



المنظمة العربية للتربية والثقافة والعلوم

Arab League Educational, Cultural and Scientific Organization



أكاديمية البحث العلمي والتكنولوجيا

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Academy of Scientific Research & Technology



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Egyptian National Commission for UNESCO

# Which KPI's for STP's?

## Strategy Types and Stakeholder Analysis

Workshop on Arab STP's

Developing Key Performance Indicators

Cairo Egypt, 10-12 November 2015

Jacques van der Meer (CMI / EIB)

# Role of STPs and areas of innovation (IASP)

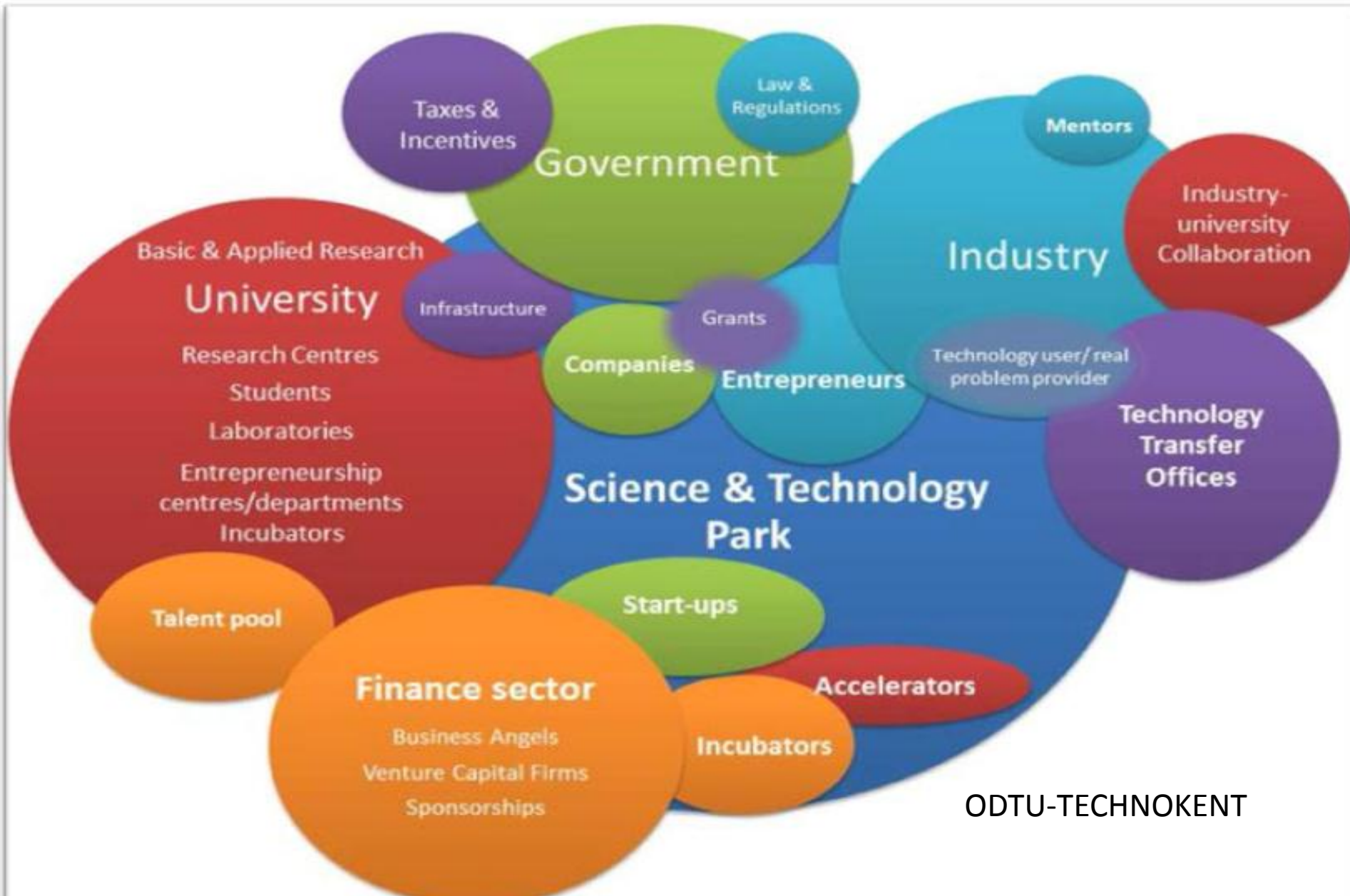
*Areas of innovation, of which STPs a subtype, play a key role in the economic development of their environment. Through a dynamic and innovative mix of policies, programmes, quality space and facilities and high value-added services, they*

- stimulate and manage the flow of knowledge and technology between universities and companies.*
- facilitate communication between companies, entrepreneurs and technicians.*
- create a culture of innovation, creativity and quality.*
- focus on companies, research institutions and people: entrepreneurs and 'knowledge workers'.*
- facilitate business creation via incubation and spin-off mechanisms, and accelerate growth of SME's*
- work in a global network of innovative companies and research institutions, facilitating the internationalisation of their resident companies.*

# Science or Technology Park

*A space, physical or cybernetic, managed by a **specialised professional team** that provides **value-added services**, whose main aim is to increase the **competitiveness of its** region or territory of influence by stimulating a culture of **quality and innovation** among its associated businesses and knowledge-based institutions, organising the **transfer of knowledge and technology** from its sources to companies and to the **market place**, and by actively fostering the **creation of new and sustainable innovation-based companies** through incubation and spin-off processes. (L. Sanz, 3 Oct. 2001)*

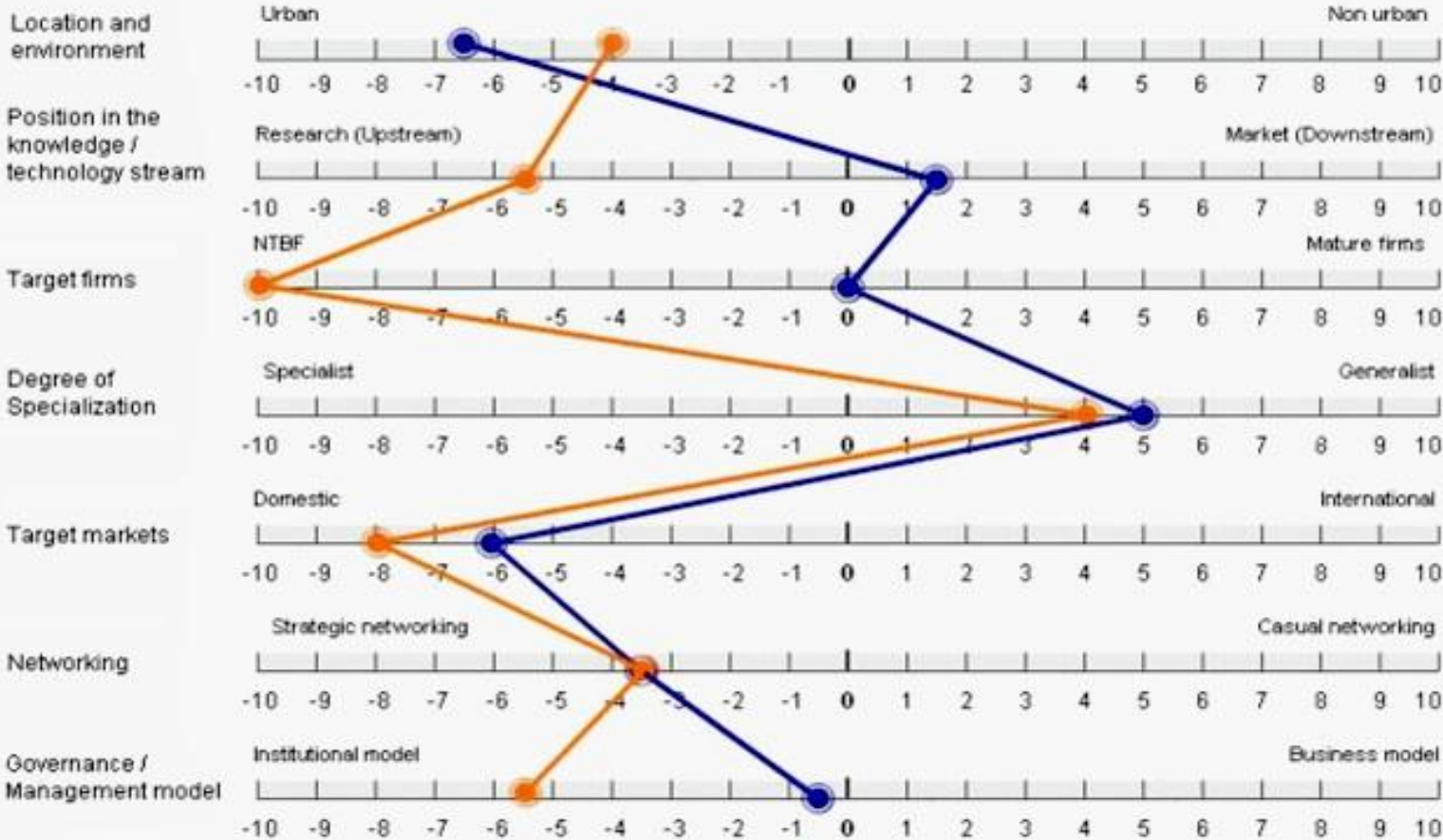
# STP: Embedding an innovation ecosystem



# STP's: sorts, shapes , sizes and strategies

## STRATEGIGRAM PROFILE

- Science and Technology Park 1
- Science and Technology Park 2



# Stakeholders and strategy ?

Who are your stakeholders ?

What do they need ?

What do they expect from you ?

How can you best meet these expectations ?

How to translate this in performance indicator ?

Who are your customers ?

Are you making a profit ?

[The business model canvas](#)

# Performance indicators:

	<u>output:</u>	<u>impact:</u>
<u>Education</u>	Graduates (PhD)	employment
<u>RDI</u>	patens articles	(int'l) license income Citation index score
<u>Business creation</u>	Spin offs/start-ups incubation access to finance Sales (growth) tenants	Exits/maturation life expectancy, mortality funds raised profits/jobs
<u>Real Estate</u>	Sale lease m <sup>2</sup>	Occupancy

## **Technology Development Zones – Performance Evaluation Criteria**

### **Dimension 1: Government Supports (Incentives) and Expenditures of the Management Company (%20)**

- 1.1 Incentives provided for the management company
- 1.2 Incentives provided for the companies
- 1.3 Expenditures realised by the management company

### **Dimension 2: R&D Competence (%25)**

- 1.1 R&D Projects
- 1.2 R&D Expenditures of companies
- 1.3 Domestic R&D income of companies

### **Dimension 3: Exports and Company Composition (%20)**

- 1.1 Export Data of Companies
- 1.2 Composition of the companies

### **Dimension 4: Intellectual Property Rights (%15)**

- 1.1 The total number of domestic patent applications/registrations
- 1.2 The total number of international patent applications/registrations
- 1.3 The total number of Utility Models/Trade Mark registrations

### **Dimension 5: Incubation and TTO services (%8)**

- 1.1 Incubation Programs
- 1.2 Technology Transfer Office Services

### **Dimension 6: Collaboration and Interaction (%12)**

- 1.1 University – Industry Collaboration
- 1.2 Collaboration between companies
- 1.3 International Collaborations

## **Entrepreneurial and Innovative University Index - Criteria**

### **Dimension 1 : Scientific and Technological Research Competence (%20)**

- 1.1 The total number of scientific journals
- 1.2 The total number of attributions
- 1.3 The total number of projects from R&D and innovative support programs
- 1.4 Funds received from R&D and innovative support programs
- 1.5 The total number of national and international science awards received
- 1.6 The total number of PhD. Graduates

### **Dimension 2: Intellectual Property Portfolio (%15)**

- 2.1 The total number of patent applications
- 2.2 The total number of patent certificates
- 2.3 The total number of utility models/industrial design certificates
- 2.4 The total number of international patent applications

### **Dimension 3: Collaboration and Interaction (%25)**

- 3.1 The total number of R&D and innovative projects as the result of university – industry collaborations
- 3.2 Funds received from R&D and innovative projects as the result of university – industry collaborations
- 3.3 The total number of R&D and innovative projects as the result of international collaborations
- 3.4 Funds received from international R&D and innovative collaborations
- 3.5 The total number of academic staff/students in circulation

### **Dimension 4: Entrepreneurship and Innovation Culture (%15)**

- 4.1 the total number of entrepreneurship, technology management and innovation management courses at undergraduate and graduate levels
- 4.2 the total number of full-time people working within the management of technology transfer offices, technoparks, incubation centers and technology development centers
- 4.3 the presence of technology transfer office
- 4.4 the total number of entrepreneurship, technology management and innovation management training/certificate programs organized out of the university – oriented

### **Dimension 5: Economic Contribution and Commercialisation (%25)**

- 5.1 the total number of spin-off companies active in technoparks, incubation centers and technology development centers
- 5.2 the total number of companies active in technoparks, incubation centers and technology development centers established by university studies or last five years graduates
- 5.3 the total number of people employed in spin-off companies in technoparks, incubation centers and technology development centers
- 5.4 the total number of patents/ utility models/ industrial designs registered