

University of Maribor

AND ITS STRATEGY  
FOR  
ENHANCEMENT  
OF GROWTH  
IN THE REGION

*in line with the guidelines for*  
**EUROPE 2020**

Prof. dr. Karin Stana Kleinschek

Vice-Rector at the University of Maribor

# EUROPE

# 2020

knowledge and innovation based economy

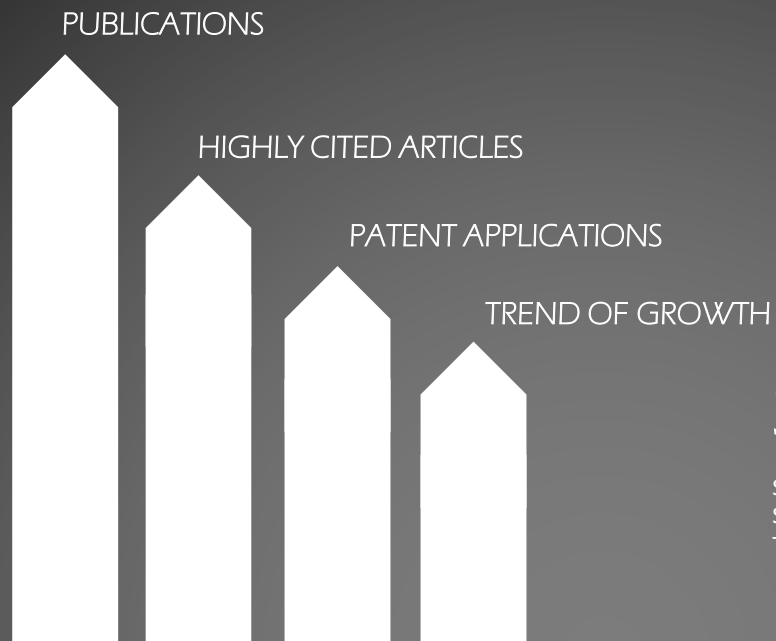
SMART  
SPECIALISATION

COOPERATION

ENTREPRENEURSHIP

INNOVATION

CREATIVITY



## Slovenia in the EU

Source: Research activity in the RS, Dr. Franci Demšar, ARRS;  
Slovenian Business and Research Association, Brussels,  
Temporary information for University of Maribor, 15.2.2012



INTELLECTUAL PROPERTY

INNOVATION



BUSINESS

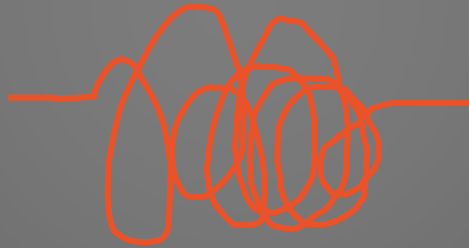
PARTNERSHIP RELATION

MECHANISM OF COLLECTIVITY

COMMON STRATEGY

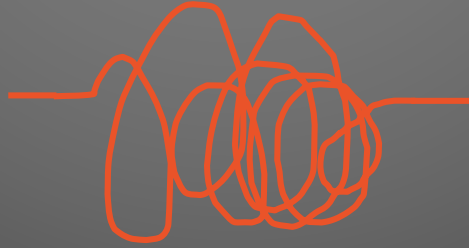


IDEA



INNOVATION

SOLUTION



PROBLEM

REGIONAL  
COMMUNITIES

BUSINESS

YOUNG



University of Maribor

BRANCH  
MINISTRIES

STAFF OF UM

## RESEARCH AND DEVELOPMENT STRATEGY 2013 – 2020

Interdisciplinarity

Connectivity

Key enabling technologies

Priority area of Horizon 2020

HEALTH

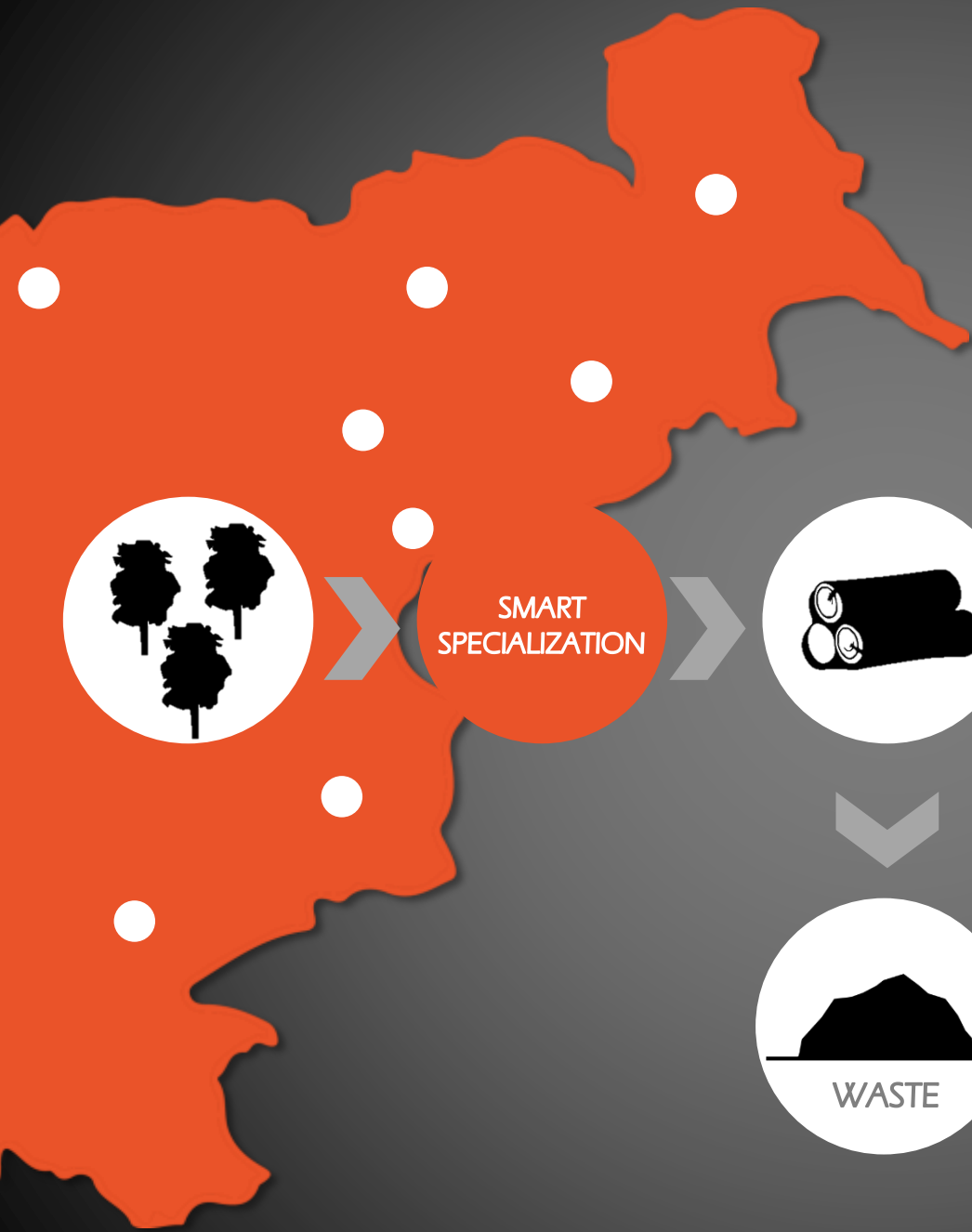
DEMOGRAPHIC CHANGES

WELL BEING



POLYCENTRIC  
DEVELOPMENT

NETWORKING



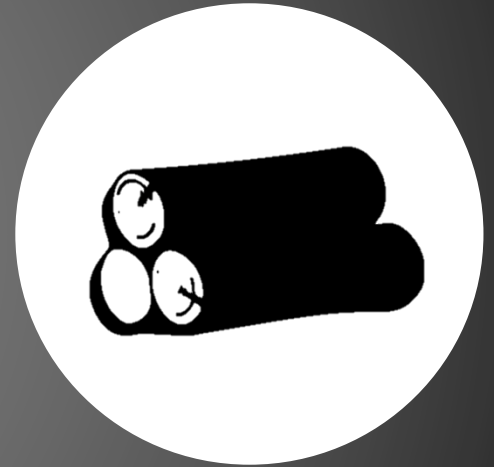
SMART  
SPECIALIZATION

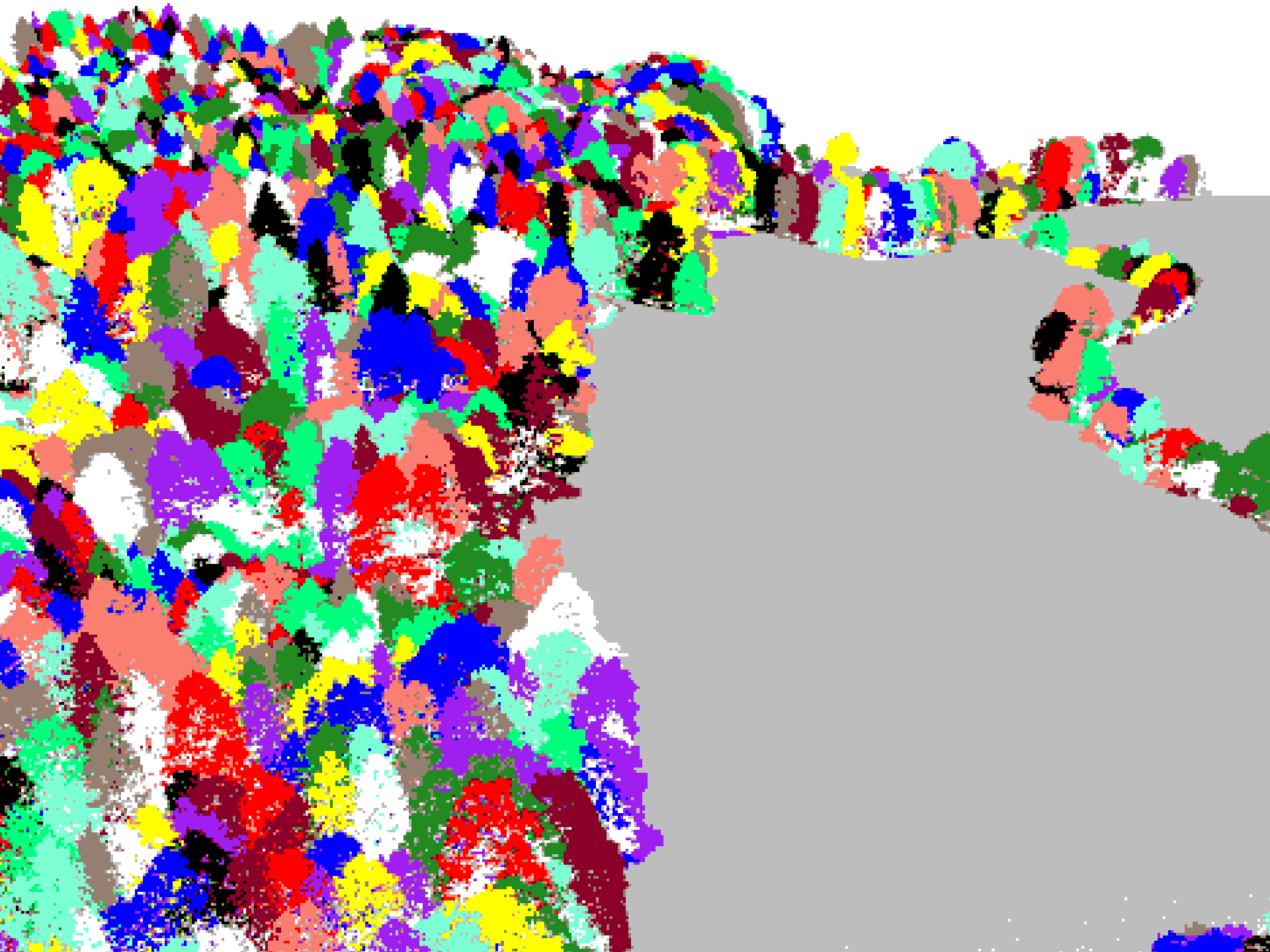






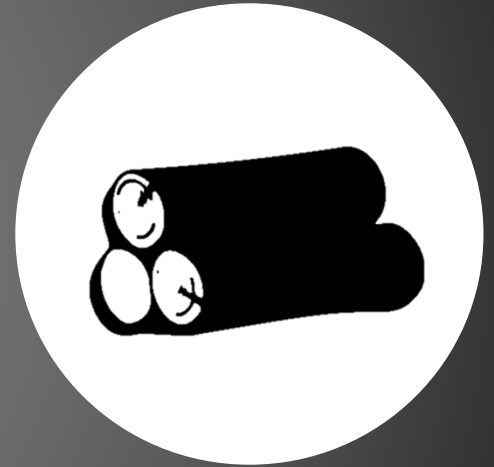
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SPECIALIZATION

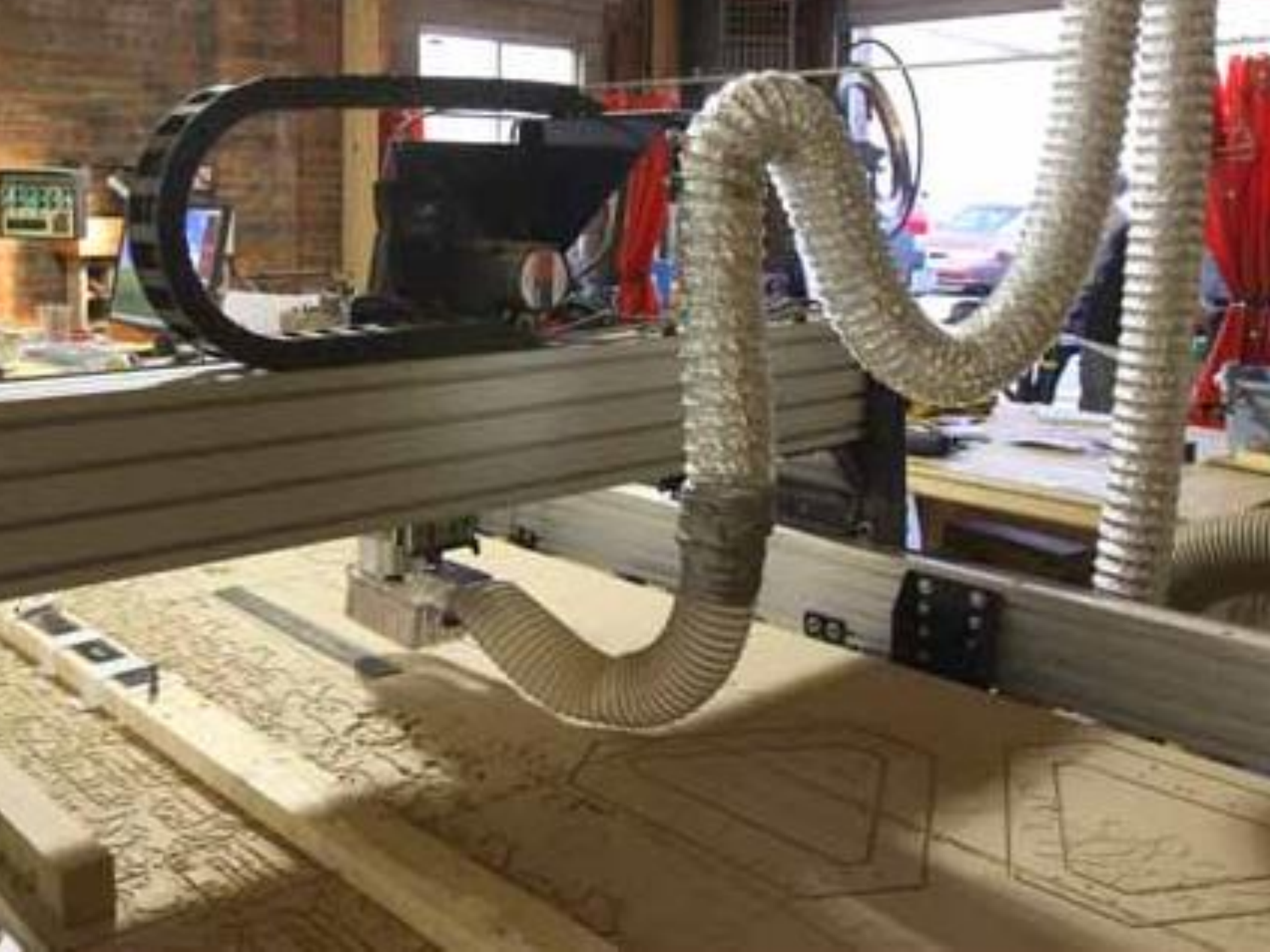






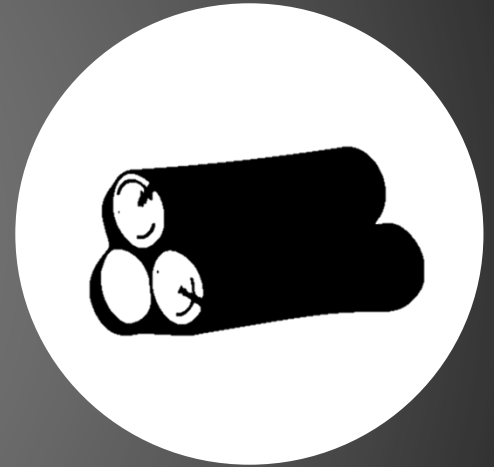
SMART  
SPECIALIZATION

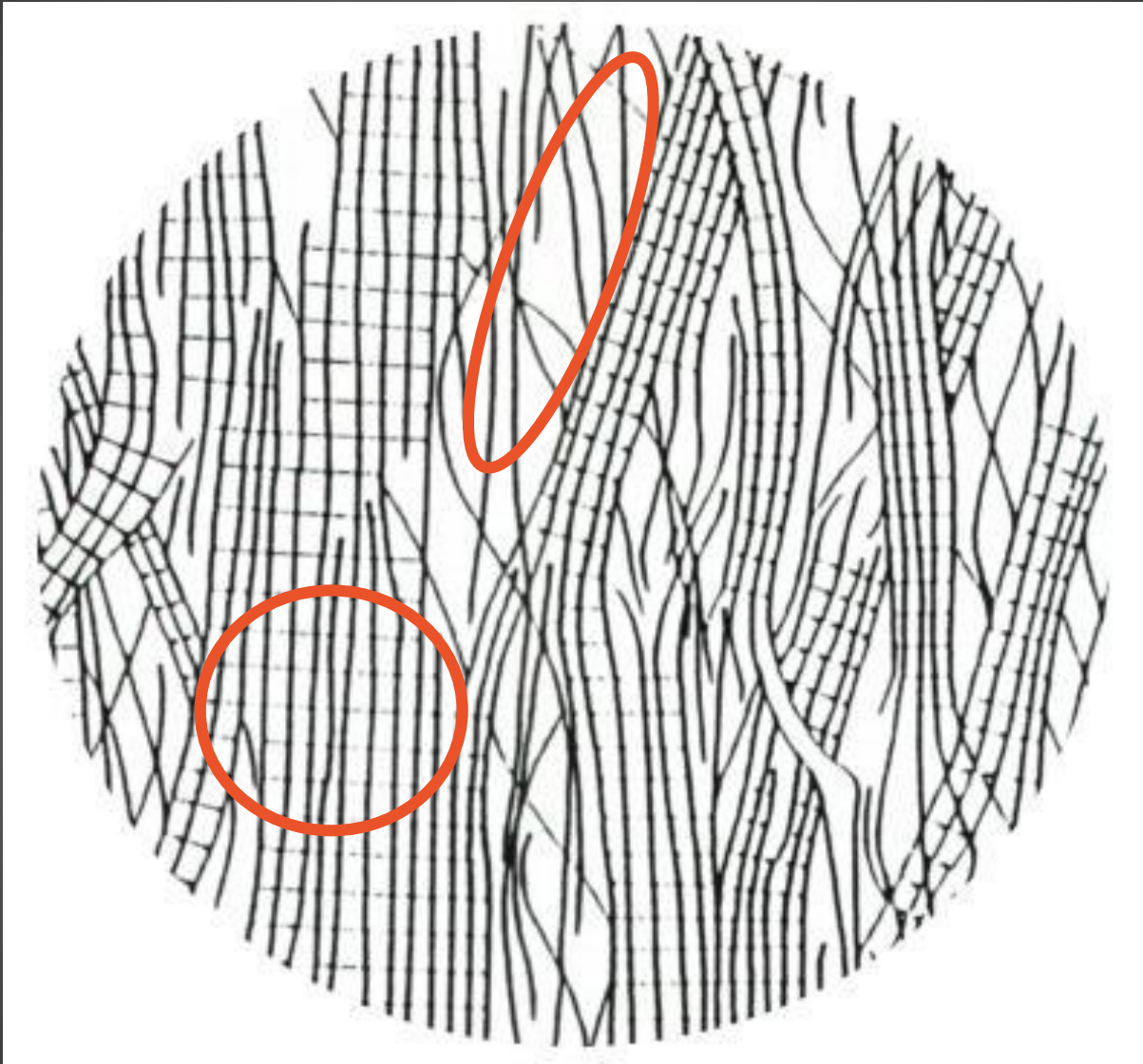




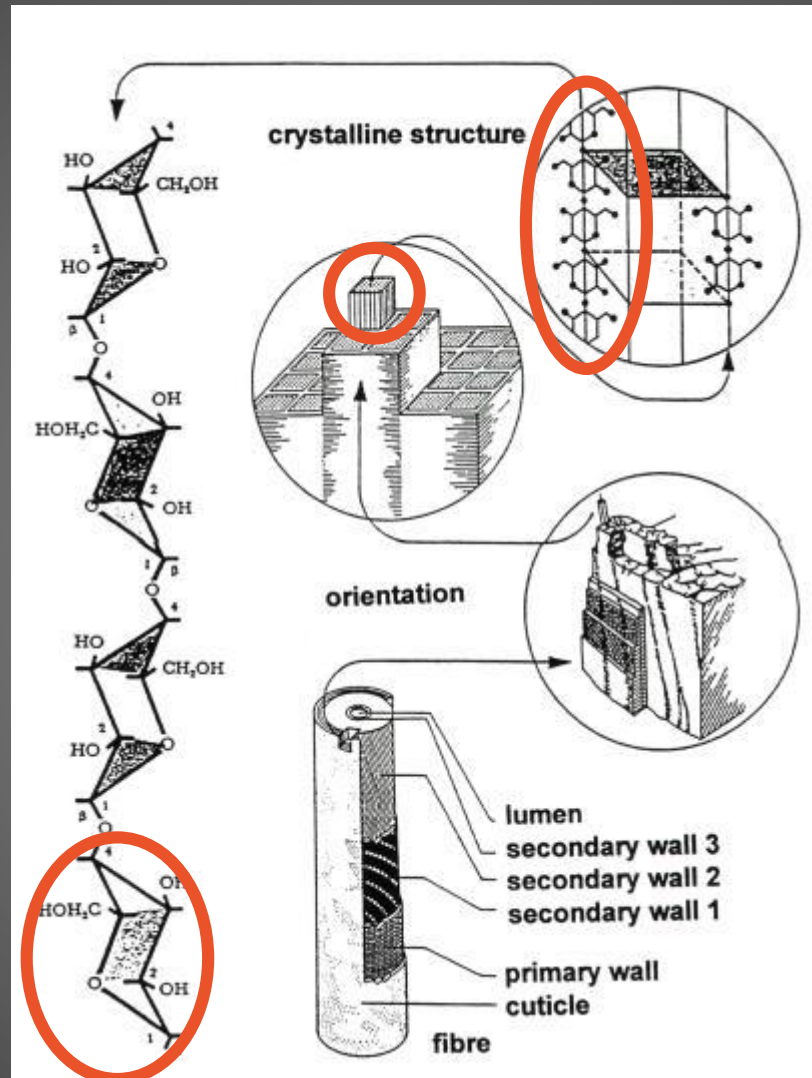


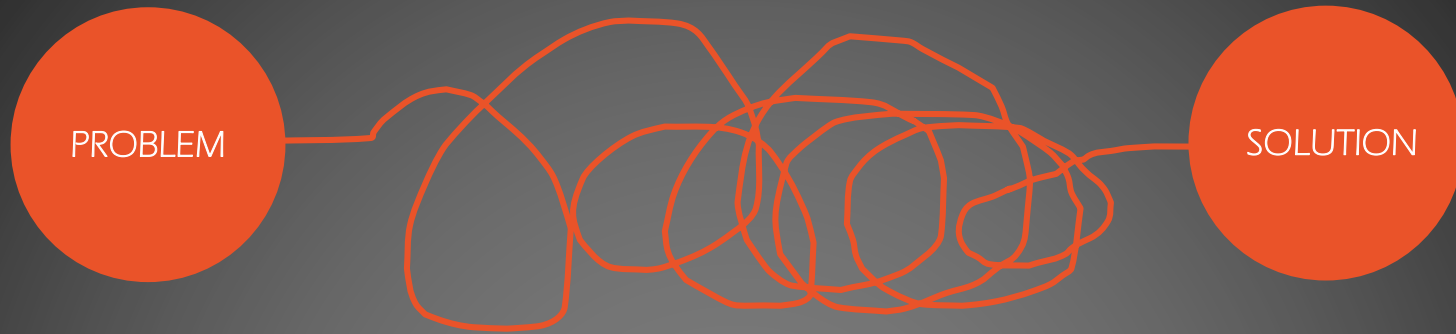
SMART  
SPECIALIZATION









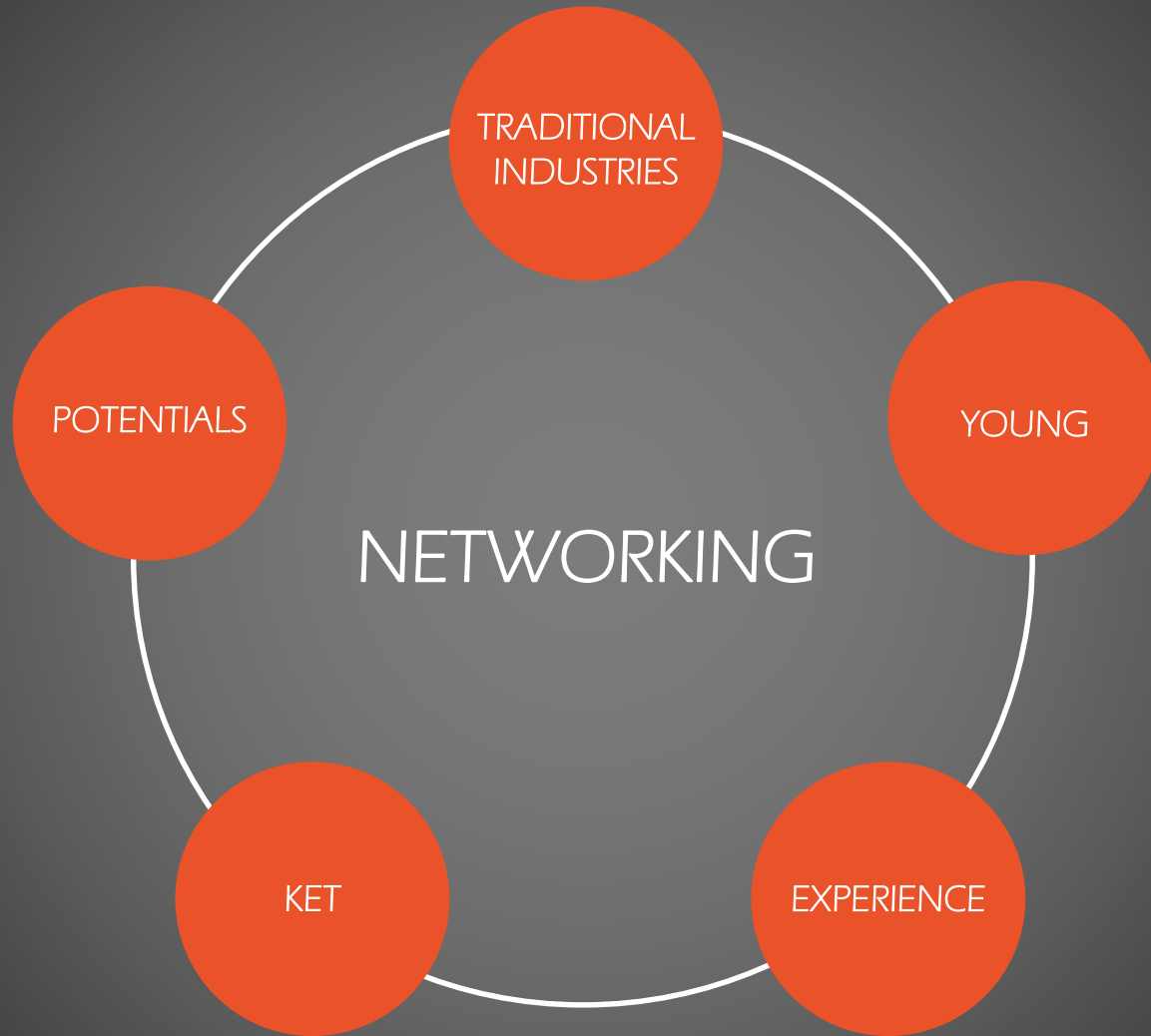


SMART  
SPECIALIZATION



NETWORKING  
REGION  
INDUSTRIES  
RESEARCH ORGANIZATIONS  
UNIVERSITIES





TRADITIONAL  
INDUSTRIES

YOUNG

NETWORKING

POTENTIALS

EXPERIENCE

KET











# DO-IT

Danube Open  
Innovative Technologies



# DO-IT

Fostering a **symbiotic relationship**  
between research institutions, the economy,  
support institutions and local communities  
through **open innovations and technologies**

# DO-IT

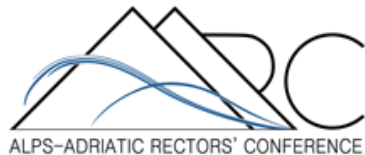
**Flagship Project Label within Priority Area 7**



# DO-IT

supported by

**Alps-Adriatic  
Rectors' Conference**



**Danube Rectors'  
Conference**





# DANUBE REGION

threats



Disparities in eastern and western part

Low innovation potential

Ageing population

# DANUBE REGION

opportunities



Better use of the potential for cross-border cooperation

Networks of specialized R&D centres capable of distributing the innovations

Attaining highly competent human resources

Horizon 2020 ● Smart specialisation on the priority area „Health, Demographic Changes and Wellbeing“

Europe 2020 ● A strategy for smart, sustainable and inclusive growth

KET ● Key Enabling Technologies: encouraging the development of innovative products

**AHA@UM**

“European Innovation  
Partnership on Active  
and Healthy  
Ageing”

University of Maribor

University Clinical Centre Maribor

Medical University of Graz, Austria





- **PA7 Knowledge Society** through excellent research
- **PA8 Competitiveness** through knowledge transfer activities
- **PA9 People & Skills** through training R&D human resources
- **PA10 Institutional Capacity** through inclusion of local communities and regional authorities

UNIVERSITY  
OF MARIBOR

GRAZ  
UNIVERSITY OF  
TECHNOLOGY

# MANAGEMENT BOARD

MEDICAL  
UNIVERSITY  
GRAZ

UNIVERSITY  
OF NOVI SAD

UNIVERSITY  
OF GRAZ

UNIVERSITY  
OF TRIESTE

BioTechMed-Graz



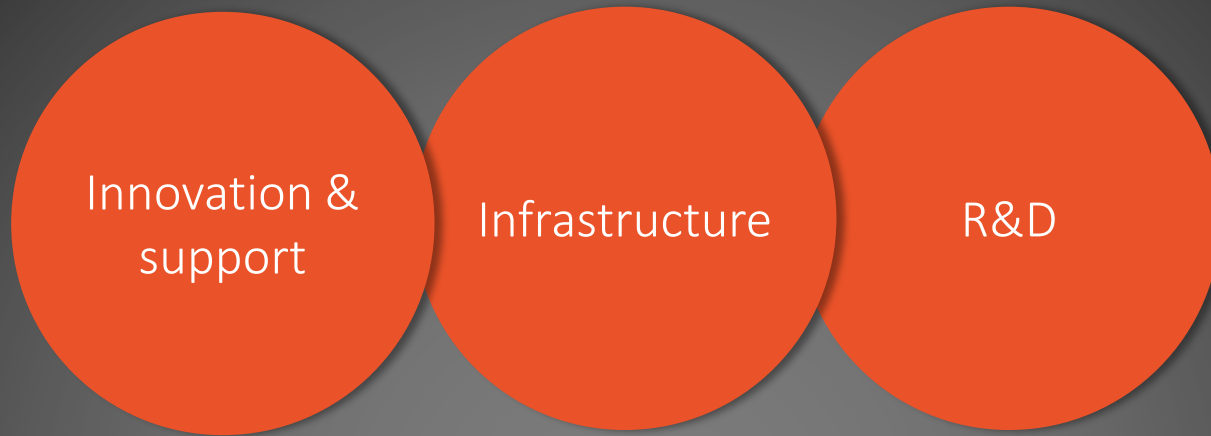
# KEY PARTNERS AT REGIONAL LEVEL

KNOWLEDGE  
INSTITUTIONS

COMPANIES

SUPPORT  
INSTITUTIONS

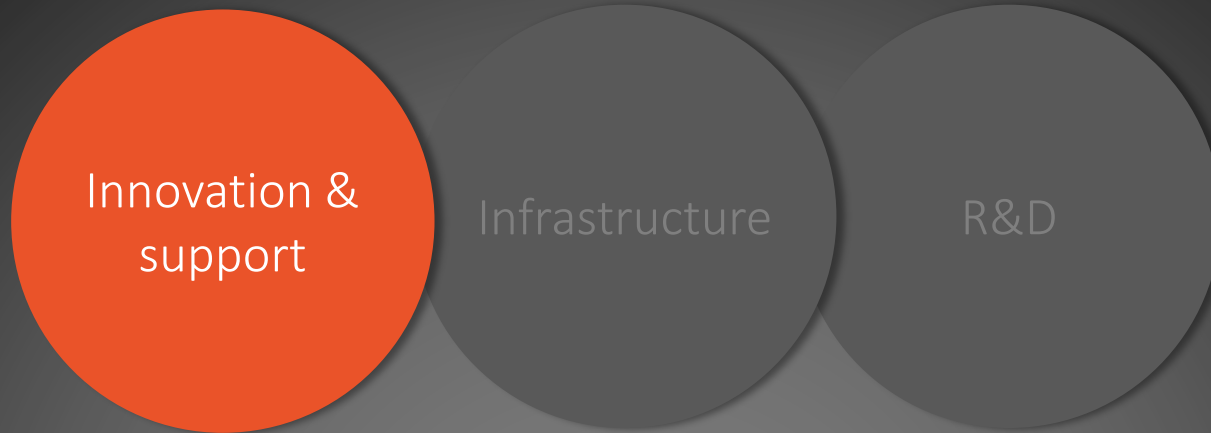
LOCAL  
COMMUNITIES



# KEY ELEMENTS OF THE DO-IT PROGRAMME







## Establishing innovation support and IOT entry points („one-stop-shop“)

Facilitating contacts with relevant R&D partners

Promoting innovation and knowledge/technology transfer

Entrepreneurship – promotion, consulting and startup incubation

Internationalisation

Assisting local communities and attracting investors

Partnership in PA8 Flagship project **Danube Transfer Centre** coordinated by Steinbeis-Europa-Zentrum

Access to results and development in accordance with the „**Demola principle**“



Steinbeis Europa Zentrum -  
coordinator of pilot initiative:

## Danube Transfer Centres (DTCs)



- PA8 Flagship
- 12 organizations in 8 Danube countries



University of Novi Sad- part of DTC since June 2012



University of Maribor - part of DTC since June 2014

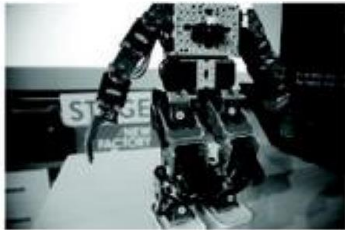
Suitable for DTC member due to:

- clearly defined R&D strategy
- umbrella project IOT@UM (Innovative Open Technologies) includes priorities in innovation and technology transfer
- systematic scan of structural funds and other EU funding programmes

# DEMOLA



**Demola  
Tampere**



**Demola  
Vilnius**



**Demola  
Budapest**



**Demola  
Oulu**



**Demola  
East Sweden**



**Demola  
South  
Sweden**



**Demola  
Maribor**



**Demola  
Latvia**



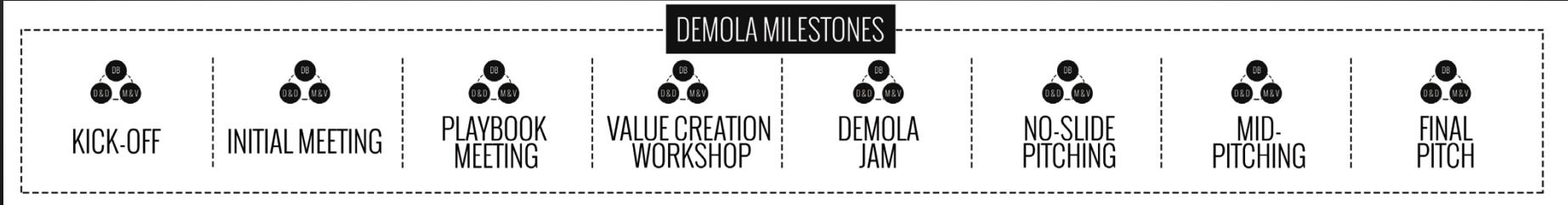
**Demola  
Basque Country  
Autumn 2014**

# DEMOLA IS A CATALYST OF PRACTICAL UNIVERSITY-BUSINESS CO-CREATION

We connect talents into teams to create solutions for challenges with the project partners.

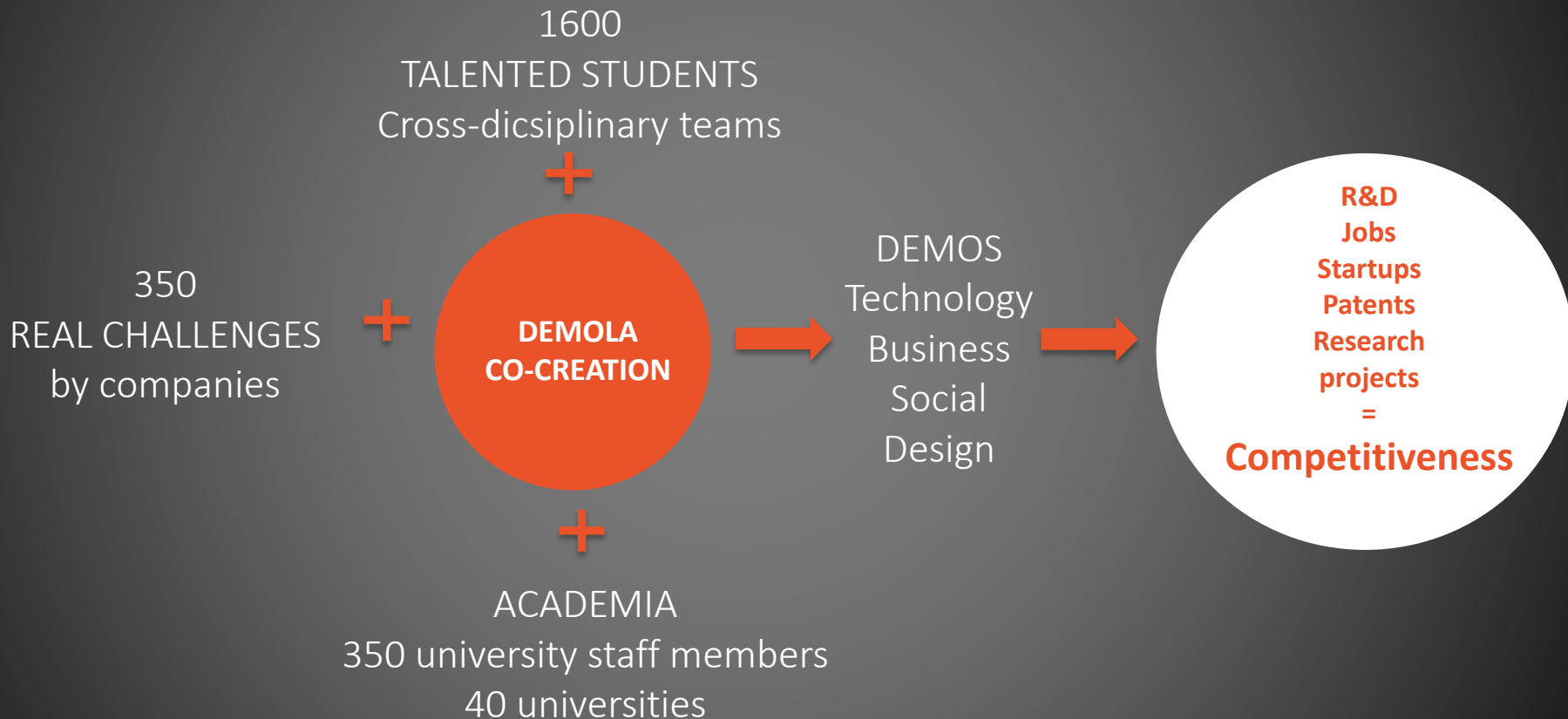


## MULTIDISCIPLINARY TEAM



# OUR PLATFORM

## DEMOLA NETWORK 2014 TARGET IN FIGURES



DID YOU KNOW, THIS IS A PART OF DEGREE PROGRAMS?



# SOME OF OUR PARTNERS



# DEMOLA

SOUTH-EAST EUROPE

SLOVENIA

AUSTRIA

ITALY

SERBIA

CROATIA

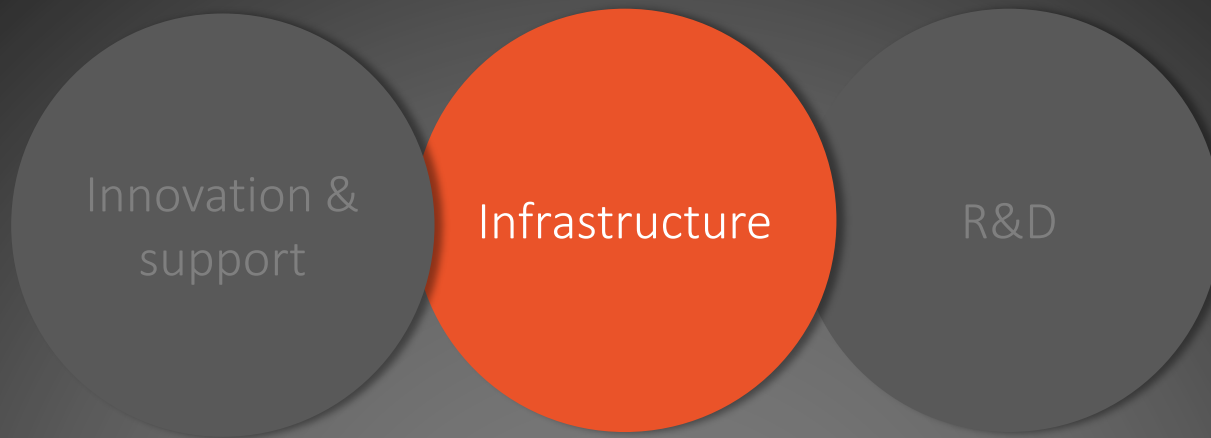
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## Establishing R&D regional infrastructures

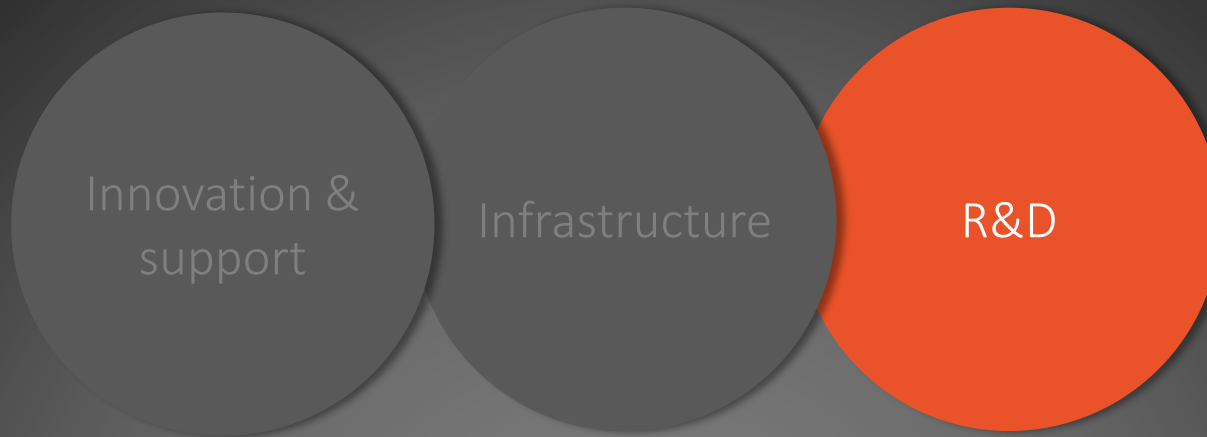
R&D infrastructures in accordance with KET (Key Enabling Technologies):

- Advanced materials and technologies.
- Micro- and nano-electronics.
- Nanotechnology.
- Photonics.
- Industrial biotechnology.
- Information and communication technologies (ICT).

Horizontal relationship

Integrative method of work

Open access to knowledge



## R&D for the development of new higher value-added products and services

Connecting companies with R&D partners in the context of the lab centre in order to conduct: applied research, prototyping, testing in accordance with certified methods, development of products

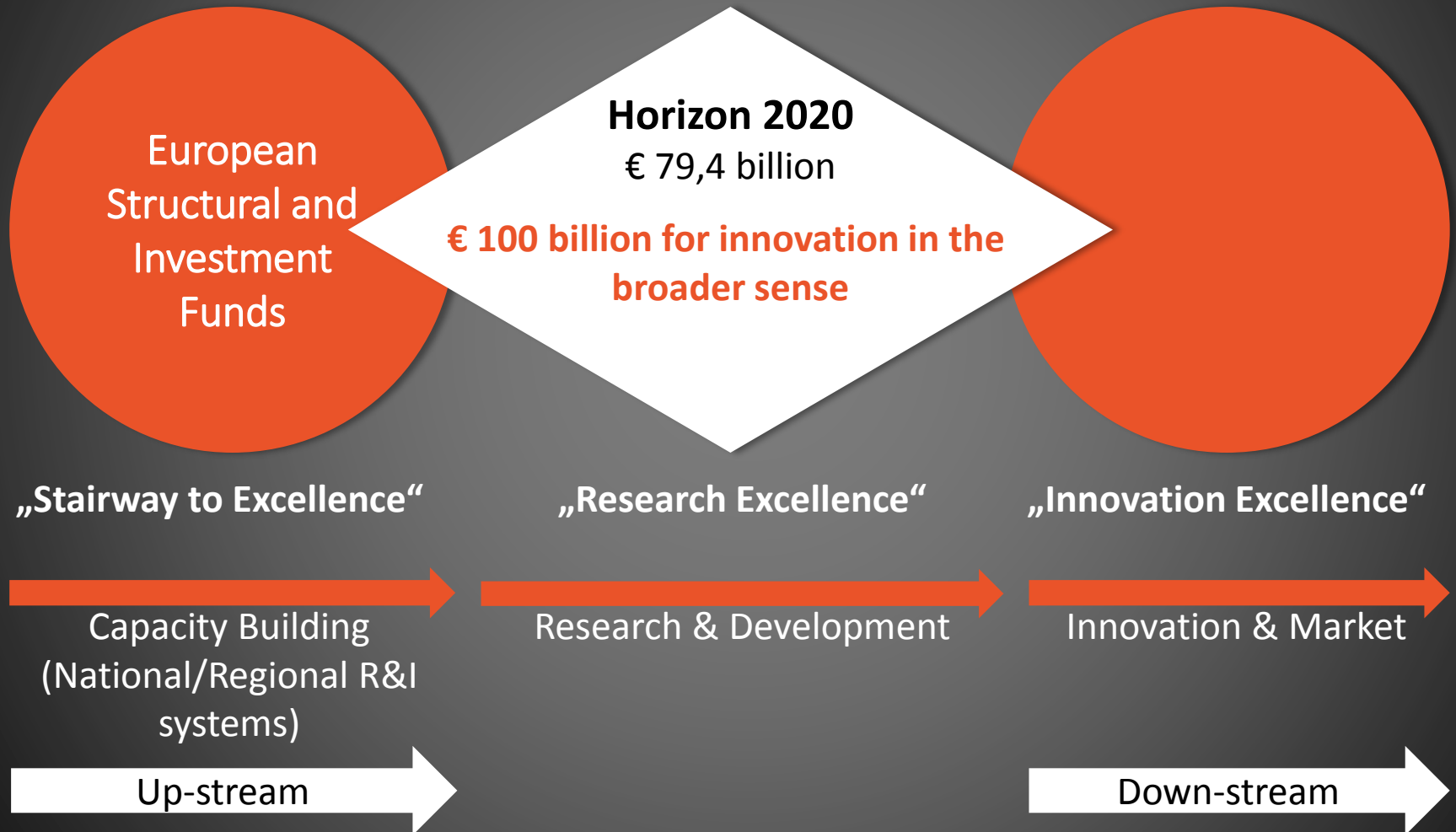
Joint purchase of R&D equipment and joint R&D projects

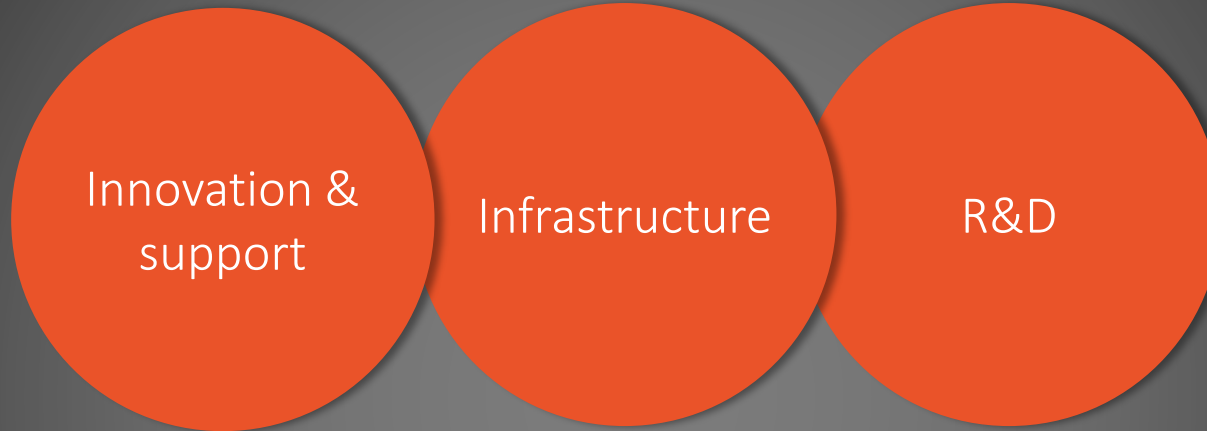
**Smart specialization on „Health, demographic changes and wellbeing“**

Training of R&D human resources

Participation of pupils, students and graduates in the innovation process

# COMPLEMENTARY FUNDING SOURCES





ERDF  
Transnational  
programmes  
Cross-border  
programmes  
...

ERDF  
Cross-border  
programmes  
...

Horizon 2020  
ERDF, ESF  
Erasmus+  
...

# DO-IT

increasing the **number of high-tech companies and the competitiveness of SMEs** in the region + creating **new jobs with high added value and preventing brain drain** → inclusive, sustainable, smart **Danube innovation cosystem**

## CONTACT

Prof. dr. **Karin Stana Kleinschek**, [karin.stana@um.si](mailto:karin.stana@um.si)

Vice-Rector for Science and Research

University of Maribor

Slomškov trg 15

2000 Maribor

Slovenia



Univerza v Mariboru