

REFERENCE: 144752-TEMPUS-1-2008-1-AT-TEMPUS-JPHES

TITLE: University Chair on Innovation

DESCRIPTION: The EU higher education policy towards the MEDA countries is to strengthen the role of higher education institutions in society; to address the "knowledge triangle" of education, research and innovation and to encourage links between higher education institutions and the labour market including the promotion of entrepreneurship. The overall objective of this project is bridging the gap between the innovation needs of industry and the supply of universities by establishing a "University Chair on Innovation". This project has 5 specific objectives:

Objective 1: Establishing a university Chair on innovation in the MEDA Region: The general role of this Chair is to reduce the gap between the available innovation knowledge of universities and the need for application in industry within the MEDA region. The Chair should be a department integrated in the mainframe of the structure of the MEDA universities. The Chair should help enterprises translating their needs to R&D subjects in the field of industrial innovation, encourage and support the enterprises to pursue innovation in collaboration with the university, promote university departments to carry out commercially relevant innovation joint projects, disseminate new and useful knowledge resulting from University research, license technology to industry.

Objective 2: Developing Technology Transfer Policy: The importance of improving the effectiveness of knowledge transfer cannot be over-emphasised; it is one of the key drivers to help achieve the economic, social and environmental ambitions outlined in the Lisbon Strategy for Growth and Jobs in Europe but also addressed worldwide including MEDA countries. This project will consider the issue of closer collaboration between the practitioners of the knowledge-triangle from 4 perspectives: Training and staff exchange for creating a Technology Transfer Profession (TTP); Model of technology transfer (TT), Intellectual Property Strategy (IP) , Spin-off creation and incubation:

Objective 3: Initiating a re-skilling program on Innovation: competences and capacities: In this task, training activities is central and subdivided into competence building and capacity building and the approach follows the idea of "peer education". The Chair Operators will be trained on capacity and three modules will be delivered by the EU universities focused on :Technology Transfer and Valorisation, IP (Intellectual Property) protection and exploitation, Innovation & Public Relations. After that the University Chairs will start offering their first service by training researchers, and graduate students of the MEDA universities. The trainees will be trained to identify unarticulated industry innovation needs and get to the heart of the problem; apply a structured roadmap for innovation to solve industry problems; take research ideas and turn them into product, process and system solutions, then demonstrate success with prototyping and piloting. This program will also prepare the graduates to labour market and to start their own business and will take care of the training of selected academics and research members.

Objective 4: EU MEDA Twinning MSc Thesis Program: the practical experience : The main aim is to initiate a mechanism that allows Mediterranean and European MSc students from different disciplines to carry out their thesis in innovative subject together with the industrial institutions. This program will be open for all the MSc students from all involved universities mainly for engineering and innovation subjects. The program should allow: translating the industrial problems to R&D research subjects; continuous transfer of the European University-Industry cooperation experiences to the MEDA universities; bringing industries from MEDA and EU together on common R&D objectives; building a trust between the University and industry in the MEDA region.

Objective 5: Developing an EU-MEDA Virtual Environment and Strategy for University-Industry Cooperatio

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ESTIMATED BUDGET: 1,463,046 €

CONTRACT DURATION: 36 months