



IF4TM

Institutional framework for development
of the third mission of universities in Serbia



Dissemination and exploitation plan





IF4TM

Dissemination and exploitation plan

Project Acronym:	IF4TM
Project full title:	Institutional framework for development of the third mission of universities in Serbia
Project No:	561655-EPP-1-2015-1-RS-EPPKA2-CBHE-SP
Funding Scheme:	ERASMUS+
Coordinator:	UKG – University of Kragujevac
Project start date:	October 15, 2015
Project duration:	36 months

Abstract	Dissemination and exploitation plan defines dissemination and exploitation strategy, tools, target audience, visibility requirements, description of events and overall dissemination calendar.
----------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------



DOCUMENT CONTROL SHEET

Title of Document:	Dissemination and exploitation plan
Work Package:	WP7 – Dissemination and exploitation
Last version date:	14.06.2017.
Status:	Draft
Document Version:	v.01
File Name	Dissemination and exploitation plan v.02.doc
Number of Pages	40
Dissemination Level	Public

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



TABLE OF CONTENT

DOCUMENT CONTROL SHEET.....	2
VERSIONING AND CONTRIBUTION HISTORY	Error! Bookmark not defined.
TABLE OF CONTENT	3
FIGURES	4
LIST OF ABBREVIATIONS.....	4
1. INTRODUCTION	5
2. DISSEMINATION AND EXPLOITATION STRATEGY	6
3. TARGET GROUPS	8
4. PROJECT EXPLOITATION AFTER THE END OF THE PROJECT	10
5. DISSEMINATION TOOLS.....	12
5.1 The IF4TM logo	12
5.2 The IF4TM website	12
5.4 Flyer – short project presentation.....	14
5.5 Other print materials.....	17
6. DISSEMINATION EVENTS	23
6.1 Information days and public appearances	23
6.2 Workshops.....	23
6.3 Open doors days.....	23
6.4 Final conference	24
6.5 Trainings	24
6.5.1 Capacity building trainings for University staff	24
6.5.2 Trainings for students/researchers	24
7. INTERNAL COMMUNICATIONS.....	25
7.1 Project management and monitoring - Trello platform.....	25
7.2 Internal events - Steering Committee Meetings	26



FIGURES

Figure 1: IF4TM logo.....	12
Figure 2: Screenshot of IF4TM home page	13
Figure 3: Flyer (front and back page)	17
Figure 4: Poster	18
Figure 5: Folder.....	19
Figure 6: Notebook cover	20
Figure 7: Rollup.....	21
Figure 8: Visit card holder	22
Figure 9: Trello platform with Boards	25
Figure 10: Trello platform – a single Card	26

LIST OF ABBREVIATIONS

HEIs	Higher Education Institutions
LLL	Life Long Learning
SMEs	Small and Medium-sized Enterprises
IP	Innovation Platform



1. INTRODUCTION

The purpose of this document is to define strategy for dissemination and exploitation activities, tools, target groups to be addressed, visibility requirements, overall dissemination calendar with all the details regarding singular dissemination events as well as to propose the list of key results that could be exploited and multiplied after the project. It is very important to have such a document from the very beginning of the project and to update it regularly, with the consent of all partners.

Significance of dissemination and exploitation activities for a project is very well outlined in Erasmus+ projects guidelines:

“Having a strong plan for dissemination and exploitation from the beginning of a project is a key priority and should form an integral part of the CBHE throughout its lifetime. The objective of dissemination and exploitation is to maximise the impact of project results by optimising their value, strengthening their impact, transferring them to different contexts, integrating them in a sustainable way and using them actively in systems and practices at local and international levels.”

Erasmus+ Programme Capacity-Building projects in the field of Higher Education (E+CBHE) Guidelines for the Use of the Grant, 2015.

For efficient dissemination of results, project consortium recognized the need to have elaborated plan at the beginning of the project that should cover the main questions: why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period. All the partners are actively involved in the fulfilment of agreed objectives defined in this document throughout seven activities defined in work package 7 “Dissemination and exploitation”. Main goals of these activities are:

- to raise awareness on the importance of the third mission for Serbian universities
- to disseminate the results of the project to wider community
- to achieve the visibility of the IF4TM project and its results
- to establish links and cooperation with relevant stakeholders at all levels (international, national, institutional, local)
- to define the universities’ policies for promotion and accessibility of third mission procedures and supporting documents among university staff, research and students
- to ensure the best coordination and optimal use of project resources and results during and beyond the lifetime of the project



2. DISSEMINATION AND EXPLOITATION STRATEGY

Dissemination

In compliance with ERASMUS+ recommendations, IF4TM project will use various actions to ensure high project visibility and maximal impact. First step is creating this document - Dissemination and Exploitation Plan at the very beginning of the project with intention to update it regularly throughout the project.

Important activities to be performed at the beginning of the project are also to define projects' visual identity (logo) and design and print promotional material (flyers, posters, etc.) that will be distributed during the projects span. Additionally, the project online platform, web-site and facebook page are developed and launched, where project results, events announcements and news can be easily accessible by wider public.

Universities have to define their policies for promotion of third mission activities and dimensions at Serbian universities during the second project year. Ten info days are foreseen at Serbian HEIs where relevant stakeholders should be invited. Besides project events and dissemination of promo materials, the project teams' members should also actively participate at events outside the project (conferences, meetings, round tables, etc.), where they should promote the project's results and impact and establish contacts with relevant stakeholders.

Activities of creativity centres and creative techniques will be promoted in five Serbian cities using Interactive shop windows so that public at large can be informed about the project and its results.

Good practices reports in knowledge transfer and development of innovations at universities will be publically available as significant motivation and encouragement tool.

Exploitation

IF4TM is designed in such a way that produced results can be exploited even during the project implementation and lead to its multiplication outside the Consortium. Here are some of them:

- Large number of deliverables, especially reports and publications, publically available on the project and partners' web-sites for wider use by both participating and HEIs outside the Consortium
- Operational Manual for Third Mission as a significant part of exploitation strategy
- Seven INNO platforms, fully operational in the second year of the project
- For at least 10 selected research teams, innovation platform valuation and commercialization strategy should be developed leading to exploitation of research results



- Practical achievements in development of creativity and entrepreneurial activities of students and young researchers will be demonstrated within national competitions. Promising business ideas should lead towards the establishment of start-ups or spin-offs
- Mobilization of HEIs resources should result in joint innovative projects with enterprises and marketable innovations
- Open innovation campaigns launched at INNO platforms should engage young people in these innovative projects
- Especially significant exploitation activities should be realized within Creativity Centres where ideas will be validated through production of working prototypes



3. TARGET GROUPS

Successful dissemination means that at the very beginning of the project realization partners should identify the target groups which should or could be affected by project results and to tailor dissemination tools to the specific needs of these groups. The primary goal of IF4TM project is to develop the third mission of universities which encompasses a wide range of activities involving the generation, use, application and exploitation of knowledge and other university capabilities outside academic environments. Those activities can be divided into three dimensions: 1) Technology transfer and innovation; 2) Continual education; 3) Social engagement. The scope of the project and the importance of activities of third mission results in a variety of target groups:

Higher education institutions in Serbia

Defining internal HEIs acts and mechanisms for knowledge and innovation transfer, cooperation with enterprises and social engagement should boost knowledge/technology transfer processes at HEIs. It would in long term provide investments return from research and increase the number of patents, licences and spin-offs.

Policy maker and other stakeholders

In cooperation with leading EU partner institutions and HEIs in the Consortium, the partner Ministry – should create the policy and legal framework for third mission which are efficient and applicable to Serbian HEIs. The project teams will contribute to strategic and development processes within the Ministry – policy maker.

University staff (managers, administrators, professors and researchers)

The Operational Manual for Implementation of Third Mission will be developed within IF4TM, so those four categories of university staff will have clear procedures and mechanisms for its implementation. As the part of these, a capacity building programme for strengthening their capacities will be realized. Trainings for innovation management and business planning are especially significant for motivating professors and researchers to engage in technology transfer and innovation fields.

Students

Within five Creativity Centres and through INNO platforms, the students will develop techniques of creative thinking, present their ideas, validate concepts and further develop them through working prototypes. Apart from workshops in Creativity Centres, they will be involved in volunteering activities to improve skills necessary for career development and improving employability. In addition, they are also actively involved in the process of



selection of equipment for Creativity Centres. They will also participate in two annual national competitions for best student ideas during which a set of trainings related to entrepreneurship and innovations will be provided to them. Beside these activities, students will also:

- participate in the working groups established during the project lifetime,
- promote the IF4TM project on the events organized by student organizations,
- participate at the events organized by Project partners (they will evaluate the event organization, topic, etc. through Participant Feedback Form),
- cooperate with Project partners in activities related to the social engagement in order to define Social Engagement Plan with their opinions included,
- test and evaluate the Intraneta Solutions platform for the competition of best student ideas,
- be involved in the organization of Steering Committee Meetings and other project events organized by Project Consortium members.

University driven entrepreneurial subjects (business incubators and technology parks)

Business incubators and technology parks will be engaged in the development of the third mission, exchange of experience with EU partners and will have a chance to gain new tenants as students' start-ups and spin-offs from Serbian HEIs.

Enterprises (with a focus on SME sector)

Serbian HEIs will map their resources and mobilize them to boost innovations in enterprises, increasing thus their competitiveness and innovation potential. Open innovation campaigns will be launched within INNO platforms where students and young researchers will propose ideas for development of specific innovative projects in enterprises.

Other target groups

There are also several secondary target groups which could be affected by project results: local community, institutions which facilitate the process of third mission (like intellectual property offices), chamber of commerce, regional agencies for development...



4. PROJECT EXPLOITATION AFTER THE END OF THE PROJECT

Almost every result that will be developed within the project, most of reports, deliverables, operational manuals, procedures, new regulatory documents, promo materials, good practices, etc., will be visible and publicized on the web-sites of the project, participating HEIs and the Ministry, and thus accessible to HEIs staff, researchers and students. In this way, abovementioned target groups will benefit from project results even after the project ends.

Once they have been developed, the regulatory documents for IP management, university social engagement and cooperation with enterprises will continue to be used regardless of the project implementation scope.

Within defined integrative approach in continuing education, the trainings to be developed within the project will be realized after its end for HEIs staff, researchers, students and enterprises' employees who were not included in the capacity building trainings within the project. They will be organized by HEIs centres such as LLL centres, collaborative training centres, etc. In cooperation with municipalities and schools, Creativity centres will continually develop programmes of trainings for young people in the area of entrepreneurship and creativity along with awareness raising events in order to engage actively more students and pupils.

Since seven INNO platforms will be sustainable, as software-as-service collaborative tool for innovation management, the platform members (professors, researchers, students, tenants) will use it for generating and developing ideas, and team work on innovative and research projects.

The national competition for best student ideas is envisaged to be organized every year even after the project's end with the support of the Ministry, media, and donors so it is expected that larger number of students, not only from participating HEIs but also from other Serbian universities and colleges, will take part in this national event.

Strengthened capacities of HEIs' centres dealing with the technology transfer and established procedures for IP management will introduce new practice in applying for patents of HEIs researchers where applicant is HEI. Until now, the researchers were ones that applied for patents as physical entities. If number of patents from HEIs is increased, it will have a positive impact on their ranking in the world. Besides having their research protected, HEIs and researchers will have a chance to commercialize it in years to come.

In order to attract new users not only on national, but also on regional and EU level, after the project's end various sustainable mechanisms for raising awareness, dissemination and exploitation of project results will be used and the whole set of activities will be conducted leading to the sustainable impact on these target groups: the EU Dissemination Platform, project and Creativity Centres websites with public access to almost all outputs, info days and participation in similar public events outside the project, through social networks, promo materials, existing contacts and networks.



So, the following IF4TM project outcomes will be sustainable and exploited after the project's end:

- Implementation of new Serbian policies and law amendments for third mission
- Implementation of new and modified regulatory documents
- Operational Manual for Third Mission
- Monitoring and analysis of metrics for third mission activities
- Seven INNO platforms
- Annual National competition for best student ideas
- Operational Manual for Proof-of-concept Programme and its implementation
- Integrative university approach in continuing education
- LLL trainings in the area of entrepreneurship and innovation management
- Universities' social engagement plans
- Five Creativity Centres
- Project and Creativity Centres web-sites

Regarding institutional and financial sustainability of implementation of the new framework for third mission, managers and staff that are already employed in the Rectorates will be trained for its implementation, particularly for IP management and social engagement activities. Creativity Centres as socially beneficial organizations will be partially financed by universities' own resources and partially through new projects.

Serbian HEIs already have centres that carry out LLL trainings so the new LLL courses developed within IF4TM will be the part of their regular supply, either fee based or financed through other projects.

Since the Ministry is involved in the development of the national framework for the third mission, it can be expected that its implementation will be initiated at other Serbian HEIs as well after piloting at 7 HEIs in IF4TM. Good practices established at HEIs in Serbia, can be multiplied at universities in the Western Balkan Region.



5. DISSEMINATION TOOLS

Different documents and materials have been designed and printed for the purpose of dissemination of the IF4TM project. For the communication between consortium members and other parties interested in the project activities projects' web site and facebook page are used. For the purpose of project management, partners are using special online platform named Trello.

5.1 The IF4TM logo

The identity of the project is defined by unique graphical representation. For that purpose IF4TM logo is designed and used in all project documents.



Figure 1: IF4TM logo

5.2 The IF4TM website

The IF4TM website <http://www.if4tm.kg.ac.rs/> is an important dissemination tool for presentation of project results as well as place where all the information on the project activities and other relevant data are being published. Among the information related to the project description, objectives and outcomes of the project, the website contains the list of the Consortium Members together with their short presentation. There are contact information that enable easier communication between all members of the consortium and



other parties interested in the project. Logical Framework Matrix (LFM) and Work plan documents are available on the IF4TM website as well as project results during the lifetime of the project presented in the form of the tables. Some info about Development of legal framework for establishing the third mission of Serbian universities, Technology transfer and innovation, Continuing education and Social engagement dimensions are provided on the website, also.

Structure of the IF4TM website consists of 9 categories (sub-categories):

1. HOME
2. ABOUT PROJECT (Description, Objectives, Outputs/Outcomes, Management of the project)
3. CONSORTIUM MEMBERS (Lead partner, EU members, PC members)
4. LFM AND WORKPLAN
5. ACTIVITIES
6. PROJECT RESULTS (Table 2015/2016, Table 2016/2017, Table 2017/2018)
7. EVENTS
8. GALLERY
9. CONTACT

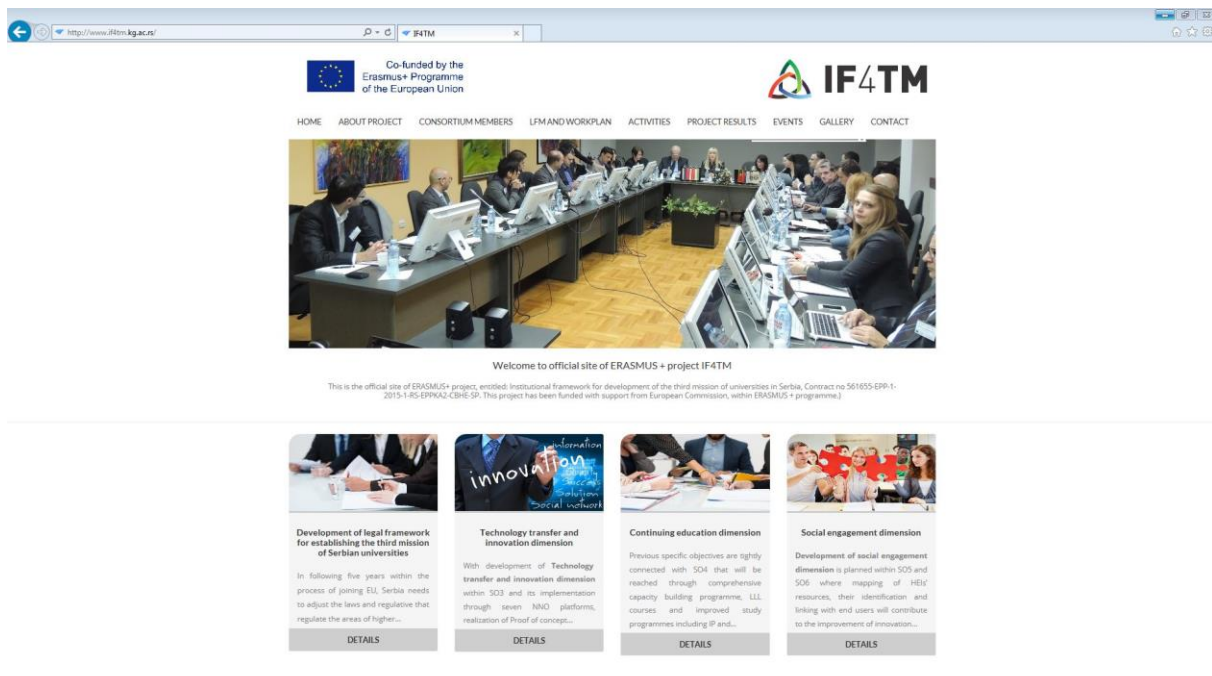


Figure 2: Screenshot of IF4TM home page



5.4 Flyer – short project presentation

Project flyer is designed with idea to present briefly main information about IF4TM project to potentially interested parties. Text in the flyer gives short info on the type of the project, partners involved, main and specific objectives as well as the goals in all three dimensions of the third mission (technology transfer and innovation, continual education, social engagement).

Contract number – 561655-EPP-1-2015-1-RS-EPPKA2-CBHE-SP

Project acronym – IF4TM

Project name – Institutional framework for development of the third mission of universities in Serbia

Project duration – October 2015 - October 2018

Programme – ERASMUS+

Wider Objective - To contribute to the establishment of institutional framework for the third mission (**TM**) of the universities in Serbia, encompassing three dimensions:

1. Technology transfer and innovation
2. Continuing education
3. Social engagement

Specific Objectives

- To define legal and policy framework supporting the development of universities' third mission in Serbia
- To adjust existing and define new legal framework at seven Serbian Higher Education Institutions
- To develop technology transfer and innovation dimension
- To develop continuing education dimension for capacity building of university staff, researchers and students
- To develop universities' social engagement dimension unlocking and mobilizing university resources and capacities to society and enterprises needs
- To establish five Creativity centres in Serbia as spaces facilitating creativity in teaching and learning, ideas development and proving concept



IF4TM Consortium

Serbian partners

Higher Education Institutions

- ✓ University of Kragujevac
- ✓ University of Belgrade
- ✓ University of Novi Sad
- ✓ University of Nis
- ✓ State University of Novi Pazar
- ✓ Belgrade Metropolitan University
- ✓ Technical College of Applied Sciences in Zrenjanin

Governmental bodies

- ✓ Ministry of Education, Science and Technological Development of the Republic of Serbia
- ✓ Intellectual Property Office of the Republic of Serbia

Institutions supporting innovation and entrepreneurship

- ✓ Business innovation centre Kragujevac
- ✓ Business Technology Incubator of Technical Faculties Belgrade
- ✓ Business Incubator Novi Sad
- ✓ Intranea solutions d.o.o

EU partners

- ✓ University of Brighton, United Kingdom
- ✓ Danube University Krems, Austria
- ✓ University of Lisbon, Portugal
- ✓ University of Bari Aldo Moro, Italy
- ✓ University of Maribor, Slovenia



Development of legal framework

- Consensus meetings
- Development of new policies and law amendments
- Development of new and modification of existing universities' regulatory documents
- Capacity building programme for university staff
- Operational manual for implementation of the third mission

1st TM Dimension: Technology transfer and innovation

- Setting-up seven INNO platforms for innovation management
- Trainings for INNO platforms' users
- Five Workshops "Methodology guide for innovation"
- National competitions for best ideas of students
- Improving Technology Readiness Level (TRL) through Proof-of-concept programme (PoC)
- IP valuation and development of commercialization strategy

2nd TM dimension: Continuing education

- Integrative university approach in continuing education
- Trainings on IP management
- Trainings on market strategy
- Start-up trainings
- Including entrepreneurship and IP management topics in study programs

3rd TM dimension: Social engagement

- Universities' social engagement plans
- Five Creativity Centers in Serbia
- Workshops on entrepreneurship and creative thinking
- Non-discipline students' volunteering
- Mobilizing university resources to society needs
- Open-innovation campaigns



5.5 Other print materials

The most important print material for project promotion is a flyer, designed to present objectives and outcomes of the project, as well as list of consortium members. Other print materials (poster, roll up, folder, notebook) are designed for the use of dissemination during project events (workshops, info days).

WIDER OBJECTIVE

To contribute to the establishment of institutional framework for the third mission of the universities in Serbia, encompassing three dimensions:

1. Technology transfer and innovation
2. Continuing education
3. Social engagement

SPECIFIC OBJECTIVES

- To define legal and policy framework supporting the development of universities' third mission in Serbia
- To adjust existing and define new legal framework at seven Serbian Higher Education Institutions
- To develop technology transfer and innovation dimension
- To develop continuing education dimension for capacity building of university staff, researchers and students
- To develop universities' social engagement dimension unlocking and mobilizing university resources and capacities to society and enterprises needs
- To establish five Creativity centres in Serbia as spaces facilitating creativity in teaching and learning, ideas development and proving concept

CONSORTIUM

SERBIAN PARTNERS

Higher Education Institutions

- University of Kragujevac
- University of Belgrade
- University of Novi Sad
- University of Nis
- State University of Novi Pazar
- Belgrade Metropolitan University
- Technical College of Applied Sciences in Zrenjanin

Governmental bodies

- Ministry of Education, Science and Technological Development of the Republic of Serbia
- Intellectual Property Office of the Republic of Serbia

Institutions supporting innovation and entrepreneurship

- Business innovation centre Kragujevac
- Business Technology Incubator of Technical Faculties Belgrade
- Business Incubator Novi Sad
- Intraena solutions d.o.o

EU PARTNERS

- University of Brighton, United Kingdom
- Danube University Krems, Austria
- University of Lisbon, Portugal
- University of Bari Aldo Moro, Italy
- University of Maribor, Slovenia

Coordinator:
University of Kragujevac
Jovana Cvijica bb
34000 Kragujevac, Serbia
www.if4tm.kg.ac.rs

Co-funded by the
Erasmus+ Programme
of the European Union

Co-funded by the Erasmus+ Programme of the European Union
This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

IF4TM

Institutional framework for development of the third mission of universities in Serbia

innovation Quality Success

DEVELOPMENT OF LEGAL FRAMEWORK

- Consensus meetings
- Development of new policies and law amendments
- Development of new and modification of existing universities' regulatory documents
- Capacity building programme for university staff
- Operational manual for implementation of the third mission

1st TM DIMENSION: Technology transfer and innovation

- Setting-up seven INNO platforms for innovation management
- Trainings for INNO platforms' users
- Five Workshops "Methodology guide for innovation"
- National competitions for best ideas of students
- Improving Technology Readiness Level (TRL) through Proof-of-concept programme (IPoC)
- IP valuation and development of commercialization strategy

2nd TM DIMENSION: Continuing education

- Integrative university approach in continuing education
- Trainings on IP management
- Trainings on market strategy
- Start-up trainings
- Including entrepreneurship and IP management topics in study programs

3rd TM DIMENSION: Social engagement

- Universities' social engagement plans
- Five Creativity Centers in Serbia
- Workshops on entrepreneurship and creative thinking
- Non-discipline students' volunteering
- Mobilizing university resources to society needs
- Open-innovation campaigns

Figure 3: Flyer (front and back page)



IF4TM

Institutional framework for development of the third mission of universities in Serbia

<p>1st TM DIMENSION: Technology transfer and innovation</p> <ul style="list-style-type: none"> ▪ Setting-up seven INNO platforms for innovation management ▪ Trainings for INNO platforms' users ▪ Five Workshops "Methodology guide for innovation" ▪ National competitions for best ideas of students ▪ Improving Technology Readiness Level (TRL) through Proof-of-concept programme (PoC) ▪ IP valuation and development of commercialization strategy 	<p>2nd TM DIMENSION: Continuing education</p> <ul style="list-style-type: none"> ▪ Integrative university approach in continuing education ▪ Trainings on IP management ▪ Trainings on market strategy ▪ Start-up trainings ▪ Including entrepreneurship and IP management topics in study programs 	<p>3rd TM DIMENSION: Social engagement</p> <ul style="list-style-type: none"> ▪ Universities' social engagement plans ▪ Five Creativity Centers in Serbia ▪ Workshops on entrepreneurship and creative thinking ▪ Non-discipline students' volunteering ▪ Mobilizing university resources to society needs ▪ Open-innovation campaigns 
<p>SERBIAN PARTNERS</p> <p>Higher Education Institutions</p> <ul style="list-style-type: none"> • University of Kragujevac • University of Belgrade • University of Novi Sad • University of Nis • State University of Novi Pazar • Belgrade Metropolitan University • Technical College of Applied Sciences in Zrenjanin 	<p>Governmental bodies</p> <ul style="list-style-type: none"> • Ministry of Education, Science and Technological Development of the Republic of Serbia • Intellectual Property Office of the Republic of Serbia <p>Institutions supporting innovation and entrepreneurship</p> <ul style="list-style-type: none"> • Business innovation centre Kragujevac • Business Technology Incubator of Technical Faculties Belgrade • Business Incubator Novi Sad • Intranea solutions d.o.o 	<p>EU PARTNERS</p> <ul style="list-style-type: none"> • University of Brighton, United Kingdom • Danube University Krems, Austria • University of Lisbon, Portugal • University of Bari Aldo Moro, Italy • University of Maribor, Slovenia
 <p>Co-funded by the Erasmus+ Programme of the European Union</p>	<p><small>Co-funded by the Erasmus+ Programme of the European Union This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein</small></p> 	 <p><small>Coordinator: University of Kragujevac Jovana Cvijica bb 34000 Kragujevac, Serbia www.if4tm.kg.ac.rs</small></p>

Figure 4: Poster



Figure 5: Folder



Co-funded by the
Erasmus+ Programme
of the European Union



Figure 6: Notebook cover



Co-funded by the
Erasmus+ Programme
of the European Union



IF4TM

Institutional framework for development
of the third mission of universities in Serbia



Figure 7: Rollup



Co-funded by the
Erasmus+ Programme
of the European Union

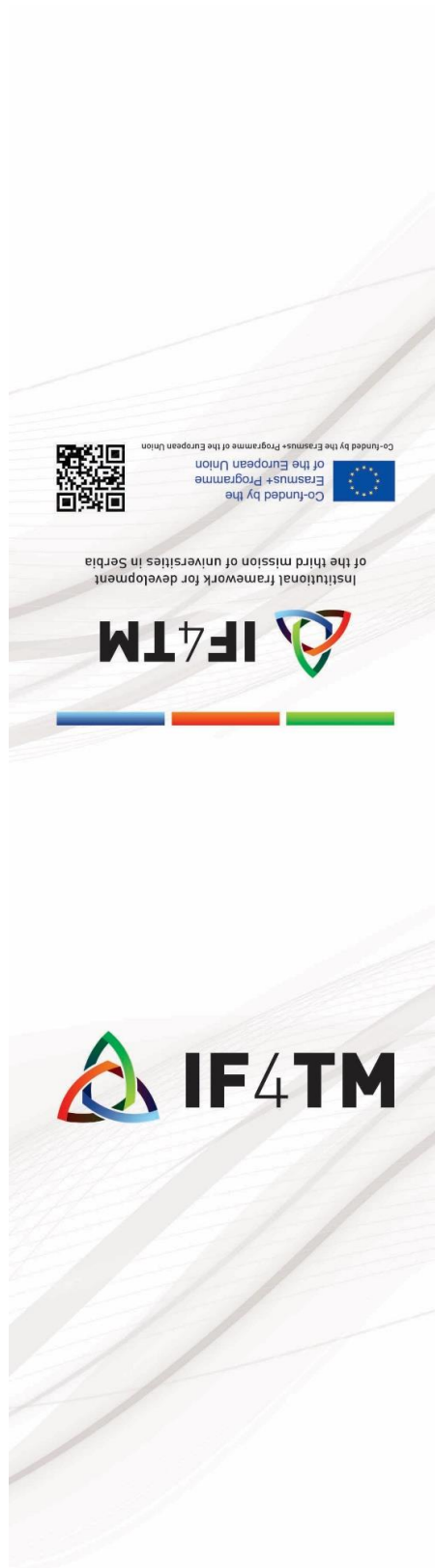


Figure 8: Visit card holder



6. DISSEMINATION EVENTS

Several events will be organized with the purpose to disseminate IF4TM project results. These events will be evaluated and updated constantly. Event calendar will be posted on the website in order to provide partners, members, and website visitors information on relevant events in appropriate areas of interest. The organization of events is to be undertaken by every Consortium partner, but with coordination with the partner responsible for dissemination activities.

6.1 Information days and public appearances

Information days will be organized to inform research and academic community, business sector, especially SMEs, policy-makers and main stakeholders, about the project and its realized outcomes.

At least 20 information days and other raising awareness events will be organized, 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 national and regional media will be organized. Participants would be academic staff and managers from 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 print media. In addition to that, relevant information on info days will be available at the project web site <http://www.if4tm.kg.ac.rs> and Trello platform.

6.2 Workshops

In order to understand the innovation cycle and principles of ideas and innovations development, seven two-day workshops "Methodology guide for innovations" will be organized at seven Serbian HEIs for at least 100 trainees (professors, researchers, students etc.).

6.3 Open doors days

Several Open door days will be organized by universities. These aim to get prospective users acquainted with University modernized structures and services, offered programs, 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 third mission will be organized. 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

Based on the experience in launching of two INNO platforms (at UKG and UNS) within WBCInno project, five new INNO platforms for innovation management will be developed based on Stage-gate technology and launched at other Serbian HEIs in the project (M12). A set of trainings will be organized for university staff, researchers and students at Serbian HEIs for using the platform.

6.5.1 Capacity building trainings for University staff

Within WP 2, a capacity building training will be organized for the university staff (at least 100 managers, trainers, administrators, etc.) for implementation of new legal framework for the third mission.

6.5.2 Trainings for students/researchers

In the scope of WP4, three sets of training activities will be developed and delivered:

- trainings on IP management for at least 100 trainees (M33),
- trainings on market strategy for 100 participants (M33), and
- startup training courses for at least 50 trainees (M33).

Trainings for IP and innovation management and business planning are especially significant for motivating professors and researchers to engage in technology transfer and innovation fields. They will use INNO platforms for collaboration, collecting ideas and developing innovative projects.

One of the major deliverables in the scope of WP5 will be five Creativity Centres established in Serbian university cities (by M12) and equipped (by M18). Within five Creativity Centres and through INNO platforms, the students will develop techniques of creative thinking, present their ideas, validate concepts and further develop them through working prototypes. Apart from workshops in Creativity Centres, they will be involved in volunteering activities to improve skills necessary for career development and improving employability. They will also participate in two annual national competitions for best student ideas. During the competition, the participants will be provided with the set of trainings in the area of entrepreneurship and IP management.



7. INTERNAL COMMUNICATIONS

7.1 Project management and monitoring - Trello platform

Online platform *Trello* (available at www.trello.com) is used for effective overall project management, coordination of the work between project participants, document management and communication between partners. Trello, after registration of the partner institutions' members, allows large number of functionalities needed for the project management. Project representation in *Trello* consist of so-called *Boards* – lists representing different work packages and other more extensive topics (Steering Committee Meetings, Mobilities).

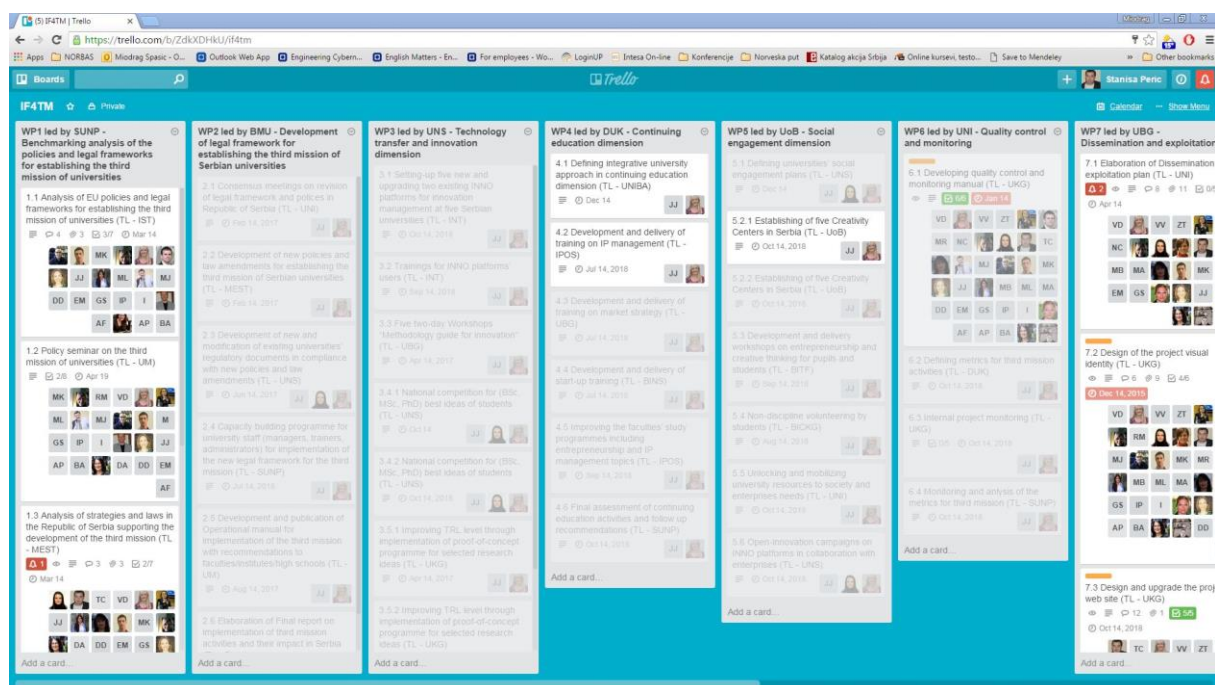


Figure 9: Trello platform with Boards

Every *Board* consists of several *Cards* containing corresponding activities and tasks, together with the description of the activity, information about activity leaders, members, percentage of finished work.

After any change made on platform, all the partners registered to that activity (card) are informed instantly via their registered e-mails, and allowed to participate in discussions and other actions related to the project activity, like uploading supporting documents. *Trello* also has a separate *Calendar* where the partners can check out upcoming deadlines for each activity.

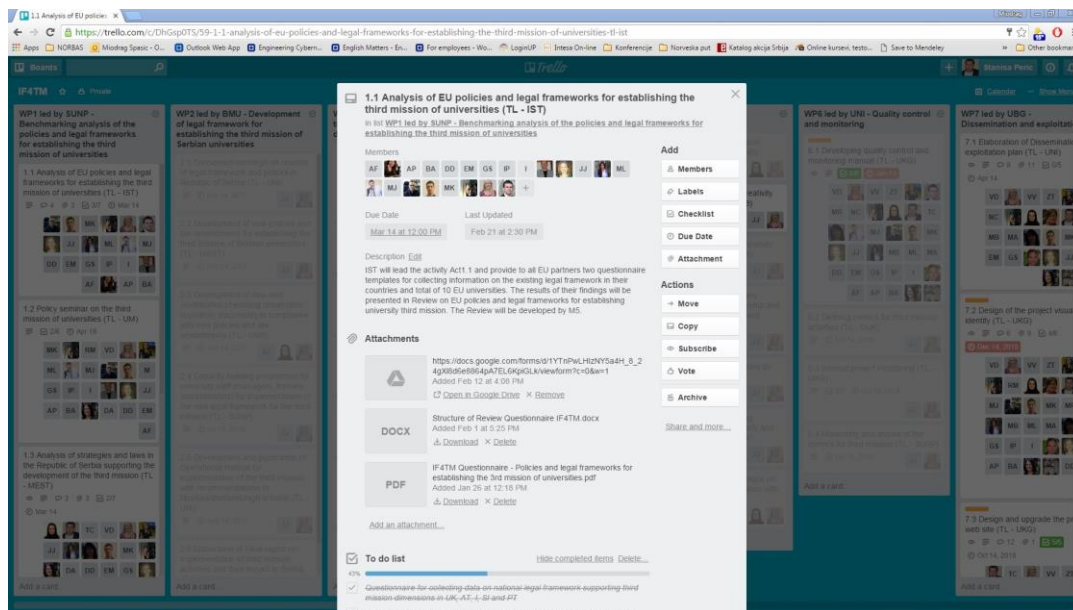


Figure 10: Trello platform – a single Card

7.2 Internal events - Steering Committee Meetings

The project envisages one kick-off and six Steering Committee meetings, where SC members and representatives of partner teams will participate. The aim of these meetings is to present and discuss the progress of project activities and present the results achieved. Action plan for the following period will be analysed and revised if necessary. Any decisions or risk-mitigating measures (if necessary) will be discussed and adopted at SC meetings.

SC meetings will be organized in combination with other projects events, in order to achieve the cost efficiency of the related travels. The initial plan for SC meetings is as follows:

- 1st SC meeting, University of Nis (Serbia), M7
- 2nd SC meeting, University of Belgrade (Serbia), M12
- 3rd SC meeting, State University of Novi Pazar (Serbia), M18
- 4th SC meeting, University of Novi Sad (Serbia), M24
- 5th SC meeting, Technical College of Applied Sciences in Zrenjanin (Serbia), M30
- 6th SC meeting, Belgrade Metropolitan University (Serbia), M35.

After each meeting, Minutes will be elaborated based on the results and decision made. The Minutes will present the purpose, objectives and elements of kick-off/SC meetings. It will also report on the conclusions regarding overall technical and financial progress, presentations of achieved results, results of financial reporting and revised Action Plan for the following period.



Coordinator:
University of Kragujevac
Jovana Cvijica bb
34000 Kragujevac, Serbia
www.if4tm.kg.ac.rs



Co-funded by the
Erasmus+ Programme
of the European Union

Co-funded by the Erasmus+ Programme of the European Union

"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

Copyright ©IF4TM Consortium