

Développement du savoir pour l'innovation et une croissance durable

2013-1-SK1-LEO05-06361

<http://www.adam-europe.eu/adam/project/view.htm?prj=11550>

Information sur le projet

Titre: Développement du savoir pour l'innovation et une croissance durable

Code Projet: 2013-1-SK1-LEO05-06361

Année: 2013

Type de Projet: Projets de transfert d'innovation

Statut: Accordé

Pays: SK-Slovaquie

Accroche marketing: L'objectif principal du projet « Développement du savoir pour l'innovation et une croissance durable » a été de contribuer à une meilleure utilisation de la connaissance par des petites et moyennes entreprises slovaques (PMEs) pour favoriser l'innovation et leur croissance durable.

Le projet a été financé par le programme « la formation tout au long de la vie – Leonardo da Vinci » et a apporté une réponse au décalage entre les besoins du marché de travail slovaque et l'offre existante de formation professionnelle

Résumé: The "Leverage knowledge for sustainable innovation and growth" (LEGEND) project, as its MAIN OBJECTIVE, was supposed to contribute to increased use of knowledge by Slovak small and medium-sized companies in order to enhance their sustainable growth and innovation. In addition, the project SPECIFICALLY focused on transferring the intellectual capital methodology applicable to SMEs and their partners to be used as a specific training and reporting tool in the local context, with the aim to contribute to increased competitiveness of SMEs and their partners involved in research and development. The project responded to low level of linkages between the labor market and the system of VET and for Slovak SMEs and presented an innovative topic with high potential for future use.

Four partners from three countries created a unique consortium combining their expertise: the German partner, Wissenskapital, (P2) as the holder of the transferred innovation for SMEs; the Austrian partner, FH Joanneum, (P3) as the academic representative experienced in intellectual capital management at Austrian universities; and the strong Slovak partnership represented by Centire (P0 and coordinator) and the IT Valley association (P1) which together provided a guarantee of successful implementation of the LEGEND project as well as dissemination and exploitation of the developed outcomes.

Within the 24 months of the project duration, six work packages were carried out:

WP1 - Developing content and methodology

WP2 - Developing training program

WP3 - Methodology pilot-testing

WP4 - Scaling up and sustainability

WP5 - Dissemination

WP6 - Project management and communication.

Description: The project consortium accomplished objectives specified in the application form. The main objective „(to) contribute to increased use of knowledge by Slovak small and medium-sized companies in order to enhance their sustainable growth and innovation“ has been more a medium or long-term goal. The project succeeded to arouse the interest in this topic leading to the greater innovativeness of participating organizations. In addition, the project was supposed to „specifically focus on transferring the intellectual capital methodology applicable to SMEs and their partners to be used as a specific training and reporting tool in the local context, with the aim to contribute to increased competitiveness of SMEs and their partners involved in research and development.“ With 23 successfully carried-out results, persistent communication and cooperation with SMEs and SME partners it may be stated, based on their feedback, that the project surpassed the original objectives and the project potential. The LEGEND project proved that transfer of new approaches is essential in order to help Slovak organizations grow and be more innovative.

The biggest benefit of the project lies in the mindset shift as the companies started

Information sur le projet

to focus on other areas, including factors ensuring their future success. Besides the close cooperation among the project partners, the project linked SMEs with their natural partners resulting in new fruitful cooperations.

The project success may be demonstrated by its main outputs. The project LEGEND succeeded in:

DEVELOPING:

- a comprehensive report on the IC methodology combining focus on SMEs and their partners
- application of the IC methodology to Košice region context
- extensive curricula and training materials
- a modern and user-friendly e-learning system

ATTRACTING:

- 19 participants from 8 institutions to training of trainers
- 18 registered participants from 9 SMEs to training for SMEs
- 27 participants from 11 organizations (universities, research organizations, municipalities) to training of SME partners
- 5 SMEs for implementation of the IC methodology within the LEGEND project

ORGANIZING:

- 3 bilateral meetings with HEIs representatives and 1 meeting at the Ministry of Education, Science, Research and Sport of the SR
- press conference with broad media coverage
- final conference with reputable international speakers attended by 54 participants

SUBMITTING:

- two non-modules courses for accreditation.

- Thèmes: *** Marché du travail
 *** Formation tout au long de la vie
 *** Entreprise, TPE, PME
 ** Développement durable
 ** Formation ouverte et à distance
 ** Formation continue
 * TIC
 * Enseignement supérieur
 * Validation, transparence, certification
- Sectors: *** Activités Spécialisées, Scientifiques Et Techniques
 *** Enseignement
 ** Administration Publique
 * Activités de Services Administratifs et de Soutien
 * Activités Financières et d'Assurance

- Types de Produit: Enseignement à distance
 Modules
 Matériel pour l'enseignement
 Transparence et certification
 Autres
 Site Internet
 Matériel d'apprentissage
 Programme/curriculum

- Information sur le produit: The main project outcomes for the final beneficiaries (small and medium-sized enterprises and their partners in research and development activities) included: a training program based on the German methodology Intellectual Capital Statement adjusted to Slovak context, training of trainers, training materials and relevant e-learning system, trainings for SMEs, trainings for SME partners and a range of scaling up and dissemination activities with the aim to improve sustainability of the project outcomes beyond the scope of the project. Due to involvement of the IT Valley association, as a unique representative of diverse target groups, all project

Information sur le projet

outcomes were reviewed and tailored to the needs of the final beneficiaries. The project impacts included implementation of the Intellectual Capital Statement methodology in Slovakia, better international collaboration as well as higher economic growth in Slovakia.

Page Web du projet: www.project-legend.eu

Contractant du projet

Nom: Centire s.r.o.
Ville: Bratislava
Pays/Région: Bratislavsky Kraj
Pays: SK-Slovaquie
Type d'organisation: Entreprise de petite et de moyenne taille (jusqu'à 250 employés)
Site Internet: <http://www.centire.com>

Personne de contact

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Coordinateur

Nom: Centire s.r.o.
Ville: Bratislava
Pays/Région: Bratislavsky Kraj
Pays: SK-Slovaquie
Type d'organisation: Entreprise de petite et de moyenne taille (jusqu'à 250 employés)
Site Internet: <http://www.centire.com>

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Partenaire

Partner 1

Nom: FH JOANNEUM Gesellschaft mbH
Ville: Graz
Pays/Région: Styria
Pays: AT-Autriche
Type d'organisation: Autres
Site Internet: <http://www.fh-joanneum.at>

Partner 2

Nom: Kosice IT Valley
Ville: Košice
Pays/Région: Východné Slovensko
Pays: SK-Slovaquie
Type d'organisation: Autres
Site Internet: <http://www.kosiceitvalley.sk>

Partner 3

Nom: Wissenskapital ZFI/ECI GmbH
Ville: Oberreichenbach
Pays/Région: Bayern
Pays: DE-Allemagne
Type d'organisation: Autres
Site Internet: <http://www.wissenskapital.info/>

Produits

- 1 The Intellectual Capital Method: Overview and Introduction
- 2 Methodology description - Description of the methodology of intellectual capital management for
- 3 Training curricula for training of trainers and both trainings for target users (SMEs and their
- 4 Training materials for trainers
- 5 LEGEND web page
- 6 Project Dissemination Plan
- 7 Detailed project plan and defined key performance indicators
- 8 Project meetings and internal monitoring reports
- 9 Interim report/Final report
- 10 Quality assurance reports
- 11 Press releases
- 12 Adjusted training materials (participants) for e-learning
- 13 E-learning system
- 14 Training materials for participants - for training of SMEs and partner institutions
- 15 Adjusted versions of the training curriculum and materials
- 16 Full proposal for certification of the IC study program in Slovakia
- 17 Outcome dissemination plan and feasibility study (long-term sustainability)

Produit 'The Intellectual Capital Method: Overview and Introduction'

Titre: The Intellectual Capital Method: Overview and Introduction

Type de Produit: Autres

Texte marketing: The report contributes to the transfer of the Intellectual Capital Method into Slovakia. Since part of the ICS method has been available since 2004, a strong base of empirical data has been gathered over the years on how SMEs successfully implement IC in order to stay competitive in the market. Adding the ECI (Earnings Capability Index) is new in this context and includes also the financial data. Convincing the financial society of the benefits has been a challenge since the beginnings of the ICS movement. This is now slowly being changed. As a result, Slovakia can improve its role in the international market and experience a leap growth in innovation. Policy makers can influence this in a sustainable way. Therefore, also a lot of effort is put in the reports on understanding the German story of maintaining a position as an industrial leader and the role of "Mittelstand" in this process.

Description: A complete overview of initiatives made in the area of intellectual capital/ intangible asset management has been connected with the work of Professor Leif Edvinsson in Sweden (Skandia) and Professor Günter Koch in Austria (Seibersdorf) since the onset of the movement.

The first implementation in a broader sense was the "Wissensbilanz" - Made in Germany and the Intellectual Capital – Made in Europe. The empirical base uses processes based on soft facts in an organisation in order to improve its overall performance. Also in the Knowledge Cities project this method was used to analyse regional development policies.

A decision was made on a project level to include the financials into the report in a new way. Previously, only German SMEs had been using this on a smaller scale. The project LEGEND tested this approach on new cases with the intention to find out whether and how the process can be more focused and provide a clear added value to SMEs.

A strong emphasis was put analysing success factors of the German "Mittelstand". Slovak decision-makers were probed to consider this as a way to improve economic performance that would be based on local SMEs.

Cible: 1) SMEs
2) Trainers ("future trainers")
3) SME partner organizations from academic institutions: Higher Education Institutions (HEI) and Research & Development (R&D) Institutions
4) Partner institutions
5) Other stakeholders in the Regional Innovation System (e.g. policy-makers) and potentially, representatives of VET system institutions.

Résultat:

Domaine d'application: SMEs, HEIs

Adresse du site Internet:

Langues de produit: anglais

product files

product files

Intellectual Capital Method: Overview and Introduction

R1.pdf

<http://www.adam-europe.eu/prj/11550/prd/1/2/R1.pdf>

Produit 'Methodology description - Description of the methodology of intellectual capital management for SMEs developed by project partners with relevance to the Slovak context'

Titre: Methodology description - Description of the methodology of intellectual capital management for SMEs developed by project partners with relevance to the Slovak context

Type de Produit: Autres

Texte marketing:

Description: A report of over 40 pages containing all issues on IC. Also aspects from financial data, to innovation processes and intellectual property rights (IPR) put as far as possible into the reality of Kosice and Slovakia. All factors (IC) were defined partly new with focus on different target groups. An SME does not have exactly the same relational capital as for instance a university. The weighting of factors was also discussed, for instance is transparency and trust not really highly evaluated locally, but nevertheless quite important for a successful implementation. The result contains a national analysis of Slovakia.

Cible: 1) SMEs
2) Trainers
3) SME partner organizations from academic institutions: Higher Education Institutions (HEI) and Research & Development (R&D) Institutions
4) Partner institutions
5) Other stakeholders in the Regional Innovation System (e.g. policy-makers) and potentially, representatives of VET system institutions.

Résultat:

Domaine d'application: private and public sector

Adresse du site Internet:

Langues de produit: anglais

product files

Annex 1

Annex 1_National_Analysis_Slovakia_final.pdf

http://www.adam-europe.eu/prj/11550/prd/2/2/Annex%201_National_Analysis_Slovakia_final.pdf

R2.pdf

<http://www.adam-europe.eu/prj/11550/prd/2/1/R2.pdf>

A report of over 40 pages containing all issues on IC. Also aspects from financial data, to innovation processes and intellectual property rights (IPR) put as far as possible into the reality of Kosice and Slovakia. All factors (IC) were defined partly new with focus on different target groups. An SME does not have exactly the same relational capital as for instance a university. The weighting of factors was also discussed, for instance is transparency and trust not really highly evaluated locally, but nevertheless quite important for a successful implementation. The result contain a national analysis of Slovakia.

Methodology description

product files

R2.pdf

<http://www.adam-europe.eu/prj/11550/prd/2/3/R2.pdf>

Produit 'Training curricula for training of trainers and both trainings for target users (SMEs and their partners)'

Titre: Training curricula for training of trainers and both trainings for target users (SMEs and their partners)

Type de Produit: Programme/curriculum

Texte marketing: The training materials directly contribute to achieving the project objectives, as they are the key tool to transfer the Intellectual Capital Methodology not only to Slovak SMEs, but also to their partner institutions within the Regional Innovation System such as Higher Education and research institutions. This further contributed directly to fulfilling the overall objective of the project through triggering the knowledge of SMEs how to become aware of the importance and make use of their intellectual capital in order to become a sustainable component in the Innovation System of the region.

Description: The training materials for both final target groups (SME & partners of SME, especially HEIs) consist of presentations, e-Learning and in-class assignments (group works and individual work), case studies, good practice examples, readings, instructions, articles etc.

The training materials have to differ for both final target groups: The SME training builds on existing tools for ICR in SMEs ("Wissensbilanz" toolbox and Earnings Capability Index/EI) tailored for the specific environment. Therefore, the central components of the SME training are the "Wissensbilanz" toolbox and the EI tool that are underpinned by presentations on background, economic rationale, instructions how to apply the tools (still needs to be expanded in SME training), basics on strategic management and IP rights, good practice examples, group works, assignments etc.

Such a top-down approach has to be avoided in the HEI training - considering the available international long-term experience, the outcomes of the WP1 research and the specific nature of Higher Education and research institutions. Therefore, the HEI training provides a structured, more extensive and constructive set of training slides for each module and sessions to guide the participants on a framed and moderated learning path to elaborate their own ICR approach. The presentations reflect the basic structure and didactical approach of the whole curriculum and of each module. They are enriched with practical examples, good practices, case studies, assignments with leading questions, group works and exercises to involve the participants.

The final joint module of both trainings provide presentations and exercises to the theoretical background on regional innovation systems, University-Business cooperation, key driving factors for Regional innovation Systems and intellectual capital reporting and the example of funding as a regional innovation system policy to foster innovation and R&D.

Cible: 1) SMEs
2) Trainers ("future trainers")
3) SME partner organizations from academic institutions: Higher Education Institutions (HEI) and Research & Development (R&D) Institutions
4) Partner institutions
5) Other stakeholders in the Regional Innovation System (e.g. policy-makers) and potentially, representatives of VET system institutions.

The target groups of each training are defined in greater detail in each curriculum.

Résultat:

Domaine d'application: Different industries (SMEs from the IT-, BioTech-, Energy-sector etc.) and Higher Education sector

Adresse du site

Produit 'Training curricula for training of trainers and both trainings for target users (SMEs and their partners)'

Internet:

Langues de produit: anglais
slovaque

Produit 'Training materials for trainers'

Titre: Training materials for trainers

Type de Produit: Matériel d'apprentissage

Texte marketing: The training materials especially contribute to achieving the overall objective of the project, as it enables participants to act as future trainers for ICR for SMEs and partner organization within the Regional Innovation System. This triggers the further exploitation of the project results, increases the knowledge of SMEs regarding their valuable intellectual capital and supports their innovation and sustainability capacity.

It also directly contributes to the project objectives, as the training materials and their supporting notes are the key tool for future trainers to train the ICR methodology, to further transfer ICR to Slovak SMEs and their partner institutions such as Higher Education and research institutions.

Description: The training materials for trainers consist of the training materials for both target groups, notes to the presentation to provide deeper knowledge to the topic and an additional session on adult learning didactics. Therefore, they comprise presentations, e-Learning and in-class assignments (group works and individual), case studies, good practice examples, readings, instructions, articles etc.

The training materials have to differ for both final target groups: The content of the SME training builds on existing tools for ICR in SMEs ("Wissensbilanz" toolbox and Earnings Capability Index/ECI) tailored for the specific environment. Therefore, the central components of the SME training are the "Wissensbilanz" toolbox and the ECI tool that are underpinned by presentations on background, economic rationale, instructions how to apply the tools (this part in the SME training still needs to be further expanded), basics on strategic management and IP rights, good practice examples, group works, assignments etc.

Such a top-down approach has to be avoided in the HEI training, considering the available international long-term experience, the outcomes of WP1 research and the specific nature of Higher Education and research institutions. Therefore, the content of the HEI part of the training provides a structured, more extensive and constructive set of training slides for each module and sessions to guide the participants on a framed and moderated learning path to elaborate their own ICR approach. The presentations reflect the basis structure and didactical approach of the whole curriculum and each module. They are enriched with practical examples, good practices, case studies, assignments with leading questions, group works and exercises to involve the participants.

Cible: 1) SMEs
2) SME partner organizations from academic institutions: Higher Education Institutions (HEI) and Research & Development (R&D) Institutions
3) Partner institutions/project team members
4) Other stakeholders in the Regional Innovation System (e.g. policy-makers)

The target groups of each training are described in detail in each curriculum.

Résultat:

Domaine d'application: Other business activities such as Business and management consultancy for SME and HEIs

Adresse du site Internet:

Langues de produit: slovaque
anglais

product files

01-RIS.pdf

<http://www.adam-europe.eu/prj/11550/prd/4/1/01-RIS.pdf>

SME partners training

01_Rationale_n_benefit_for_HEIs.pdf

http://www.adam-europe.eu/prj/11550/prd/4/3/01_Rationale_n_benefit_for_HEIs.pdf

01-RIS.pdf

<http://www.adam-europe.eu/prj/11550/prd/4/3/01-RIS.pdf>

01_Short-summary-of-block1.pdf

http://www.adam-europe.eu/prj/11550/prd/4/3/01_Short-summary-of-block1.pdf

01_Strategic_Mgt-HEIs-vision_structures_tools.pdf

http://www.adam-europe.eu/prj/11550/prd/4/3/01_Strategic_Mgt-HEIs-vision_structures_tools.pdf

02_Basics of knowledge based items.pdf

http://www.adam-europe.eu/prj/11550/prd/4/3/02_Basics%20of%20knowledge%20based%20items.pdf

02_Implementation-of-ICR-in-Austria.pdf

http://www.adam-europe.eu/prj/11550/prd/4/3/02_Implementation-of-ICR-in-Austria.pdf

02_Presentation-of-eLearning.pdf

http://www.adam-europe.eu/prj/11550/prd/4/3/02_Presentation-of-eLearning.pdf

02-Uni-Business-cooperation.pdf

<http://www.adam-europe.eu/prj/11550/prd/4/3/02-Uni-Business-cooperation.pdf>

03-Driving factors, RIS and ICR.pdf

<http://www.adam-europe.eu/prj/11550/prd/4/3/03-Driving%20factors%2C%20RIS%20and%20ICR.pdf>

03-ICR_implementation_HEIs_SK.pdf

http://www.adam-europe.eu/prj/11550/prd/4/3/03-ICR_implementation_HEIs_SK.pdf

03-Intro_ICR_for_HEIs.pdf

http://www.adam-europe.eu/prj/11550/prd/4/3/03-Intro_ICR_for_HEIs.pdf

03_Workshop.pdf

http://www.adam-europe.eu/prj/11550/prd/4/3/03_Workshop.pdf

04-Austrian_HEI_ICR_Model.pdf

http://www.adam-europe.eu/prj/11550/prd/4/3/04-Austrian_HEI_ICR_Model.pdf

04-Funding.pdf

<http://www.adam-europe.eu/prj/11550/prd/4/3/04-Funding.pdf>

SME training

product files

01-RIS.pdf

<http://www.adam-europe.eu/prj/11550/prd/4/2/01-RIS.pdf>

02-Uni-Business-cooperation.pdf

<http://www.adam-europe.eu/prj/11550/prd/4/2/02-Uni-Business-cooperation.pdf>

03-Driving factors, RIS and ICR.pdf

<http://www.adam-europe.eu/prj/11550/prd/4/2/03-Driving%20factors%2C%20RIS%20and%20ICR.pdf>

04-Funding.pdf

<http://www.adam-europe.eu/prj/11550/prd/4/2/04-Funding.pdf>

Case-study-key-drivers-kosice.pdf

<http://www.adam-europe.eu/prj/11550/prd/4/2/Case-study-key-drivers-kosice.pdf>

Legend_PP_SME_Training-Final.pdf

http://www.adam-europe.eu/prj/11550/prd/4/2/Legend_PP_SME_Training-Final.pdf

Produit 'LEGEND web page'

Titre: LEGEND web page

Type de Produit:

Texte marketing: The project web page has been the key dissemination tool for online storing and presenting the available dissemination outcomes to project stakeholders. An interested visitor can find there all relevant materials, information on the project and contact details of all project partners. It serves also as an information point for the general public.

Description: The project web site constitutes the main dissemination tool which has been used within the project. It is the main hub for storing and presenting the information on the project:

- activities, e.g. aim of project, target groups, WPs
- consortium and contact details
- outcomes
- dissemination - as a whole and individual outcomes

It serves also as an online storage for all internal materials for all project partners. The E-learning tool was anchored to the web page and is located on the same server.

Cible: Small and medium-sized enterprises

Partner institutions of SMEs involved in innovation and R&D activities / academic institutions

Professionals working with SMEs and interested in innovation and R&D support, comprising the existing or potential trainers, consultants, academics, etc. who could later use the skills in further training of SME managers or their partner institutions engaged in R&D activities on intellectual capital management.

Public bodies at the regional and national levels

General public

Project team members

Résultat:

Domaine d'application: Private and public sector

Adresse du site Internet: www.project-legend.eu

Langues de produit: slovaque
anglais

Produit 'Project Dissemination Plan'

Titre: Project Dissemination Plan

Type de Produit: Autres

Texte marketing: The dissemination plan helped all partners to follow the same objectives in communicating the project. As a result, communication on project and the project outcomes was similar among partners and fulfilled necessary criteria of quantity and quality. All partners participated in preparation of the dissemination plan and approved its final version.

Description: issemination of project outcomes was carried out on two levels:

- National and regional level

- International level in the form of an international conference

The dissemination plan was created to define a strategy for distributing the project outcomes during and after project realization. It is divided into five main categories based on the type of medium to be used:

1. Project visual identity – included types of promotion materials such as project logo, folder, notebook and rollup. These promotion items were used during each of project events, trainings and conference. Project logo was used on every printed and electronic material.
2. Project web page is the essential part of communication. It has served as the main channel of promotion and dissemination. One of the sections of the project web page is a blog, used for presenting all information necessary to communicate to intended target groups.
3. Project PR – as PR category is focused on press, project PR included press releases, a press conference and use of social media as an alternative way of communication.
4. Publications – all types of articles published in printed media focused on topics related to IC, or focused on concrete target group (such as SMEs, universities, etc.)
5. Events, trainings and seminars – project events were divided according to the target groups; various meetings and public/professional events were organized to disseminate project outcomes, or to present the IC method to professionals.

Moreover, in each category specific dissemination activities were identified for each partner which provided a clear overview of the tasks and served as a basis for evaluation.

Cible: - SMEs - directly involved in project and SME in the target region
- other types of businesses - e.g. multinationals
- local government and universities
- relevant associations, e.g. chambers of commerce, development agencies
- general public

Résultat:

Domaine d'application: Project team, SMEs

Adresse du site Internet:

Langues de produit: anglais

product files

Project Dissemination Plan

product files

R14_Project Dissemination Plan.pdf

http://www.adam-europe.eu/prj/11550/prd/8/2/R14_Project%20Dissemination%20Plan.pdf

Produit 'Detailed project plan and defined key performance indicators'

Titre: Detailed project plan and defined key performance indicators

Type de Produit:

Texte marketing: The project plan was a formal, approved document used to guide both the project execution and control. The primary use of the document was to use it as a project baseline that is revisited when evaluating project phases, activities and results. It outlined planning of assumptions and decisions, facilitated communication among project partners and identified the approved scope, timeline and key performance indicators. The project implementation process was supposed to follow the project plan and in case of deviations the project consortium was obliged to identify them in a timely manner and to undertake relevant steps in order to mitigate them.

Description: The project plan represents an inevitable part of the project implementation. The project plan of the LEGEND project was a regulated, open document. Its purpose was to define the rules and procedures of project management on the side of the project coordinator, as well as other project partners. It contained information on the project team, means of communication, potential risks, timeframe and project meetings schedule.

Cible: Project team members

Potential target groups will also include future participants of training sessions and/or supporters of such activities:

- Small and medium-sized enterprises
- Partner institutions of SMEs involved in innovation and R&D activities / academic institutions
- Professionals working with SMEs and interested in innovation and R&D support, comprising the existing or potential trainers, consultants, academics, etc. who could later use the skills in further training of SME managers or their partner institutions engaged in R&D activities on intellectual capital management.
- Public bodies at regional and national levels

Résultat:

Domaine d'application: n/a

Adresse du site Internet:

Langues de produit: anglais

product files

Project plan

R18_Detailed project plan and defined KPIs_final.pdf

http://www.adam-europe.eu/prj/11550/prd/9/2/R18_Detailed%20project%20plan%20and%20defined%20KPIs_final.pdf

Produit 'Project meetings and internal monitoring reports'

Titre: Project meetings and internal monitoring reports

Type de Produit: Autres

Texte marketing: A Project meeting was a regular event that involved everyone, who shared or was interested in the project and communicating with other participants and stakeholders. It provided space to discuss issues, make proposals, approve or reject offers. Its purpose was to generate group decisions that contributed to faster project delivery, according to the planned goals and expected results. The project meetings was an inevitable tool for project management, project planning and revision and contributed to achieving the project objectives.

Description: Seven project meetings were projected for project implementation (One project meeting was cancelled due to the budget reallocation for the project website). They served as a platform for monitoring and revising the project progress, planning future steps and presenting completed results. All partners were supposed to take part in the project meetings; in a special case a project partner was engaged by a conference call. Meeting minutes (internal monitoring reports) were the main output of the project meetings. The minutes covered all discussed topics at the meeting as well as a table containing all tasks, responsibilities and deadlines. The consortium reviewed the tasks at the beginning of the next meeting. In addition, each meeting was documented by an attendance sheet and photodocumentation. Information on the meetings was then also published on the project website.

The FIRST kickoff meeting was organized in November 2013 in Bratislava. All project partners attended the meeting, senior expert prof. Koch joined the session via Skype.

The SECOND project meeting was hosted by Wissenskapital in Nuremberg (Herzogenaurach) in January 2014. Partners reviewed the tasks from the kickoff meeting and planned workload for future months.

The THIRD project meeting was held in Graz, hosted by the Austrian partner FH Joanneum in April 2014. The project meeting dealt with the revision of the incomplete results 1 and results 2 as well as planning of the WP2. The expectations and tentative set up of the future trainings were decided, too.

The FOURTH project meeting was organized by Kosice IT Valley in Kosice in September 2014. At the project meeting the consortium monitored progress, reviewed the curriculum, training materials and E-learning structure and set the timeframe for the trainings.

The FIFTH project meeting took place right after the first session of training of trainers. Partners mainly commented on the setup of the training and agreed on the second session.

The SIXTH project meeting was supposed to be organized in Slovakia together with training for SMEs, but with approval from SAAIC was rescheduled to June 2015 to Linz (where Johannes Kepler University provided space free of charge). The plan for the final months as well as the final conference were main topics.

The SEVENTH project meeting followed the final conference in October 2015 in Košice. The review of conference, results and preparation of the final report dominated the meeting.

Cible: Project team members

Beneficiaries include also Management of partner organizations.

Résultat:

Produit 'Project meetings and internal monitoring reports'

Domaine d'application:

Adresse du site Internet:

Langues de produit: anglais

Produit 'Interim report/Final report'

Titre: Interim report/Final report

Type de Produit: Autres

Texte marketing: The Interim report and Final report are compulsory parts of the project implementation funded by the LLP Programme. They provide information of the completion of all results and activities – including information on the workpackages, results, disseminations and possible project deviations. They enable to summarize cooperation during the whole implementation of the project and serve to comprehensive evaluation of the project by the funding agency and external evaluators.

Description: The Interim report was carried out according to the guidelines of the Life-long Learning Programme and instructions seminar held in October 2014 in Bratislava. In addition, Centire as the project coordinator communicated with the Funding Agency SAAIC regarding all unclarities and financial aspects on behalf of the project partners. The Interim report covers the first half of the project implementation. It outlines progress in implementing the activities, the results achieved and discrepancies in attaining the project goals together with their justification as well as the financial report on the actual and declared costs (summary of all project-related costs incurred during the respective implementation period). The Interim report contains all completed results enclosed in annexes.

All partners were involved in preparing the Interim report and provided all necessary documents. However, Centire as the project coordinator had the ultimate responsibility for compiling the final version of the Interim report and submitting it to the SAAIC.

The Final report was prepared according to the guidelines of the Life-long Learning Programme and instructions seminar held in September 2015 in Bratislava. All unclarities and financial aspects were subject to consultations between SAAIC and Centire as the lead partner. It outlines description of carried-out results and evaluates the project implementation. Parts indicated in the Interim report were updated and complemented with information from the second part of the project implementation period.

All partners were involved in preparing the Final report and provided all necessary documents to Centire who submitted it to the SAAIC within 2 months after project end.

Cible: SAAIC as the LLP coordinator in Slovakia

Résultat:

Domaine d'application:

Adresse du site Internet:

Langues de produit: anglais

Produit 'Quality assurance reports'

Titre: Quality assurance reports

Type de Produit: Autres

Texte marketing: All aspects of the quality assurance process contributed to increasing the quality of the process and the final outputs. The process comprised mainly co-managing in accordance with the lead management, coaching of management, i.e. managers, developers, trainers and participating companies. It also enabled to leverage his experience and knowledge on a) methodology, b) processes, and c) especially in adapting and introducing IC methodology made before and elsewhere.

Moreover, seniority of the engaged expert enabled to increase the scope of disseminating the results of the LEGEND project on the international level. Prof. Koch is indispensable in building knowledge networks and communicating the project to the public and to European agencies, specifically to the European Commission, also on the political level.

Description: Prof. Guenter Koch, as a senior expert, was engaged as an expert in providing quality review of the implementation process and project outcomes. A summary quality assurance report was prepared for each of the project team meetings outlining the main concerns and recommendations that were later taken into consideration in further planning. Prof. Koch proceeded from the participation in and meeting minutes from the project meetings and completed project results.

The quality assurance focus has encompassed the following aspects:

- Adapting the IC method and methodology
- Building relations to and exploiting other sources of experience made with IC methods
- Introducing quality criteria and their measurement (indicators, measurement method)
- Introducing the feedback mechanisms for securing quality as part of the teaching / learning process into the documentation package
- Ensuring final quality check on training material and procedures
- Reporting on observations made with the intention to calibrate the training material, training procedures and overall methodology.
- Comparing final documentation to reference standards as available from Germany, Austria and Japan
- Contributing to finalization / final completion of all materials and final quality check before release
- Coaching of trainers and speakers
- Observing the events, documentation, feedback and debriefing
- Reporting to different target groups: companies participating, trainers, public media, project agency, project led partner
- Publishing papers for related magazines, books, etc.

Cible: Project team members

Indirect beneficiaries include (by including part of information into reports):

- Management of partners' organizations
- LLP agency in Slovakia

Résultat:

Domaine d'application:

Adresse du site Internet:

Langues de produit: anglais

Produit 'Press releases'

Titre: Press releases

Type de Produit: Autres

Texte marketing: The significance of each press release differed. The first press release presented shortly the project launch, therefore described the consortium, timeframe and expected project outcomes and its impacts. Since the intellectual capital methodology is a novelty in the Slovak context, the press release summarized its main aspects and advantages.

The second press release was published together with the Training of trainers. With a project being halfway through implementation, the already completed results and planned trainings were presented. It was necessary to trigger an interest of the target groups – SMEs and their partners.

With the project concluding in October 2015, the third press release reviewed the project progress, its main outcomes and achievements. In addition, it acted as an invitation for participants and media to take part in the final conference held in Košice.

Description: Altogether three press releases were concluded by the project coordinator – Centire.

The first press release was developed in Slovak and English languages shortly after the project launch in November 2013 and distributed to all project partners. The press release presented the basic information on the project – timeframe, expected outcomes and project consortium. The press release was published on the project website.

The second press release was issued in connection with the Training of trainers (December 2014/January 2015).

The third press release was conducted before project conclusion and final conference (October 2015).

Cible: Media

Indirect beneficiaries include:

- Small and medium-sized enterprises
- Partner institutions of SMEs involved in innovation and R&D activities / academic institutions
- Professionals working with SMEs and interested in innovation and R&D support, comprising the existing or potential trainers, consultants, academics, etc. who could later use the skills in further training of SME managers or their partner institutions engaged in R&D activities on intellectual capital management.
- Public bodies at regional and national levels
- General public

Résultat:

Domaine d'application:

Adresse du site Internet:

Langues de produit: anglais
slovaque

product files

Press release 1 - SK version

Press release 1_EN.pdf

http://www.adam-europe.eu/prj/11550/prd/13/2/Press%20release%201_EN.pdf

Press release 2 - EN version

Press release_1_final.pdf

http://www.adam-europe.eu/prj/11550/prd/13/3/Press%20release_1_final.pdf

Press release 3 - EN version

Press release 3_EN.pdf

http://www.adam-europe.eu/prj/11550/prd/13/4/Press%20release%203_EN.pdf

Produit 'Adjusted training materials (participants) for e-learning'

Titre: Adjusted training materials (participants) for e-learning

Type de Produit: Matériel pour l'enseignement

Texte marketing: The digitalisation of the training materials enables the learners and course participants to do asynchronous e-learning assignments to strengthen their knowledge through repetition and applying the theoretical content in their specific environment and to connect with lecturers and other participants outside of the classroom. This contributes to achieving the project objectives as it enables the learners (SMEs, their partner institutions as well as future trainers) to apply the Intellectual Capital Method in order to become important players within the Regional Innovation Systems.

Description: E-learning system represents a modern and flexible way to learn. Its advantage lies mainly in flexible access to all materials, storage of high-capacity documents, posting of further reading, lectures and other tools. E-learning system may serve also for sharing videos or as a forum for discussion with students. Within the LEGEND project, it serves as one of the sustainability tools operating after the project end.

The E-learning system was developed simultaneously with teaching materials. While the teaching content was being developed, the technicians of Centire created e-learning system according to the requirements of the project partners. The elaborated learning materials were transferred into an electronic format that can be easily integrated in the e-learning system. Already when developing the curricula, it was considered that all final training materials need to be applied into the e-Learning system. Therefore, all materials were developed in an electronic format and integrated e-Learning components. The materials were designed to be easily and clearly structured within the different modules of the training which allows an easy transition into the e-Learning system. The materials provided the learners with an overview of the content, the learning objectives and outcomes of each module. All curricula were visualized to help the learner to navigate through the modules following the learning path

Cible: 1) SMEs
2) Trainers ("future trainers")
3) SME partner organizations from academic institutions: Higher Education Institutions (HEI) and Research & Development (R&D) Institutions
4) Partner institutions/Project team members
5) Other stakeholders in the Regional Innovation System (e.g. policy-maker or professionals working with SMEs and interested in innovation and R&D support, comprising the existing or potential trainers, consultants, academics, etc. who could later use the skills in further training of SME managers or their partner institutions engaged in R&D activities on intellectual capital management).

Résultat:

Domaine d'application: Different industries (SMEs from the IT-, BioTech-, Energy-sector etc.) and Higher Education sector

Adresse du site Internet:

Langues de produit: anglais
slovaque

Produit 'E-learning system'

Titre: E-learning system

Type de Produit: Autres

Texte marketing: The e-learning training curriculum was established on the principles of building competency profiles according to the structure of the persons and entities. The curriculum consisted of courses and modules interconnected in a complex knowledge map. According to the principles of Mastery Learning, each course and training module had formulated a clear objectives. Informing the learner about the objectives of the course, i.e., of knowledge that studies into the module, but especially on the structure of modules in terms of comprehensive knowledge map has (among other things) a very important meaning - it navigates learners through the learning content and also motivates them in the learning process.

Training materials, readings, assignments, instructions, articles, videos, presentations, etc. were provided centrally via an online platform (Learning Management System).

Description: For e-learning, the consortium decided to use an open source solution. The most commonly applied open source learning management system (LMS) currently on the market is Moodle - Modular Object-Oriented Dynamic Learning Environment. Moodle is a software package for producing Internet-based courses and web sites. It is a global development project designed to support a social constructionist framework of education. Moodle is provided freely as Open Source software (under the GNU General Public License). Moodle can be installed on any computer that can run PHP, and can support an SQL type database (for example MySQL). A server for LEGEND was installed at <http://www.project-legend.eu/apps/elearning/> and customized for the needs of the project. First user accounts were generated and the course structure designed. The learning materials were integrated in the platform prior to the training of trainers.

Participants have had an access according to the type of training they took part in. All participants have been given a username and password to be able to log into the system before the training. The trainers uploaded teaching materials and presentation into the system and used the portal for communication with students. The shared platform includes information about upcoming events, latest news, notifications and forum.

Cible: 1) SMEs
2) Trainers ("future trainers")
3) SME partner organizations from academic institutions: Higher Education Institutions (HEI) and Research & Development (R&D) Institutions
4) Partner institutions
5) Other stakeholders in the Regional Innovation System (e.g. policy-makers) and potentially, representatives of VET system institutions.

Résultat:

Domaine d'application: Different industries (SMEs from the IT-, BioTech-, Engery-sector etc.), research sector (higher education and research & development institutions) and the public sector

Adresse du site Internet: <http://www.project-legend.eu/apps/elearning/login/index.php>

Langues de produit: slovaque
anglais

Produit 'Training materials for participants - for training of SMEs and partner institutions'

Titre: Training materials for participants - for training of SMEs and partner institutions

Type de Produit: Autres

Texte marketing: The training materials directly contribute to achieving the project objectives, as they are the key tool to transfer the Intellectual Capital Methodology not only to Slovak SMEs, but also to their partner institutions within the Regional Innovation System such as Higher Education and research institutions. This further contributed directly to fulfilling the overall objective of the project through triggering the knowledge of SMEs how to become aware of the importance and make use of their intellectual capital in order to become a sustainable component in the Innovation System of the region.

Description: The training materials for both final target groups (SME & partners of SME, especially HEIs) consist of presentations, e-Learning and in-class assignments (group works and individual work), case studies, good practice examples, readings, instructions, articles etc.

The training materials have to differ for both final target groups: The SME training builds on existing tools for ICR in SMEs ("Wissensbilanz" toolbox and Earnings Capability Index/ECI) tailored for the specific environment. Therefore, the central components of the SME training are the "Wissensbilanz" toolbox and the ECI tool that are underpinned by presentations on background, economic rationale, instructions how to apply the tools (still needs to be expanded in SME training), basics on strategic management and IP rights, good practice examples, group works, assignments etc.

Such a top-down approach has to be avoided in the HEI training - considering the available international long-term experience, the outcomes of the WP1 research and the specific nature of Higher Education and research institutions. Therefore, the HEI training provides a structured, more extensive and constructive set of training slides for each module and sessions to guide the participants on a framed and moderated learning path to elaborate their own ICR approach. The presentations reflect the basic structure and didactical approach of the whole curriculum and of each module. They are enriched with practical examples, good practices, case studies, assignments with leading questions, group works and exercises to involve the participants.

The final joint module of both trainings provide presentations and exercises to the theoretical background on regional innovation systems, University-Business cooperation, key driving factors for Regional innovation Systems and intellectual capital reporting and the example of funding as a regional innovation system policy to foster innovation and R&D.

Cible: 1) SMEs
2) SME partner organizations from academic institutions: Higher Education Institutions (HEI) and Research & Development (R&D) Institutions
3) Partner institutions/project team members
4) Other stakeholders in the Regional Innovation System (e.g. policy-makers)

Résultat:

Domaine d'application: Different industries (SMEs from the IT-, BioTech-, Energy-sector etc.) and Higher Education sector

Adresse du site Internet:

Langues de produit: slovaque
anglais

Produit 'Adjusted versions of the training curriculum and materials'

Titre: Adjusted versions of the training curriculum and materials

Type de Produit: Autres

Texte marketing: Similar to the initial training materials, the revised training materials contribute especially to achieving the project overall objective. This, on the one hand, enables participants of the train the trainer-course to act as future trainers for ICR for SMEs and partner organization within the Regional Innovation System and thus increase the multiplier effect. On the other hand, it enables the direct target groups - SMEs and partners of SMEs such as HEIs - to improve their innovation capacity by applying ICR in their own institutions. Subsequently this triggers further exploitation of the project results, increases understanding of the direct beneficiaries regarding their intangible assets and boosts their innovation and sustainability capacity.

Description: This results contains revised training materials and curricula (R3-R6) for all target groups of the LEGEND Training session: (1) SMEs; (2) partners of SME (especially HEIs and research institutions); and (2) future trainers, graduates of Training of Trainers.

Based on the experiences gathered in the trainings and based on the feedback from participants and project partners, a final revision has been done to optimize all training materials. Minor changes comprised correcting minor spelling mistakes, improving layout/design, changing order of some slides, providing additional notes etc. The key revisions are outlined for each of the output separately.

Cible: 1) SMEs
2) Trainers ("future trainers")
3) SME partner organizations from academic institutions: Higher Education Institutions (HEI) and Research & Development (R&D) Institutions
4) Partner institutions/Project team members
5) Other stakeholders in the Regional Innovation System (such as policy-makers or professionals working with SMEs and interested in innovation and R&D support, comprising the existing or potential trainers, consultants, academics, etc. who could later use the skills in further training of SME managers or their partner institutions engaged in R&D activities on intellectual capital management).

Résultat:

Domaine d'application: Different industries (SMEs from the IT-, BioTech-, Energy-sector etc.) and Higher Education sector

Adresse du site Internet:

Langues de produit: slovaque
anglais

Produit 'Full proposal for certification of the IC study program in Slovakia'

Titre: Full proposal for certification of the IC study program in Slovakia

Type de Produit: Transparence et certification

Texte marketing: Full proposal for certification constitutes one of the means aimed at accomplishing the long-term objectives of the LEGEND project. Thanks to the continuing offer of education activities for target groups, the IC method will remain present and be disseminated among target groups.

Centire as the initiator and lead partner of the LEGEND project having trained lecturers at the disposal will guarantee the quality and sustainability of the offered educational activities. Kosice IT Valley may potentially cooperate on the IC topic expansion in the East Slovak region.

The interest raised during the trainings and final conference shows the potential of the IC topic for Slovakia. The accreditation of the program increases the significance of the topic and confirms its quality.

Description: Full proposal for certification of the IC study program in Slovakia represents one of the key aspects for project sustainability. In case the submitted programmes are approved by the accreditation committee, they will be offered to the target groups as part of lifelong learning within VET. The proposed non-modules programmes for accreditation comprise:

- Intellectual Capital Management for SMEs
- Intellectual Capital Management for research and education institutions

Centire, as the lead partner, was in charge of submitting the full proposal for certification due to a single applicant rule. Nonetheless, it is expected that Centire will offer education activities in cooperation with Kosice IT Valley. In such a way scaling up of the project will be proportionally carried out in both the Bratislava and the Kosice regions.

After completing the training materials in August 2015, the preparation process of the full certification proposal was commenced. The relevant department of the Ministry of Education, Science, Research and Sport of the Slovak Republic was consulted and it provided a preliminary approval of the trainings' set-up. The submitted learning content is identical with that conveyed at the trainings carried out within the frameworks of the LEGEND project.

The documentation required for accreditation comprised information on: the program title, its organizational form (present /distance learning), target groups, required educational level of participants, graduate profiles, teaching tools and the program scope. In addition, detailed CVs of the key expert and lecturers complemented the dossier.

Eventually, the proposals received recommendation for approval and was finally approved by the accreditation committee in December 2015.

Cible: 1) SMEs
2) SME partner organizations from academic institutions: Higher Education Institutions (HEI) and Research & Development (R&D) Institutions
3) Partner institutions/Project team members
4) Other stakeholders in the Regional Innovation System (such as policy-makers or professionals working with SMEs and interested in innovation and R&D support, comprising the existing or potential trainers, consultants, academics, etc. who could later use the skills in further training of SME managers or their partner institutions engaged in R&D activities on intellectual capital management).

Résultat:

Produit 'Full proposal for certification of the IC study program in Slovakia'

Domaine d'application: Private and public sector

Adresse du site Internet:

Langues de produit: slovaque
finnois

Produit 'Outcome dissemination plan and feasibility study (long-term sustainability)'

Titre: Outcome dissemination plan and feasibility study (long-term sustainability)

Type de Produit: Autres

Texte marketing: The outcome dissemination plan and feasibility plan constitutes an inevitable document for the project sustainability. It represents a kind of an "action plan" on the planned activities, responsibilities, potential partners for implementation, timeframe and resources.

The study was developed in cooperation with all partners based on their intentions and capabilities. The plan helps to navigate partners and their activities in order to meet long-term project objectives.

Description: The outcome dissemination plan and feasibility study was conducted in the final months of the project implementation. Based on the project success, feedback from the target groups and developed results the project consortium carried out a plan of scheduled activities which will exploit project outputs and help to sustain the IC topic in the Slovak Republic. Moreover, it is expected that the project cooperations will continue and so will ensure the sustainability even in Austria and Germany.

The sustainability plan presents project partners and target groups, summarizes key benefits of the methodology and outlines the planned activities for project activities, timeframe and people to be reached.

The feasibility plan identifies potential fields of cooperation with target groups on the long-term basis for Centire and Kosice IT Valley. The material considers the financial, organizational and human resource aspects needed for achieving sustainability of the subsequent actions after the project. In addition, the study contains information on the projected costs and revenues streams.

It should also contribute to increased implementation of the IC method by SMEs, R&D and academic institutions as well as the public sector institutions responsible for economic development, innovation diffusion and/or SME support provision.

Cible: Small and medium-sized enterprises,
partner institutions of SMEs involved in innovation and R&D activities,
academic institutions,
national and regional authorities
SAAIC

Résultat:

Domaine d'application: private and public sector

Adresse du site Internet:

Langues de produit: anglais

product files

Outcome dissemination plan and feasibility study

R16_Outcome dissemination plan and feasibility study.pdf

http://www.adam-europe.eu/prj/11550/prd/22/2/R16_Outcome%20dissemination%20plan%20and%20feasibility%20study.pdf

product files

Événements

Final conference

Date 13.10.2015

Description The conference "How to use a method of intellectual capital in Slovakia?" took place on 13 October 2015 in the Double Tree Hilton Hotel in Košice.

The program started with opening and official welcome by Mr. Gabriel Semanisin from the University of P.J. Safarik in Kosice and Ms. Renata Kiselcova from Centire. It was followed by the speeches of Mr. Armin Mahr, Mr. Erhard Busek and Mr. Robert Szabo. Detailed profiles of keynote speakers are available in the documentation. Ms. Daniela Olejarova, the project manager, concluded the first section with resumé of the LEGEND project.

The conference continued in two sections. The section "Value of the Intellectual Capital Concept for Slovak Small and Medium-Sized Enterprises" was dedicated to SMEs with the opening speech by Mr. Mart Kivikas (Wissenskapital) and with attendance and testimonial of SMEs engaged in the pilot IC methodology implementation.

The section "Relevance of the Intellectual Capital Method for Slovak HEIs on the Basis of the Austrian Experience" dealt with benefits of the IC method for HEIs. After the key note by Ms. Roswitha Wiedenhofer (FH JOANNEUM), the panel discussion continued with attendance representatives of Slovak HEIs and the Ministry of Education, Science, Research and Sport of the SR.

After lunch, the conference finished with the plenary session on "Development of the Functioning Regional Innovation Systems in Slovakia" with a key note by the project quality assurance expert Gunter Koch and panel discussion with all speakers.

Cible SMEs, universities and municipalities

Public Événement public

Informations de contact Andrea Kalafusova
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Date et lieu 13/10/2015 (9:30-14:40) - Double Tree Hilton Hotel, Košice

Événements

Press conference

Date 13.10.2015

Description The press conference preceded the final conference organized on 13 October 2015. Aim of the press conference was to attract media to inform about the project outcomes and IC methodology benefits. In order to target general public, press release was published prior to the press conference.

The press conference was organized by Kosice IT Valley. All relevant regional and national media were invited to the event (namely Korzar, Novy cas, CultureShock Media, SITA, TASR, KosiceDnes, RTVS, Ringier, Trend, Markiza, JOJ, Robert Nemeti, Ecopress, Slovak radio, Express, Kosicke spravy.sk, Lumen radio and Nextra). However, from the invited list of media, only the following subjects joined the press conference: SITA, KosiceDnes, Lumen radio, Novy cas and Kosice spravy.sk.

The press conference was moderated by Ms. Kristina Kerteszova, executive director of Kosice IT Valley. The panelists included Ms. Daniela Olejarova (project manager, Centire s.r.o.), Ms. Roswitha Wiedenhofer (FH JOANNEUM), Mr. Mart Kivikas (WISSENSKAPITAL), Mr. Gunter Koch (project Quality assurance expert) and Mr. Peter Tapak (Košice Self-Governing region). All panelists briefly introduced the project, their engagement and IC method benefits. The attending journalist had an opportunity to ask questions directly at the conference or individually after its end.

Cible press and by extention SMEs, universities and municipalities

Public Événement public

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Date et lieu 13/10/2015 (9:00-9:30) - Double Tree Hilton Hotel, Košice

Événements

Bilateral meetings with Slovak higher education institutions on implementing the IC concept into their curricula

Date 09.06.2015

Description A series of meetings with HEIs representative were aimed at presenting the project activities as well as prompting academia representatives to perceive usefulness of the ICR method. Although Slovak HEIs report their outcomes in annual reports, they serve more as a statistical tool than a strategic management tool. The bilateral meetings constituted a platform for discussion about the benefits of ICR, experience of Austria, contribution of LEGEND project and potential implementation at the interested institutions.

The first meeting was held within the frameworks of the second session of the SME partner training on 22 April 2015 in Kosice. The meeting was hosted by Marianna Sinicakova, the Vice-dean for Foreign Affairs of the Faculty of Economics of Technical University in Kosice. The meeting enabled to talk about the current problems and challenges of Slovak universities, the system of outcomes monitoring and reporting and essence of the ICR method.

Besides the HEIs, Centire succeeded to organize a meeting with representatives of the Ministry of Education, Science, Research and Sport of the Slovak Republic on 9 June 2015. The second meeting was hosted by Mr. Peter Plavcan, general director of the Higher Education, Science and Research Division. Ms Roswitha Wiedenhofer had an opportunity to present the advantages of the ICR and practical recommendations based on more than 10 years of experience at the Austrian universities. The meeting was attended by Mr. Ludovit Molnar, ex-rector of the STU, and Mr. Peter Obdrzalek, an advisor for an activity in a national project on HEIs.

The meeting marathon continued with the meeting with Ms. Jana Sujanova, director of the Institute of Industrial Engineering and Management in Trnava of the Slovak University of Technology. Mrs. Sujanova was knowledgeable of the IC method, which enabled to focus on the ICR details. Besides, the discussion was focused on how ICR could help deal with current challenges existing at faculties of the Slovak universities.

The fourth meeting was organized on 9 June 2015 at the University of Economics in Bratislava. Denisa Ciderova, Vice-rector for Research and Doctoral studies, was impressed by the topic and promised to promote it further at the university level and even potentially at the Sloval Rectorate Conference. The interest in the topic was acknowledged by the invitation to Ms Wiedenhofer to present the ICR method at the annual conference of EDAMBA.

Cible HEIs
Ministry of Education, Science, Research and Sport of the SR

Public Événement non public

Informations de contact Lubomir Billy
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Date et lieu 22/04/2015 - Košice
09/06/2015 - Bratislava

Événements

Training on the IC methodology for participants from SMEs

Date 13.03.2015

Description The aim of this training program was to build knowledge and managerial capacities for managers of SMEs on strategic planning and management using intellectual capital reporting methods and tools of intangible asset management.

The training program follows an integrated blended learning approach. Face to face course sessions are combined with tailor-made asynchronous e-learning sessions and activities in order to adapt to the specific requirements of the target group (SME managers with low availability of time resources).

Theoretical inputs were enriched through good practice examples, real life cases and supported interaction between the participants enabling them to share their own experiences and examples. The presented tools, approaches and instruments were applied directly on participants' own business cases to put knowledge directly into practice in terms of formulating or adapting existing business strategies.

Furthermore, targeted activities to interlink SME managers with other actors from the regional innovation system (such as SME partner organizations, public support organizations, research institutions and universities) complemented the pure training aspects by networking and information exchange with external stakeholders.

Cible Managers of SMEs at middle to top management levels and/or specialists with the focus on strategic planning, strategic management, innovation, R&D and intellectual property rights management. The training aims at participants with a low to middle level of knowledge on intellectual capital reporting and intangible asset management. The selection criteria for participating SMEs sending their managerial staff to the training program are as follows:

- Financially stability
- Reliability & committment
- Small- to Medium-sized Companies (ideally at least five employees)
- Same or similar business sector in knowledge intensive or innovative industries
- Not in direct competition to other participating SMEs
- Innovation and growth perspective
- International orientation

Public Événement public

Informations de contact Lubomir Billy
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Date et lieu 1st session: 13/03/2015 (8:30-17:00) - Golden Royal Hotel, Košice
2nd session: 22/04/2015 (8:30-17:00) - Golden Royal Hotel, Košice

Événements

Training on the IC methodology for SME partners from R&D/academic institutions

Date 11.03.2015

Description The aim of this training program was to build knowledge and managerial capacities for Higher Education and Research Institutions on strategic planning and management using intellectual capital reporting methods and tools of intangible asset management.

Theoretical inputs were enriched through good practice examples, real life cases and supported interaction between the participants enabling them to share their own experiences and examples. The presented tools, approaches and instruments were applied directly on participants' own context to put knowledge directly into practice in terms of formulating or adapting existing business strategies.

Furthermore, targeted activities to interlink higher education managers with other actors from the regional innovation system (such as SME partner organizations, public support organizations, other research institutions and universities) complemented the pure training aspects by networking and information exchange with external stakeholders.

Cible Academic staff and/or higher education managers that work with SMEs such as:

- Employees of Knowledge Transfer Units
- Employees of Research & Development Centers
- Employees of Academy of Sciences
- Quality manager at Higher Education and Research Institutions
- Persons in charge of strategic management
- Ministry of Education staff
- Regional Development - University to Business managers
- Heads of Incubators
- Start-Up Centers

Public Événement public

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Date et lieu 1st session: 11/03/2015 (8:30-16:30) - Austria Trend Hotel, Bratislava
2nd session: 22/04/2015 (8:30-17:00) - Golden Royal Hotel, Košice

Événements

Training of trainers in IC methodology

Date 08.12.2014

Description The series of trainings commenced with the training of trainers. Aim of the Training of trainers usually resides in training further disseminators in the topic which constituting a prerequisite for the project sustainability. The aim of this training program was to enable participants ("future trainers") to teach managers of SMEs and their partner institutions (Higher Education and Research Institutions) using the intellectual capital reporting methodology as a strategic planning and management instrument.

The training aimed at participants with a low level of knowledge on Intellectual Capital Reporting (ICR) and intangible asset management. Successful participants of the training program have been qualified to fully understand the benefits, the historical development and the prerequisites of a tailored implementation of Intellectual Capital Reporting within different contexts (SMEs; Higher Education and research institutions; Regional Innovation System).

The training program followed an integrated blended learning approach. Two 2-day face to face course sessions were combined with e-learning sessions and activities in order to deepen the understanding and practical application of the training content within the different contexts of the future trainees (businesses such as SMEs and Higher Education and Research institutions). Therefore, the theoretical inputs of the training were enriched through good practice examples, real life cases and supported interaction between the participants enabling them to bring in their own experiences and examples.

The presented tools, approaches and instruments were applied directly on participants' own business cases to put knowledge directly into practice in terms of formulating or adapting the existing strategies.

Cible There were two main categories of participants (= "Future trainers"):

- 1) Staff of the participating organizations
- 2) Staff of external collaborators/trusted reliable partners

The training aims at participants with a low level of knowledge on Intellectual Capital Reporting (ICR) and intangible asset management. Therefore, it was basically open to the relevant target group, but the following criteria were applied to maximize the project's impact:

- Experience & background in consultancy for SMEs, and basic knowledge of the specific nature of knowledge-based institutions such as Higher Education and other research institutions,
- Respected by customers/seniority (personality, depth of insight, at least 3 years of experience, credibility; for example, the participants could be senior managers)
- Commitment to code of ethics/conduct in further use of the training knowledge and materials
- Good command of English language

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Date et lieu 1st session: 07+08/12/2014 (8:30-17:00) - Austria Trend Hotel, Bratislava
2nd session: 11+12/01/2014 (8:30-17:00) - Austria Trend Hotel, Bratislava