

## Finalisti Natječaja za poslovni plan 2007. u posjetu Sveučilištu u Saarlandu

Od 21. do 24. travnja 8 finalista Natječaja za najbolji poslovni plan te 6 predstavnika sa Sveučilišta u Zagrebu, Splitu i Rijeci imali su priliku posjetiti Sveučilište u Saveznoj pokrajini Saarland (Njemačka) i sudjelovati na dvodnevnoj radionici "Improving business development skills". Sveučilište u Saarlandu smješteno je u Saarbrückenu i Homburgu (medicinski fakultet i sveučilišne bolnice). Osnovano je 1948. godine uz pomoć Francuske, a danas ga pohađa 15.500 studenata, zaposleno je 290 profesora, 800 članova akademskog osoblja te 900 članova neakademskog osoblja. Pri Sveučilištu postoji 8 fakulteta, 4 kolaborativna istraživačka centra, 1 program suradnje između industrije i sveučilišta te 8 diplomskih istraživačkih programa.

Prvi dan boravka u Saarbrückenu sudionici radionice upoznali su se sa radom i sastavnicama Sveučilišta te uslugama koje nudi Starterzentrum, institucija osnovana sa ciljem da se studentima pomogne pri osnivanju vlastitih kompanija te da se na taj način potakne poduzetništvo i transfer tehnologije. Također su imali priliku upoznati poduzetnike koji trenutno koriste usluge Startercentrums. Sudionici radionice su upoznali Michelle Froese koja je tek nedavno započela samostalno. Sudionici su poslušali i prezentaciju Dr. Rainer Class-a, zaposlenika tvrtke Pharmacelsus GmbH, uspješne tvrtke koja je svoj razvoj također započela u Startercentrumu.

Drugi dan radionice sudionici su imali priliku sudjelovati u TOPSIM - General Management II igri. To je igra poslovnog menadžmenta koja uspostavlja vezu između poslovnog upravljanja u teoriji i praksi. Ova simulacija predstavlja realan model kompanije i na taj način omogućuje sudionicima vrlo brzo stjecanje praktičnog iskustva u okruženju bez rizika. Cilj ove igre je prepoznati i stvoriti opće uvjete za komercijalni uspjeh, pružiti sudionicima mogućnost da iskuse odnose u poslovnom upravljanju te se upoznaju sa cjelovitim pristupom tom području, definiraju ciljeve i strategije, te ih realiziraju u okruženju u kojem ekonomski i ekološki faktori igraju važnu ulogu. Kroz tu igru, sudionici se također upoznaju s osnovama marketinga, kako se nositi sa kompleksnim odlučivanjem u nepredvidivim situacijama, kako zadržati kontrolu nad poslom u teškim situacijama, kako razviti osjećaj za bitno te kako razmišljati i djelovati u interdisciplinarnom smislu.

Boravak u Saarbrückenu dao je dobar uvid u napore koji se ulažu u promicanje poduzetničkog duha kod studenata i znanstvenika te poticanje i pružanje podrške prijenosu znanja i rezultata istraživanja sa sveučilišta na gospodarstvo što dovodi do izgradnje društva temeljenog na znanju.

U ovom broju glasnika donosi se i članak Ureda za transfer tehnologije Sveučilišta u Zagrebu i članak o IP-BASE projektu (Competitiveness and Innovation Framework Programme 2007-2013) čiji je cilj unaprjeđenje korištenja i pristupa istraživanjima i inovacijama u Europi.



# IP-BASE

## IP Awareness and Enforcement Modular Based Actions

### INTRODUCTION

The IP-BASE project brings together two existing important Europe-wide initiatives under one umbrella action: InnovAccess, a web portal created by the National Patent Offices to provide information on their services for the end user and IPR-Helpdesk, Helpline and training mechanism for current and potential contractors in EC-funded RTD Framework Programme projects. These initiatives, together with further actions foreseen in the project aim to target and improve usage of and access to research, exploitation and innovation in Europe.

The participation in the project of 20 National Patent Offices will boost the Europe-wide perspective of the project. It will provide a voice at national level in at least 20 Member States who are able to communicate directly with national governments, other national and regional actors, their members, individuals, businesses and the European Commission. The consortium also seeks to include new members from those countries not currently represented.

### OBJECTIVES

The main objective of the project is to raise awareness of and knowledge of IPR in particular for SMEs, with a view to:

- Raise SMEs' understanding of the need to integrate IP in their innovation strategies and their business planning;
- Improve the protection of SMEs' IP rights through the increased registration of rights EU-wide and also internationally and increase the use of non-registered protection methods through the effective promotion of these methods;
- Improve protection and enforcement by SMEs of their IP rights from infringement whether this originates from within or outside the EU;
- Raise SMEs ability to fight counterfeiting and increase knowledge on the methodologies available to detect it;
- Develop actions to promote awareness on IPR protection to educate the fashion and design industries (textiles, leather, footwear and furniture) on the risks counterfeiting poses and on the existing means and procedures to combat it;
- Promote and support the use of IP rights in international research, development and technology transfer activities, providing an IP rights support service to actual and potential beneficiaries of CIP and Research Framework Programme actions, especially high-tech SMEs and Public Research Organisations.

### ACTIVITIES

Some of the activities that will be developed by the IP-BASE consortium in this framework are:

- Development of IPR SME awareness strategies for IPR usage and enforcement at EU and local levels, bringing together the main existing institutions and services;
- Development of a toolbox of materials on IPR and enforcement issues, including manuals and training materials;
- Provision of training for multipliers, in particular to the Business and Innovation network, a wide range of SME awareness and enforcement actions; and support for SME advice services;
- Delivery of awareness workshops in particular on counterfeiting and with particular reference to the design and fashion industries;
- Development of support services designed for SMEs;

- Preparation of multilingual manuals, training materials and SME workshops for design industries to raise SME awareness on IPR and enforcement issues, both within and outside the EU;
- IPR support to potential beneficiaries of CIP and RTD Framework Programme actions (IPR Helpdesk);
- Capacity building, the creation of national and regional networks and synergies and enhanced European-wide cooperation in the IP and innovation field

### OUTCOME

IP-BASE will create an opportunity to develop networking and strategic cooperation between managers of service-related IPR programmes. The European status of the project allows also more effective dissemination of good practices across Europe.

Implementation of the IP-BASE at a European level will significantly increase the scale of the work which can be carried out in the areas of services related IPR. The project also foresees wider impacts that can benefit all Member States, since the early introduction of effective service IPR policies and programmes can yield significant and highly positive socio-economic impacts in Member States and European regions.

Major results of the project include the following outputs and services:

- The development of a toolbox of IPR awareness and enforcement materials will be broadly used throughout the project and afterwards. This toolbox will provide regular and innovative services according to needs of targets of users (SMEs, repliers, intermediaries, etc) defined with other WPs leader;
- A web portal, for SMEs and other interested users. This website will contain documents, case studies, practical information for SMEs and other useful information such as contacts and signposting to relevant services;
- Setting up local contact points (helpdesks) for European SMEs and their advisors providing first-line support in IP and enforcement issues;
- Development of strategies on local IP awareness and enforcement;
- A Helpdesk and info-service providing an IP rights support service to actual and potential beneficiaries of CIP and Research Framework Programme actions

### EUROPEAN CONTEXT

In the context of the Lisbon goal of establishing a knowledge based society, the IP-BASE project aims to address EU industry needs in the area of IPR usage and enforcement issues, especially for SMEs and specific sectors of industry. However the Europe-wide unification of IPR services related to innovation, enforcement, etc represent a novel perspective for several Member States, in particular for New Member States. In addition, there is currently no transnational framework for national programmes in this field, and the cooperation activities developed until the date have been limited to certain areas and certain countries.

In this framework DG Enterprise included in its Grants' Work Programme for 2007 a specific call devoted to an "IPR Awareness and Enforcement Project (including IPR Helpdesk)". The IP-BASE project won this call and will last for 3 years, starting on November 2007. The IP-BASE project is looking to set a new process in motion to address these challenges



## Ured za transfer tehnologije Sveučilišta u Zagrebu



Ured za transfer tehnologije Sveučilišta u Zagrebu počeo je s radom u 2008. godini kao značajan dio sustava kojim će se poticati inovativnost istraživača i tako postići da znanje koje nastaje na Sveučilištu izravno pridonosi gospodarskom razvoju zemlje. Jedan od neposrednih ciljeva je povećanje broja patenata zasnovanih na znanstvenim rezultatima istraživača na Sveučilištu u Zagrebu.

Potreba za uspostavljanjem sustavne potpore transferu znanja prepoznata je na Sveučilištu u Zagrebu, te je u 2007. godini formirana Radna skupina za ustroj Ureda za transfer tehnologije (prof. dr. sc. Srđan Novak, predsjednik, prof. dr. Melita Kovačević, koordinatorka, prof. dr. sc. Sven Lončarić, prof. dr. sc. Dorian Marjanović, prof. dr. sc. Slobodan Vukičević, prof. dr. sc. Krešo Zadro).

Potporna koju će pružati Ured za transfer tehnologije Sveučilišta u Zagrebu uključuje:

- kvalitetnu i profesionalnu uslugu istraživačima zainteresiranim za zaštitu intelektualnog vlasništva i komercijalizaciju rezultata svojih istraživanja;
- savjetovanje istraživača o pitanjima intelektualnog vlasništva u istraživačkim projektima;
- pomoć u uspostavljanju suradnje s industrijom.

Put od znanstvenih rezultata do tržišta je složen, te je prva zadaća Ureda uspostaviti jednoznačne i transparentne poslovne procedure, te okupiti tim djelatnika i savjetnika koji će prepoznati uspješne inovacije i provesti ih do uspješne komercijalizacije.

Rad Ureda bit će financiran održivom kombinacijom unutrašnjih i vanjskih izvora. Tako se Sveučilište u Zagrebu priključilo Hrvatskom projektu tehnološkog razvitka (STP) Svjetske banke i time osiguralo značajnu potporu aktivnostima potrebnim za uspostavu Ureda za transfer tehnologije.

Stranice Ureda: [www.unizg.hr/technology.html](http://www.unizg.hr/technology.html)

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