	DAJANA PREKOP	FTN	Dajana P.
22	Katarina Savić	FTN	Katarina Savić
23	Aleksandra Spasić	FTN	Aleksandra Spasić
24	Boris Mijanić	FTN	Boris Mijanić
25	Aleksandar Vekić	FTN	Aleksandar Vekić
26	Spencija Branković	UNS FTN	Spencija Branković
27	Jelena Jertović	UKG	Jelena Jertović
28	DRAGAN DOMAZET	BMU	Dragan Domazet
29	Kojić Tijana	FTN	Kojić Tijana
30	Damira Habić Šubić	Zavod za IS	D. Habić Šubić



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	Name	Organisation	Signature
31	Vojislav Štanić	PTP/UNS	[Signature]
32	Jelena Borocki	FTN	[Signature]
33	DANIJELA ČIPIĆ	FTN	[Signature]
34	VLADIMIR TRZARAC	FTN	[Signature]
35	NATAŠA SAMRODIĆ	FTN	[Signature]
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Event Implementation

1 day:

The first day of Workshop at UNS started at 16:10h. On the beginning of the meeting Prof. Dr Goran Stojanović, had welcome speech and greeted all attendees. He emphasized importance of the development of the third mission of the HEIs, and all accompanying dimensions: technology transfer and innovation, continuous education and social engagement.

Project coordinator Prof. Dr Vesna Mandic introduced IF4TM project which is implemented as partnership of 5 European HEI, 6 Serbian HEIs, Ministry of education science and technology development, Office for intellectual property, Higher school of applied studies, three business incubators and one SME.

Important part of project cover transfer of technology dimension as part of third mission and should support implementation of the whole innovation cycle. This cycle start from idea management, through project monitoring all the way to the product/service launch to market. Idea management workflow consist of five phases to govern ideas: ideas submission and collaboration on ideas, review, scoring, approval and prioritization and building projects. This aspects will be applied through student competitions and improving TRL level for researchers by developing proof of concepts programs. In order to understand the innovation cycle and already mentioned principles of ideas and innovations, workshop entitled "Methodology guide for innovation" is organized as two-day events at UNS for professors, researchers, students and other interested individuals.

Presentations held by Prof. Dr Vesna Mandic covered issues of basic principles and definitions of innovation and innovation cycle. Difference between innovation and invention was defined, and challenges which innovation can offer to researcher, SME and economy of the society. Main types of innovation are introduced and explained: innovation of product, process, marketing and organization. After this, all aspects of innovation were elaborated from conceptualization, analytical design, and development/testing up to production. Ways how to connect results of research with innovations were elaborated. Modeling of the innovation through connection between innovator and real world/market is explored, and marketing research in order to evaluate need for evaluation was explained. Analytical design and technical feasibility in order to see can we develop innovation with existing technical resources are done after market research.

Since IF4TM project support innovation processes on HEIs in Serbia issues of the national legislatives covering innovation and role of HEIs were important part of project. Prof. Dr Miladin Kostic gave an overview of the place of innovation in new national Laws covering higher education and innovation. In the laws, creating of population which is creative is explicitly stated as one of the aim of High education. Protection of the intellectual property created in those creative processes and process of transferring technology set as one of the basic principles. Universities are defined as institutions which incorporate innovation with other areas of work. Universities can establish innovation centers of excellence, transfer of technology centers, incubators, and scientific-technological parks an entities which should support the whole innovation process.

After this, Prof. Goran Stojanovic presented ways for capacity development of innovation and research through international and national funding opportunities. He presented the possibility for funding innovations through the following programmes: Horizon 2020, COSME, Eurostars, Innovation project in Serbia, Kickstarter, and establishing own start-up companies, etc.

Many attendees have been incorporated in the open and creative discussion.



Photos from I day:



Prof. Vesna Mandic during her presentations



Prof. Miladin Kostic



Attendees at the first Workshop day

II day:

The second day of Workshop at UNS started at started at 10:05h with welcome speech of Prof. Dr Goran Stojanović, who also introduced all attendees with Agenda of this event.

Importance of the market in the innovating ecosystem was in the focus of presentation of Prof. Dr Marjan Leber, from University of Maribor, Slovenia. Relations between creativity and innovation, why to innovate, how to produce ideas and innovation, how to sell on market, what is crowd business and innovation ecosystem were explored in details. All mentioned approaches were elaborated on the case study of two successful examples. Finally it was concluded that knowledge and creativity are basis for innovation. Innovation have important effect on economy and society. Prof. Leber also organized a small very interesting and interactive workshop with all attendees and one of them with the most innovative solution obtained modest award.

In order to reach market, innovative products need to be adequately funded. Prof. Dr Dragan Domazet gave an overview of financing possibilities. He presented existing national models of financing: Innovation fund programs (transfer technology program; Program for cooperation of science and industry), Program of early development (for micro and SME); Balkan venture fund; Ministry of



economy program for supporting development of entrepreneurship. Moreover, the presentation covered new ways of financing innovation like crowdfunding, and challenges which innovator from Serbia face when try to use this type of financing.

Danijela Zlatic Sutic from Intellectual Property Office, Republic of Serbia presented rules and procedures for protection of intellectual property. Detailed presentation of the whole system for IP protection existing in Serbia was presented. Importance of IP and different types of IP were explained. Furthermore, subjects of protection and ways how to actually protect different types of IP was elaborated.

Jelena Jevtovic presented framework for management of innovation processes in Serbia. She presented university innovative platform for Western Balkans as an example of good practice. Software for management of innovation process with detailed overview of research capacities, equipment and strategic documents is a main tool for introducing innovative potentials of HEI to wider community. Establishment of cooperation with community, supporting start-up and spin off companies, IP management are important aspects to deliver and create meaningful framework for innovation in HEIs.

After this, Natasa Cirovic from Science Technology Park Belgrade presented the vision, mission and aims of the first Science and Technology Park in Serbia (that one in Belgrade). She explained how many young engineers have been supported through this Park, how many companies, clusters, centers, etc.

At the end of her presentation, Natasa presented experiences of some of the innovative and successful companies from the Park such as: Festo, novellC, Strawberry Energy, Idvorsky Electric, etc. Attendees also had opportunities to be introduced with the lessons learnt from management of this Park, so far.

Finally, Prof. Stojanovic opened discussion session and he shared concluding remarks with all attendees.

Photos from II day:



Prof. Dr Marjan Leber



Prof. Dr Dragan Domazet



Danijela Zlatic Sutic



Jelena Jevtovic



Natasa Cirovic



Attendees at the second Workshop day

WP-leader
<i>Please add your comments, if any</i>
Task leader
<i>Please add your comments, if any</i>

EVENT EVALUATION BY PARTICIPANTS

Lessons learned

Additional comments

May be filled by any of the organising partners

Please add in any other comments concerning the preparation and organisation of this event: