ECQA
European Certification & Qualification Association

Valorisation Project (VALO)

Education and Culture DG
Lifelong Learning Programme

Launching Innovation in the Market Requires Competences in Dissemination and Exploitation

Kerstin Siakas, ATEI, Greece
Richard Messnarz, ISCN, Austria
Elli Georgiadou, Middlesex University, UK
Marja Naaranoja, Univerisity of Vaasa, Finland

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EACEA
Education, Audiovisual & Culture Executive Agency

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Agenda

- Innovation through European network clusters
- Innovation Success Factors
- Diffusion of Innovation
- Building on the Valorisation Competences
- Pedagogic Framework and Quality Assurance
- Future work

Why are innovations so important?

- Innovation is an important driver for:
  - organisational survival
  - sustainability
  - improvement
  - long-term productivity
  - economic growth

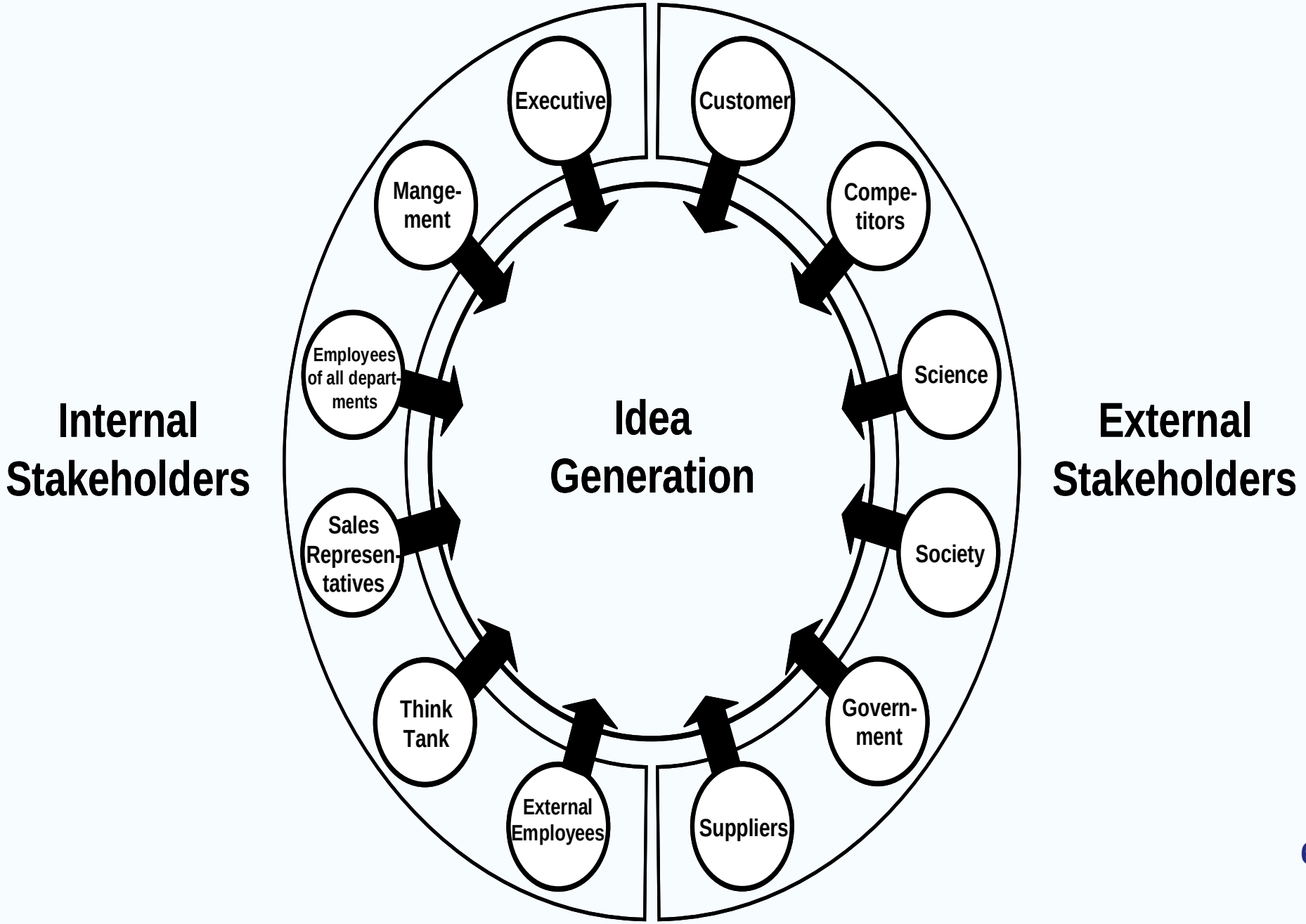
Innovation is required in:

- Small and Medium sized Enterprises (SMEs),
- Large organisations
- Regions
- Nations

Innovating Innovation in Europe

- The European industry has transformed into a **networked cluster** of partnerships and stakeholders who jointly integrate larger products in e.g. Automotive, Aerospace, and medical industry.

Making Idea Generation a Professional Process Linked with Lead Industry (Neumann, 2011)



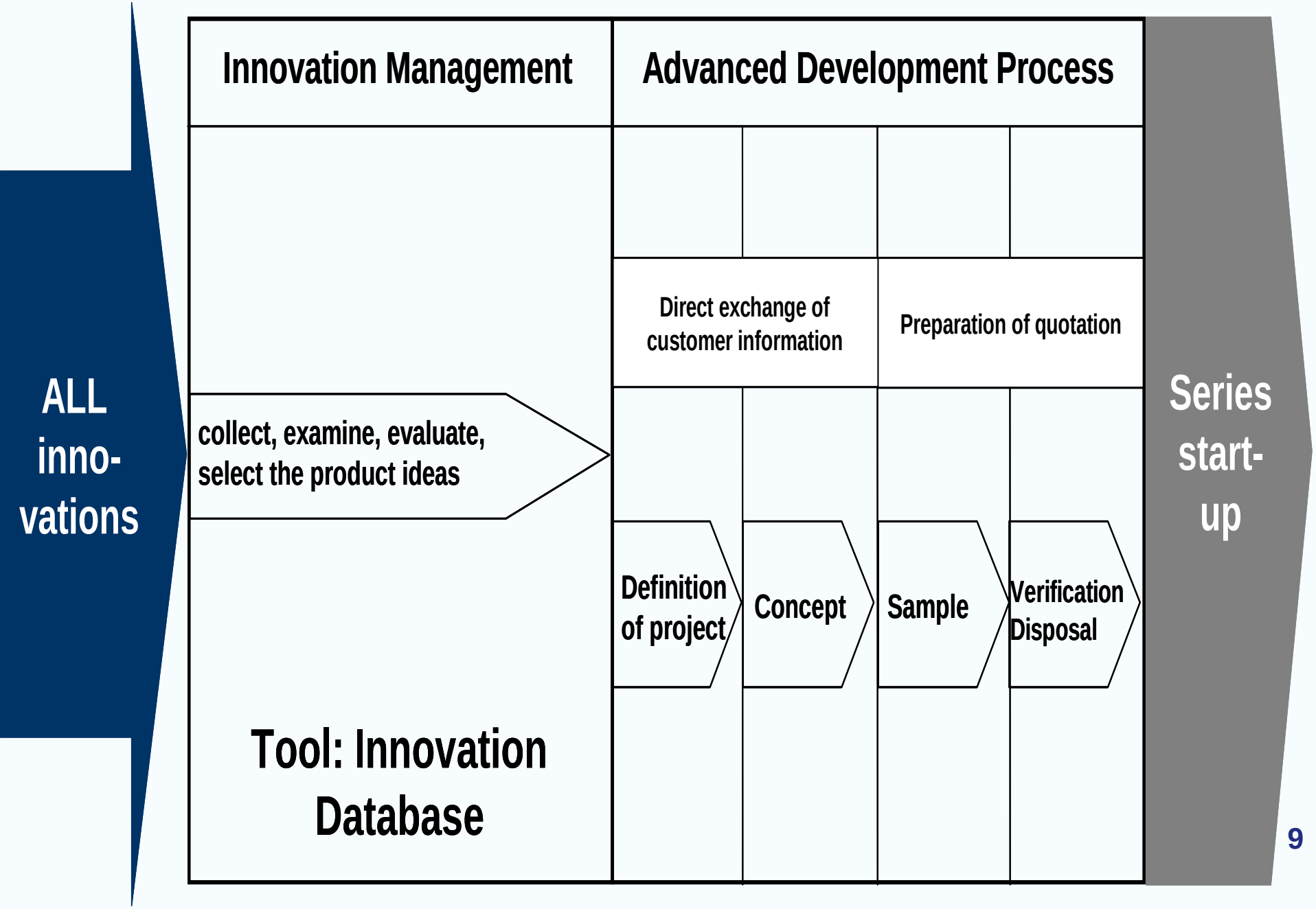
Prototypes for user tests

- Reflection in practice by launching prototypes for user tests before the product is launched on the market

Tapping collective knowledge

- An emergent challenge is tapping collective explicit and tacit knowledge and intelligence of users (customers and consumers) by **social media networks** and thus reaching beyond the conventional boundaries of the organisation
- Leverage disparate assets of **people from different cultures, different disciplines and different organisations**

Supporting Idea Generation and Innovation with Professional (Neumann et al, 2010)



The rules of business are changing

The Knowledge Rule (Economy of abundance)

Knowledge Based

The basis of the operation is the knowledge of the individuals:

Understanding of needs
Information availability
Responsibility
Teaming interaction

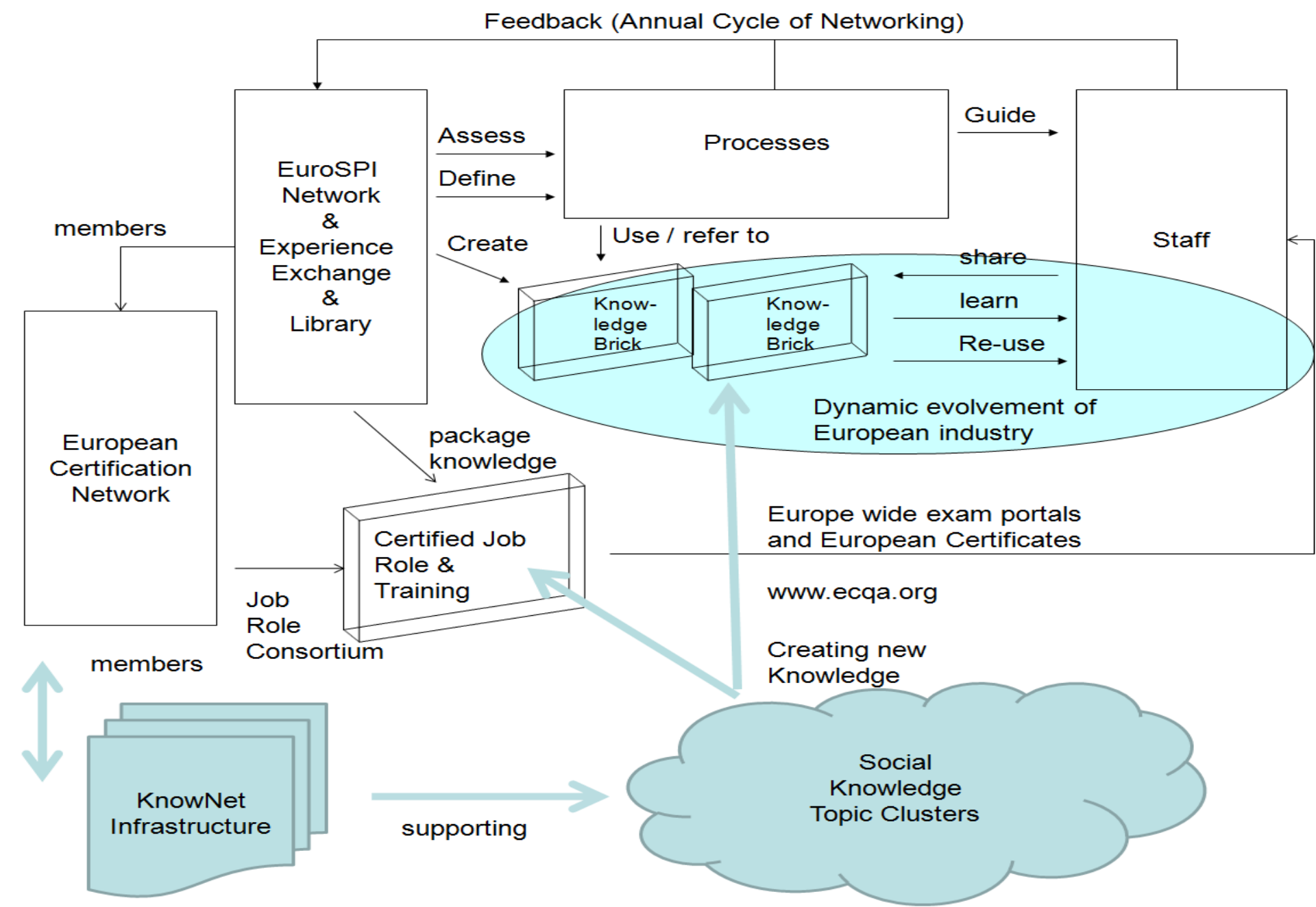
The basis of the operation is the structure of the activities:
Procedures
Control
Compliance
Related training

Structure Based

The Golden Rule ***Technology*** (Economy of scarcity)

Ambuj Goyal
General Manager IBM

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



Innovation Success Factors

- Innovative organisations usually do extremely well in their core mission, but they **often fail to capitalise on their own learning**
- Dissemination is not just to inform potential stakeholders about innovations and best practice **but to embed these in the organisational culture**, including structures, processes, underlying behaviours etc.

Supportive organisational conditions

- inventive activity
- originality of thought
- creativity
- breakthrough insights

The creation of an innovative culture

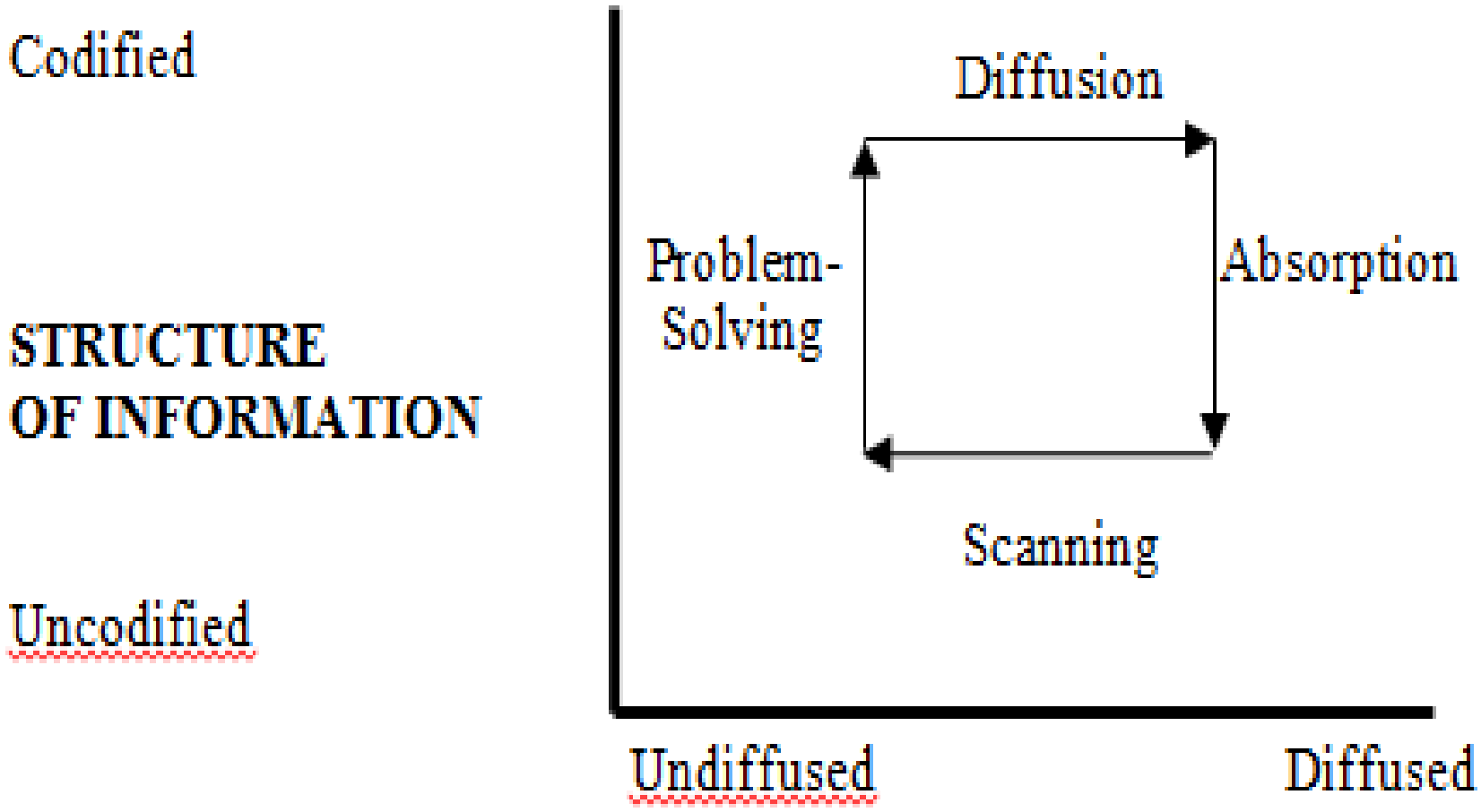
involves a learning process that builds on

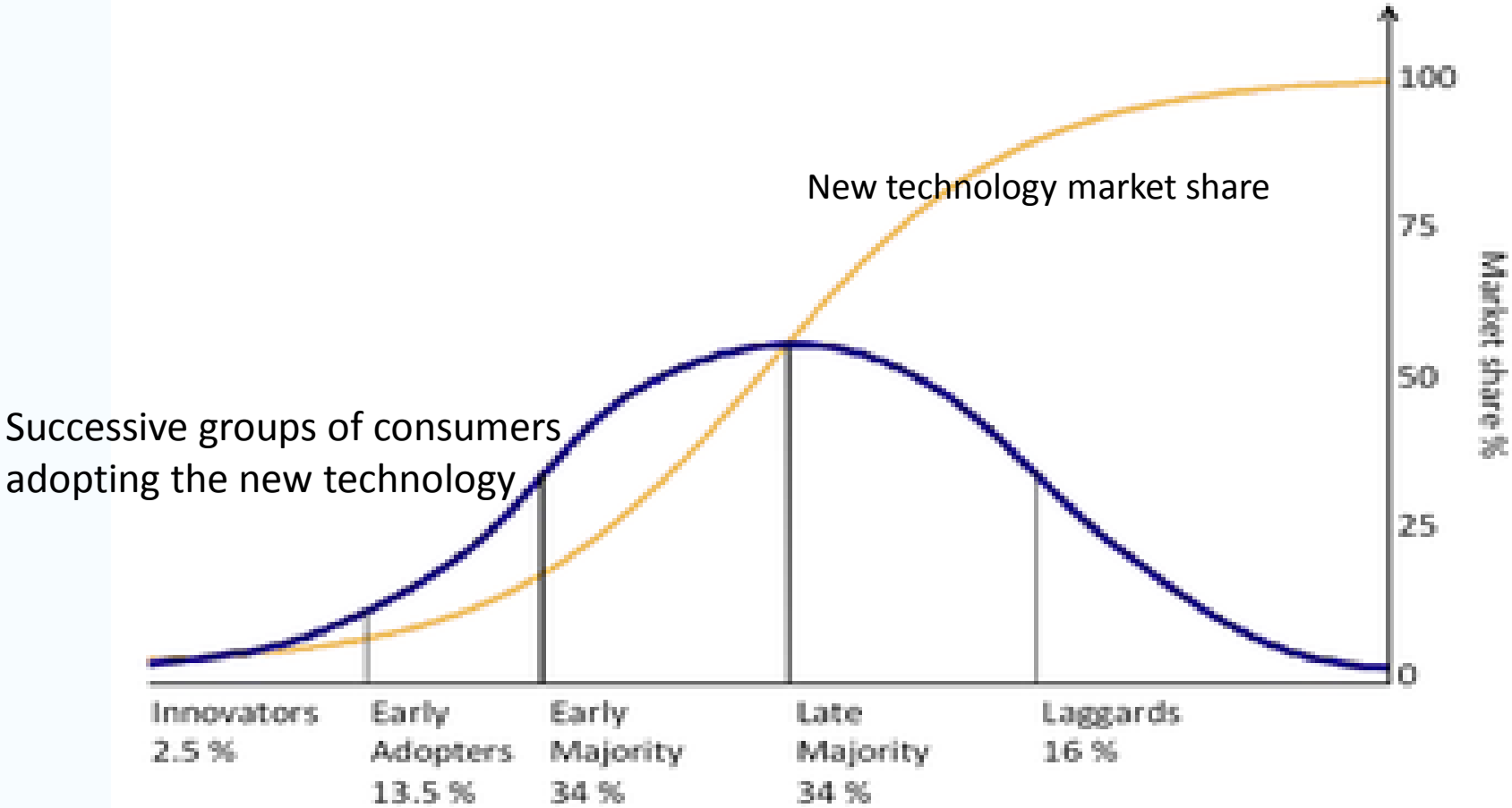
- evaluation
- reflection
- development of the organisation toward response maturity for emerging challenges

Key factors for competitive success

- Organisation specific knowledge and capacity to **exploit** this knowledge
- Accumulation/analysis of information regarding:
  - the firm specific knowledge
  - level of uncertainty regarding present and future technology developments
  - competitive threats
  - market demands

The social learning curve in culture space (C-space):
The flow of knowledge within and among organisations (Griffiths and Boisot, 2000).





The diffusion of innovations depends on the type of adopter (Roger, 1962)

The innovation Process

(1) from first knowledge of innovation
(2) to forming an attitude toward the innovation
(3) to a decision to adopt or reject
(4) to implementation of the new idea
(5) to confirmation of this decision

Innovations in isolation

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

Dissemination and exploitation of results

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

What is missing?

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

The general aims and objectives

- To create a new certified **Valorisation Expert profession** adding to the 18 existing certifications in the European Certification and Qualification Association (ECQA)
- The Valo Project: 01.10.2011-30.09.2013

The project's main objectives

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

The project's main objectives

- disseminate project results via a range of channels, including major European conferences
- ensure the **self-valorisation and sustainability** of the project and its outputs through the ECQA and other bodies

The content of the valorisation qualification

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

The content of the valorisation qualification

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

Tasks and deliverables – Skill Card

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

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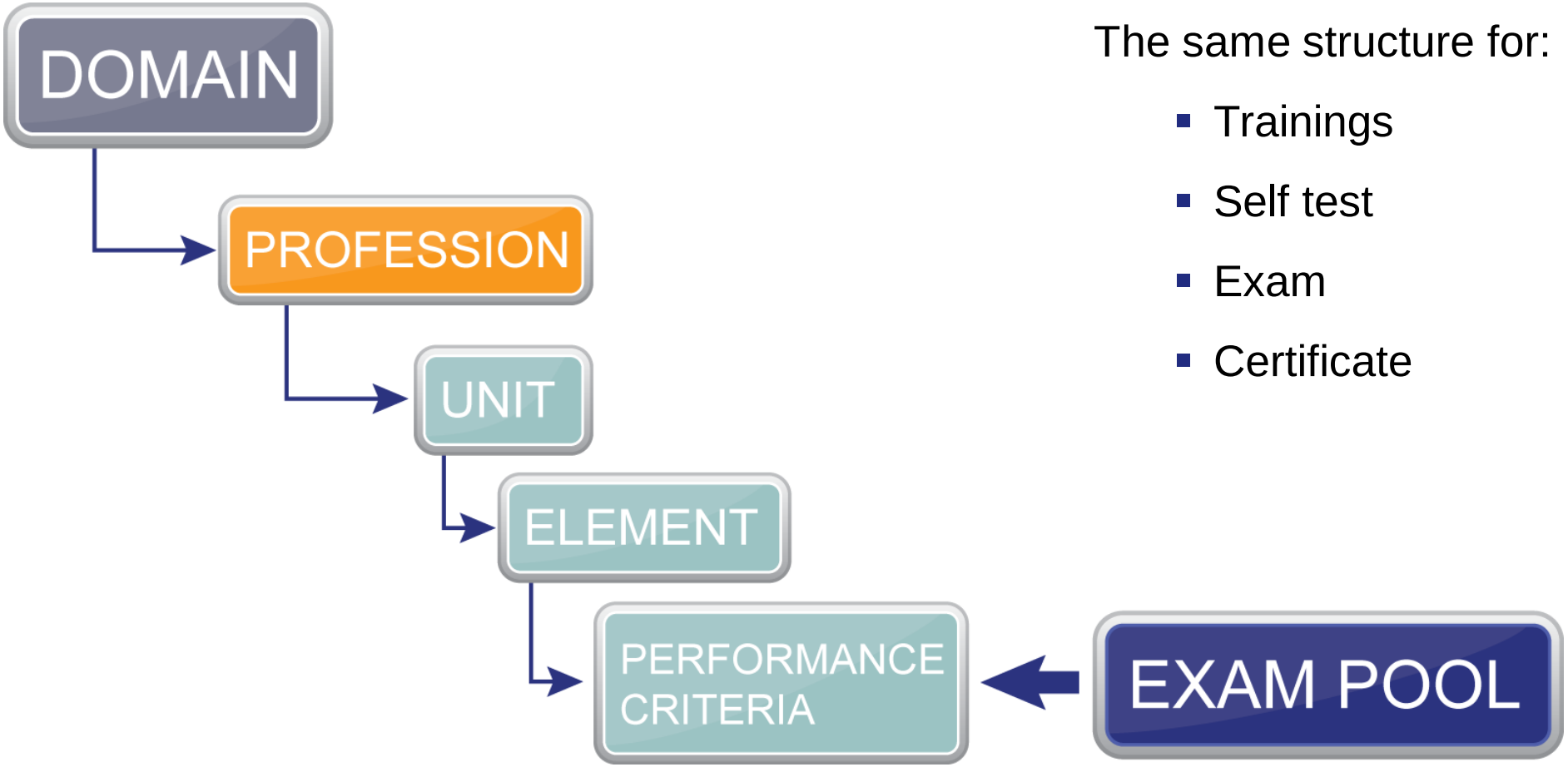
Tasks and deliverables – Training Material

- **MODULAR TRAINING MATERIAL**
- **Units/Elements/Performance Criteria** supported by exercises
- Distant learning material

Tasks and deliverables – Exam Questions

- **POOL OF EXAM QUESTIONS** - unified, supported by ECQA electronic exam system
- **LEARNING PORTAL** - providing training material and exercises

Modularity in **ECQA** Certified Professions



The same structure for:

- Trainings
- Self test
- Exam
- Certificate

Consistent with EQF

Infrastructure for **exams** and **courses**

- **ECQA Exams are computer-based and random**
  Exams are generated from a large question pool
- A **central pool of test questions** is used
- The Test pool is **translated to several European languages** (depending on countries participating at each profession schema).
- The European test portal assures:
  - **Registration** of participants and **logging** of tests
  - **Automatic correction** of exams
  - **Automation of certification** process
  - **A self testing portal** for preparation for exams is available.

Infrastructure for **exams** and **courses**:

Exam Portal

Tasks and deliverables – Training

- **TRIALS** of training materials and the training system will be performed for **100** participants
- **TRAIN THE TRAINERS** (**2** trainers per partner will be trained and certified for trainings after the end of project)
- **INTEGRATION** of the TRAINING SCHEMA INTO the ECQA SCHEMA
- **CERTIFICATION**

The Skill Card – Your input is valuable

Skill Card Units

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

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

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

VAL.U2 Dissemination

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

VAL.U3 Exploitation

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

VAL.U4 Valorisation Methods

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

An example of Performance Criteria: VAL.U1.E2 Innovation

- VAL.U1.E2.PC1:The student knows the meaning of innovation and why innovation is important
- VAL.U1.E2.PC2: The student knows the different types of innovation (e.g. product innovation, service innovation, organisational innovation, financial innovation, marketing innovation etc.)
- VAL.U1.E2.PC3:The student understands the process of innovation
- VAL.U1.E2.PC5: The student understands the differences between a process of continuous innovation and a process of radical/disruptive innovation
- VAL.U1.E2.PC5:The student knows how to use innovation as a tool for continuous improvement

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Project Leader: Kerstin Siakas

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THANK YOU FOR YOUR ATTENTION!

For feedback on SkillCard, please contact:

- Kerstin Siakas: siaka@it.teithe.gr
- Richard Messnarz: rmessn@iscn.com
- Elli Georgiadou: e.georgiadou@mdx.ac.uk
- Marja Naaranoja: marja.naaranoja@uwasa.fi