

# Knowledge Transfer as a Regional Development Tool in Turkey

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*NETVAL Summer Conference 2019, 16 – 19 September, Rome, Italy*



# Retirement Date from CU

## 24 March 2020



- Founder of EEE Dept at CU, Adana, Department Head/Vice Dean/Dean
- 1990-1992 AvH Foundation Fellow, German Aerospace Institute
- 1992-1996 TUBITAK Marmara Res. Center, Microwave Remote Sensing
- 2000 Co-founder of Engineering Dean's Council
- 2000 – 2012 President of Turkish Committee of URSI
- 2002 – 2012 Foun. Member/Pres. Accreditation Board of Eng. Programs
- 2010 Founder/Chief Editor of Scientific Journal of Chamber of Elec. Eng.

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- 1997 Founding Member/President of Adana Development Foundation
- 2000 Founder of TUBITAK Adana USAM (Univ. Ind. Joint Research Center)
- 2003 – 2006 Consultant to TUBITAK President for UIC Affairs
- 2007 Founder of USIMP

# WHO IS USIMP ?

USIMP is a “Civil Initiative”

**Motivated By Social Responsibility**

Established in June 2007

*National Platform for Creating a Culture of*

*Communication*

*Coordination*

*Cooperation*

*Collaboration*

*Co-Learning*

*Co-Creation*

Mutual Trust

NO CONFLICT OF INTEREST

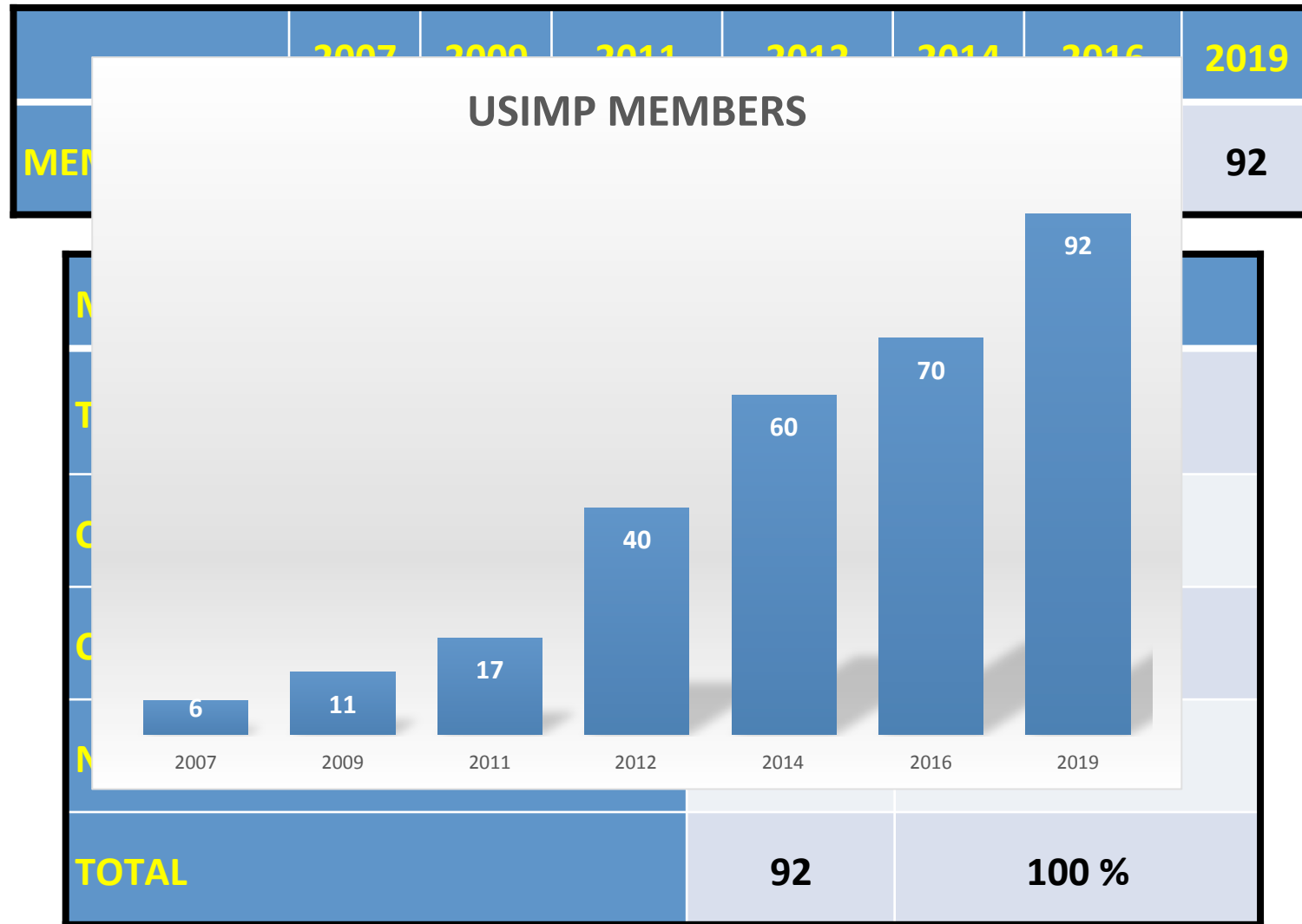
Between Equals

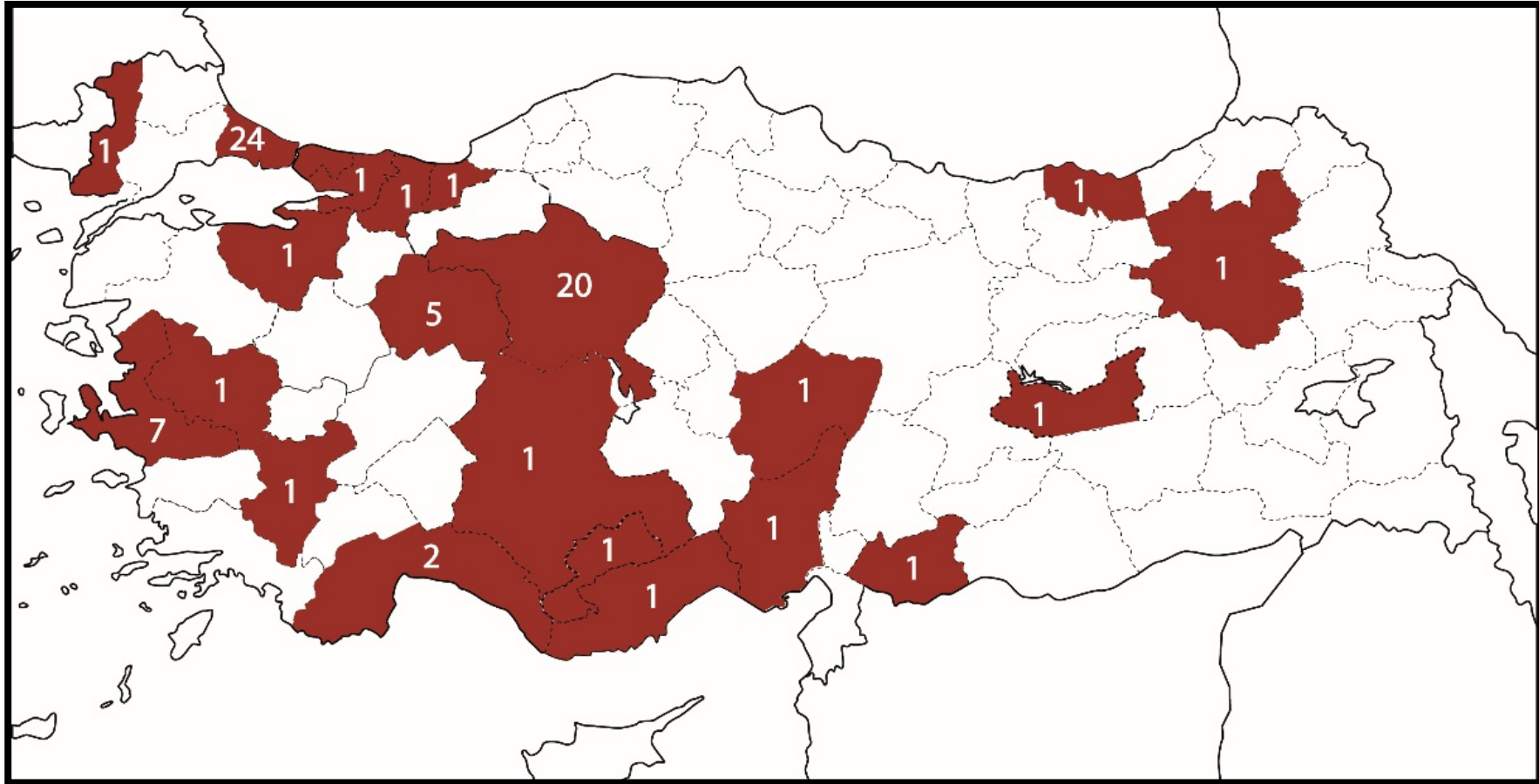
Between Peers

Between Equal Peers

***On University- Industry Cooperation/Collaboration Issues***

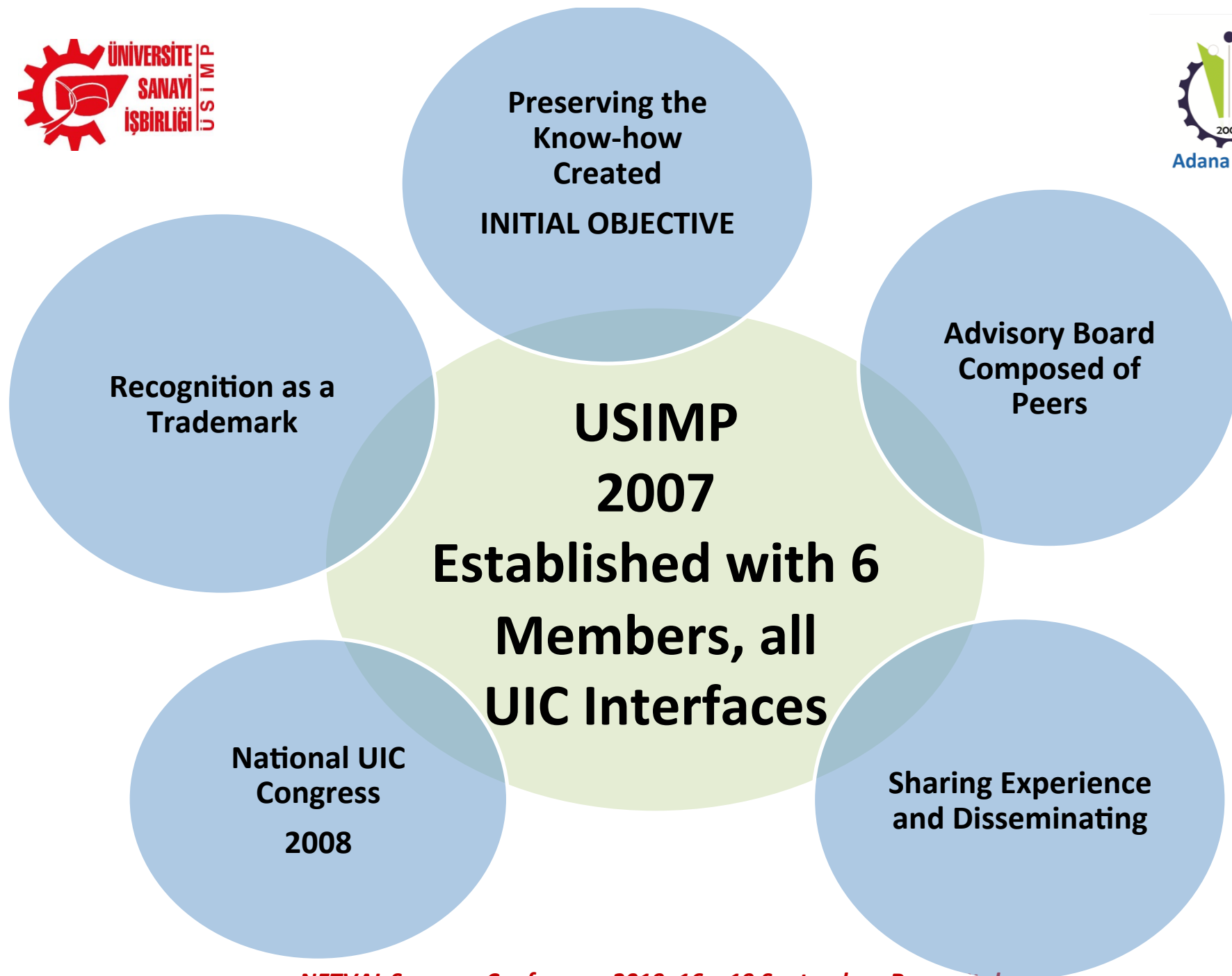
# PROGRESS OF MEMBERSHIP

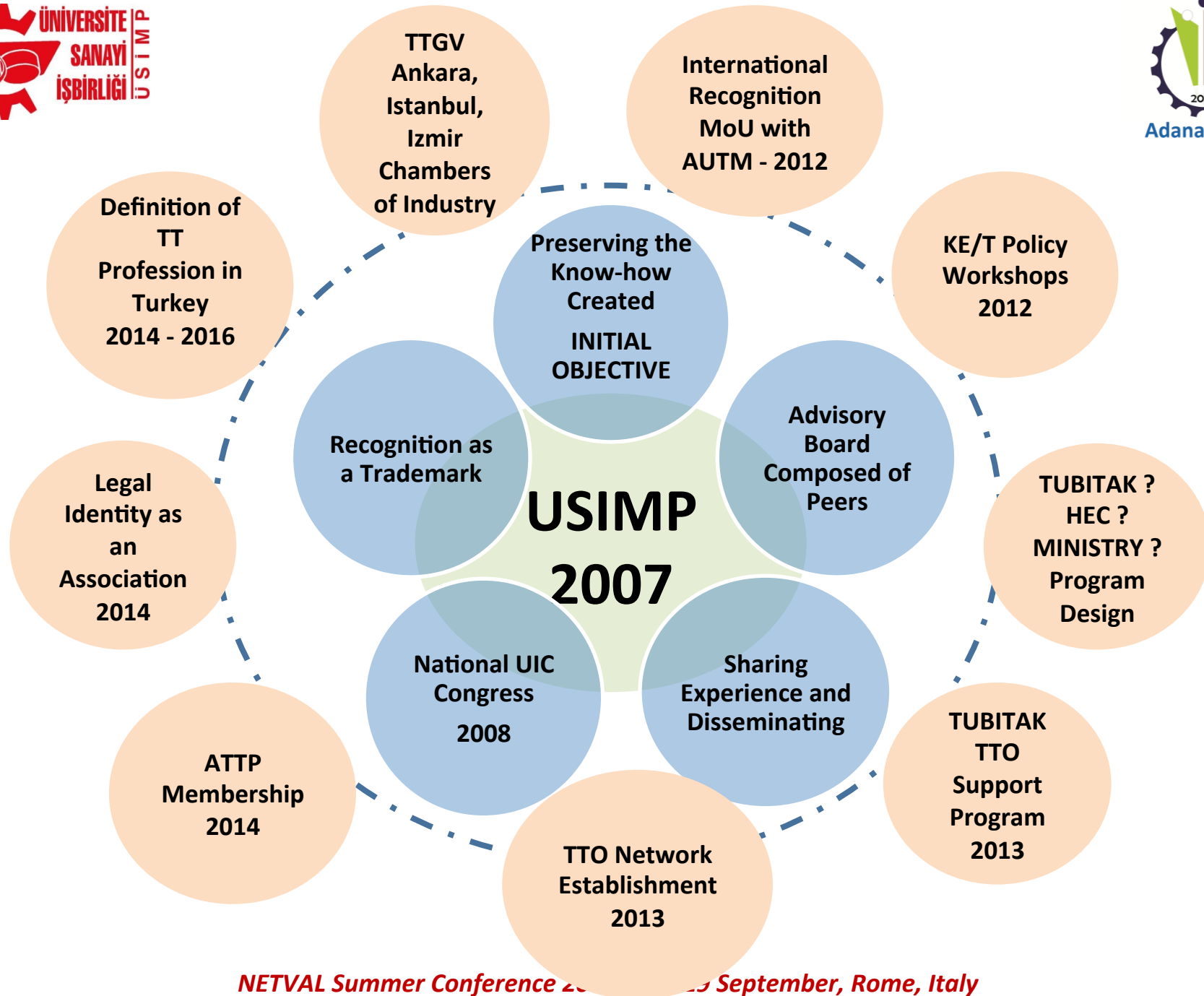




# USIMP IS AN UMBRELLA ORGANIZATION FOR THE R&D&I ECOSYSTEM IN TURKEY

**NETVAL Summer Conference 2019, 16 – 19 September, Rome, Italy**





# WHAT IS USIMP DOING TODAY ?

## Mainly Trying to Create Synergies

### Determining Targets and Tasks According to Needs

- Visiting Executive Boards of Chambers of Industry in different cities,
- National TTO Network - Experience Sharing Amongst Best Practice TTO's,
- Working Groups on Current Challenges
- Questionnaire on UIC (University-Industry Collaboration)
- Training personnel for TTOs and Industry
- USIMP National Awards
  - ***Honorary Award***
  - ***Exemplary Service Award***
  - ***Commemoration Award***





# Representation in INTERNATIONAL PLATFORMS



- **AUTM – Association for University Technology Managers**  
MoU in 2011 & International Panel Member
- **ATTP - Alliance of Technology Transfer Professionals**  
Official Member - 2014
- **IPR Helpdesk – MoU in 2014**
- **ASTP – PROTON, NAAC (National Associations Advisory Committee) Member – 2014**
- **EEN – Representation by 11 Members since 2008**
- **European Patent Office Academy – Academic Advisory Board Member - 2016**



# Turkish Ecosystem...

**Turkey, has been a pioneer in the extended version of the definition of “Tech Transfer” as “Knowledge Transfer”.**

- Knowledge Transfer / Exchange was an integral part of TUBITAK TTO Program
- The extended scope is now included in the comprehensive definition of the Profession....

**USIMP has been working very closely with the National Professional Proficiency Institute**

- to define the technology transfer profession and
- to identify the core competencies for the technology transfer expert (level 6), in the last three years.

**The official definition has been published in the official Gazette on June 6<sup>th</sup>, 2018.**



# The Official Turkish Definition (Level 6 – Requires min BS )



- Facilitate the translation of knowledge and technologies for the benefit of society within the existing regulations, quality norms and service procedures,
- Create awareness amongst different keyplayers,
- Plan, develop, monitor, guide and improve intersectoral/ interdisciplinary collaborations with organisations/institutions for the purposes of research, innovation and technology development, by exploiting national/international funds,
- Identify, protect and manage IP rights of researchers and/or research teams,
- Undertake valuation of research outputs, manage and conduct negotiation processes for licencing, entrepreneurship and initiation of start-ups,
- Carry out professional activities while respecting the environment as well as health and safety rules and regulations

## TRAININGS

### *Earlier Times*

AUTM Trainings with RTTP Points

- *Basics Level (12 CE)*
- *Professionals Level (12 CE)*
- *IP Valuation (11 CE)*

### *Next...*

**To meet the TTO Professionals deficit**

- **25 Trainings**
- *Native trainers with international participation*

### **As a Member of ATTP**

- Motivated the professionals who can be granted RTTP Status (Presently, 16 RTTP Professionals)
- Course Recognition - Trainings by Natives in Turkish covering the national legislations
- Event Recognition – USIMP National Patent Fair and UIC National Congress

### **MYK – National Professional Proficiency Institute of Turkey**

- MoU for Defining the Profession of Technology Transfer Professional
- MoU for Determining National Qualifications for TTP
- Accreditation body for the TT profession at the National Level



# HOW TO ESTABLISH CONTACTS AND SELL AN IDEA



Two different marketing perspectives...

- **No market, no one is wearing shoes**
- **Splendid market, no one is wearing shoes**

TTO Professionals are **like** marketing experts...

**Which type???**

Require opportunity to talk about needs/problems of the clients!

But...

- $\approx$  no time
- $\approx$  no money

Something like blood test/x-ray film...

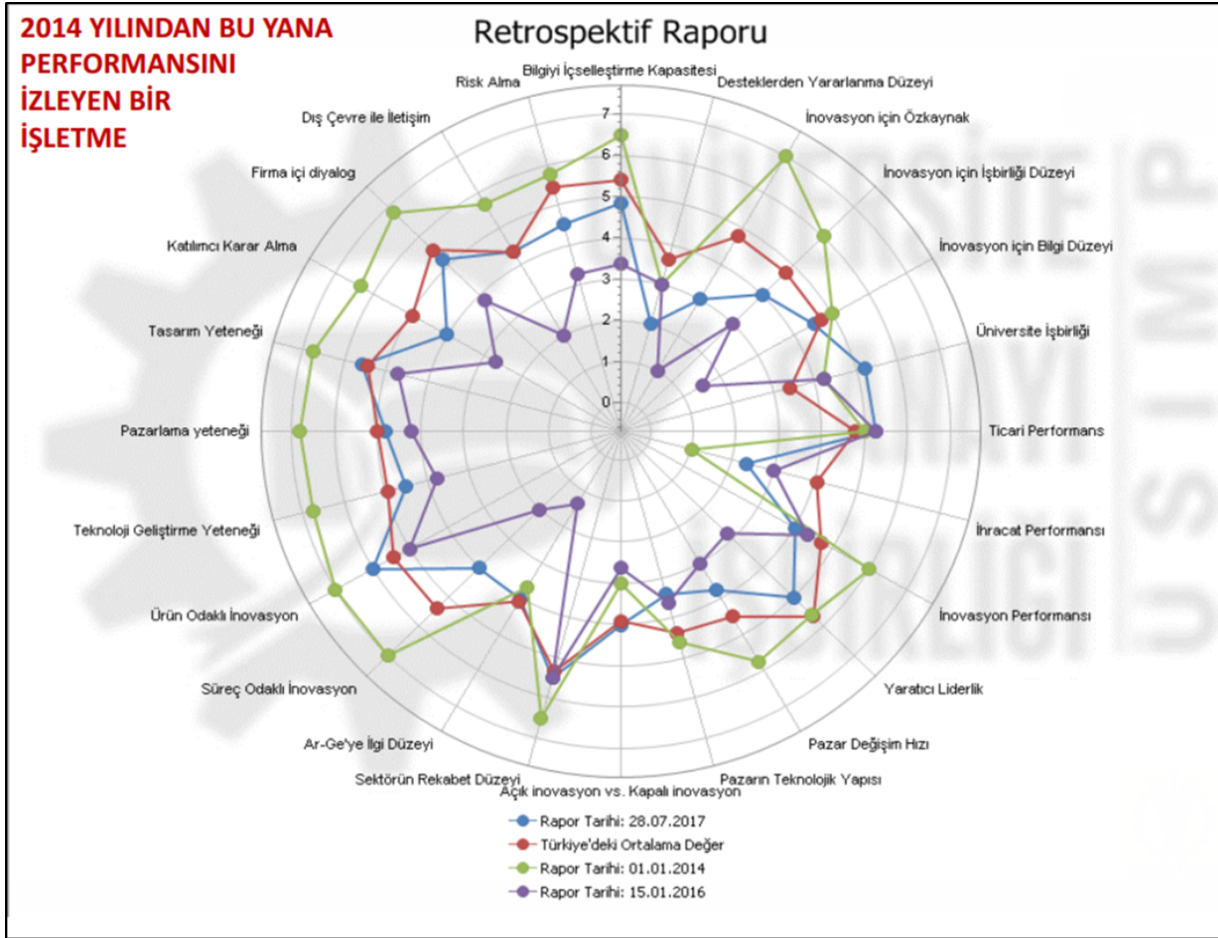
***Results can be used for second opinion!***

TTO Professional should catch the chance to talk...

**Designed especially for TTOs to be used to establish contacts with the firms and create a business model...**

- An on-line tool nationwide accessible 7/24
- Very easy to use (doesn't require expert assistance)
- Allows companies to determine R&D, Technology and Innovation competencies
- Free for members of USIMP
- It can be used as a self-assessment tool by the enterprises
- Enterprises have the right to repeat the assessment every six months - up to 10 department managers

# USIMP Innovation Assessment Tool



- Benchmark companies' performances with the average of the country
- Compares their results with**
- The average value of all participants,
- Sectoral average,
- The city average,
- The industrial region they operate



# TTO Capacity – Need Assessment Tool



## “Platform for Creating Innovative Interface Organisations” – ISTKA



A broader definition of TTOs as “interface organisations”,

- to include offices in Research Centres, industrial zones and Technoparks
- Aiming to increase of capacity and expertise of interface organisations
- with a **customer-oriented approach** based on their specific needs

### Tools:

- USIMP TTO Self Assessment tool
- Need Analysis Tool
- Face-to-face discussion with an expert
- Mentorship:face to face
- Technical Consultancy
- Trainings (focused & need oriented)





# TURKISH COMPANIES PREFER TO BUY READY TECHNOLOGY ☹️



*It is safer to buy.*

*New is always risky.*

There are many companies 30 – 35 years old and still alive.

This shows that they are doing innovative work but they are not aware.

If you consider the economical conditions in Turkey, there are easier and safer ways for earning money than manufacturing.

Owners of Manufacturing Industries are in fact risk takers...

**USIMP is trying to create awareness and encourage companies to adopt new technologies.**



## USIMP NATIONAL PATENT FAIR Since 2015



- Exhibit selected academic patents of high calibre originating from Turkish Universities,
- Attract the attention of industry to academic patents and know-how originating from Turkish Universities,
- Bring together providers (University patents) and technology seekers (companies) to create new collaborations and foster technology transfer via B2B bilateral meeting sessions and Tech Showcases ,
- Increase the awareness of industry for high-quality academic patents and facilitate new partnerships for commercialization of the technologies.
- Increase knowledge level of researchers and companies about commercialization of research results and patent licensing strategies via hands-on workshops.

	2015	2016	2017	2018
<b>Participating TTOs and R&amp;D Centres</b>	17	19	28	30
<b>Patents Exhibited</b>	126	124	147	146
<b>Participants</b>	350	400	515	846
<b>Participating Companies</b>	30	76	102	174
<b>B2B Meetings</b>	5	32	75	87
<b>Sponsors</b>	11	15	6	3



## The Venue

Istanbul Military Museum, Convention Center, Harbiye, Istanbul, Turkey.



# “Role of Interface Organisations in University-Industry Collaboration for Societal Benefit”



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## For Societal Impact

The Transfer should be

## A JOINT LEARNING PROCESS

### Major Dilemmas

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Knowledge is international,</li><li>• Open innovation is a rising trend,</li><li>• Universities are under a lot of pressure to license their technologies,</li><li>• Global companies are interested in IP generated but are reluctant to license ready made technologies.</li></ul> | <ul style="list-style-type: none"><li>• Knowledge and technologies created at the Universities is funded by tax payers money,</li><li>• Regional growth and development is desired,</li><li>• Researchers have other priorities such as publications and grants</li></ul> |
|--|---|

# Main Challenge for Turkey

- Main concern has now evolved into “**Knowledge Exchange**” to/ with industry
- Recently included in TUBITAK TTO metrics
- Aim is to facilitate and accelerate the improvement of existing technologies and adoption of novel technologies,
- Industry needs assistance from Universities for capacity building for higher competitiveness,
- Universities need to align their “**individual strategic aims**” with those of their “interface organisations” and define their “**customized targets and metrics**”

# WHAT NEXT

- Different TTO Models
- IP Rights Law Implementation
- USIMP – Employers’ Union
- TTP Alliance of Turkey – Employees’ Union
- Improving technological competitiveness of SMEs
- Unemployment is a real problem, sustainability of the present industry is vital
- The problems may be too difficult, but the case is not the fate



# ÜSİMP

ÜNİVERSİTE - SANAYİ İŞBİRLİĞİ  
MERKEZLERİ PLATFORMU

## QUESTIONS???