



*Project No.: 517530*  
*Project acronym: ZIP*  
*Project full name: Zilina Innovation Policy*

**Instrument type:** Specific support Actions

**Priority name:** Research and Innovation Activity Area / Call FP6-2004-INNOV-4

## **Periodic Activity Report**

**Period covered:** *01/06/2005 to 31/05/2006*

**Date of preparation:** *06/07/2006*

**Start date of project:** *01/06/2005*

**Duration:** *32 months*

**Project coordinator organisation name:** University of Zilina

**Project coordinator name:** prof. Milan Dado, PhD.      **Revision** [1]



## Executive Summary

In the current global business environment, forced by improved requirements of customers, strong competition, technology development and globalisation, innovation became a necessary tool to adapt to these changes.

Innovation presents a tool to create new products and services, improving processes, which are essential for sustainable growth of a company.

„Innovation is the most powerful competitive tool of a company.“

Regional Innovation Strategy is an opportunity for regional authorities in cooperation with key regional players to create and implement activities focused on improvement of innovation capacity of regional companies and firms.

Zilina Innovation Policy (acronym ZIP) is the official name of Regional Innovation Strategy of Zilina region.

Several generations of Regional Innovation Strategy projects have been implemented. Project ZIP was launched in June 2005, together with 33 other new RIS projects across new Member States and Associated Countries. Three other regions, that have already undertaken a Regional Innovation Strategy project, accompany our region and this allows us to take full advantage of previous experiences.

The project uses methodology common methodology of RIS projects based on three main elements:

- Consensus-building among key players within the regional innovation system
- Analysis of the regional innovation system, including management, financial, commercial, training, and organisational issues, as well as technical ones
- Development of widely endorsed policies and strategic frameworks on innovation support

Strategic objective of ZIP project is to develop and implement a long term strategy for creating and fostering the innovative companies, their research & development activities as well as business environment in the Zilina region as a whole, with a view to strengthen its competitiveness and prosperity and to ensure its sustainable development.

ZIP project should lead to fulfilment of these objectives:

- Creating of High Performing Companies (mainly established by young university graduates)
- Easier Access to Knowledge/Expertise.
- Improved Support for Companies.

To be able to fulfil project objectives, we have performed following activities during 1<sup>st</sup> year of the project:

- Establishment of the project management structure.
- Selection of experts to participate in the project implementation.
- Activities of awareness rising.
- Definition of the project methodology and agreement with the main actors on the project objectives, on the work programme.
- Building co-operation modus with the partner region.
- Desk research on the available data concerning the economic issue and the innovation system of the region.



- Benchmarking and Good Practices with other European regions
- Analysis of the regional demand and supply.
- A SWOT analysis of the region.

After 1<sup>st</sup> year implementation, we delivered following results and achievements.

Start of creating the environment for research & development, innovation and business in the Zilina region through series of promotional and awareness rising activities, promotion of innovation and getting support of several key experts in the area of innovation and technology transfer. An important achievement is to convince regional organisations and companies about the necessity of regional innovation strategy. RIS is a necessary step for creating the overall innovation system of a region. It is also important to explain to all key players, that this as a long term PROCESS, which we have to start to be able to catch the excellent European regions.

Support of cooperation among existing institutions and organisations through discussions and meetings with regional players, company visits and awareness rising activities, like Pilot Conference and Meeting of ICT companies as a pre-cluster activity (real consensus building)

We have created assumption for successful implementation of a strategic innovation framework through active involvement of regional authority – Zilina Self Governing Region, which actively supports the project and understands it as a strategy for the sustainable economic growth of the region (also related to EU 2007 – 2013 Structural Funds).

We have created cooperation modus with partner regions through joint meetings, conferences and information exchange as a necessary step to get best practices into the draft of innovation strategy and positioning of the region in the innovation map of Europe. We have also made several project presentations outside Slovak Republic to get support from other partners. Partner regions have experience unavoidable for knowledge transfer and outstanding managing of regional innovation strategy. Lower Austria is a well-established Top-Innovation-region towards the European Union; its success is among others visible by participation in several European networks. The County of Sodermanland has a diverse set of industrial clusters. In terms of cluster-based regional economic development strategies, there are at present ten ongoing cluster initiatives in Sodermanland. BIC Group is represent Innovation Relay Centre network in Slovak Republic and have successfully finished the first innovation strategy in Slovak Republic.

We have mapped the current innovation situation, expertise and research capacities in Zilina region through analysis of company needs as regards support for innovation, technologies, business activities and financing and analysis of the regional support services for enterprises and statistical evaluation of acquired data with consequent SWOT analysis design.

## **Project partners**

University of Zilina, UZ - coordinator (SLOVAKIA)  
[www.utc.sk](http://www.utc.sk)

Region Lower Austria, LA (AUSTRIA)  
[www.noel.gv.at](http://www.noel.gv.at)

Region Sodermanland, CS (SWEDEN)  
[www.d.lst.se](http://www.d.lst.se)

BIC Group Bratislava, BIC (SLOVAKIA)  
[www.bicgroup.sk](http://www.bicgroup.sk)



### **Coordinator contacts**

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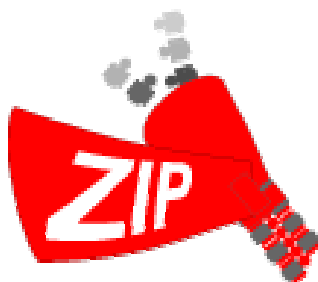
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E-mail: [janovcik@zip.utc.sk](mailto:janovcik@zip.utc.sk)

Project website: <http://zip.utc.sk>

Contract number: 517530

Duration: 32 months

### **Project logo**





# 1. Project Objectives and major achievements during the reporting period

## Overview of general project objectives

Strategic objective of ZIP project is to develop and implement a long term strategy for creating and fostering the innovative companies, their research & development activities as well as business environment in the Zilina region as a whole, with a view to strengthen its competitiveness and prosperity and to ensure its sustainable development.

ZIP project should lead to fulfilment of these objectives:

- Creating of High Performing Companies (mainly established by young university graduates)
- Easier Access to Knowledge/Expertise
- Improved Support for Companies

Concerning the objectives for the 1<sup>st</sup> reporting period, until now we:

- Set up a management unit (ZIPO), that is be responsible for the management of the ZIP project.
- Established regional consensus and raised regional awareness – this is a continual work. Most of it we have already done, still we would like to speak to sub-regions and get their support.
- Established a communication platform with key players in the region
- Created dissemination and exploitation plans and strategies
- Made knowledge and experience transfer related to innovation, entrepreneurship and economy, from the partners in ZIP Project to Zilina region
- Assessed regional technological expertise and the research capacities and its availability for enterprises
- Evaluated intermediary structures (Organisations offering business and innovation-related services to enterprises including technology transfer, innovation finance services and the bodies responsible for innovation infrastructure development)
- Mapped the strengths, weaknesses and potential of the existing supply infrastructure
- Identified needs of the regional and local companies with a view to future growth potentials

During the reporting period, we have performed following activities:

- Establishment of the project management structure.
- Selection of experts to participate in the project implementation.
- Activities of awareness rising.
- Definition of the project methodology and agreement with the main actors on the project objectives, on the work programme.
- Building co-operation modus with the partner region.
- Desk research on the available data concerning the economic issue and the innovation system of the region.
- Analysis of the regional demand and supply.
- Benchmarked and highlighted Good Practices with other European regions
- A SWOT analysis of the region.



After 1<sup>st</sup> year implementation, we delivered following results and achievements.

Start of creating the environment for research & development, innovation and business in the Zilina region through series of promotional and awareness rising activities, promotion of innovation and getting support of several key experts in the area of innovation and technology transfer. An important achievement is to convince regional organisations and companies about the necessity of regional innovation strategy. RIS is a necessary step for creating the overall innovation system of a region. It is also important to explain to all key players, that this as a long term PROCESS, which we have to start to be able to catch the excellent European regions.

Support of cooperation among existing institutions and organisations through discussions and meetings with regional players, company visits and awareness rising activities, like Pilot Conference and Meeting of ICT companies as a pre-cluster activity (real consensus building).

We have created assumption for successful implementation of a strategic innovation framework through active involvement of regional authority – Zilina Self Governing Region, which actively supports the project and understands it as a strategy for the sustainable economic growth of the region (also related to EU 2007 – 2013 Structural Funds).

We have created cooperation modus with partner regions through joint meetings, conferences and information exchange as a necessary step to get best practices into the draft of innovation strategy and positioning of the region in the innovation map of Europe. We have also made several project presentation outside Slovak Republic to get support from other partners. Partner regions have experience unavoidable for knowledge transfer and outstanding managing of regional innovation strategy. Lower Austria is a well-established Top-Innovation-region towards the European Union; its success is among others visible by participation in several European networks. The County of Sodermanland has a diverse set of industrial clusters. In terms of cluster-based regional economic development strategies, there are at present ten ongoing cluster initiatives in Sodermanland. BIC Group is represent Innovation Relay Centre network in Slovak Republic and have successfully finished the first innovation strategy in Slovak Republic.

We have mapped the current innovation situation, expertise and research capacities in Zilina region through analysis of company needs as regards support for innovation, technologies, business activities and financing and analysis of the regional support services for enterprises and statistical evaluation of acquired data with consequent SWOT analysis design.

#### SUMMARY FOR THE REPORTING PERIOD

	<b>Work performed</b>	<b>Contractor involved</b>	<b>Main achievements</b>
<b>WP 1</b>	Establishment of ZIPO	All partners	ZIPO managing directory Consortium Agreement
	Project coordination	UZ All partners	EU coordination meeting 1 <sup>st</sup> SC meeting 2 <sup>nd</sup> SC meeting
	Day to day coordination – technical monitoring	UZ All partners	Technical Procedures Regular monitoring of work performed
	Day to day coordination – financial and administration and controlling	UZ All partners	Budget forecast and budget consumption interim reports
	Organisation and coordination of meetings	UZ All partners	ZIP team regular meetings 1 <sup>st</sup> meeting of partners 2 <sup>nd</sup> meeting of partners Phone conferences and meetings of partners
	Reporting	UZ All partners	Preparation of 1 <sup>st</sup> monitoring report



<b>WP 2</b>	Identification of target groups	UZ	Database of regional actors
	Development of communication strategy and tools	UZ	Communication framework ZIP identity
	Consensus building events	All partners	ZIP web page <a href="http://www.zip.utc.sk">www.zip.utc.sk</a> Pilot conference ZIP workshops Presentation of project on various workshops Company visits ZIP promotional activities ZIP corner
	Project communication	All partners	Communication framework 1 <sup>st</sup> meeting of partners 2 <sup>nd</sup> meeting of partners Phone conferences and meetings of project partners
<b>WP 3</b>	Gathering Info on European Innovation Systems & Strategies	LA, CS	European good practices presentations European Benchmarking and Good Practices
	Assistance in RIS/ZIP set up	LA, CS	ZIP strategy framework development meetings
<b>WP 4</b>	Data mining and desk research	All partners	Materials about economic and innovation system in the region Database of regional companies and key innovation organisations Slovak National Innovation Infrastructure material
	Complementary analysis based on questionnaires and interviews	UZ All partners	Regional demand analysis Regional supply analysis
	SWOT analysis and positioning	UZ All partners	SWOT analysis of Zilina region Statistical evaluation of analyses
<b>WP 5</b>	ZIP strategy and framework programme	UZ, BIC	Methodology of implication of innovation strategies resulting from surveys and SWOT analyses using method of expert forum

#### SUMMARY OF DELIVERABLES

No.	Deliverable	Status	Due date of deliverable	Actual delivery date
<b>D1</b>	ZIPO Managing Directory	O.K.	June 2005	August 2005
<b>D2</b>	Meeting support-material	O.K.	as occurring	as occurring
<b>D3</b>	Technical procedures	O.K.	June 2005	September 2005
<b>D4</b>	Workplan	O.K.	June 2005	June 2005
<b>D5</b>	Budget Forecast	O.K.	June 2005	June 2005
<b>D6</b>	Budget consumption report	O.K.	May 2005	May 2006 part of the D7
<b>D7</b>	Annual Progress Report & Cost Statement year 1	O.K.	May 2005	May 2005
<b>D10</b>	Regional actor's database	O.K.	August 2005	November 2005
<b>D11</b>	ZIP communication framework – including ZIP identity	O.K.	July 2005	August 2005
<b>D12</b>	Attendance records – seminars, meetings, conferences	O.K.	as occurring	as occurring
<b>D13</b>	Company visits reports	O.K.	as occurring	as occurring
<b>D14</b>	European Benchmarking and Good Practices	O.K.	February 2006	May 2005
<b>D15</b>	ZIP strategy framework development meetings	O.K.	August 2005 – May 2006	September 2005, February, April, June 2006
<b>D18</b>	Data mining and desk research	O.K.	October 2005	February 2006



<b>D19</b>	Complementary analysis	O.K.	December 2005	May 2006
<b>D20</b>	SWOT Analysis & positioning	O.K.	February 2006	May 2006
<b>D21</b>	Statistical analysis	O.K.	March 2006	May 2006
<b>D22</b>	Pre-action catalogue	in progress	May 2006	July 2006
<b>D23</b>	Competency map	in progress	May 2006	July 2006

**Comment on the most important problems during the period including the corrective actions undertaken.**

We have not faced serious problems related to implementation of the project. Nevertheless we are aware, that some of the activities and deliverables we delivered later than expected.

This was mainly caused by later start of project. ZIP project has officially started on June 1<sup>st</sup> 2005, however within June – September 2005 we have negotiated contract conditions, had to prepare all necessary materials necessary for contract signature and pre-financing payment. We also had to deliver some of the CPF forms to European Commission twice.

Second reason was the proposed methodology of project solution, in which we defined, that at the beginning we will focus on consensus building activities in order to get company's support (see consensus building and communication activities).

Third reason are the elections on the Regional Authority level, which took place at the beginning of December 2005. We did not want to organise Pilot Conference before this date to be able to communicate with new structure of Regional Authority. This shifted the Pilot Conference into the January 2006 and consequently regional analyses implementation, statistical evaluation and SWOT analyses completion.

Project team optimised the further activities to finish the analyses phase until May 2006. We succeeded in fulfilling this plan. We delivered Deliverables 1 to 22 within the 1<sup>st</sup> Monitoring period.

Deliverable 22 Pre Action catalogue summarizes the results of preparatory and regional analysis work. This is finished as a part of previous deliverables, however it contains a pre-action catalogue on preliminary actions for the ZIP and classification of regional companies according to their innovation potential will be created. This part is being realised at present and will be finished in July 2006.

Deliverable 23 Competency map should evaluate the innovation potential of regional innovation actors in order to have a clear idea on how to really implement the ZIP strategy and framework programme.

This deliverable is partly worked out in Supply Analysis. Nevertheless the overall assessment of this activity is not finished yet. This will be finished in July 2006.





## 2. Work-package progress of the reporting period

### Work package list for the 1<sup>st</sup> period

<b>Work-package No</b>	<b>Work package title</b>	<b>Lead contractor No</b>	<b>Start month</b>	<b>End month</b>	<b>Deliverable No</b>
<b>2</b>	Communication, dissemination and regional consensus building	UZ	0	12	D10; D11; D12; D13
<b>3</b>	RIS experience exchange	LA	0	12	D14; D15;
<b>4</b>	Regional analysis - ZIP Preparatory work	UZ	3	12	D18; D19; D20; D21; D22
<b>5</b>	ZIP strategy and framework programme	UZ	10	12	D23;



## 2.1 Work package 2 - Communication, dissemination and regional consensus building

### Work package objectives

- Commitment of all key regional actors in the field of innovation to the ZIP project right from the beginning.
- Communication platform with key players.
- Dissemination and exploitation of plans, strategies and results throughout the region.
- Raising awareness.

Partners involved: UZ, LA, CS

Starting point of the work: June 2005

	FIRST 12 MONTHS											
WP2												
T1												
T2												
T3												
T4												

### Progress towards work package objectives

#### Task 1: Identification of target groups

To avoid, that Zilina Innovation Policy is just a paper strategy, elaborated by our organisation and some international experts, we have focused on real development needs of the region.

In the time of project preparation, we got letters of intent from various innovation players, which support our project until now. Organisations, which significantly support the ZIP project, are:

- Zilina Self-Governing Region
- Slovak Productivity Centre
- Science and Technology Park Zilina

We made a database of regional players. The database includes list of most important regional actors, like universities, research centres, regional authority, public administration, regional development agencies, chamber of commerce. Full list of organisation is specified in D10.

Another database includes list of all regional high schools, which can benefit from the ZIP pilot actions at most.

Third database includes list of most important companies in the region with 641 records.

#### Task 2: Development of communication strategy and tools

After identification of key players, UZ developed several communication tools suitable for project implementation. Strategy and tools will be used during the whole project. The structure of the communication strategy is as follows:



- Introduction – objective of the strategy, expected outputs.
- Description of activities
- List of concrete tasks
- List of completed tasks

The strategy also includes ZIP identity with following structure:

- ZIP Power Point presentations in Slovak and English language
- ZIP promotional leaflet in Slovak language
- ZIP Word graphics (separate for deliverables and for standard project documentation)
- ZIP logo
- ZIP banners and posters
- Web page

V rámci realizácie projektu sa chceme inšpirovať skúsenosťami najinovatívnejších regiónov v rámci Európy.

**Medzi partnerov projektu patria:**

**Región Dolná Račina**  
 Das Land  
Niederösterreich  
[www.noe.gv.at](http://www.noe.gv.at)

**Región Švédsko**  
 LÄNSSTYRELSEN  
Södermanlands län  
[www.lan.se](http://www.lan.se)

**BIC Group Bratislava**  
 BIC GROUP  
H O L D I N G  
[www.bicgroup.sk](http://www.bicgroup.sk)

Projekt je realizovaný v rámci 6. rámcového programu EÚ na podporu výskumu a vývoja  
[www.innovating-regions.org](http://www.innovating-regions.org)  




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**ŽILINSKÁ INOVAČNÁ POLITIKA**

Projekt tvorby regionálnej inovačnej stratégie  
Žilinského kraja  
<http://zip.uto.sk>


First page of ZIP flyer



ZIP web portal in Slovak and English language (www.zip.utc.sk)

We find ZIP web portal as a comprehensive, it includes many useful information for regional companies. We try to present all our activities, results and all the information necessary for building regional consensus.

The full communication strategy is specified in D11.

### Task 3: Consensus building events

Project importance for the whole region goes hand in hand with the need for wide understanding of the project objectives in the whole geographical area. We understood, that this is a one of crucial task for the 1<sup>st</sup> year of the project.

Therefore project partners have started to make consensus-building events from the beginning of the project. This means promotional activities, participation on seminars; company visits, and results dissemination in order to bring in the most important bodies.

Consensus building and communication outside Slovakia:

- Participation and presentation of project activities at the conference INOVACE 2005, Prague, Czech Republic, 29.-30. 11. 2005
- Presentation of the project during working trip in Washington, USA, 13. 3. 2006
- Presentation of the project during working trip of Polytechnic town in Valencia, Spain, 2. - 4. 2. 2006

Consensus building and communication within Slovakia:

- Presentation of project at the conference „Role of universities in the region“, Bratislava, 20. 10. 2005



- Presentation of project in radio station Regina, 18. 11. 2005
- Participation and presentation of the project in the „Technology Foresight for Corporations“ training, Bratislava, 14. - 17. 3. 2006
- Presentation of project during Meeting of software companies of Zilina region, 17. 5. 2006
- Presentation of project at Intelligent Textile Environment Workshop, Zilina, 24. 5. 2006

Consensus building and communication – articles:

- Project article „Spravodajca ŽU 7/2005“ – about the project
- Project article „Development Press Júli, August 2005“ – about the project
- Project article „Žilinské noviny 1. 8. 2005“ – How to make innovation policy
- Project article „Naša Orava 27. 7. 2005“ – about the project
- Project article „Región žurnál 27. 7. 2005“ – about the project
- Project article „Žilinskom večerníku 26. 7. 2005“ – towards the best and most excellent regions in the EU
- Project article „Produktivita 4/2005“ – about the project
- Project article „Development Press 02/2006“ – Pilot Conference
- Project article „Žilinské noviny 3. 2. 2006“ – Pilot Conference
- Project article „Región žurnál 16. 2. 2006“ – Pilot Conference
- Project article „Hospodárske noviny 27. 2. 2006“ – people from Zilina help to develop innovations
- Project article „Región žurnál 20. 3. 2005“ – Visit of Polytechnic innovation centre in Valencia
- Project article „Spravodajca ŽU 3/2006“ – Visit of Polytechnic innovation centre in Valencia
- Project article „Development Press 03/2006“ – Visit of Polytechnic innovation centre in Valencia



## ŽILINA INNOVATION POLICY

The University of Žilina in collaboration with Žilina Self-Governing Region and partner regions started to realise project named Žilina Innovation Policy (ZIP). This name means a long-lasting process, which will bring together R&D, business sector and innovation potential of Žilina region in the direction towards sustainable development.

The main objective of ZIP is to create environment supporting regional innovation potential, supporting collaboration among existing institutions and organizations, and creation of strategic frameworks enabling to activate existing enterprises to innovate on all their levels and to create positive culture for new entrepreneurs. The pre-condition of all the future processes is to create stable networks with key persons of the region, municipalities, companies, R&D and education involved. For the success of ZIP project and success of the whole region, regional consensus is heavily needed. This will lead to the easier and effective fulfillment of all goals set by the ZIP. And this will also create an attractive environment for next generations. Žilina region has excellent conditions for innovative development and the Regional Innovation Strategy (ZIP) will create common strategy of the development based on the support of small and medium enterprises and innovative thinking.

The project will profit from the past experience of partner European regions that already passed the difficult way from „agricultural regions“ towards the best and the most efficient innovative regions within the EU. RIS has the tendency to generate new ideas leading to the growth of competitiveness of our region, to increase creative potential of young people in region, to support of enterprises, to the improvement of the small and medium enterprises and especially to the creation of new jobs.

The project team would like from time to time, bring new information about the state of the project, because as we indicated, it will be crucial for the success of ZIP to have support of all organizations, municipalities, entrepreneurs and ordinary people, who will then help to create conditions the region's improvement. More information about ZIP will be available on the Internet - <http://zip.uz.sk>, through which you can also become part of the processes forming the regional innovation strategy.

### Article from Development Press – about ZIP project

UZ with support of project partners organised the Pilot Conference on January 24<sup>th</sup> 2006 with 26 participants from universities and high schools, 34 participants from regional innovation organisations, 31 companies and 7 media redactors. The focus of the conference was focused on:

- General information about the project, its objectives
- Innovation as a drive force of business development
- Experience of Lower Austria with innovation strategies
- Benefits of RIS for the region and companies



Pictures from Pilot Conference – Zilina, 24<sup>th</sup> of January 2006

Members of UZ team have also personally visited various regional companies with primary focus to inform about the project, its mission in the region and to get support of companies for further activities and implementation of innovation strategy.



UZ have organised Workshop of IT companies on 17<sup>th</sup> of May 2006. The primary focus was to formulate joint vision in innovation development of selected industry sector through discussion. We find this as an effective way, how to achieve consensus in the region. Next workshop will be focused on engineering and automotive industry.



Picture from workshop of Software companies – Zilina, 17<sup>th</sup> of May 2006

#### *Task 4: Project communication*

For internal project communication a FTP server <ftp://158.193.81.254> was created, where the project team can share all necessary information and also large size documents, which cannot be sent via e-mail.

The project team met during two meetings in Zilina, Slovakia: 27<sup>th</sup> of September 2005 and 11<sup>th</sup> – 12<sup>th</sup> of April 2006. Project partners participated at 1<sup>st</sup> Steering Committee and Pilot Conference as well.

The communication process smoothed also regular e-mails exchange, phone calls and audio conferences.

#### **Deviations from the project work programme**

Some of the activities and deliverables were delivered later than planned in project work programme. This is the case of Pilot Conference. (See explanation on page 8).

The deviation from the project work programme occurred in Regional actor's database, where we wanted to inform about the project in regional and local media and afterwards finish the database of regional players.





### List of deliverables

<b>Del . no.</b>	<b>Deliverable name</b>	<b>Workpacka ge no.</b>	<b>Date due</b>	<b>Actual/Fore cast delivery date</b>	<b>Estimat ed indicati ve person-months *)</b>	<b>Used indicativ e person-months *)</b>	<b>Lead contra ctor</b>
D10	Regional actor's database	2	August 2005	November 2005	0,6	0,6	UZ
D11	ZIP communication framework – including ZIP identity	2	July 2005	August 2005	0,7	0,7	UZ
D12	Attendance records	2	As occurring	As occurring	0,5	0,6	UZ
D13	Company visits reports	2	As occurring	As occurring	1	1	UZ

### List of milestones

<b>Milestone no.</b>	<b>Milestone name</b>	<b>Workpackage no.</b>	<b>Date due</b>	<b>Actual/Forecast delivery date</b>	<b>Lead contractor</b>
M6	Letters of intent	2	July 2005	July 2005	UZ
M7	Establishment of ZIP communication framework	2	July 2005	August 2005	UZ
M8	ZIP portal	2	June 2005	September 2005	UZ
M9	ZIP corners	2	August 2005	December 2005	UZ
M10	ZIP conferences	2	June 2005 December 2005	January 2006	UZ



## 2.2 Work package 3 – RIS experience exchange

### Work package objectives

- Use specific experience of ZIP partners in order to integrate European information, knowledge and experience related to innovation, entrepreneurship and economy
- Support in elaboration of ZIP strategy and framework programme.

Partners involved: LA, CS

Starting point of the work: June 2005

	FIRST 12 MONTHS											
WP3												
T1												
T2												
T3												

### Progress towards work package objectives

#### Task 1: Gathering Info on European Innovation Systems & Strategies

LA and CS have benchmarked European practices around innovation, entrepreneurship and economic development trends between Zilina region and other European regions.

LA and CS have prepared a material, in which approaches and tools developed within Regional Innovation Strategies (RIS), Regional Innovation and Transfer of Technologies Strategies (RITTS), or Regional Technology Plans (RTP) across Europe are evaluated and good practices highlighted.

This shows a practical guide providing some experience and best practices with the view of helping UZ to define a comprehensive strategic framework for the elaboration of the concrete measures and priorities of the Regional Innovation Strategy of the Zilina Region.

The methodology of European Benchmarking consists of:

- Analysis of the relevant documents
- Selection of the topics to be benchmarked divided into 6 thematic groups
  1. SMEs Internal Development
  2. R&D and Business Cooperation
  3. Sectoral Issues
  4. Effective Use of Structural Funds
  5. Coordination between Innovation Intermediaries
  6. Awareness rising on innovation
- Selection of the regions to be benchmarked
- Benchmarking exercises



### Task 2: Assistance in RIS/ZIP set up

The ZIP partners have continuously influenced the unfolding of ZIP strategy framework programme through meetings and workshops. This influencing will be further expressed through a continuous assistance for the elaboration of the ZIP strategy framework programme.

The aim of these meetings was to assist the UZ by developing the Zilina regional innovation strategy while providing structured information on experiences tasks (e.g. through presence in the conferences, workshops, assistance by interviews, company visits etc.) from other European regions as well as EU-wide trends concerning the innovation strategy development. This task lied mainly with the project partners Lower Austria and Södermanland was to be achieved on the basis of the Zilina region SWOT analysis: the region of Zilina was to benchmarked with other European regions with similar profile and then the recommendations for innovation strategy development was elaborated.

The strategy framework meetings were/are meant to be a platform for providing the coordinator with the information and input needed in the course of the ZIP innovation strategy development. So far, 2 such meeting in form of telephone conferences were held – first one on 10<sup>th</sup> of February 2006 and second one on 6<sup>th</sup> of June 2006 (see deliverable D14). Apart of these meetings, there were also 2 regular partner meetings held during which the project partners provided the coordinator with the valuable input on the strategy development – first one held on 27<sup>th</sup> of September 2005 and the second one on 11<sup>th</sup> – 12<sup>th</sup> of April 2006.

Within this specific task, the input from the project partners was provided to the coordinator in the framework of the partner meetings. The ZIP coordinator's team was provided by the information on the experience of partners regions on the issues relevant for the project development and ZIP strategy framework development – approach on consensus building and awareness raising activities, innovation supply and demand analysis, SWOT analyses, etc.

### Task 3: ZIP accompanying measures

This task is planned in the work programme from the start of the project, however this activity is intended to start of finishing the European benchmarking and results of the ZIP strategy framework programme development meetings.

This task is part of the ZIP implementation phase starting in the 2<sup>nd</sup> year of the project.

### **Deviations from the project work programme**

Regarding delivered outputs, there is no deviation from the project work programme. Nevertheless it was planned to have regular ZIP strategy framework development meetings, so far 4 took place (including meeting of project partners). This is of because of the status of the project, which focused mainly on consensus building issues and awareness rising within the Zilina region.

The deviations under this WP3 lies also in the fact that the bilateral meetings did not take place because there was no concrete need identified by the coordinator - this lied in the nature of the project progress.

Hence, such meeting are foreseen for the next stages of the ZIP project, which have to implemented in the implementation phase, particularly in the elaboration of catalogue of possible pilot actions for ZIP and in the guideline for implementation.



### List of deliverables

Del no.	Deliverable name	Workpackage no.	Date due	Actual/Forecast delivery date	Estimated indicative person-months *)	Used indicative person-months *)	Lead contractor
D14	European Benchmarking and Good Practices	3	February 2006	May 2006	2,1	0,8	LA
D15	ZIP strategy framework development meeting	3	August 2005 – May 2006	September 2005, February, April, June 2006	0,8	0,2	LA

### List of milestones

Milestone no.	Milestone name	Workpackage no.	Date due	Actual/Forecast delivery date	Lead contractor
M11	Integration of European Benchmarking and Good Practices within ZIP strategy framework programme	3	May 2006	May 2006	LA
M12	Realisation ZIP strategy framework programme workshops for preparation of ZIP strategy framework programme	3	May 2006	June 2006	LA



## 2.3 Work package 4 Regional analysis – ZIP preparatory work

### Work package objectives

- Assess the technological expertise and the research capacities in the region and its availability for enterprises.
- Evaluate the intermediary structures.
- Map the strengths, weaknesses and potential of the existing supply infrastructure.
- Assess the relevance of the regional innovation support system with respect to the identified needs of the regional and local companies with a view to future growth potentials.
- Draw a pre-regional priorities catalogue containing a list of preliminary actions for the ZIP and classification of regional companies, according to their innovation potential.

Partners involved: UZ, LA, CS

Starting point of the work: August 2005

	FIRST 12 MONTHS												13	14	
<b>WP4</b>															
T1															
T2															
T3															
T4															

### Progress towards work package objectives

The first step in this activity was the methodology of making regional demand and supply analyses, which copied the project work programme, but was structured in more detailed sub-activities (full version is a part of D18).

#### Task 1: Data mining and desk research

In Zilina region there is a lot of studies and materials regarding economic, employment, innovation issues. Therefore first step was to collect and study them to get the up to now best practice collected in this field.

Within this activity UZ made a database of regional and local companies will be set up in order to capture the available data concerning the economic tissue and the innovation system of the region. The whole database includes all companies, entrepreneurs in the Zilina region with the total amount of 67 887.

For future complementary analysis we used 3421 of them, which were analysed.

BIC analysed the Slovak national infrastructure with identification of public organisations responsible for innovation infrastructure development including, mainly central government ministries and organisations. The role of local and regional economic development organisations in the innovation development is not so high, because of strong centralisation of this role within central government.

UZ analysed Zilina Self- Governing region as a regional authority responsible for regional economic development. This authority did not realised concrete activities in defining innovation infrastructure yet; ZIP project leads to establishment of regional innovation strategy.



Afterwards UZ identified regional research and technological infrastructure of regional and local companies and analysed support services for enterprises with a focus on expertise supporting innovation. All available data about regional key innovation actors were collected.

Based on this database, the analysis of the regional support services for enterprises with a focus on the expertise supporting innovation and assessment of interface structures with a special emphasis on the provision of services to the enterprises was done.

Important part of the desk research consists in detailed description of all financial programmes available for the SMEs in the Slovak republic.

### Task 2: Complementary analysis based on the use of Questionnaires and Interviews


The partners' regions participated on creation of questionnaires in order to transfer their experience.

All partners made comments regarding structure and content of questionnaires as well as the process of analyses implementation during 2<sup>nd</sup> meeting of partners, afterwards sending all improvement comments by e-mail.

#### DEMAND SIDE COMPLEMENTARY ANALYSIS

In order to capture the data about the nature of the companies' needs as regards support for innovation, technologies, business activities and strategies, financing, needs for regional infrastructures and others, an analysis of regional demand was done.

A questionnaire was sent to all companies of the Zilina region using separate www link <http://fri.zilina.net/zip.php>.

 **Žilinská Inovačná Politika**  
<http://zip.utc.sk>

Dotazník pre **Anonym**

**Pokyny pre vypracovanie dotazníka:**

1. Na otázky môže byť jedna  , alebo viac odpovedí  a bodové hodnotenie
2. Ak **neukončíte celé** vyplňovanie dotazníka a chcete v ňom pokračovať neskôr, uložte vyplnené údaje kliknutím na pole  po každej časti dotazníka.
3. Po kompletnom vyplnení dotazník odošlite označením polia  **Dotazník kompletne vyplnený** a kliknite na pole .

**INFORMÁCIE O PODNIKU**

**1. Prevládajúca činnosť podľa OKEČ:**

1.  Poľnohospodárstvo, poľovníctvo, lesné hospodárstvo, rybolov, chov rýb
2.  Ťažba nerastných surovín
3.  Potravinársky priemysel
4.  Textilný priemysel
5.  Drevospracujúci a papierenský priemysel
6.  Chemický priemysel
7.  Strojársky a automobilový priemysel
8.  Elektrotechnický priemysel
9.  Výroba a rozvod elektriny, plynu a vody

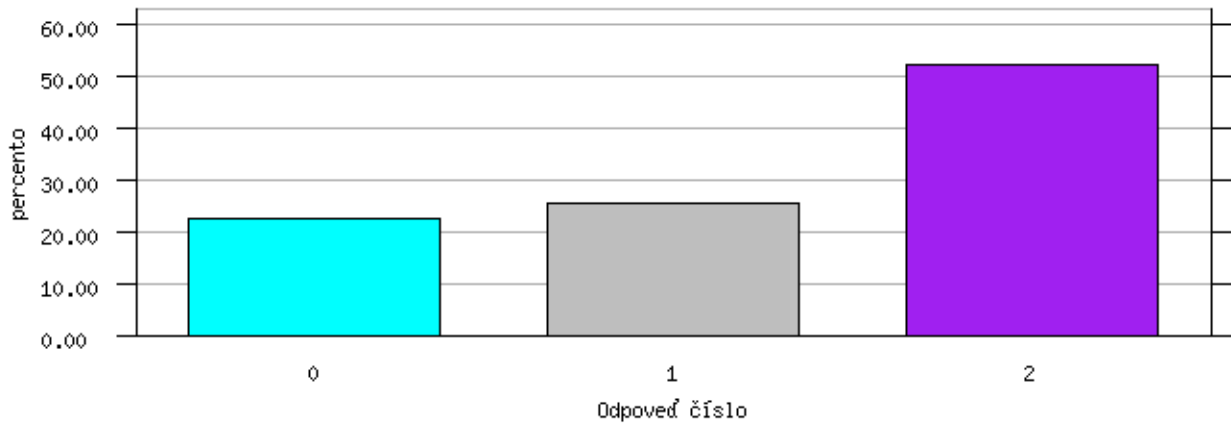
Moreover, UZ made several face-to-face and phone interviews in order to deepen the results of the questionnaire analysis and to discuss directly with local entrepreneurs specific issues and problems that may have been underlined by the exploitation of the questionnaires results.

Obtained results (most important findings):



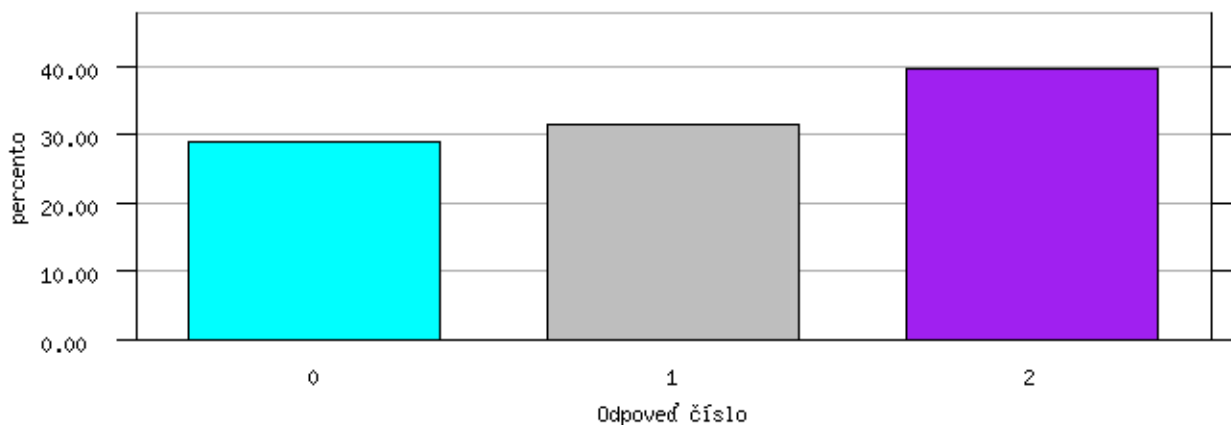
Question: Is the innovation strategy and innovation policy processed in your enterprise?

- 0 – no answer
- 1 – yes
- 2 – no



Question: During the period 2004 – 2005 did your enterprise introduce onto the market any new significantly improved products?

- 0 – no answer
- 1 – yes
- 2 – no

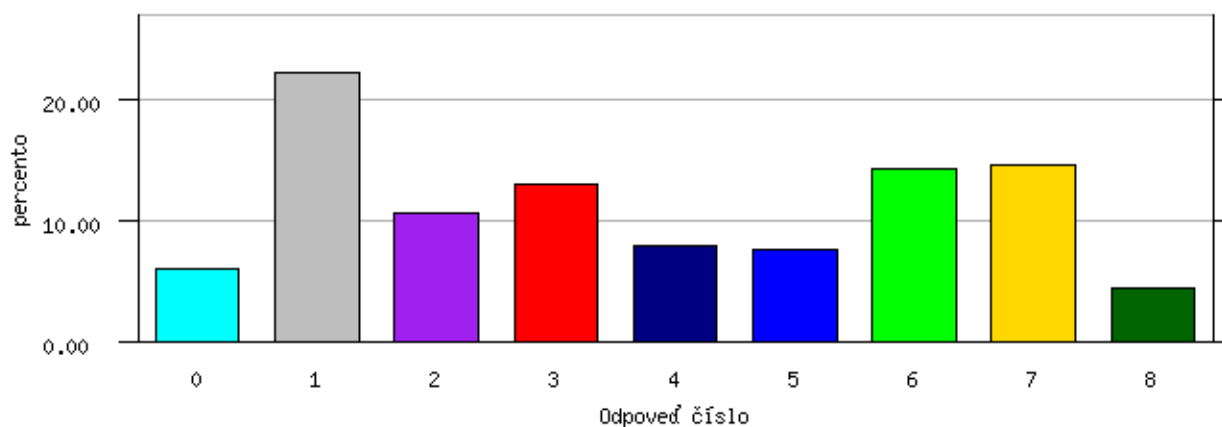


Question: Which of these organisations would you like to cooperate in the area of innovations, please indicate the scope of cooperation?

- 0 – universities
- 1 – research institutions
- 2 – companies in order to create networks
- 3 – training centres
- 4 – technology parks and incubators
- 5 – Consultancy firms



- 6 – chamber of commerce
- 7 – other (specify)



### SUPPLY SIDE COMPLEMENTARY ANALYSIS

This analysis consisted of following activities:

- Assessment of technological expertise and the research capacities in the region and its availability for local and regional companies. This analysis also contained
- Analyse of transfer of technologies and experiences into the business sphere, it means identification of existing links
- Analyse of participation of regional organisations in European networks and projects.
- Collecting information about financing of regional companies with focus on services for young entrepreneurs and start up companies, especially risk capital

#### *Task 3: SWOT Analysis & Positioning*

The role of this task was to summarise the gathered data, analyse them with statistical evaluation and assess the position of Zilina region among other's partner regions.

According to analyses results project team defined strengths, weaknesses, opportunities and threats in the area of regional innovation potential.

The strategy matrix based on SWOT results was done; this will be a base for Pre-regional catalogue and strategy framework.

Strategy SO – utilization

- Interest in innovation from enterprises and organizations

Strategy WO - searching

- Creation of innovating processes in enterprises

Strategy ST – confrontation

- Creation and sequence of strategies

Strategy WT –appeal

- Support of innovation

Based on SWOT results, LA and CS made a benchmarking comparison of Zilina region with partner regions to be able to get as much good practices as possible (D14).





Task 4: Pre-Regional Priorities Catalogue – WP summary

This activity is being realised at present. We do not have results yet. Results will be delivered in July 2006.

**Deviations from the project work programme**

Activities and deliverables within this work package were delivered later than planned in project work programme. (See explanation on page 8). Nevertheless there is no impact of these changes on planned deliverables and milestones.

Project team optimised the implementation of this work package to be finished until July 2006.

Deliverable 22 Pre Action catalogue summarize the results of preparatory and regional analysis work. This is finished as a part of previous deliverables, however it contains a pre-action catalogue on preliminary actions for the ZIP and classification of regional companies according to their innovation potential will be created. This part is being realised at present and will be finished until July 2006.

**List of deliverables**

Del . no.	Deliverable name	Workpacka ge no.	Date due	Actual/Fore cast delivery date	Estimat ed indicati ve person-months *)	Used indicative person-months *)	Lead contractor
D18	Data mining and desk research	4	October 2005	February 2006	3	4	UZ
D19	Complementary analysis	4	December 2005	May 2006	4	4	UZ
D20	SWOT analysis and positioning	4	February 2006	May 2006	2,5	1,5	UZ
D21	Statistical analysis	4	March 2006	May 2006	2	1	UZ
D22	Pre-action catalogue	4	May 2006	July 2006	1,5	1,5	UZ

**List of milestones**

Milestone no.	Milestone name	Workpackage no.	Date due	Actual/Forecast delivery date	Lead contractor
M16	Completion of the analysis	4	November 2005	January 2006	UZ
M17	Completion of SWOT analysis and statistical evaluation	4	March 2006	May 2006	UZ
M18	Preparation o pre-action catalogue	4	May 2006	July 2006	UZ



## 2.4 Work package 5 ZIP Strategy and framework programme

### Work package objectives

- Define strategic framework and priority actions for key business sectors in the Zilina region
- Develop the Innovation Policy action plan for it (ZIP), taking into account the EC Research and Innovation Work Programme, the Guidelines from the partners' RIS experience exchange, the National Development Plan of the Slovak Republic and the Plan of the Economical and Social Development of the Zilina Region

Partners involved: UZ, LA, CS, BIC

Starting point of the work: March 2006

	FIRST 12 MONTHS								13	14
<b>WP5</b>										
T1										

### Progress towards work package objectives

#### Task 1: Evaluation of regional and local innovation actor's role

This activity is based on the results of the WP4, which was finished in May 2006. From this reason activities of this task are being performed at present. The results are not delivered yet.

Evaluation of regional and local innovation actor's role are partly included in the Complementary supply of WP4. This material is being analysed at present to be able to identify:

- Role and competencies of regional innovation actors in the region at present and in the future in respect to innovation activities
- Role of the companies at present and in the future in respect to innovation activities

Beside this, several preparatory works have been done as well. This concerns the whole work package 5, including task 5.2 User focus groups – Implication and task 5.3 ZIP priorities catalogues.

Within this work package BIC Group has prepared a methodology of implication of proposed innovation strategies resulting from WP4 surveys and SWOT analyses using method of expert forum "Technology Foresight". Implementation of this expert forum will start in August 2006. The implementation of expert forum "Technology Foresight" itself will be included in WP6, particularly as in the task 6.1 Design of pilot actions.

Besides this, project team of UZ had regular meetings with primary focus to define an innovation strategy of ZIP project. The output of these meeting was particularly a draft of expert forum implementation as regard ZIP framework programme.

A member of UZ project team participated in the training Technology Foresight for Corporations organised by BIC Group in Bratislava from March 14<sup>th</sup> – 17<sup>th</sup> 2006.



Picture from meeting of project team – Zilina, 10<sup>th</sup> of May 2006

### Deviations from the project work programme

Evaluation of regional and local innovation actor's role within this work package should have been delivered in May 2006. This task is partly worked out in Supply Analysis of WP4. However the full task will be done based on the results of WP4, which was finished in May 2006.

Project team optimised the implementation of this task and Deliverable 23 to be finished until July 2006.

### List of deliverables

Del . no.	Deliverable name	Workpacka ge no.	Date due	Actual/Fore cast delivery date	Estimat ed indicati ve person-months *)	Used indicativ e person-months *)	Lead contra ctor
D23	Competency map	5	May 2006	July 2006	2	2	UZ



### 3. Consortium Management

All tasks related to the consortium management are issues of the WP 1 project management.

#### Work package objectives

- Effective steering and management of the ZIP project
- Set up a management organisation that will be responsible for the management of the ZIP Project.
- Providing a platform for communication and exchange of experience for all partners and EU Commission
- Monitoring the on-going activities

Partners involved: UZ, LA, CS, BIC

Starting point of the work: June 2005

	FIRST 12 MONTHS											
WP1												
T1												
T2												
T3												
T4												
T5												

#### Progress towards work package objectives

##### Task 1: Establishment of ZIPO

In order to achieve the targets for the ZIP Project, an own Zilina Innovation Policy Organisation (ZIPO) was installed. The ZIPO consists of the coordinator and external expert personnel with outstanding experience in handling and managing European projects. The managing methodology for the ZIP project will be a framework approach.

This approach provides for day-to-day hands-on management of the mobilisation of human, financial and technical resources, project travel, local office management and administrative support, project promotion and dissemination activities, and a comprehensive and cohesive project communication and reporting system.

##### ZIPO Composition

Michal Janovčík	University of Zilina	Project Manager (full time)
Juraj Kavecký	University of Zilina	Project Assistant - deputy (part time)
Irma Priedl	Lower Austria	Project Assistant – Partner 2 (part time)
Ewa Andersson	Sodermanland	Project Assistant – Partner 3 (part time)
Ladislav Kováč	BIC	Project Assistant – Partner 4 (part time)
Vanda Solenska	INNO	Management support
Philipp Nussböck	INNO	Management support

The ZIPO will take care of the attainment of the central objectives:

- Effective management and realisation of the project
- Monitoring the on-going activities
- Quality control and timely preparation of deliverables following agreed standards



- Effectively steering and managing the project
- Providing a fair climate for exchanging ideas and information between the partners
- Guidance of the decision-making processes of the project partners
- Providing the interface to the EU Commission officers
- Providing a platform for communication and exchange of experience for all partners

### Task 2: Project coordination

Project partners have prepared the Consortium Agreement. The purpose of this Consortium Agreement is to specify the organisation of the work between the Contractors, to organise the management of the Project, to define the rights and obligations of the Contractors, including, but not limited to, their liability and indemnification, to set out rights and obligations of the Contractors supplementing but not conflicting with those of the Contract.

The objective of Consortium Agreement therefore is to agree on a set of common rules that will promote efficient and productive co-operation between the Contractors and thus enable the requirements of the Project be fulfilled.

ZIPO organised regularly meetings with the 3 main project actors that are: Steering Committee, Project Partners and Commission Services, with the objective to continuously inform them about the on going of the project, and allow them to intervene if necessary or desired to orientated the project.

### EU COORDINATION MEETINGS

Project manager actively participated in two RIS accompanying events:

- RIS launch event in Ljubljana, 6. June 2005
- Methodological workshop in Vilnius, 7. – 8. July 2005
- IRE Reporting and Best Practice Day, 7. April 2006

Deputy of project manager actively participated in one RIS accompanying events:

- Methodological workshop in Malta 16. – 17. February 2006

Three members of project team actively participated in one RIS Focus Group workshop:

- Promotion of innovation in SMEs, Banska Bystrica, 3. – 4. April 2006

Besides this project manager has met the EC project officer during the IRE reporting and Best practice day on April, 6<sup>th</sup> 2006, where they discussed the actual running of the ZIP project and discussed about issues necessary for 1<sup>st</sup> Reporting report.

### STEERING COMMITTEE MEETINGS:

During the project implementation, two Steering Committee meetings were organised. First one took place on 27<sup>th</sup> of September 2005 and the second one on 28<sup>th</sup> of March 2006. Both were organised in close cooperation with Zilina Self-Governing region in their premises. During this time

The next one will be organised beginning of July 2006.



Picture from 1<sup>st</sup> Steering Committee meeting – Zilina, 27<sup>th</sup> of September 2005

In the project work plan we expected to have meetings of Steering Committee every 3-4 month starting June 2005.

The first meeting of Steering Committee took place after real start of project activities. We wanted to convince SC member, so they understand the importance of being involved in regional innovation strategy process formation.

The 2<sup>nd</sup> meeting took place in March 2006, because of regional authority election time in December 2005. We wanted to continue in regional innovation strategy process formation with new composition of regional authority. Next SC meetings should take place according to project work plan every 3-4 months. The next one will be organised in July 2006.

## CONSORTIUM MEETINGS

### Kick-off meeting, Zilina, 27<sup>th</sup> of September 2005

The goal of this first meeting of partners was to know each to make the communication within project easier. All partner regions presented their experience in handling RIS projects. During the meeting all participating partners have agreed the proposed plan and division of tasks. All partners understood their responsibilities during the 1<sup>st</sup> year of the project.

### 2<sup>nd</sup> meeting, Vratna valley (Slovakia), 11. – 14. April 2006

The goal of this meeting was to check the current running of the project, check delivered or performed tasks of project partners.

The main issue of this meeting was discussion and experience exchange regarding the Implementation of regional demand and supply analysis.





Picture from 2<sup>nd</sup> meeting of partners – Vratna valley, 11. – 12. April 2006

In the project work plan we expected, that consortium meetings of all partners would take place every 3-4 months. With particular partners we have met:

- BIC Group meeting regarding ZIP framework programme definition through expert forum, Zilina, 10<sup>th</sup> of January 2006
- Pilot Conference – meeting with Lower Austria team, 24<sup>th</sup> of January 2006
- BIC Group meeting regarding ZIP framework programme definition through expert forum, Zilina, 14. – 17. March 2006

In the next period we expect more active participation of foreign partners in ZIP strategy and framework programme definition through regional workshops and seminar. We also expect, that in the 2<sup>nd</sup> year of the project we will visit partner regions, where we would like to receive best practice for pilot action design and implementation.

#### COMMUNICATION BETWEEN PARTNERS

Project coordinator made communication with project partners using regular e-mails, phone calls and audio conferences.

For internal project communication a FTP server <ftp://158.193.81.254> we created, where the project team can share all necessary information and also large documents, which cannot be sent via e-mail.

We did not notice any serious problems in communication with project partners.

#### COOPERATION WITH OTHER RIS REGIONS

University of Zilina has organised on 14<sup>th</sup> of September 2005 the informal meeting with of Slovak RIS regions, where we discussed about joint support in RIS project implementation. We



have also made recommendation regarding joint communication towards central governmental ministries responsible for innovation infrastructure development.

### Task 3: Day to day coordination – technical monitoring

ZIPO regularly monitored activities performed by experts involved in project. This means:

- The quality of delivered work
- In time delivery of work

Also work delivered by project partners during the project duration was inspected by ZIPO. This means, that ZIPO will not only check ZIP partners deliver that work on time, but also that work is fulfilled in a high-qualitative way.

ZIPO established technical procedures that will serve as guideline for the work to be fulfilled and define precise quality standards.

### Task 4: Day to day coordination - financial administration and controlling

This task consists of detailed budget planning for each activity. Based on this financial plan we implemented accounting procedures, which will be kept in accordance with EU procedures.

Furthermore ZIPO made regular controlling by comparing budgeted expenditure with actual disbursement.

### Task 5: Organisation and coordination of meetings

Activities of this task are mentioned in point 1 of this work package.

### Task 6: Reporting

This task is focused on technical and financial reporting to EU Commission. ZIPO set up an accounting system in line with the Commission rules. Before receiving receipts, ZIPO makes verification, if this receipt fulfils the criteria of eligible cost item. ZIPO ensures that time sheets of particular experts and project partners are delivered on time.

ZIPO has started to collect all necessary information for the 1<sup>st</sup> Monitoring report in April 2006.

## **Project timetable and status**

During the first year of project implementation, we realised all planned activities and deliverables (except Deliverable 23 and D24).

Some of the project activities were implemented later than planned in the project proposal. The justification of this is described on page 8.

These changes have no effect on fulfilling of particular deliverables and milestones.



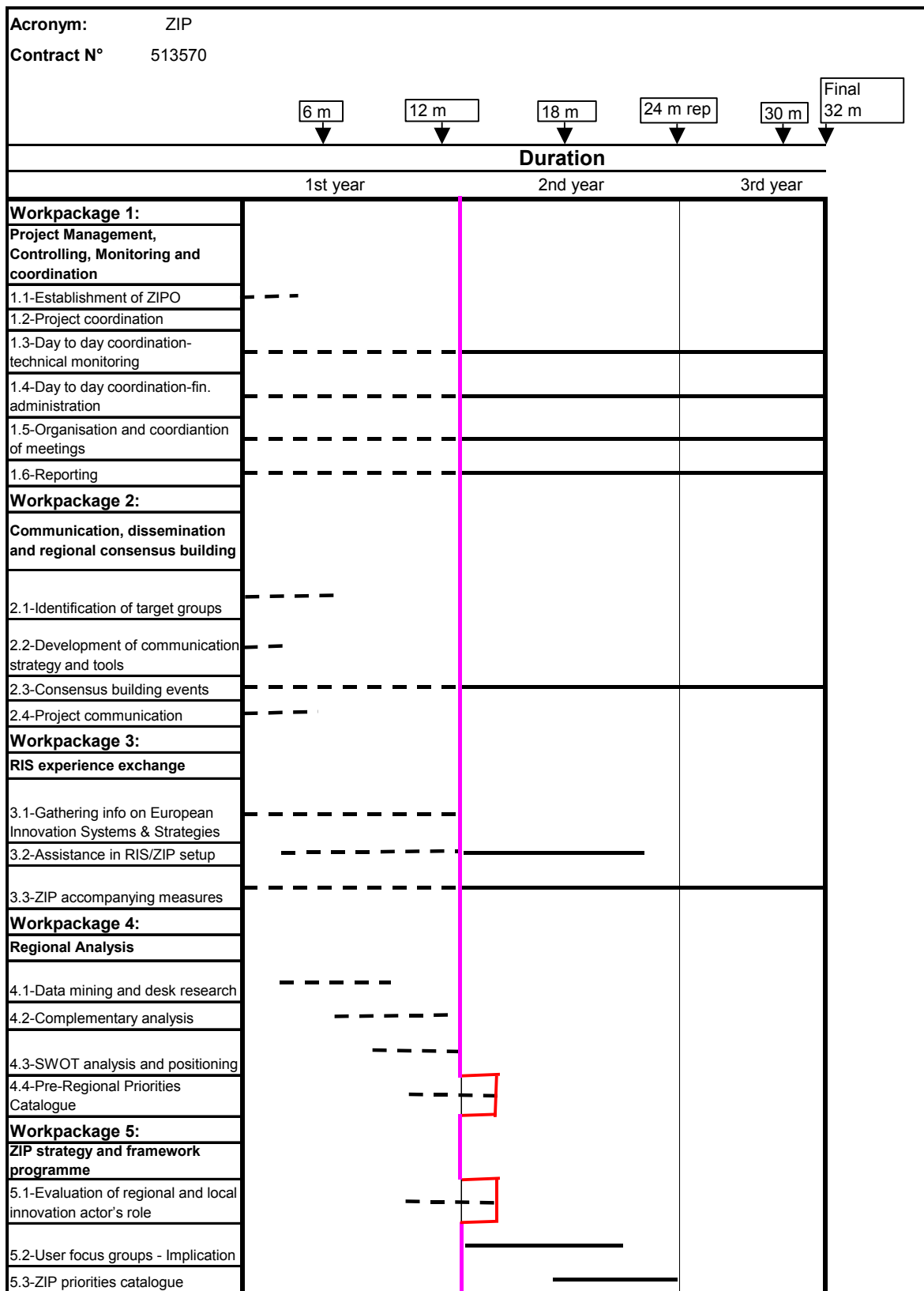


	Month																															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
<b>WP1</b>																																
T1.1																																
T1.2																																
T1.3																																
T1.4																																
T1.5																																
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M2				X							X		X		X		X		X		X		X		X		X		X		X	
M3				X						X			X		X		X		X		X		X		X		X		X		X	
M4	X	X						X		X									X												X	
M5												X											X								X	
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T3.2																																
T3.3																																
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D16															X																	
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M13														X																		
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<b>WP4</b>																																
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T4.3																																
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D18								X																								
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D21												X																				
D22														X																		
M16							X																									
M17												X																				
M18													X																			
<b>WP5</b>																																





**Project bar chart – planned and status**





## Contribution of project partners

Contributions of partners can be summarized in this table:

<b>Contribution, activity</b>	<b>Partner</b>
Transfer of experience in daily implementation of ZIP project (administrative, financial, reporting)	LA, CS, BIC
Transfer of experience in regional consensus building activities	LA, CS, BIC
Transfer of experience in understanding the PROCESS of regional innovation strategy formation	LA, CS, BIC
Participation in regional conferences and workshops through (presentation, discussion with participants)	LA
Transfer of experience in the process of regional analyses implementations	LA, CS, BIC
Analysis of public organisations responsible for Slovak innovation infrastructure development	BIC
Participation in creation of regional analyses questionnaires	LA, CS, BIC
Benchmarking of European practices around innovation, entrepreneurship and economic development trends	LA, CS
Assistance in regional innovation strategy set up	LA, CS
Assistance in elaboration of the ZIP strategy framework programme	LA, CS, BIC

During the project we noticed no changes in responsibilities and changes in consortium itself.

## Involvement of subcontracting organisation

In the project proposal we expected to use external expertise in managing the regional innovation strategy process. We also wanted to have outside view on ZIP activities and outcomes.

Using public procurement according to Slovak law, we finally selected company INNO GmbH with large experience in this area.

Within the frame of subcontracting activities INNO GmbH performed following activities:

- Support of contractor by coordination of project partners
- Support of contractor in the consensus building process in the region
- Support of the contractor by elaboration of ZIP communication plan
- Support of the contractor by the elaboration of a company questionnaire

## List of deliverables

<b>Del . no.</b>	<b>Deliverable name</b>	<b>Workpac kage no.</b>	<b>Date due</b>	<b>Actual/Fore cast delivery date</b>	<b>Estimat ed indicati ve person-months *)</b>	<b>Used indicativ e person-months *)</b>	<b>Lead contra ctor</b>
D1	ZIPO Managing directory	1	June 2005	August 2005	1,5	1,5	UZ



D2	Meeting support material	1	As occurring	As occurring	2	2,5	UZ
D3	Technical procedures	1	June 2005	September 2005	2	1	UZ
D4	Workplan	1	June 2005	June 2005	1	2	UZ
D5	Budget forecast	1	June 2005	June 2005	1	0,5	UZ
D6	Budget consumption report	1	May 2006	May 2006	1	1	UZ
D7	Annual Progress Report & Cost Statement year 1	1	May 2006	May 2006	1	2	UZ

### List of milestones

Milestone no.	Milestone name	Workpackage no.	Date due	Actual/Forecast delivery date	Lead contractor
M1	Establishment of ZIPO	1	June 2005	June 2005	UZ
M2	Consortium coordination meetings	1	June 2005, September 2005, December 2005, March 2005	September 2005, April 2006	UZ
M3	Steering committee meetings	1	June 2005, September 2005, December 2005, March 2005	September 2005, March 2006	UZ
M4	EU coordination meetings	1	June 2005, December 2005	June 2005, July 2005, February 2006, April 2006	UZ
M5	Annual reports	1	May 2006	May 2006	UZ



## Annex 1 – Plan for using and disseminating the knowledge

Planned/actual Dates	Type	Type of audience	Countries addressed	Size of audience	Partner responsible /involved
12/2005	ZIP flyer	General public	Slovakia	x	UZ
24. 1. 2006	Pilot conference	Research, SME, regional authority, regional organisations	Slovakia	98	UZ, LA
17.5.2006	Workshop of IT companies	Industry (IT sector)	Slovakia	16	UZ
2. - 4.2.2006	Working trip, Valencia Polytechnic City of Innovation	Research	Spain	20	UZ
13.3.2006	Working trip, Washington	Research, public administration	USA	X	UZ
24.5.2006	ITE Workshop	Research, public administration	Slovakia	25	UZ
09/2005	Project web-site	All regional actors	Slovakia	x	UZ
7.4.2005	ZIP poster Slovak house Brussels	Research, public administration	Belgium, EU	x	UZ
12/2005	ZIP poster/corner, at the University of Zilina	Research	Slovakia	x	UZ
20.10.2005	Conference, Role of universities in the region	Research	Slovakia	80	UZ
18.11.2005	Radio release-About ZIP project	General public	Slovakia	x	UZ
7/2005	Press release - UZ Reporter 7/2005	General public	Slovakia	x	UZ
7/2005	Press release – Development Press	Industry, businesses	Slovakia	x	UZ
1.8.2005	Press release – Zilina News	General public	Slovakia	x	UZ
27.7.2005	Press release – Our Orava	General public	Slovakia	x	UZ
27.7.2005	Press release – Region journal	General public	Slovakia	x	UZ
26.7.2005	Press release – Zilina Evening Paper	General public	Slovakia	x	UZ
10/2005	Press release – Produktivita	Industry (engineering, automotive sector)	Slovakia	x	UZ
02/2006	Press release – Development Press	Industry, businesses	Slovakia	x	UZ
3.2.2006	Press release – Zilina News	General public	Slovakia	x	UZ



16.2.2006	Press release – Region journal	General public	Slovakia	x	UZ
27.2.2006	Press release – Industry Paper	Industry, businesses	Slovakia	x	UZ
20.3.2006	Press release – Region journal	General public	Slovakia	x	UZ
03/2006	Press release - UZ Reporter 3/2006	Research	Slovakia	x	UZ
03/2006	Development Press 03/2006	Industry, businesses	Slovakia	x	UZ

## Major activities

### *Project web site*

We find ZIP web portal as a comprehensive, it includes many useful information for regional companies. We try to publish all our activities, results and all the information necessary for regional consensus building.

### *Conference "Role of universities" in the region*

The aim of this international conference was to present possibilities of cooperation between universities and regions. Therefore we welcomed the possibility to present the ZIP project as an example of involvement of university in regional development support.

### *Pilot conference*

The aim of the conference was to get support of regional actors. We evaluate this conference as successful, mainly because of large discussion time, where several regional actors presented, how they can contribute to regional innovation strategy formation.

### *Workshop of IT companies*

The aim of this workshop was to formulate joint vision in innovation development of selected industry sector through discussion. We find this as an effective way, how to achieve consensus in the region. Next workshop will be focused on engineering and automotive industry.

### *Working trip in Washington*

The aim of this working trip was to inform about activities of University of university focused on innovation and technology transfer support.

Mr. Milan Dado was a member of Slovak delegation in National Science Foundation in Washington, D.C. (USA). He has presented the ZIP project and its background to the audience consisted of members of state administrative, research, public life and business within the session "Tools of innovation support". He has also presented activities of the European Commission focused on innovation support, namely Mutual Learning Platform and IRE Secretariat activities.



## Planned activities

09/2006 – 01/2007	ZIP strategy workshop (4x)	All regional actors	Slovakia	120	All partners
09-12/2006	Press release-press (4x)	All regional actors	Slovakia	x	UZ
11/2006	Press release- TV	General public	Slovakia	x	UZ
9/2006	Media briefing	Media	Slovakia	12	UZ
08/2006	2 <sup>nd</sup> ZIP corner	Public administration	Slovakia	x	UZ
03/2007	ZIP 2 <sup>nd</sup> conference	All regional actors	Slovakia	100	All partners
10/2006	Workshop of engineering companies	Industry (engineering, automotive sector)	Slovakia	20	UZ
11/2006	Workshop of educational institutions	Education, public administration	Slovakia	30	UZ