

Case Study 8.1. Ideas exchange platform at Cracow University of Economics TTO

CRITICAL AREA OF FOCUS 1: “Scouting ideas/technologies from the PRO and incentivizing researchers to disclose IP”

BEST PRACTICE FOR: “Match-making activities with industry” **AIMED AT:** TTO/Researcher/Industry

UNIVERSITY: Cracow University of Economics (CUE) (Poland)

TTO: Uniwersytet Ekonomiczny w Krakowie Biuro Projektu Nauka i Gospodarka



The context:

Cracow University of Economics is a public university of economics in Poland founded 1925 with 20,000 students enrolled. The Science and Economy Project started in October 2008 and ended in the end of 2011.

The problem:

Matching information about academic research (supply) and the **need for scientific methods** to solve problems (demand) is a difficult task for entrepreneurs. Obtaining information about specific research profiles is rather time-consuming and research about business is not necessarily read by the businesses itself.

The solution:

Transition processes in countries behind the former ‘iron curtain’ **need innovative impulses** to decrease the distance to most developed economies of the EU. This innovative boost should result from knowledge and technology transfer between R&D sector and business ‘actors’. This idea is at the basis for the **Science and Economy Project**, which is an initiative of Cracow University of Economics to **bring academia and business closer together** and create a common platform for the exchange of information. The objective is that researchers can offer a profile of their own research, and entrepreneurs can list their need for scientific solutions.

The website <http://www.naukaigospodarka.pl> was created where researchers can publish their work and enable businesses to **implement academic ideas**, functioning as a tool for giving incentives for researchers to disclose ideas via the platform for industry.

With the support of **EU funding**, the Science and Economy project created 29 companies in the Malopolska region, whose activity was mainly focused on e-commerce. In parallel, direct cooperation with the business was opened up by offering interns for companies that were financed by EU funds. The reports written by the trainees and their interactions with the CUE staff have resulted in increased knowledge about the needs of the business sector and the opportunity for the CUE TTO to scout ideas and IP in particular areas of technology interesting for the industry.

The project is directed by **CUE TTO**. It is aimed, primarily, at representatives of science and business sectors who are interested in the issues of **commercialization and the transfer of technology** that is generated in PROs, to the economy. Users of this platform can also submit their articles, individually prepared for publication, in a quarterly magazine also launched with the project. The magazine is called “Quarterly”. But the most desirable process is the cooperation between the two environments so that the joint submitting of ideas may be formed. Firstly, this would represent a comprehensive approach to the problem and, secondly, it would represent an expression of cooperation between the two environments.

Alignment to PROGRESS-TT:

This case is a good illustration of the “Match-making activities with industry” , Best Practice in PROGRESS-TT Critical Area of Focus 1 “Scouting ideas/technologies from the PRO and incentivising researchers to disclose IP”.

A **website for scouting IP/ideas** and a quarterly published journal has proven to be an efficient tool for a East-European TTO to engage researchers to disclose their ideas and facilitate the early stages of the commercialization process.

In 2015 there are 267 listings from academics and 87 listings from business and industry which makes it a great tool giving incentives for researchers to disclose IP and scout ideas via the **platform from industry**.

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