

I EUROPEAN AWARDS OF UNIVERSITY-INDUSTRY* COOPERATION WITH REGIONAL IMPACT

(*In this case "Industry" is interpreted in its widest meaning and incorporates all types of companies and businesses).

About the Awards

- ✓ What are the I European Awards of University-Industry Cooperation and Regional Development?
 - The I European Awards of University-Industry Cooperation (UIC) with Regional Impact is the main outcome of RUISNET (Regional University Industry Strategies Network), a **project part-financed by the European initiative INTERREG III C South**. Its main objectives are to share a joint vision in the European framework of university-industry co-operation and how it benefits and contributes to regional development AND to promote networking social awareness, importance of university-industry collaboration in regional development
- ✓ What is going to be awarded?
 - Good practices of University-Industry Cooperation with a regional impact
- ✓ What is the objective of these Awards? :
 1. Recognise openly the importance of University-Industry Cooperation for Regional Development.
 2. Identify Good practices that can become an example for organizations from other regions
 3. Achieve Public recognition and reward excellence in the cooperation between University and Industry, encouraging also to have regional impact
 4. Foster University-Industry cooperation by disseminating the presentation/description Award winners as example of good practices
 5. Enhance the awareness of the importance of University-Industry collaboration.

Which are the 3 Award Categories?

The awards Are addressed to **projects, programmes and initiatives** which have implemented fruitful **collaboration between University and Enterprises**, and present a substantial impact on the **economic and social development of the territory**.

Interested parties can enter the awards in one of the following categories:

1. SMEs, Innovation and Territory

Technological development, as well as regional context, make some enterprise collectives (because of its size, technology or geographical localisation) to demand a special consideration in order to take advantage of this co-operation.

2. Training and Labour Market

Respond to the productive system training necessities (The Bologna declaration)

3. Entrepreneurial Spirit and Knowledge-Based Enterprise Creation

Emphasise the entrepreneurial spirit in the university's community; All this working for improvement of environment and man-woman equal opportunities



Who can participate?

The European University-Industry Cooperation with Regional Impact Awards are open to **any organisation (enterprise, laboratory, university or other institution)** based in any of the Member States of **the European Union**.

How to participate/Terms and Conditions:

- a. Applications should be made using the **RUISNET Award Application Form**. The Application Form **is available in the official website** www.ruisnet.net. The final electronic tool **will be available for registered users**.
- b. Registered users must give their **name, e-mail account and telephone number**, so that a member of RUISNET can contact you or your organisation.
- c. Before filling the application, **please read the Guidelines carefully**. In case of any additional question, we encourage you to contact the awards helpdesk at: awards@ruisnet.net.
- d. All proposals will also need **to print the signed Authorization by the legal representative. This document is included in the Legal Representative Authorization** This document must provide the **names and contact details of two references** that are willing to support the application, and with whom the RUISNET **team may contact for further details. The** original, properly signed and completed, shall be sent to IMPIVA – Plaza del Ayuntamiento, 6 – 46001 – Valencia (SPAIN). This authorisation should be signed by the applicant. In the cases when an application actually nominates other people or organisations, their written agreement with an original signature of their contact person responsible will also be attached.
- e. The case must be included into one of the three **award categories**. There must be a reference of the category applied.
- f. During the Evaluation Processs appropriate category changes may occur when the category chosen is not the most suitable for the case. In that case, any change will be notified.
- g. The awards may be declared vacant.
- h. Any supporting material may also be submitted eventually in digital format on an attached file with a maximum file size of 2 Mbytes. This might include press releases, newspaper or journal articles, reviews, or any type of relevant document that the applicant considers supports the good case.
- i. The Application Form shall be written in English. Support documents may be submitted in the original languages.
- j. Please use Verdana - 10, as your default font and size.

- k. The deadline for submission of applications is **26th January 2007**. Late applications will only be considered at the discretion of the jury.
- l. Before the deadline, enquiries may be addressed to the RUISNET Award Secretariat, in awards@ruisnet.net and to each of the RUISNET partners¹.
- m. The evaluation is confidential. The organisers will not disclose the judgements and opinions given by the members of the I European Awards of University-Industry Cooperation and Regional Development RUISNET evaluation panels.

Evaluation Criteria

Applications submitted for consideration for the Awards should refer **to running or finished programmes, projects or initiatives**.

Those candidates in the design or early development phases for which it is not possible to measure or assess the impact or the results have less possibilities to succeed. However, they might exceptionally be considered or mentioned as **"promising initiatives" (emerging cases)** when the innovation potential is considered particularly high.

The eligibility of the applications submitted will check if:

- The Application Form, and the Authorization by the Applicant are completed correctly and has been presented on time following all the instructions and guidelines, including the written agreement of nominates.
- The information provided is accurate and up-to-date

Eligible submitted applications will be evaluated on the basis of the following **criteria**:

a. University-Industry cooperation

Cooperation is defined as involving two to more parties willingly working together for some mutual benefit. Such relationships may be short or long term and may involve one or more projects or areas of activity relevant to the parties involved. The nature and intensity of the relationship involved in the University-Industry Cooperation is a critical parameter which must be clearly enunciated in a qualitative and where ever possible a quantitative manner. Thus, cooperation goes beyond the provision of a service by one party for the other solely for financial remuneration eg a consultancy contract or licence of a patent, is not considered to be cooperation in the RUISNET sense of the meaning.

Additional considerations that may also be important include, for example:

- The level of commitment and involvement of the cooperating parties. For example, instead of having a number of individual research contracts with SMEs the project may involve a wider integrated programme of

¹ See www.ruisnet.net for the list of RUISNET partners and their contact information.

collaboration with such organisations representing a larger and longer term commitment and extent of cooperation.

- Participation of different "stakeholders" in the promotion; the management and operation of the project; the nature of the interface.
- The level of formalization and contractual arrangements of the project, such as the financial and infrastructure benefits.

b. Regional impact

University-Industry collaborations can have an impact on and contribute to the strategic ambitions and development of the region in which they operate. The nature of impact will depend on the aims, objectives and design of the project, and the social, economic and physical environment in which they operate. Impact is defined, in strict terms, as changes and effects that would not occur in the absence of the project/case being delivered – this is called the 'net impact'. However, the 'gross impact' of changes taking place is also worth recording – as are direct outputs from a project - as the net impact of a project/case cannot easily be isolated (n.b. even direct outputs, such as people being trained, may have occurred without the project/case). Both positive and negative impacts should be recorded, as should quantifiable measures and more qualitative experiences, opinions etc. The project/case must therefore clearly reflect the influence or impact it has had or potentially may contribute to one or more aspects of the economic, social and/or cultural development and fulfilment of their respective regional strategies and policies.

c. Innovative character

These may refer to, for example, the methodology and processes adopted, pedagogical implications, organisational dimensions, economic and/or technological considerations, and social matters.

There are numerous definitions of 'innovation', however for RUISNET cases it is regarded as any example of new methods of university-industry collaboration (UIC) and proven successes as a good practice.

The interest in innovation is more in the *strategy* of collaboration rather than in its final product (although the latter can be cited as proof of innovative success). This can be in (a) ways networks are set up, (b) ways individual businesses are engaged, and/or (c) structures through which collaboration is implemented.

d. Transferability

Transferability is defined in terms of 'policy transfer', i.e. whether good practice in the particular regional case has any relevance to another region or country. National structures and contexts mean that it cannot be assumed that a good project in one place will also be good in another. There is also a difference between actual transfer and transferability. Evidence of the latter is equally valid, based on a clear analysis of the destination industry, region or country.

The description should be written in sufficient detail so as to enable others to use the good practice and assess the degree to which it may be employed by different types of organisations operating in different environments.

e. Sustainability

Consider not only the economic/time continuity but also the relationships that the case has generated, including secondary effects: continuation of and further development of the project concerned; long term effects of the project on its target beneficiaries.

Jury & Evaluation Process

The process for the evaluation will follow the following steps.

- a. **First Evaluation Phase** will be used to select those eligible cases to be included into the Observatory (www.ruisnet.net) and a subgroup of them in the Guide that will be electronically published. The First Evaluation Phase will be performed by external experts in the identification and evaluation of cases in the different categories of the award.
- b. The **Expert Evaluation Committee** will select the 3 best cases per category to be nominated for the Awards (Total of 9):
 - i. SMEs, Innovation & Territory
 - ii. Training & Labour Market
 - iii. Entrepreneurial Spirit & Knowledge Based Enterprise Creation

The Expert Evaluation Committee is composed from representatives of the RUISNET Advisory Council: The main **EU networks** related with University-Industry Cooperation:



EURADA: European Association of Regional Development Agencies.



EUA: European University Association.



EBN: European BIC Network



ERIK: European Regions Knowledge-Based Innovation



IASP: International Association of Science Parks.



UEAPME: European Association of Craft, Small and Medium-sized Enterprises



ERRIN: European Regions Research and Innovation Network.



EDEN : European Distance and E-Learning Network



EUCEN: European Universities Continuing Education Network.



- c. In a third phase, nominated candidates will be prompted to the **RUISNET Jury**, which will be in charge to select the awarded cases for each category, the Jury will be constituted by Representatives of the **European Commission**, of **the Networks present in RUISNET Advisory Council**, the business sector and also of the Valencia Community as leader and coordinator of the project.

Awards & recognitions

- Those cases that pass the 'Quality Control' of all eligibility criteria will be included into the Observatory – Cases Database at www.ruisnet.net.
- The best evaluated cases from the Observatory will be part of the '**Guide of Good Practices of UIC with Regional Impact**' that will be electronically edited
- Awards in each category,
 1. Innovation, SME, Territory. - 1 Award and 2 Finalists.
 2. Training & Labour Market. – 1 Award and 2 Finalists.
 3. Entrepreneur spirit & knowledge-based enterprises - 1 Award and 2 Finalists.
- The Official Award Ceremony will be held in Brussels (Spring 2007)