

# Minutes

**June 16-17, 2015**

**Sheffield, UK**

**University of Sheffield**

**Management School**

Conduit Road

Sheffield S10 1FL

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(ICOSS)

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**LEARNING EVENT ON DEVELOPING PROJECT MANAGEMENT  
SKILLS & PROJECT MANAGEMENT MEETING**

FOSTERING STUDENTS' ENTREPRENEURSHIP AND OPEN  
INNOVATION IN UNIVERSITY-INDUSTRY COLLABORATION

544373-TEMPUS-1-2013-1-RS-TEMPUS-JPHES

[www.idealab.uns.ac.rs](http://www.idealab.uns.ac.rs)



Tempus



## **Learning Event on Developing project management skills for open innovation and entrepreneurship**

The Learning Event on Developing project management skills for open innovation and entrepreneurship of the project *Fostering students' entrepreneurship and open innovation in university-industry collaboration – IDEALab (544373-TEMPUS-1-2013-1-RS-TEMPUS-JPHES)* took place in Sheffield, United Kingdom, on June 16-17, 2015. The event was hosted by University of Sheffield, and organised and implemented by WUS Austria and University of Stuttgart.

The learning event in Sheffield was the last of four formal workshop based events intended to support the development of Idea Labs. The aim of the learning programme was to:

- ✓ bring closer the main tasks, tools and techniques of good project management to the participants
- ✓ share the experience in project management with the participants
- ✓ focus on communication and conflict management in open innovation and entrepreneurship
- ✓ get an overview of the virtual Idea Lab platform – status quo, new ideas, next steps
- ✓ get an overview of Sheffield's experience with fostering entrepreneurship and innovative and entrepreneurial projects
- ✓ present the six idea Labs at each university: status quo, challenges, equipment purchase, official start, training modules and mentoring, dissemination activities at each university.
- ✓ held an project management meeting, according to completed activities, next steps and further meetings.

### **Participants of the learning event on Developing project management skills:**

- Vladimir Todorovic (University of Novi Sad, Serbia)
- Zeljko Tekic (University of Novi Sad, Serbia)
- Milovan Lazarevic (University of Novi Sad, Serbia)
- Petar Vrgovic (University of Novi Sad, Serbia)
- Danijela Ciric (University of Novi Sad, Serbia)
- Aleksandar Rikalovic (Creative Educational Centre Novi Sad, Serbia)
- Milovan Medojevic (Creative Educational Centre Novi Sad, Serbia)
- Robert Molnar (Technical College of Applied Sciences in Zrenjanin, Serbia)
- Zeljko Eremic (Technical College of Applied Sciences in Zrenjanin, Serbia)
- Drago Gveric (Innovation Center Banja Luka, Bosnia and Herzegovina)
- Vladimir Corda (Innovation Center Banja Luka, Bosnia and Herzegovina)
- Marina Nikolic (University College Nikola Subic Zrinski in Zagreb, Croatia)

- Dimitrije Milojevic (University College Nikola Subic Zrinski in Zagreb, Croatia)
- Ivan Kovacevic (Association SEE ICT Belgrade, Serbia)
- Vladimir Trkulja (Association SEE ICT Belgrade, Serbia)
- Lamija Subasic (University of Zenica, Bosnia and Herzegovina)
- Fuad Hadzikadunic (University of Zenica, Bosnia and Herzegovina)
- Ivana Tomasevic (Business Start-up Centre Bar, Montenegro)
- Marija Radunovic (University of Donja Gorica in Podgorica, Montenegro)
- Semso Kalac (University of Donja Gorica in Podgorica, Montenegro)
- Eva Pataki (Subotica Tech – College of Applied Sciences in Subotica, Serbia)
- Zoran Anisic (Subotica Tech – College of Applied Sciences in Subotica, Serbia)
- Marko Bjelos (Electrical Engineering Students' European Association in Novi Sad, Serbia)
- Dusko Trifkovic (Electrical Engineering Students' European Association in Novi Sad, Serbia)
- Tim Vorley (University of Sheffield, United Kingdom)
- Nick Williams (University of Sheffield, United Kingdom)
- Milena Ljubicic (University of Banja Luka, Bosnia and Herzegovina)
- Marko Milanovic (University of Banja Luka, Bosnia and Herzegovina)
- Smilja Krajcinovic (Vojvodina ICT cluster Novi Sad, Serbia)
- Dorde Celic (Business incubator Novi Sad, Serbia)
- Anja Tehic (Creative Educational Center in Novi Sad, Serbia)
- Michaela Handke (WUS Austria in Graz, Austria)
- Iva Komsic (WUS Austria in Graz, Austria)

## Day 1: WELCOME AND OVERVIEW

09:00 – 09:30 WELCOME BY THE PROJECT COORDINATOR AND SHORT INTRODUCTION TO THE TRAINING SESSIONS

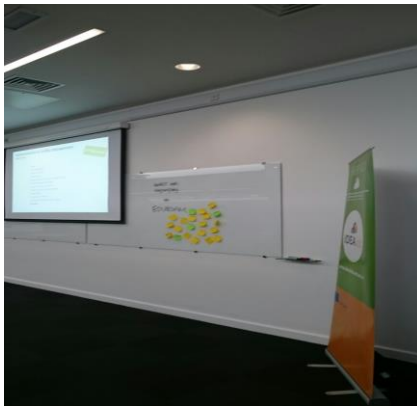
09:30 – 10:45 COMMUNICATION IN OPEN INNOVATION AND ENTREPRENEURSHIP

Michaela Handke and Iva Komsic – about the basic characteristics of communication, importance of non- verbal communication as well as some basis theoretical approaches with examples, exercises and group work, to show the relevance of the topic in open innovation and entrepreneurship as well as in each project activity.

10:45 – 11:00 COFFEE BREAK

11:00 – 12:15 CONFLICT MANAGEMENT IN OPEN INNOVATION AND ENTREPRENEURSHIP

Michaela Handke and Iva Komsic – about the basic theoretical approaches of conflict management, how to categorise conflicts and find best solutions at the work place – with different examples, exercises and group work, to increase the awareness of the topic in open innovation and entrepreneurship as well as in project activities.



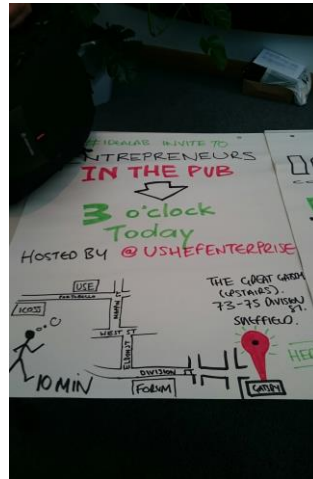
12:15 – 13:15 LUNCH BREAK

13:00 – 14:30 INTRODUCTION TO VIRTUAL IDEA LAB

Dusko Trifkovic – about the developed IDEA lab software: status quo of the virtual IDEA lab platform, presentation of the features; discussion and resulting questions: how to get people to use the platform? How to create a network? Who are the target groups? How to link the platform with industry representatives? How to protect intellectual property rights? How to moderate the platform? How to link it with other projects/networks?

14:30 – 16:30 GUEST SPEAKERS: SHEFFIELD EXPERIENCES WITH FOSTERING ENTREPRENEURSHIP;  
HANDLING INNOVATIVE/ENTREPRENEURIAL PROJECTS

Sara Pates (University of Sheffield Enterprise), Mark Sanderson (University of Sheffield Innovation Centres) and Gordon Dabinett (RESS - Research Exchange for the Social Sciences) – about the background of the Centres; entrepreneurial support activities (business advices, specialist advisors as lawyers, etc., business incubation, small concept funding's, entrepreneur's pub, co-founder dating, social entrepreneurship programme); building partnerships; exchange and networks; experiences within the Centres; impacts of the Centres; experience and biggest challenges.



19:00 DINNER

**Day 2: GENERAL PROJECT MANAGEMENT SKILLS FOR OPEN INNOVATION AND ENTREPRENEURSHIP**

10:00 – 11:00 PRINCIPLES OF PROJECT MANAGEMENT

Michaela Handke and Iva Komsic – about the main rules for a good project management; overview of the main tasks, tools and techniques in project management; share of personal and organisational experiences.

11:00 – 11:15 COFFEE BREAK

11:15 – 13:00 PRESENTATION OF INDIVIDUAL IDEALABS

Each University presented the status quo of their IDEALab, according to the physical space, equipment purchase, official start of the IDEALab, the module of training courses and mentoring, dissemination and networking events at each University.

**Novi Sad:**

- Problem with the physical space of IDEALab is solved

- Equipment purchase: only one offer that is over the budget limit; negotiations about the prices are in progress
- Official start of the IDEALab is expected in the following academic year; how to make the students selection: open call vs get in touch with incubator (have a students' competition) and switch students from incubator to the IDEALab
- Training courses for students: developed six training courses (virtual courses and personal trainers); Start of the trainings in October (one-day training, 4 training sessions, one per week). How to train the trainers? Training the trainers should be in September (in Novi Sad, Zrenjanin and Subotica) – not optimistic in September because there is no one at the institutions so the trainings for trainers could be at the same time like the trainings for students.
- Who would train the students? Professors and students (who already succeeded) would work as mentors for the IDEALab students (University of Novi Sad already organized starts- up weekends with students).
- Dissemination and networking events: most of the dissemination and networking events were organized at the University of Novi Sad; should be organized at other Universities.

#### **Subotica:**

- Problem with physical space is solved.
- Equipment for Subotica depends on equipment procedure in Novi Sad, in progress and to be finished soon
- iDEALab - possible start with the new academic year
- Mentoring through professors from own institution; sometimes mentoring with people from companies
- Activities within the labs should be in some way included in the official study programmes
- Official calls for students in each city are expected from the Tempus project so the official call for students should be organized.
- Plan to have a one-day conference; invite the companies and try to do networking; invite students from other faculties to promote the IDEALab among students outside the institution. Conference planned for October.

#### **Podgorica:**

- Physical space for IDEALab exists
- Equipment: waiting for supply; equipment purchase should be finished by end of July
- Mentoring principles: at the beginning of each academic year every group have the possibility to present their ideas to professors and people from companies
- Many activities regarding entrepreneurship, e.g. school for entrepreneurship- big event every year- will be used for the project activities
- Already have the contact to students that would present their ideas through the lab
- Have contacts with the students association/organisation – possibility to promote the IDEALab to students from other universities

### **Zrenjanin:**

- Official start is planned for the next academic year in October
- Mentoring process will be organized like in Subotica
- Have four study programmes where the subject is entrepreneurship

### **Banja Luka:**

- Equipment purchase is already done; equipment should arrive in the next period
- Entrepreneurship as a subject is taught in many faculties at the University, so professors but also teachers from incubators will be involved in mentoring and training

### **Zenica:**

- Idea: different units of IDEAlabs are located at different faculties. Process not finished at all faculties but it looks like there will be no further problems
- Project competition from another project will be used to catch students
- Representatives of the companies and professors of Economics would be involved in trainings but it would be good if trainers from University of Banja Luka come to University of Zenica to teach



12:30 – 13:30 COFFEE BREAK

13:30 – 15:00 PROJECT MANAGEMENT MEETING

Vladimir Todorovic – about “what has been done until now” in each WP and “what is left to be done”

### **What has been done?**

#### **WP1: Modelling IDEAlabs**

- Reviewing best practise from EU
- Assessing local needs for training and services
- Developing IDEAlab model for WBC

➔ Publication published for all 3 tasks

## **WP2: Establishing IDEALab**

- Setting up equipment: will be done until September
- Developing virtual segments of IDEALab: presented in Novi Sad
- Trainings for PC staff: Sheffield is the last training
- Developing set of trainings: developed already

### **Next steps:**

- IDEALab operation and training of IDEALab users. As Eleven left the project, the trainings for students at the IDEALabs should be transported to other partners – the coordinator already communicated this issue with EC and proposed to give these activities to Sheffield - official statement and changed in the budget will be delivered to the partners.
- Mentoring students ideas and start-ups: through suggestions of all partners, a model will be developed
- Establishing marketplace for ideas: after finishing the IDEALab platform this activity can be started
- Developing and maintaining the project website: after the feedback, website has changed and it is more useful now
- Developing and publishing promo material: lots of promo material is already finished; some of it is in work. Publications are in English – the idea is to print also a version in the language of each country, because the students would be more familiar with the information and it would help to promote the project better. A version in Serbian and Montenegrin language will be done; Zenica will come back to this issue
- Organizing dissemination and networking events: most of the events already organized in Novi Sad (photos from events are at the website); other IDEALabs should also organize dissemination and networking events. Photos from all organized events (trainings, dissemination events, etc.) within the project should be shared at the website
- Internal and external quality control and monitoring (made by WUS Austria): feedbacks are good and people are satisfied. Suggestion: to update the risk log and to look at the feedback from EC on the next meeting (when there are no meetings anymore, than through skype calls).
- Controlling of IDEALabs after starting: Suggestion: to visit each IDEALab or to make questionnaires. Purpose of the visits (or questionnaires) could be problems and challenges; how is the progress of implementation, according to quality assurance and strategic questions. WUS Austria will make a concept for the visits (objectives of the visit, purposes, etc.) and send it out to Vladimir for feedback.
- Sustainability: what will happened with IDEALabs after finishing the project? Suggestion: to make a working group at the next meeting in Novi Sad (by the End of the year) to discuss what strategy should be followed after the project end
- Regional practitioners conference: planned for 2016 in Novi Sad; in the next meeting an outline of the conference should be made



- Reporting and financial issues: Danijela will check all the reports from partners and will send the feedback to each. Problems at the University of Zenica: in delay with the report as they have problems with the payment of the receipts. This could also be a problem by equipment purchase. Therefore, University of Banja Luka will check if the equipment for Zenica and Banja Luka could be paid together. After all partners have finished with equipment purchase, 70% of the budget will be spent so the EC can transfer the next instalment to University of Novi Sad (precondition of EC). After Sheffield every partner should send an overview of the spent travel costs to Danijela so she can calculate how much money is left for travel costs
- Next meetings and events: according to plan
  - o Management meeting in Novi Sad - November 2015
  - o Project visit and management meeting in Zenica and Banja Luka - Spring 2016
  - o Closing conference in Novi Sad - December 2016 (or March 2017, if the project will be extended)
  - o New visits, meetings and events are possible, after the Sheffield travel is overviewed