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European Certification & Qualification Association

Valorisation Project (VALO)

Education and Culture DG
Lifelong Learning Programme

European Innovation meets Dissemination Management Skills

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The **ECQA VALORISATION EXPERT TRAINING AND CERTIFICATION** project, 2011-1-GR1-LEO05-06789 is carried out with the financial support of the Commission of the European Communities under the Lifelong Learning Programme Leonardo da Vinci, Transfer of Innovation

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Agenda

- **Innovating Innovation**
  - Innovation through European network clusters
  - Reaching beyond the conventional boundaries
- Building on the **Valorisatio**n Competences

Innovating Innovation in Europe: Networking and Clusters

- ‘***Innovation policy*** *should be drafted in such a way that it* ***stimulates further innovation in future*** *(networks & bolster of the innovation system)’* Deutsche Bank AG DB Research, January 27, 2012
- The European industry has transformed into a **networked cluster** of partnerships and stakeholders
- Examples of European networked clusters are Automotive, Aerospace, and Medical Industry

EuroSPI Strategy 2020 - Expert Clusters as Knowledge Clusters to be Networked to Industry and Qualification Strategies (Messnarz et al., 2011)

Innovating Innovation in Europe: Reaching beyond the conventional boundaries of the organisation - an emergent challenge

- **Social Media Networks**
  - Easy Content Creation and Content Sharing;
  - Tapping collective explicit and tacit knowledge;
  - Utilising intelligence of users (customers and consumers);
  - Capitalising on Wisdom of Crowds;
  - Communitites developed from the Bottom Up.

Benefits of utilising intelligence of users

- **Reflection in practice**
  - Prototypes for user tests;
  - Voice of Users (customers).
- Leverage of disparate assets rooting in
  - different cultures;
  - different disciplines;
  - different organisations.

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Embedding entrepreneurial behaviour in the Organisational Culture

- Entrepreneurial behaviour needs to be embedded in the organisational culture
  - structures,
  - processes,
  - underlying behaviours etc.

Supportive organisational conditions

- Inventive activity;
- Originality of thought;
- Creativity;
- Breakthrough insights.

The creation of an innovative culture

Involves a learning process that builds on

- evaluation
- reflection
- development of the organisation toward **response maturity for emerging challenges**

European Innovation meets Dissemination Management Skills

Innovations in isolation

- Are not only wasteful but also not useful
- All projects, and in particular innovation projects, need to **disseminate and exploit** their results for
  - maximising achievements and increasing sustainability after their completion
  - optimising the value of the project and on boosting its impact

What is missing?

- Many European and other projects seem to be **missing a good valorisation** (dissemination, sustainability and exploitation) **strategy**
- Projects seem to be **carried out in isolation** and to **finish without essential impact**
- In addition there is a **lack of skills** for carrying out valorisation actions

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Project Title:

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Project Leader: Kerstin Siakas

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ISCN International Software Consulting Network

FH JOANNEUM UNIVERSITY OF APPLIED SCIENCES

Middlesex University

YOUTH AND LIFELONG LEARNING FOUNDATION - IEK THERMI

THESSALONIKI CHAMBER OF COMMERCE AND INDUSTRY

UNIVERSITY of VAASA

EACEA Education, Audiovisual & Culture Executive Agency

VALORISATION

The French term for

Dissemination:

Spreading information to ensure that others benefit from experiences gained in the project

Exploitation of the results of project activities:

More people can share in the successes, experiences and lessons learned

Dissemination and exploitation of results

- launching of the innovation to market;
- transfer of results and best practices to different and broader contexts;
- potential tailoring to the needs of others;
- continuation after the funding period has finished;
- influences on policy and practice;
- serving the public good.

The general aims and objectives

- To create a new **certified Valorisation Expert job-role** adding to the 27+ existing certifications in the European Certification and Qualification Association (ECQA)
- The Valo Project: 01.10.2011-30.09.2013

The project's main objectives

- develop an **online accredited programme of study** for **the job role of a Valorisation Expert**
- **pilot** the programme in the **participating organisations/member states of the project partners**
- refine the programme based on systematic feedback

The content of the valorisation qualification

- measurements of **quality and effectiveness** of valorisation activities
  (administrative competencies)
- assessment of the **impact** of results and valorisation actions
  (administrative competencies)

The content of the valorisation qualification

- **promotion and dissemination of project results** using innovative web-based electronic means, including digital media (**internet marketing, social media marketing, mobile marketing**) (technical competencies)

Development of Training Material

- A set of skills and best practices required to
  - analyse,
  - define and
  - implement
- **potential valorisation strategies**

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Skill Card Units

- VAL.U1 Understanding the importance concerning valorisation of innovation and EU project results
- VAL.U2 Dissemination
- VAL.U3 Exploitation
- VAL.U4 Valorisation Methods

VAL.U1 Understanding the importance concerning valorisation of innovation and EU project results

- VAL.U1.E1 Introduction to valorisation (terms such as: broad and deep dissemination – exploitation: sustainability, value creation and mainstreaming)
- VAL.U1.E2 Innovation

VAL.U2 Dissemination

- VAL.U2.E1 Broad Dissemination
- VAL.U2.E2 Deep Dissemination
- VAL.U2.E3 Dissemination Strategy

VAL.U3 Exploitation

- VAL.U3.E1 Creating Stakeholder Value
- VAL.U3.E2 Sustainability
- VAL.U3.E3 Mainstreaming
- VAL.U3.E4 Exploitation Strategy

VAL.U4 Valorisation Methods

- VAL.U4.E1 Diffusion
- VAL.U4.E2 Communication to potential stakeholders
- VAL.U4.E3 Valorisation channels - formal and informal valorisation
- VAL.U3.E4 Exploitation Strategy
- VAL.U4.E4 Valorisation tools (cluster building, open innovation etc.)
- VAL.U4.E5 Intellectual Property Rights (IPR)

THANK YOU FOR YOUR ATTENTION!

Pilot training starts in March 2013

If you are interested, please contact

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