



Education and Culture

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Workplan



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Aim of this presentation

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- Overview Project Activities
- Implementation Plan of the Project
- Responsibilities of Activity Leaders

Overview project activities

1. Preparation phase (completed on X)
2. Macro-level analysis phase (now!)
3. Micro-level analysis phase (starting!)
4. Good practice phase
5. Dissemination activity
6. Project management


2. Macro-level Analysis

- Workplan: 2/12/2008 - 1/4/2009 *?
- Input Person/days: 346
- Coordinators: UA 2.1 & 2.2, UNICAMP 2.3
- Activities:
 - 2.1 Macro analysis guidelines drafting and approval
 - 2.2 Analysis by BRIC country/EU
 - 2.3 Consortium meeting to finalize outputs (now)

		2008		2009								
		11	12	1	2	3	4	5	6	7	8	9
2 Macro-level analysis phase	2.1 Macro analysis guidelines drafting and approval		UA									
	2.2 Analysis by BRIC country/EU			UA								
	2.3 Consortium meeting to finish cooperation trends					Camp						

2. Macro-level Analysis



- **Objective:**
 - Study HE R&D trends between EU and BRIC countries with a view to enhance visibility of joint research and understand future developments
- **Expected Outcomes:**
 - Analysis by BRIC country about main R&D cooperation areas with EU, evolution and trends, future opportunities, challenges
- **Deliverables:**
 - Macro-level analysis guidelines document 
 - Publication: “EU to BRIC countries higher education R&D cooperation trends”

3. Micro-level Analysis



- Workplan: 2/4/2009 - 1/8/2009 * slight delay
- Input Person/days: 346
- Coordinators: CU 3.1 & 3.2, ITR 3.2
- Activities:
 - 3.1 Micro-analysis guidelines drafting and approval
 - 3.2 Analysis by institution
 - 3.3 Consortium meeting to finalize output:
10+11.08.2009 Roorkee, India

		2008		2009									
		11	12	1	2	3	4	5	6	7	8	9	10
3 Micro-level analysis phase	3.1 Micro analysis guidelines						CU						
	3.2 Analysis by institution							CU					
	3.3 Consortium meeting to finish "Comparative Analysis of IP institutional policies and strategies"									ITR			

3. Micro-level Analysis



- **Objective**
 - foster transparency and mutual understanding of IP practices
- **Target Group/Sample**
 - consortium + other institutions with good IP commercialization activity
- **Expected Outcomes**
 - Comparative Analysis, current asset management philosophies in EU and BRIC HEIs, IP institutional policies and strategies
- **Deliverables**
 - Analysis guidelines document
 - ‘Comparative analysis of IP institutional policies and strategies’ – Publication on website

4. Good Practice Phase



- Workplan: 2/8/2009 - 1/2/2010
- Input Person/days: 474
- Coordinators: UJ 4.1, KUST 4.2
- Activities:
 - 4.1 Analysis and Case studies compilation
 - 4.2 Meeting to finish drafting the Good Practice Guide - China
 - Quality control: before publishing send to not formal partner institutions for comments

		Year 1										Year 2		
		2009										2010		
		3	4	5	6	7	8	9	10	11	12	1	2	3
4 Good practice phase	4.1 Case studies compilation						UJ							
	4.2 Consortium meeting to finish "Good practice											KUST		

4. Good Practice Phase



- **Objective**
 - Based on macro and micro analysis findings, identify most active institutions, successful projects, interviews, identify good practices
- **Proposed contents**
 - IPR overview, EU & BRIC countries legal frameworks, rationale IP in HEIs, common practices, IP and research commercialization cultures, IPR & university-industry links, IP in EU-BRIC R&D cooperation projects
- **Deliverable**
 - Good practice guide for IP management and research collaboration between EU and BRIC countries, Case studies
 - ✦ Publication on website and maybe printed versions (upon approval by EC)

5. Dissemination Activities

- Duration: 2/12/2008 - 1/11/2010
- Input Person/days: 126
- Activities:
 - 5.1 Website
 - 5.2 Creation of dissemination materials
 - 5.3 Virtual conference to present projects' results
 - 5.4 Participation in 3 EU international HE conferences
 - 5.5 Participation in 4 BRIC HE conferences/events

	Year 1												Year 2												
	2008		2009										2010												
	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	
5.1 Website	UA																								
5.2 Standard dissemination package	UA																								
5.3 virtual video streaming conference																									UA
5.4 Participation in 3 EU international HE conferences	leader: UJ; - dates to be determined by each partner: 1 UA + 1 UJ + 1 CU																								
5.5 Participation in 4 (one per country) national (BRIC) HE conferences/events	leader ETU - dates to be determined by each partner: 1 Unicamp, 1 ETU, 1 KUST, 1 ITR																								

5. Dissemination Activities

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5.1 Project Website (by UA)

- Domain name acquired: www.ip-unilink.net
- Goes online next month
- Partners input for structure / news – discussed later

5.2 Dissemination Materials

- Document templates - developed
- Standard Project Presentation – in development
- Project Leaflet

5.3 Virtual conference in 2010 – determine dates

- Involves strong publication efforts
- Technical details to be determined

5. Dissemination Activities



5.4 Participation in 3 EU HE conferences

- Each EU partner selects 1 EU conference
- Proposal to UA – ASAP !!
- 1 EU partner participates and disseminates project information there (leaflets, presentation, poster...)
- Examples of conferences:
 - Annual Conference of EAIE (European Association for International Education)
 - Annual Conference of EARMA (European Association of Research Managers & Administrators)
- Project covers for 1 person: travel 600€ + 2 per diem 230 each

5. Dissemination Activities

5.5 Participation in BRIC national conference

- Each BRIC partner selects 1 national conference in 2010
- Proposal to UA – ASAP !!
- partner participates and disseminates / presents project information there (leaflets, presentation, poster...)
- Conferences in the area of Higher Education, Research and Technological Development, ... where main target group are Higher Education and Research Institutions
- Project covers for 1 person travel + per diem

UNICAMP to national event	1	200	180	2	560,00
ETU to national event	1	200	180	2	560,00
ITR to national event	1	150	180	2	510,00
KUST to national event	1	200	180	2	560,00



Thank you for your attention!