

4.3 Informative guideline for the sponsor enterprise

4.3.1 IFP objectives relevant to the sponsor enterprise

The long-term goal of IFP is to connect two different cultures of business and academic world, and to raise awareness about the importance of establishing a sustainable partnership between the public and private sector, based on mutual interests and benefits. Looking from the perspective of the enterprise, the IFP offers the best training and career development for their prospective engineer, who has affinities and potential to be engaged in research and development activities. Enterprises, especially SMEs, in the territory of the Western Balkans, work in very difficult conditions, hence the costs for staff training and development activities are reduced to minimum, especially during the transition period. The IFP programme itself provides targeted training for the industrial fellow and the realization of joint research and development projects with academic research team involved in the IFP. In addition, through IFP the enterprise can use the resources of R&D institution, mostly those it does not possess in its development departments. In partnership with R&D institution and through realization of joint project within IFP, the enterprise can improve its technology, products and raise the innovative potential and competitive position in the market. Integration of IFP with R&D strategy of the enterprise provides significant long-term benefits.

4.3.2 Benefits for the sponsor enterprise

Sponsoring enterprises can gain great benefits from participation in Industrial Fellowship Programs. In particular the IFP:

- brings out technical expertise, research, and innovation from university experts (professors and researchers) to the industry;
- helps technological transfer from university to industry;
- fosters sustained competitive advantages through applying innovation
- encourages to apply the scientific approach to industrial activities;
- promotes the development of new skills useful for the industry;
- gets opportunity to reduce rates at selected research facilities used in IFP
- allows professional growth and reward opportunities for high-potential staff, integrating career goals with fellowship opportunities;
- creates an important communication channel with the university and R&D centres, helping knowledge transfer even in technological fields external to the specific research activity;
- generates customized assignments that are mutually beneficial to the employee, the organization, and the university;
- strengthens external relations;
- provides opportunities to impact the future research direction.

4.3.3 Obligations of sponsor enterprise

When the enterprise agrees to sponsor IFP and send industrial fellow to hosting R&D institution, and signs a contract with other parties, the following obligations ensue:

- Providing financial resources for IFP implementation in accordance with signed contract, negotiated with IFP coordinator and R&D hosting institution
- Appointment of an responsible person who will communicate and monitor IFP implementation

- Helping the fellow to prepare Application form
- Participate in elaboration of IFP work programme, as part of Contract
- Advising industrial fellow and monitoring of his/her progress
- Communication with research mentor
- Providing of necessary equipment and consumables for industrial experiments, if needed for planned research within IFP

4.3.4 Reporting and Monitoring

As described in paragraph 3.5 of the programme, progress monitoring will be done on two levels. First, the monitoring of general progress in the implementation and development of the IFP programme at the level of coordinator's institution, in this case CTC centres and local coordinators in the region of Western Balkans. On this occasion, the following will be considered:

- the number of fellowships (both in terms of founded years and number of recipients), compared to average values for other local and foreign academic institutions;
- the variation in the number of fellowships in time;
- the number of industrial fellows;
- the number of industrial and academic projects (national and international) proposals generated by IFP;
- the number of publications and patents generated by IFP collaborations;
- the career development/progress for industrial fellows.

Second level of control and progress monitoring refers to the individual IFP, that is, progress monitoring and reporting on the agreed IFP work programme and particular industrial fellow. Besides the so-called field monitoring, which is realized by IFP coordinator's visits of fellow in the host R&D institution (minimum 2 visits), and continual monitoring of fellow's progress and realization of training/research activities by research mentors and responsible person of sponsor enterprise, the realization of IFP will be additionally monitored by e-mail communication and fellow reporting. Fellow communicates progresses and issues about activities within the IFP, through regularly Monthly reports and Interim progress report, as well as on as-needed bases. If situations are encountered that significantly delay the study, change the study design or procedures, or change the costs of the research, these issues should be communicated to IFP coordinator, research mentor and sponsor enterprise responsible person as soon as possible.

At the end of the fellowship period, Final report with description of the overall activity will be evaluated on the basis of those scheduled tasks and success indicators defined at the beginning of the specific IFP, that is in IFP work programme. Also, when IFP is successfully completed, a Certificate is issued to the trainees involved (see model in annex 4.7). The certificate includes fellow's personal details, abstract of the performed research and signature of both IFP coordinator and research mentor.