



## **Work package 2**

### **Deliverable nr 5**

#### ***Workshop “Role of STPs in regional development”***

***Fri 31 May, 2013, Derry-Londonderry***

For the 3G STPs project, an international brainstorming session took place at the 22<sup>nd</sup> EBN Annual Congress in Derry-Londonderry. The aim of this workshop was to present the outcomes of the TNA report to the direct and indirect target groups, in order to increase awareness about the projects, to involve the target groups in the project, and to receive additional feedback and comments on the results of the TNA report. The objective is to assure premium quality aimed for in this project as the training program will be developed for managers.

The third day of congress offered a perfect opportunity for the consortium to hold an international brainstorming session. A networking lunch was scheduled at this day from 13u30 until 15u00. During the preceding days, the consortium was able to disseminate the 3G STPs project with flyers. In addition, we clarified the preliminary modules which are envisioned for the module development in a latter stage of this project. These modules include:

- Networking and International relations;
- Branding, Marketing and Communications;
- Tenant Services;
- Tech transfer, IPR and Open Innovation Management;
- Park Strategy; and
- Funding and Financial Management.

After speaking to several participants at the EBN Congress, we were able to collect a few representatives of the indirect and direct target groups in the 3G STPs project. We asked them if they were available to join us during the networking lunch and eventually managed to have seven participants sit with us and discuss the future of the 3G STPs project.

During this international brainstorming session, the first question regarded the role of STPs in regional development. Overall, the comments on this statement centered on the participants' believe of a considerably high role of STPs regional development. As an example, the Taiwan Tech Science Park in Taipei generated awareness of the region of Taipei in the past. Because of the awareness of high tech companies and institutions, the Taipei region is now well-known and is even the region with one of the highest buildings in the world, the Taipei 101! If the

STP and its overall management would not have been internationally oriented, the city of Taipei would have been less developed as it is now, according to professor Chen from the National Taiwan University of Science and Technology. Mr. Tuominiemi, from New Factory, could not agree more, as Finland's Nokia is originally a spin-off from a STP. All participants agreed that the role of STPs and appropriate management is high in regional and perhaps even national development. The need for this training program was emphasized because of this reason.

Besides the discussion on the role of STPs and their management, the consortium representatives asked the participants to provide feedback on the preliminary modules. Mr. Ackerman, from the Norwegian Institute for Air Research, stated that overall management skills and knowledge are important. Nevertheless, one should recognize that it is hard to speak 'two-languages'. A different language is spoken between researchers and commercial companies or entrepreneurs and a STP manager should preferably speak both. For the first two modules, this phenomenon should be included in the training program.

Miss Kelly, from Northern Ireland Science Park, agreed and added that the training program should aim to be as specific as possible in order to prepare STP managers, she believes there is a difference between 'normal management' and 'STP management' as a broad variety of parties are involved. She also added that the interaction between Science and Technology Parks will become more important in the future. 'If we can share knowledge, the whole world could benefit'.

Mr Jung-Neto, from PUCRS' Science and Technology Park, spoke of an EBN like quality measurement to be implemented at Science Park level. IASP could generate an audit for their members in order to generate a network of Science Parks whom are willing to work together on innovation, science and technology development. The preliminary module of tech transfer, IPR management and open innovation suited well in his opinion.

Park strategy and tenant services should be some how related. With the development of a clear mission and vision statement, the STP would be able to build a strategy which its management could explain not only to their tenants but also use in outside communication. Mr Dascon, from ESTIA Entreprendre, stated that this will be important in the training program. The 3G STPs training program should show the interconnection of modules and topics and that as a STP manager you would be demanded to have knowledge on many topics.

Mr. de Bokx, from Pioneerz incubator and innovation management, spoke about the funding and financial management module. He believes financial management is changing due to the financial crisis. It is clear that almost every European government is cutting costs. They may not all be cutting costs on STP development and the generation of technology, but a difference in this field is obvious. More and more STPs will change from surviving on public funds towards having to become self-sustainable.

In conclusion, the participants agreed that the preliminary modules cover the main trends, problems and barriers in STP management. They added that the topics should be aimed at STP management only, and not at overall management. Too generic modules will not enhance the knowledge of the STP managers. The idea of including as many good and bad practices as possible was welcomed as was the idea of peer-to-peer learning in groups. All participants were willing to help in dissemination of the project as well as contribution to the project. This may be in providing best or worst practices from their region, or as a possible trainer for the project itself. The participants agreed to participate on the 3G STPs social media platform and hope the project will be a success in order to enhance the role of STPs in not only regional but also European development.

The following list includes the participants in this international brainstorming session.

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