



Strengthening University-Industry-Government Cooperation in **Romania**

TRAINING WORKSHOP SERIES

17-20 November 2020



CONTEXT

- This training workshop series is organised in the framework of the project “Targeted Support to Smart Specialisation strategies in Romania” (2016-2020), coordinated by JRC in collaboration with DG REGIO. The project implements a Preparatory Action of the European Parliament called “The economic competitive advantages and the potential for smart specialisation at regional level in Romania”.
- The project covered in a first stage (2016-2018) the North East and North West development regions, and in a second stage (2018-2020) it was extended to all eight development regions of the country, also enhancing the collaboration with the national level of coordination of Smart Specialisation strategies (S3).
- Project support has been provided along five main directions, each with several specific activities:
 - Support for improving S3 governance and national-regional coordination;
 - Support to the Entrepreneurial Discovery Process (EDP);
 - Support for engaging Quadruple Helix innovation actors in S3 implementation;
 - Support to institutional capacity-building;
 - Industrial Transition review of Romania
- The project was carried out in close synergy with other parallel projects coordinated by JRC:
 - “Targeted Support to Smart Specialisation in Lagging Regions”, which covers nine countries and regions from Southern, Central and Eastern Europe, including Romania
 - “Higher Education and Smart Specialisation” (HESS) (included North East Romania as case study in its 2016-18 pilot)
 - Stairway to Excellence (S2E)
 - Peer Exchange Learning (PXL)



AIM AND TARGET AUDIENCE

- According to the EC study [“State of European university-business cooperation \(UBC\) study in Europe”](#) (2017), University-Industry-Government (UIG) cooperation in Romania is considerably less developed compared to the European average. It encompasses a relatively narrow range of collaborative activities, has few incentives and few performance measurement indicators, as well as little financial support. UIG cooperation needs a significant boost, particularly in the context of Smart Specialisation, where it plays a major role, especially in the Entrepreneurial Discovery process and the market commercialisation of research results.
- This training workshop series aims to broaden our Romanian partners’ theoretical and practical knowledge on UIG cooperation by:
 - Providing a more detailed view of the UIG roles in innovation, in line with the Triple/Quadruple/Quintuple Helix models
 - Explaining barriers, motivators, facilitators and support mechanisms for UIG cooperation
 - Providing practical skills to identify, initiate and consolidate sustainable UIG relationships
 - Sharing examples and international good practices
- The target audience includes a broad range of innovation stakeholders: university researchers and leaders, technology transfer professionals, firm and cluster managers, government policy-makers, etc. For an in-depth analysis, the workshop series has been structured in four modules that focus on each of the main UIG institutional spheres: (i) universities and research institutes, (ii) companies and clusters, (iii) technology transfer institutions at the U-I interface, and (iv) government agencies at national and regional level.



WORKSHOP CALENDAR

Day 1
17 November 2020

KICK-OFF SESSION

09.00 - 11.00 CET

MODULE 1

Focus on government
(national and regional
authorities)

11.30 - 14.00 CET

Day 2
18 November 2020

MODULE 2

Focus on universities
and research institutes

09.00 - 14.00 CET

Day 3
19 November 2020

MODULE 3

Focus on technology
transfer institutions

09.00 - 14.00 CET

Day 4
20 November 2020

MODULE 4

Focus on firms and
clusters

09.00 - 12.30 CET

WRAP-UP SESSION

13.00 - 14.00 CET

KICK-OFF SESSION

Kick-off session

17 November 2020
09.00 – 11.00 CET

Aim:

- Provide an overview of S3 implementation in Romania
- Discuss the role of UIG cooperation in S3
- Understand the evolution of innovation models and the non-linear 'n' helix formats
- Increase awareness of UIG relations, diversity, influencing factors and mechanisms

Agenda

09.00 – 09.15	Welcome and introduction
09.15 – 09.35	S3 in Romania and the role of UIG cooperation – <i>Marina Ranga</i>
09.35 – 10.00	From linear to networked models of innovation: the Triple/Quadruple/Quintuple/N-tuple Helix – <i>Marina Ranga</i>
10.00 – 10.15	An overview of UIG cooperation (in education, research, valorisation and management) and their expected results - <i>Victoria Galan-Muros</i>
10.15 – 10.30	BREAK
10.30 – 10.50	The UIG cooperation process: main barriers, drivers and facilitators – <i>Todd Davey</i>
10.50 – 11.00	Key supporting mechanisms for UIG cooperation - <i>Todd Davey</i>

Link: <https://zoom.us/j/98827323339?pwd=cGgwbnFREaUtpajZSRm1OY0NyYkt3Zz09>

Meeting ID: 988 2732 3339

Passcode: 888320

MODULE 1: FOCUS ON GOVERNMENT

MODULE 1: Focus on Government

17 November 2020
11:30 – 14:00 CET

Aim

- Examine the government role in UIG relations
- Examine international policies supporting UIG relations
- Reflect on government approaches in Romania
- Map your own ecosystem to initiate action

Agenda

11.30 – 11.40	Exercise on the government role in UIG cooperation in Romania and the national status quo of UIG – <i>Victoria Galan-Muros</i>
11.40 – 11.45	More than a facilitator: The government as an entrepreneurial actor in UIG cooperation – <i>Victoria Galan-Muros</i>
11.45 – 12.30	Who are the front runners? Examples of policy approaches for UIG cooperation across Europe – <i>Victoria Galan-Muros</i>
12.30 – 12.45	BREAK
12.45 – 13.30	How can government support UIG cooperation in Romania? Insights based on data from the Romania UBC study (2017) – <i>Todd Davey</i>
13.30 – 13.50	Understanding your ecosystem: a mapping exercise - <i>Todd Davey</i>
13.50 – 14.00	Conclusions and key success factors

Link: <https://zoom.us/j/98827323339?pwd=cGgwbFREaUtPajZSRm1OY0NyYkt3Zz09>

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MODULE 2: FOCUS ON UNIVERSITIES AND RIs

MODULE 2:

Focus on universities and research institutes (RIs)

18 November 2020
9.00 – 14.00 CET

Aim

- Examine university and RIs roles in UIG cooperation, benefits, key success factors
- Identify barriers, drivers, facilitators & mechanisms supporting cooperation
- Examine international good practices and a vision for universities and RIs in 2030

Agenda

09.00 – 09.05

Welcome and introduction

09.05 – 10.00

The Entrepreneurial University. Where do we stand in Romania? – *Marina Ranga*

10.00 – 10.15

Main findings of HEInnovate Romania (EC & OECD initiative) – *Adina Fodor*

10.15 – 10.30

BREAK

10.30 – 11.15

Understanding researchers' barriers, drivers, facilitators for UIG cooperation in Romania and designing actions to move forward – *Victoria Galan-Muros*

11.15 – 11.45

How can universities and RIs support UIG cooperation in Romania? From internal policies to technology transfer offices and incubators – *Todd Davey*

11.45 – 12.30

Good practice cases & tools to improve UIG cooperation – *Victoria Galan-Muros*

12.30 – 12.45

BREAK

12.45 – 13.45

The future of universities in Romania: a vision for 2030 – *Todd Davey*

13.45 – 14.00

Conclusions and key success factors

Link: <https://zoom.us/j/99418564593?pwd=dEF4aHR2dG1CUjlSbFNBNVzhxWmxrQT09>

Meeting ID: 994 1856 4593

Passcode: 712387

MODULE 3: FOCUS ON TECHNOLOGY TRANSFER INSTITUTIONS

MODULE 3:

Focus on technology transfer institutions

19 November 2020
9.00 – 14.00 CET

Aim

- Understand technology transfer mechanisms, barriers, drivers, facilitators
- Explore technology transfer processes and dynamics
- Learn how to build strategic partnerships

Agenda

09.00 – 09.05

Welcome and introduction

09.05 – 09.15

Knowledge and technology transfer models: characteristics, advantages and disadvantages – *Todd Davey*

09.15 – 09.45

The profile of a boundary spanner – *Todd Davey*

09.45 – 10.30

Actors in the knowledge transfer process: drivers, barriers and facilitators and managing expectations – *Victoria Galan-Muros*

10.30 – 10.45

BREAK

10.45 – 11.45

Technology readiness levels and technology transfer basics – *Marina Ranga*

11.45 – 12.00

Targeting different types of organizations and researchers in their knowledge and technology transfer – *Todd Davey*

12.00 – 12.30

Intellectual property: what, when and why? – *Victoria Galan-Muros*

12.30 – 12.45

BREAK

12.45 – 13.00

The stairway model to starting and building strategic partnerships – *Todd Davey*

13.00 – 13.45

Good practices in technology transfer and how to position your TT office and yourself as a trusted and efficient facilitator – *Victoria Galan-Muros*

13.45 – 14.00

Conclusions and key success factors

Link: <https://zoom.us/j/92415872303?pwd=aXlNdFB4NlR2Qk5mMU45aGhablIxUT09>

Meeting ID: 924 1587 2303

Passcode: 442857



MODULE 4: FOCUS ON FIRMS AND CLUSTERS

MODULE 4:

Focus on companies and clusters

20 November 2020

9.00 – 12.30 CET

Aim

- Understand key features of innovating firms and clusters
- Examine Industry role in UIG cooperation, benefits, key success factors
- Understand collaboration with University for shared value
- Identify barriers, drivers, supporting mechanisms

Agenda

09.00 – 09.05	Welcome and introduction
09.05 – 09.35	Innovative firms and clusters: why does it matter? - <i>Marina Ranga</i>
09.35 – 09.45	Place-based cooperation: present and future prospects – <i>Victoria Galan-Muros</i>
09.45 – 10.15	Understanding business' barriers, drivers and facilitators of UIG cooperation and designing action to move forward – <i>Todd Davey</i>
10.15 – 10.30	BREAK
10.30 – 11.00	Business approaches and supporting mechanisms to UIG cooperation, including the stairway model to strategic partnerships – <i>Todd Davey</i>
11.00 – 11.15	Characteristics of Romanian universities and implications for businesses – <i>Victoria Galan-Muros</i>
11.15 – 11.45	International good practice cases of UIG cooperation for business – <i>Todd Davey</i>
11.45 – 12.15	Romanian businesses: a vision towards 2030 – <i>Victoria Galan-Muros</i>
12.15 – 12.30	Conclusions and key success factors

Link: <https://zoom.us/j/95152293617?pwd=REFidTNNNkFRdjZzdk9CRFh0UCs2dz09>

Meeting ID: 951 5229 3617

Passcode: 820605

WRAP-UP SESSION

WRAP-UP SESSION

20 November 2020
13.00 – 14.00 CET

Aim:

- Discuss insights from the workshops
- Identify new ways and opportunities for UIG cooperation in the post-Covid19 period
- Collect feedback for developing future training on innovation key issues

Agenda

13.00 – 13.20	Insights from workshops: presentation and discussion – <i>Victoria Galan-Muros</i>
13.20 – 13.45	Mapping exercise on the way forward for UIG cooperation in Romania post-Covid19: Why, what, how and when? - <i>Todd Davey</i>
13.45 – 13.55	Looking ahead: Developing new training workshops on innovation key issues – <i>Marina Ranga</i>
13.55 – 14.00	Main conclusions and take-aways

Link: <https://zoom.us/j/95152293617?pwd=REFidTNNNNkFRdjZzdk9CRFh0UCs2dz09>

Meeting ID: 951 5229 3617

Passcode: 820605

CONNECTION LINKS

Day 1 – 17 November

- **Kick-off session (09.00 - 11.00) and Module 1 (11.30 - 14.00)**
- Link: <https://zoom.us/j/98827323339?pwd=cGgwbFRERaUtPajZSRm1OY0NyYkt3Zz09>
- Meeting ID: 988 2732 3339
- Passcode: 888320

Day 2 – 18 November

- **Module 2 (09.00 - 14.00)**
- Link: <https://zoom.us/j/99418564593?pwd=dEF4aHR2dG1CUjlSbFNbVzhxWmxrQT09>
- Meeting ID: 994 1856 4593
- Passcode: 712387

Day 3 – 19 November

- **Module 3 (09.00 - 14.00)**
- Link: <https://zoom.us/j/92415872303?pwd=aXINdFB4NlR2Qk5mMU45aGhablIxUT09>
- Meeting ID: 924 1587 2303
- Passcode: 442857

Day 4 – 20 November

- **Module 4 (09.00 - 12.30) and Wrap-up session (13.00 - 14.00)**
- Link: <https://zoom.us/j/95152293617?pwd=REFidTNNNkFRdjZzdk9CRFh0UCs2dz09>
- Meeting ID: 951 5229 3617
- Passcode: 820605

TRAINERS

Dr. Victoria Galán-Muros

Dr. Victoria Galan-Muros is a leading consultant, policy advisor and researcher that has worked on the interface between universities, business and policy-makers for over a decade in 30+ countries. She co-authored 60+ consulting reports and 40+ scientific publications. She has lectured at 12 universities, spoken in 80+ events and delivered professional workshops internationally. Previously a policy analyst at the OECD, a senior associate consultant at Technopolis Group UK and the research director at the Global Institute on Innovation Districts; Victoria is the co-founder and CEO of the Innovative Futures Institute and sits on the Advisory Board of UIIN. Email: galanmuros@ifuturesinstitute.com



Dr. Todd Davey

Associate Professor of Entrepreneurship at the Institut Mines Télécom-Business School (Paris) and co-founder of the Innovative Futures Institute (ES). Todd is the former Director of Strategy and Business Development at one of Asia-Pacific's fastest growing tech start-ups (AU), as well as investor and/or mentor to several companies. He has written a number of books including the Future of Universities Thoughtbook and Entrepreneurship at Universities and was the Director of the largest international study in University-Industry cooperation for the European Commission. Email: davey@ifuturesinstitute.com



Dr. Marina Ranga

Coordinator of the JRC project “Targeted Support to RIS3 in Romania” and Associate Professor on Innovation and Entrepreneurship at the University of Warsaw's School of Management. Marina has over 20 years of experience in innovation policy analysis and management, at academic, government and EU levels. Former Senior Researcher and Faculty Research Fellow at Stanford University and holder of permanent and visiting academic positions at several European universities, Marina has an extensive publication record and editorial activity. She also conducted consulting and advisory work for the EC, several UN bodies, OECD, national and regional government agencies. She was an evaluator for the EC and national innovation agencies in the Netherlands, Poland and Hungary, and is currently an evaluator in the European Universities Initiative project EUNIQ. She chairs the Strategic Advisory Board of Imperial College's Institute for Molecular Science and Engineering and is an Advisory Board member of the Accreditation Council for Entrepreneurial and Engaged Universities and of the University-Industry Innovation Network UIIN. Email: marina.ranga@ec.europa.eu





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Centre