




WP4: Pilot action plan Region of Central Macedonia


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The scope of the pilot action




Consolidation
and creation of a more effective
regional S&T intermediation system


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How?

- By creating a “structure” in regional level with a business model to achieve valorization of R&D results.
- We do not intend to create another intermediary.
- We will use VRC model and propose the appropriate business model.




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What is VRC

The Virtual Research Centre for Cooperative Innovation is an online infrastructure in the Region of Central Macedonia, Greece, combining:

- access of public and private organisations to R&D results created from the academic and research institutions of the region
- guides and tools facilitating new product development, licensing, spin-off creation, and the management of quality

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Technology Transfer, Academia and Industry

Research Centres and University Laboratories are becoming today strategic-support organisations for technology development, forming pools of know how and innovations for entrepreneurial activities








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Patterns of Technology Dissemination

Recent studies, examining the different patterns of technology dissemination from research institutions to firms, identify two distinguished models.

In both models, research activity is seen as a major contributor to the creation of knowledge & new products.






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1st Model

The first technology transfer model refers to the establishment of links between universities and firms through formalised research processes, such as research contracts, patents, or 'buy-sell' transactions.




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2nd Model

The second technology transfer model considers technology transfer as a collaborative activity occurring within networks of formal and informal relationships between universities and firms.




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2nd Model (Continued)

The second model relies on interdependences, interactions and interactive learning between different bodies, arising from collaboration networks and collective learning processes. Interactions through various forms of cooperation and networks activate learning processes, which in their turn activate the generation and acquisition of knowledge.



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1st vs. 2nd Model

Progress/Innovation

Old (closed)

Linear, slow
Proprietary knowledge
Ideas as strategic advantage
Mentors
Learn by reverse-engineering
Progress by "Shoulders of Giants"
Wisdom of experts

New (open)

Exponential, networked, quick
Shared knowledge
Ideas "paid forward"
Micromentors
Lessons learned benefit all
Progress by "The Mesh Pit"
Wisdom of crowds

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Models' Strengths and Weaknesses

- In model 1, problem derives from difficulties to bridge supply with demand; firms usually don't know what universities do and universities don't know what firms need; from lack of exteriorisation of the university activities; establishment of information systems and elaboration of ways for the promotion and dissemination of R&D.
- In model 2, difficulties derive from the establishment of collaboration networks and links; obtaining an interactive learning process through close collaborations; trust for co-operation, knowledge sharing and collective learning.

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Tools for collaboration

To overcome these problems, policy makers have lunched a number of measures and supporting interventions; a great attention was given to ICT, digital spaces, platforms and online tools; on intangible infrastructure and 'knowledge capital' relate to assets which have value but no physical or material substance.

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Online platforms and tools

A large variety of virtual innovation spaces have been created to assist organisations and companies to externalise technological knowledge, manage product development, and adoption of new technology through outsourcing.



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Online Technology Market Places

Virtual spaces for the dissemination of information, knowledge and technology.

Online technology marketplaces offer to the universities and research institutions the ability to extract tremendous value from the intellectual property they are willing to share.





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Private - yet2.com

A marketplace for buying and selling licensable technologies, know-how, processes, and similar intellectual property. Yet2.com is focused on bringing buyers and sellers of technologies together by offering the companies and individuals the tools and expertise to acquire, sell, license, and utilise some of the world's most valuable intellectual assets.


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Virtual Research Centre of Central Macedonia

The Virtual Research Centre of Central Macedonia combines tools from all three above mentioned categories of virtual spaces for technology transfer and innovation management.

It aims to facilitate the access of public and private sector institutions in results of research projects, and to contribute in the wider distribution and exploitation of products and services that are based on the academic research.


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Target Group

- Laboratories and research units
- Researchers
- Private companies
- Public organisations
- Incubators
- Technology transfer agencies
- Technology consultants





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VRC - Website – <http://www.vrc.gr>







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Thank you



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