



BEYONDSCALE

BeyondScale is seeking to create a pan-European community of practice that will share and document emerging good practices, based on the outcomes of the individual and collaborative activities of the participants.

BeyondScale utilises the **HEInnovate** self-assessment platform to drive entrepreneurial and innovative change.

HEInnovate

HEInnovate is a self-assessment tool by the European Commission and the OECD for higher education institutions to explore their innovative potential. HEInnovate diagnoses areas of strengths and weaknesses, opens up discussion on respective topics. HEInnovate covers eight areas for self-assessment.



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Erasmus+ Programme
of the European Union



Value Proposition Workshop



Dimension: Knowledge Exchange & Collaboration

Organiser: University of Ruse "Angel Kanchev"

Date: 8th of December, 2020

Outbound activity: Information campaign among firms for knowledge transfer on the base of HEInnovate platform

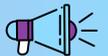
Purpose: 1. To develop knowledge exchange capacity through the scientific and research center;
2. To encourage the stakeholders to develop a shared action plan (value proposition);
3. To present the stakeholders in a way to keep the university-business relations in a long term period.



In this issue:

Value Proposition Workshop by
University of Ruse "Angel Kanchev"

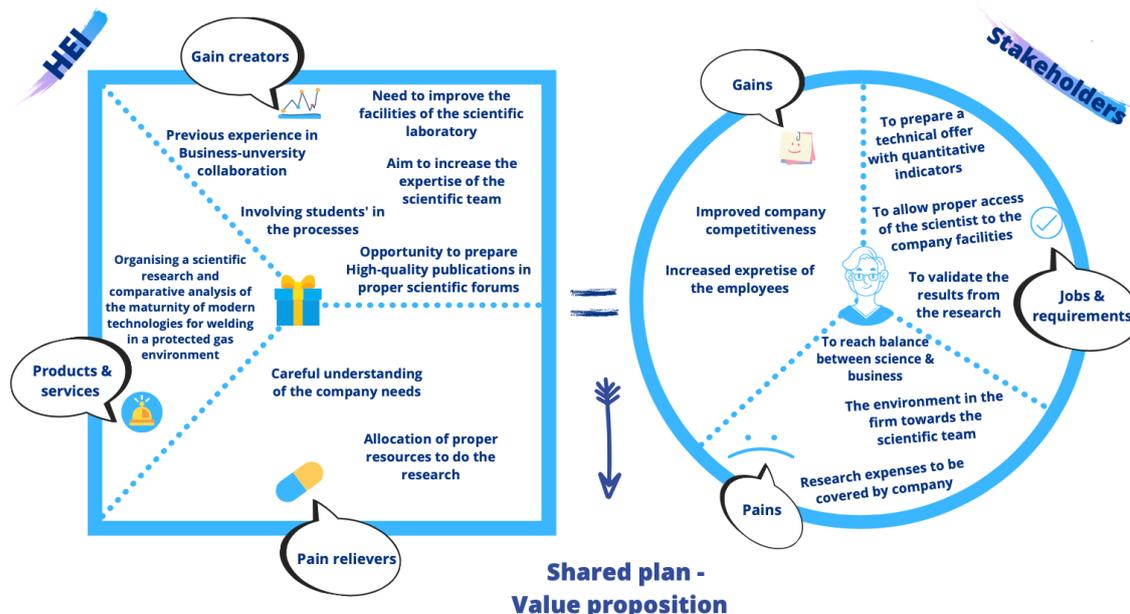
Conference Alert



- Internal stakeholders from the university community (rector's body, scientists) and external stakeholders from business;
- Involved BeyondScale Buddies: HEA (as an external advisory board).

HEInnovate Value Proposition Canvas

Dimension: Knowledge Exchange & Collaboration



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University of Ruse "Angel Kanchev" | heinnovate | Co-funded by the Erasmus+ Programme of the European Union

Main workshop outcome:

- All involved stakeholders confirmed that the seminar is a good model to multiple with other scientific teams from Ruse University with appropriate companies in the Danube region;
- For the rector body the seminar was part of their strategy to encourage and support the university-business collaboration;
- For the scientific team the seminar was an opportunity to share their experience, ask for support to have a better capacity to commercialize their research output;
- For the businessman, it was a great opportunity to improve and develop further commercial relations with the University of Ruse and discuss respective strategies.

Overall experience:

- The mutual trust between the manager and the scientific team has been developed based on joint research work;
- The Rector body has a very clear priority about the commercialization of the science;
- The discussion about the HEInnovate dimensions confirms the willingness of the stakeholders to work together;
- A limited number of participants had been invited to the seminar - each of them with a particular role and contribution.

To register, use this [link](#) or scan the QR code

