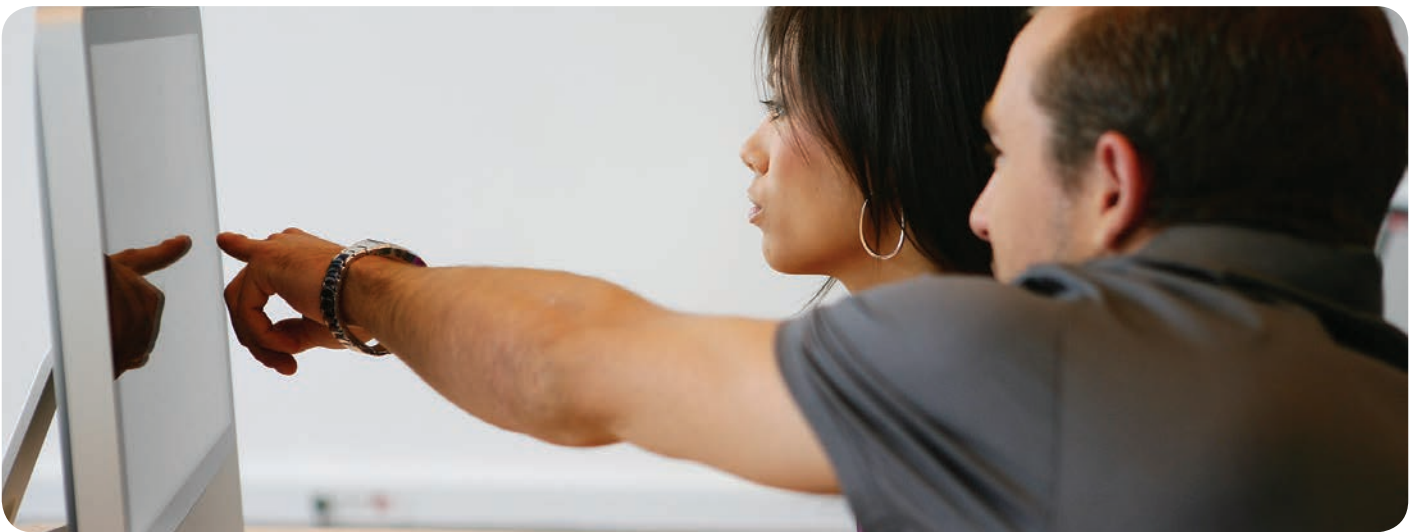




## Creation of a unique cross-organisational innovation and knowledge exchange campus with the purpose of identifying, enhancing and supporting the exploitation of IP within SMEs in the region



**Project:** Creation of a unique cross-organisational innovation & knowledge exchange campus with the purpose of identifying, enhancing & supporting the exploitation of IP within SMEs in the region

**Lead institution:** University of Portsmouth

**IPO award:** £75,000

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Through this project three leading south coast Higher Education Institutions (HEIs) fused best practice, Knowledge Exchange (KE) and business services to create an innovative strategic partnership in order to significantly develop the impact of Intellectual Property (IP) in the region. Maximising highly successful yet distinctive approaches, this partnership opened the knowledge base of the institutions to the SMEs in the region, offering not only education and insight into mechanisms that HEIs have developed to exploit IP but also improved the process by which companies could work with HEIs in order to enhance and exploit their own IP.

Fast Forward funding was used to target Board members of SMEs as 'agents for change'. It provided training, advice and supported peer-to-peer learning and facilitating KE. Building on the concept of Open Innovation, the project also encouraged the exploitation of IP within the HEIs, by transferring it to the SME sector where it would be most easily exploited for commercial gain, and greater economic benefit.

“The Fast Forward funding from the IPO has created a strong partnership of three universities and enabled them to create a vibrant network of SME directors in the region. Early returns on the initial activity are very positive, with strong collaborations developing between the SMEs and the universities which has led to new innovations”.

*Sarah Duckering  
Knowledge Transfer Manager  
University of Portsmouth*

between 2 and 4 members that are developing applications for research collaboration funding and two companies pursuing a joint project developing new IP with a large commercial organisation.

Within the digital media community there has been real success in mobilising and engaging SMEs to investigate the implications of IP for their business and to explore how firms can benefit from closer working arrangements alongside the sharing of ideas and knowledge. There is a keen commitment from all the existing participants in the programme to continue to meet, engage and learn from one another. There is also a desire to continue to grow the networks so that more SMEs can benefit.

Every indication suggests that the network will continue to develop these collaborations and opportunities. These ideas are all business led, with the university partners providing opportunities for accessing funding and providing expert technical knowledge to support the projects. Through the improved collaboration between the universities resulting from the Fast Forward project, SMEs are better able to access the relevant knowledge from whichever university is best placed to provide it, significantly improving the experience for the companies.

The project focused on three sectors - Digital Technologies, Marine Manufacturing and Advanced Manufacturing, selected as significant commercial clusters within the region with a critical mass of expertise within the knowledge base. Activities focused on creating a supportive and trusted environment where the concepts of Open Innovation could be explored in more detail and opportunities for knowledge sharing realised. To date the project has directly engaged with over 100 SMEs in the region, and held 8 events. As a direct consequence of this activity a number of collaborative partnerships have been created, including 3 separate partnerships of



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