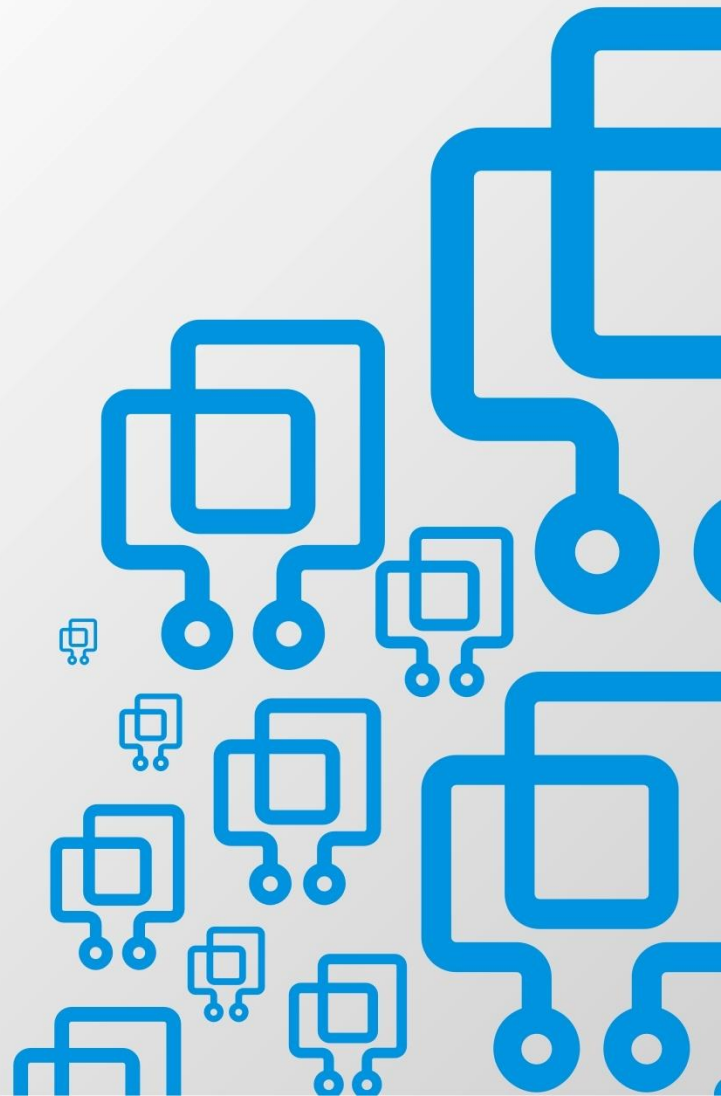**Good Practices and mentoring activities based on the experience of Coventry University Enterprises Limited in INOLINK**

Ms Soizic Tsin
Varna, Bulgaria 11th -12th April 2012

WHAT IS A GOOD PRACTICE?

- Good practice suggests that there is a technique, method, process, activity or incentive that is more effective at delivering a particular outcome than any other.

- They can be defined as the most efficient (least amount of effort) and effective (best results) way of accomplishing a task, based on repeatable procedures that have proven themselves over time for large number of people.

- Good practice is a superior method or innovative practice that contributes to the improved performance of an organization, usually recognized as "best" by other peer and organizations.

GOOD PRACTICE DEFINED BY INTERREG

- "a good practice is defined as an initiative (e.g. methodologies, projects, processes and techniques) undertaken in one of the programme's thematic priorities which has already proved successful and which has the potential to be transferred to a different geographic area. Proved successful is where the good practice has already provided tangible and measurable results in achieving a specific objective."

INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

European Union
European Regional
Development Fund

BENEFITS OF GOOD PRACTICE CAN HELP ORGANIZATIONS TO:

- respond more quickly to changes or innovations in market space of the organization,
- become more competitive,
- manage and reduce costs and become more efficient,
- improve the skills of your people,
- use appropriate technology more effectively, and
- reduce waste and improve operational quality
- Improve the local, regional or national economy

INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

European Union
European Regional
Development Fund

CRITERIA FOR THE IDENTIFICATION OF GOOD PRACTICES

The word "good" means that the practice is an action of excellent results. When we talk about good practices, we are referring to those professional practices which turn out to be the best among any other practice accomplished by a professional, in order to achieve its stakeholders expected results. Therefore, a good practice can be either a very simple action or a number of more complex and notable actions

CHECKLIST FOR THE EVALUATION OF GOOD PRACTICES AND TRANSFERABILITY

- Practice should bring considerable improvement in the regional economy

- Practice should utilised the regional capabilities and demonstrate the value added for the stakeholders

- Practice should respond to a need/Gap that has been identified in the region

- Practice has to make an impact, as well as generate long lasting objective changes, noticeable for the region;

- Practice has to innovate and take advantage of the more advanced existing knowledge. It has to introduce the topics and the methods by being original and/or ingenious;

- It has to be based on comparable data or evidences, in order to justify its needs and to demonstrate its results. In other words, practice has to include measures and methods that can be used within the company itself, possibly with support of external organizations;

INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

European Union
European Regional
Development Fund

INOLINK METHODOLOGY

- The INOLINK partnership has prepared a series of 7 Study visits to partners region:
  - Algarve, Portugal
  - Essone, France
  - Saarbrucken, Germany
  - Andalusia, Spain
  - West Midlands, UK
  - Maribor, Slovenia
  - Tuscany, Italy

- Each study visits included the presentation of Good Practices in each region and Project managers were able to present the programmes/Projects that are successful in their own region

- Participants were able to ask and discuss first hand information with Project Manager of each practices

![INOLINK - CONNECTING THE TERRITORY THROUGH THE INNOVATION NETWORK]

INOLINK GP FACT SHEET

- 1. SYNTHESIS
  - General Description: What is the project about/what does it seek to achieve? What results have been achieved? Why is this good practice/case study

- 2. BASICS OF THE OPERATION:
  - Region:
  - Geographical coverage:
  - Starting date and duration:
  - Funding (budget and partners) EU/ national public/national private

- 3. THEME:

- 4. BACKGROUND INFORMATION: Rationale and context of the operation

- 5. OBJECTIVES:

- 6. MAIN ACTIVITIES:

- 7. FIT WITH INOLINK OBJECTIVES AND EXPECTED RESULTS

- 8. PROBLEMS ENCOUNTERED:

- 9. RESULTS AND (LIKELY) IMPACT: (i.e. Good Practice(s)/ Case Study(s) [GP/CS] results in enhancing local, regional and interregional partnerships: Evidence could include demonstration that the project was inspired by another region's project/programme or shared with another region and. Impact indicators used to asses the GP/CS in general and in particular coherent with INOLINK project objectives)

INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

European Union
European Regional
Development Fund

- 10. KEY INNOVATIVE FEATURES
- 11. SUSTAINABILITY
  - (Expected sustainability of the project: Evidence could include development towards self-financing or demonstration that the GP/CS has or will be part of a succession of projects sequentially funded by other EU financial instruments)
- 12. TRANSFERABLE ASPECTS
  - transferability of planning (forming a partnership, choosing priorities, etc.)
  - transferability of process (management structure, monitoring system, etc.)
- 13. ACTORS WHO PARTICIPATED IN DESIGNING GP/CS AND LEVEL OF INVOLVEMENT DURING PLANNING STAGE
  - regional authority / regional agency / education (University) or research institution / business sector
- 14. ACTORS WHO PARTICIPATED IN IMPLEMENTING THE GP/CS AND LEVEL OF INVOLVEMENT DURING IMPLEMENTATION STAGE
  - regional authority / regional agency / education (University) or research institution / business sector

- 15. MAIN SUCCESS FACTORS OF THE GOOD PRACTICE
- 16. EVALUATION REPORTS, AVAILABLE
- 17. OTHER DOCUMENTS (brochures,…)
- 18. CONTACT DETAILS:

HOW TO PRESENT THE GOOD PRACTICES

- The Classification needed to be sensible in order to present the information about 45 Good Practices
- The country/region of origin is not the main focus but the domain/field of activities is more relevant
- The Good Practices even though they could belong to more than one category, were classified by their main focus
- The 12 categories utilised :
  - Finance (2)
  - Intellectual Property Right (1)
  - Network/ Clusters (15)
  - Ideas Selection (1)
  - Technology Transfer (13)
  - Incubation (3)
  - Training/ Qualification (1)
  - Graduate Retention (1)
  - Internationalisation (1)
  - Proposal/ Partnering support (3)
  - Applied research (2)
  - Cluster/park management (2)

GP SELECTED

- After each Study Visit, each partner was given the opportunity to discuss the Good Practice presented

- Based on the preparatory background information and the study visit, each partner selected few Good Practices they wanted to investigate further

- The choice of the GP was made on different factors such as:
    - GP could be implemented in their own region
    - GP would compliment their current regional activities
    - GP is needed in their own region as this would address a need identified
    - GP could be adapted and transferred to their region

- The GP selected were identified for the 2nd round of study visit and the mentoring activities

WEST MIDLANDS

- Population 5.3 million, almost 10% of the UK population

- The rural/urban characteristics of the West Midlands region are highly diverse. They range from densely occupied inner-city areas to some of the most sparsely populated rural areas of England

- The region includes a rich mix of different communities with diverse cultural backgrounds

- Coventry has a large, diverse and readily available pool of labour resource. The city has a population of over 312,000 people; there are 1.14 million people within a 30-minute drive of the city centre.

Coventry University
Technology Park

COVENTRY UNIVERSITY ENTERPRISES LTD

Wholly owned by Coventry University created in 1989, with surpluses re-invested/gifted to the University

£13m income and £400k surplus 2009/2010

Part of the University's Business Development Group

Works through well developed working relationships with public and private sector organisations for implementation, delivery and exploitation of potential opportunities

120+ full time staff, extensive network of entrepreneurs, business experts, mentors, consultants and experienced project managers, supported by over 500 academic experts

Clear focus on business development and business support

CUE OPERATING DIVISIONS

Commercialising Intellectual capital

- Consultancy, research and development support
- Commercialising IP

New enterprise generation

- Entrepreneurship and new business creation
- Business and product innovation processes
- Access to finance
- Enterprise management development

Business support

- ICT business support
- International trade assistance
- Knowledge exchange and business development best practise
- Science Park infrastructure for business growth
- Facilities, conference and customer services

The Design Institute

And.....

The Institute of Creative Enterprise

CORE CAPABILITIES

Projects and business support
- Business Incubation and support
- International Business, Knowledge and Technology Transfer
- Consultancy – eWorking, Innovation, Science Park consultancy

Technology Park
- Technology Park management and tenant services
- Award Winning Conferencing and Events services
- 18,000 sq.m. under our management
- 60+ businesses

Applied Research Institutes
- Serious Games
- Health Design Technology
- Creative Enterprise
- Applied Entrepreneurship

Health Design Technology Institute

And....

Serious Games Institute

CUE LTD SUCCESSES

Coventry University Enterprises Limited is one of the largest UK and European University enterprise organisations.

It delivers practical support, help and guidance to a wide range of technology and high growth businesses and prides itself on supporting in excess of 5000 such businesses each year.

It is one of the most successful UK organisations for supporting knowledge based enterprises, establishing and developing successful technology businesses and supporting high-growth international trade. Offices in six continents.

CUE has been instrumental in developing and launching three future looking institutes. Institutes that are already delivering benefits to the economy.

- The Serious Games Institute
- The Institute for Creative Enterprises
- The Health Design Technology Institute

The Technology Park also hosts an award winning conference, meeting and training venue, and a bistro where hunger for food, company and inspiration can be assuaged.

MENTORING SESSIONS IN COVENTRY

PARTNER	GOOD PRACTICE TO VISIT	LOCATION
RAPIV	Knowledge Transfer Partnership	7-8th March 2012
	Coventry University Technology Park	
	West Midlands European Services	
MRA	Knowledge Transfer Partnership	
	Coventry University Technology Park, CCI incubator	
FUNDECYT	Knowledge Transfer Partnership	15th-16th March 2012
RETA	West Midlands European Services	
North East RDA	Midlands Enterprise Network	
	UK trade and investment	
	Knowledge Transfer Partnership	
	SPEED	
CRIA	Knowledge Transfer Partnership	18th April 2012
NANOBIONET	Institute of applied entrepreneurship	

MENTORING SESSIONS IN COVENTRY (2)

- Each mentoring session included:
  - Presentation from the Project manager
  - Detailed Discussion with the regional stakeholders
  - Exchange of experience
  - Comparison between regions
  - Highlighting of possible issues for the implementation of similar practices

- Regional stakeholders were asked to fill in a mentoring feedback form to:
  - Comment on the content of the mentoring sessions
  - Comment on subsequent actions
  - Possible transfer between regions

WHAT NEXT?

- Varna region (Bulgaria)
  - Support for the set up of the technology park
  - Support on identification of the appropriate funding stream
  - Support on setting up of regional bidding/partnering support team

- Maribor region (Slovenia)
  - Support for the creative sector through DigiBIC network
  - Training to support Innovation management (innov8gate)
  - Possible staff exchange

INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

European Union
European Regional
Development Fund

THANK YOU

Any Questions?

Contacts:

Soizic Tsin

s.tsin@coventry.ac.uk