



IPICA

WP3: MULTI-STAKEHOLDER CAPACITY BUILDING

- 3.2 WORKSHOP PROGRAMME -

Venue: Rooms 40-41, Caribbean Sustainable Energy & Innovation Institute, University of Technology, Jamaica, Kingston, Jamaica.

(Rooms 40-41 are located in the Faculty of Engineering & Computing)

Project Acronym: IPICA

Full Project Title: Empowering knowledge transfer in the Caribbean through effective IPR & KT

Contract Number: FED/2013/330-211

DETAILED WORKSHOP DESCRIPTION

Workshop 1: Training for knowledge transfer managers and practitioners (Corresponds to project Activity 3.2)

- ✓ **Objective:** to provide the participants with an overview on how to promote innovation and knowledge transfer on a strategic level involving the different stakeholders; how to identify and evaluate intellectual assets; how to use IPR as tool for value creation; how to build partnerships between universities and enterprises to stimulate knowledge transfer and economic development;
- ✓ **Target group:** TT managers & researchers from public higher education and research institutions, IP Office and Ministry representatives. Participants will commit to replicating the capacity building in their countries benefiting staff of non-partner organisations (Act. 3.4).
- ✓ **Implementation date:** 27-28 November 2014
- ✓ **Venue/organizer:** UTECH, Jamaica
- ✓ **Partner in charge of programme and content:** UA

Topics addressed:

The workshop will provide good practice examples and stimulate discussions around three main topics:

- **Policy and strategic level: Knowledge Transfer and Innovation Systems:**
 - Caribbean STI systems and the role of IPR
 - How National IP offices can support HEIs to foster innovation
 - University IP Policies, good practice
- **Intellectual Asset Management applied in practice:**
 - how to identify, report and use IP for strategic management
- **Knowledge transfer from University to Industry – a key driver of innovation:**
 - Strategic considerations
 - support services at universities
 - Key processes and support measures for university-enterprise cooperation
 - International platforms and resources for knowledge transfer

Trainers / Speakers:

- Carol Simpson, WIPO
- Paul Regis, WIPO
- Ana Urrecha, OEPM
- Malcolm Spence, CARICOM
- Alexandra Mayr, UA
- Thomas Schmalzer, FHJ
- Christian Friedl, FHJ

Learning outcomes:

After this workshop, participants shall be able to:

- appreciate the key success factors of innovation systems and the role of IPR,
- identify and initiate new ways of collaboration with the different stakeholders,
- Identify the main set-backs and areas for action to improve knowledge transfer,
- Evaluate the appropriateness of the IP, STI and innovation policies of their institutions and identify areas for improvement,
- differentiate between different concepts and approaches of Intellectual Capital Reporting and Intangible Asset Management
- understand the strategic dimensions and implications of IC reporting and their impact on the management of HEIs/R&D organizations and university to business cooperation
- identify the most important knowledge-based items within their institution,
- explain the economic and strategic potentials/benefits when implementing Intellectual Capital Reporting,
- describe the basics of measuring Intellectual Capital,



- draw findings and implications from the Austrian Higher Education Intellectual Capital Reporting system for their own context,
- discuss types, benefits, drivers and barriers of University-Business cooperation within an Ecosystem model.
- To identify opportunities and challenges in the Energy field in

PROGRAMME

Wednesday, 26th November 2014

PROJECT PLANNING AND COORDINATION MEETING ** IPICA project partners only **		
9:15 – 9:30	Welcome and objectives of the day	Alexandra Mayr, UA
9:30 – 10:30	Project status overview Project WPs and workplan overview	Alexandra Mayr, UA
	Coffee Break	
11:00 – 12:30	Working groups WPs 2, 3, 4 (1 group per WP works on plan to implement the WP, including finance)	ALL – Led by Alexandra, Thomas, Christian
	Lunch Break	
14:00 – 15:00	Presentation of the results of the working groups	<i>ALL Partners – appointed speaker per group</i>
15:00 – 15:30	Project reporting and financial issues	Alexandra Mayr, UA
	Coffee Break	
16:00 – 16:30	AOB and Closing of Management Meeting	ALL
	Welcome Dinner / Social Activity - TBC	

Thursday, 27th November 2014

TRAINING DAY 1 - INNOVATION SYSTEMS, STI POLICIES AND THE ROLE OF IP: SETTING THE STAGE -		
9:00– 9:15	Official welcome and opening of the workshop	Ambassador the Hon. Burchell Whiteman, OJ, President of UTech
9:15 – 9:30	Introduction and Workshop Objectives	<i>Alexandra Mayr, UA</i>
9:30 – 10:00	WIPO Cooperation on Science and Technology Innovation in the Caribbean	<i>Carol Simpson, Head of Caribbean Section, Bureau for Latin America and the Caribbean, WIPO</i>
10:15 – 10:45	Evaluation of the Innovation System and the Role of IP: Methodology and Experience from Trinidad & Tobago	<i>Paul Regis, Caribbean Section, Bureau for Latin America and the Caribbean, WIPO</i>
	Coffee Break	
11:00 – 11:45	How CARIFORUM is promoting innovation and knowledge transfer through its external trading arrangements	<i>Malcolm Spence, CARICOM</i>
11:45 – 12:30	How IP Offices collaborate with HEIs and PROs to foster innovation	<i>Ana Urrecha, OEPM</i>
	Lunch Break	
13:30 – 17:30	Workshop: Intellectual Capital Reporting (incl. strategic dimension and introduction to intangible assets)	<i>Thomas Schmalzer, FHJ Christian Friedl, FHJ</i>

Friday 28th November 2014

TRAINING DAY 2 - KNOWLEDGE TRANSFER, IP POLICIES AND PRACTICES IN UNIVERSITIES -		
9:00 – 9:15	Objectives of the day	<i>Alexandra Mayr, UA</i>
9:15 – 10:15	Report of the Benchmarking Study undertaken by the IPICA project partner Universities + Feedback and Discussion	<i>Anne Sophie Tejada, INTEC</i>
10:15 – 11:00	IP Policies in Universities: Good Practice Examples + Recommendations of the European Commission for Higher Education Institutions and PROs	<i>Alexandra Mayr, UA</i>
	Coffee Break	
11:15 – 12:30	University-Business cooperation to foster regional relational capital	<i>Thomas Schmalzer, FHJ Christian Friedl, FHJ</i>
	Lunch Break	
13:30 – 14:30	Innovation Support Services offered by HEIs Networks and important platforms	<i>Alexandra Mayr, UA</i>
	Coffee Break	
14:30 – 16:30	Energy sector innovation examples from Jamaica: 1. Wave Energy 2. H2-Flex Hydrogen Generator 3. Pedro Banks Renewable Energy Project	1. Jackie Stewart, Private Innovator 2. Harlo Mayne, Maynex Research 3. Robert Wright, Newleaf Technologies Ltd. (TBC)
16:30 – 17:30	Conclusions and Next Workshop planning	