OP 3.4.1

Regional development plans

CENTRAL EUROPE Programme 2007 – 2013

PRIORITY 1: Facilitating innovation across Central Europe

Document Classification

Title	Regional development plans
Output	3.4.1
Reporting Period	2; Oct. 2010 – March 2011
Contractual Date of Delivery	31. March 2011
Actual date of Delivery	

Authors	*Antoni Zwiefka, Lower Silesian Voivodeship Marshal Office ; PP5*
Work package	3 | 3.4. Ensuring sustainability
Dissemination level	Public
Nature	Report
Version	1.0
Doc ID code	
Summary	To ensure sustainability of the project each partner will develop a Regional development plan in order to show how the project can get access to the target groups (see 2.1 Relevance) of the regions.

Introduction

The ubiquitous process of globalization, on the one hand, entails broadening the potential of the market, and, on the other hand, an increase in the number of potential competitors. For companies it means a change of competition conditions. A demanding consumer demands better and better products with the lifecycle of a given product being shortened. Operation in a turbulent business environment the only permanent characteristic of which is a change into a certain uncertainty is difficult and above all requires the skills of quick introduction of change and innovation. The product itself is becoming less important in this matter; since its qualitative characteristics are easily copied and cannot constitute the source of competitive advantage. This approach is related with seeking better system solutions connected with searching for knowledge and managing it. The knowledge management process consists of the following:

Creation of knowledge	determination of objectives
	identification of knowledge
	acquisition of knowledge
	development of knowledge
Transmission of knowledge	transfer of knowledge
Use of knowledge	retention of knowledge
	use of knowledge
	measurement of effects

Sharing knowledge, making it available as well as *knowledge sparing and knowledge dissemination* are a basic tool within the transfer process. It applies to the transfer of knowledge between individual people and organizational units as part of so called Interpersonal Communication. The term “sharing knowledge” has always denoted transferring of the most valuable resource of an organization being the knowledge on management.

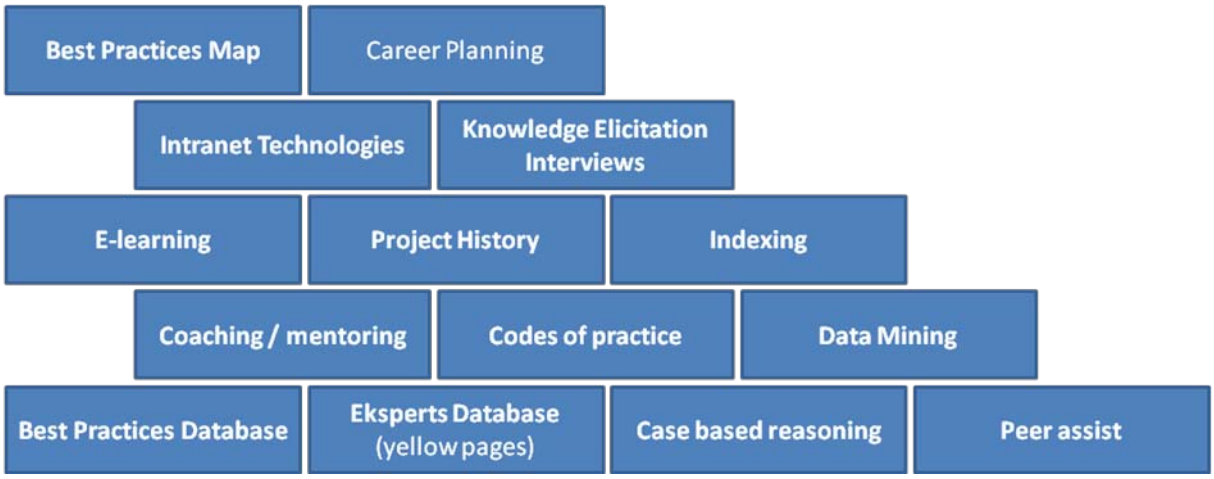
Communication is not only effected directly. People transmit knowledge also in a different manner (e.g. gossip, “heard information”, rumours). There is only one communication channel between a couple of people, while there are many more channels of this kind among a lot of people. Most frequently knowledge is exchanged informally, and sharing it is not only a supply of knowledge but also a demand for it. Own

example is very often enough, and knowledge is spread with the use of demonstration. Face to face communication has been a well-tried method of transferring knowledge (*Storytelling*). Nevertheless, in the face of continuously developing new technologies this method is gradually replaced by e-mail, discussion letters, websites, fax, telephone etc. This newest form of transferring knowledge is defined as “Technological” means of communication which is not being sufficiently developed. It also relates to a different characteristic quality of transferring knowledge, which is seeking its source. The best solution for solving complicated problems of transferring innovation is the network model. It provides a high level of satisfaction from work. Outlays on creating knowledge are disproportionately high compared to the outlays related with its usage, therefore, it should be sought rather than created. We transform information into knowledge by drawing conclusions from particular information, applying it in specific situations and using it for the purpose of decision making. Therefore knowledge is a mixture of experience, information generated for a given purpose, specific situation, while creating framework for gaining new experience.

knowledge = information + experience + context

Information and communication technology development allows for the integration of any information with a simultaneous maintenance of restriction of access to resources which should not be published. It is hard to bring knowledge to the company from the market. The only key to knowledge is contained in people. This is they who are a good source of knowledge. Due to the level of medical personnel education, the knowledge potential is considerable. But it Must be asked for. People hide knowledge very often, since there exists a strong hierarchical system which does not guarantee protection of intellectual property.

While seeking Methods of acquiring information we can choose from a number of methods of building knowledge:



In such a situation the Semantic Knowledge Theory may be helpful, according to which the basic factor deciding on the connections of the elements of knowledge is an associative relation. Theory-based semantics holds that this state of intelligence is valid whether a concept is held in the mind, or is represented within the machine environment. Since the content of the language concepts, namely so called deep structure and not surface structure (verbal information form), is subject to coding, typical objects are identified faster. Knowledge structure is in a network form in which nodes correspond to concepts, while their verbal labels are represented in the form of an internal lexicon. The more the concept is richer semantically, the more connections between the nodes and, consequently, the greater the association power of a given relation is. Therefore the transfer of innovation, especially within the medical sector, should be supported by ICT technology.

Innovation transfer partners in Lower Silesia

Innovation transfer:in Lower Silesia medical sector is not well developed and is mainly based on Universities, Marshal Office as a local authority and 2 R&D institutions:

1. Institute of Immunology and Experimental Therapy, Polish Academy of Sciences,
2. Wroclaw Research Centre EIT +,
3. Lower Silesian Center for Knowledge and Technology Transfer.

They are acting on three ways:

- Cooperation support of share medical knowledge and experience with partners: Clinics/ hospitals including university hospitals - clinics with all supply levels, publicly owned, private non-profit and private for-profit. It allows to increase an Experience in various sectors of medicine and healthcare
- Wroclaw Research Centre EIT +, is an entity aimed at integrating the research potential of the entire academic society. The Company's strategic goal is to organize

and carry out interdisciplinary research activities in the field of biotechnology, medical technologies, clean power generation, information and communication technology, nanotechnology and advanced materials. These activities will be accompanied with initiatives aimed at the commercialization of obtained results. Other important goals of the Company are advanced forms of teaching graduate and PhD students as well as training of staff for the purpose of technology transfer to industry. The use of technology development forecasts helps to focus research and commercialization efforts on selected future promising areas.

- Lower Silesian Centre for Knowledge and Technology Transfer - DOTWIT – center was created under the project "I bet on innovation! - Effective knowledge and technology transfer from universities to businesses." DOTWIT is a meeting place and the cooperation of entrepreneurs and scientists from Lower Silesia. The Center provides a first contact point for companies wishing to acquire knowledge and technology from universities and researchers interested in commercializing research. Since its creation, deals with intellectual property in connection with the transfer of innovation.
- Marshal Office has an Influence on technology transfer by developing of local strategies. Main goal is to use technology transfer as a source of saving, it has impact on the society and other relevant groups with respect to cooperation

Organizing pilot innovation workshops with the target group in R&D institutions and SMEs will raise interest in cooperation projects between the SMEs and R&D companies and allow to develop the strategic plan to create the Cooperation Centre with ICT support system

Regional development plan

Organizing pilot innovation workshops required contacting and meeting the following persons from Key Institutions and University hospitals and inviting them to become member of the local steering group;

UNIVERSITIES AND LOCAL AUTHORITIESS	R&D INSTITUTIONS	PARK'S OF TECHNOLOGIES (SME)	HOSPITALS / CLINICS
Prof. Malgorzata Nycz	Prof Andrzej Gamian	Marek Winkowski	Prof. Wojciech Witkiewicz
Prof. Marek Kurzyński	Prof. Miroslaw Miller	MD Marek Girek	Andrzej Tatuśko

Mieczysław Ciurla			Janusz Wróbel
MD Jerzy Sypuła			

At the innovation pilot workshops the target group of SMEs from Parks of Technology will be invited according to the competencies needed for the further development of the clinic`s ideas. The one of the main goals of Pilot workshop will be connected with the need of technological support for Da Vinci robot.

Due to the cooperation of InTraMed-C2C Project with Regional Development Unit in Marshal Office.there are good contacts to the target group for dissemination. The Regional Innovation Strategy Program focuss on promoting the local economy, improving the quality of life of the population and avoiding the loss of inhabitants. Thus, the program objectives are:

• To restructure the basic services for the resident population, focusing on Health Care

• To expand the entepreneural activity: creation of new cooperative enterprises which engage all working processes and capture the added value of produces and activities.

So, this is why there is a huge expectation to implement experience and results of InTraMed-C2C Project to develop ICT support system for Cooperation centre for lower Silesia including Geriatric/Gerontology innovation Centre

Contacting networks and projects similar to InTraMed-C2C

In frame of DART Project Conference in Dresden (March 2011) were presented GOOD PRACTICES IN THE THEME “TRADITIONAL AND INNOVATIVE ECONOMY”, Cooperation Center / Incubator was one of these Practices. It was developed within the European Transborder Cooperation Program INTERREG IIIA between the regions of Galicia and North of Portugal. This project set up the beginning of a series of actions aimed at boosting the regional economy, promoting the cooperativism as means of transformation and the improvement of the territory’s traditional economy competitively. The outcome of the project resulted in building up The Verín Cooperative Develop Centre.

The secon Project is “DOTWIT” - Lower Silesian Centre for Knowledge and Technology Transfer. It was created in Wroclaw to become a platform for cooperation / knowledge exchange between Science / Universities to companies.

Cooperation with Economical Development Unit of Marshal Office will help disseminating the InTraMed-C2C innovation transfer system in Lower Silesia.

Aim of pilot innovation workshops with the following institutions

First Pilot innovation workshop will be organized in cooperation with Wroclaw Medical Science and Technology Park and LSV hospitals (Including University Hospital.
This workshop is planned to start in late September 2011.