

# Q-light

Spending Quality Time on Quality Issues



**Innovation & Quality**— On this issue of *Q-Light* we would like to introduce you the **BIC<sup>2</sup>—Best-in-Class BIC**—concept.

In this attempt to identify the best performing BICs and, therefore, the best practices and tools, we went all the way up to visit Birmingham Science Park Aston. The meeting resulted in a handful of good conversations (which were properly taped) and very interesting insights of an EBN member which has performed above average during the last years.

**Quality Talks**— Quality talks in Jordan, as the Jordan Innovation Centers are more and more interested in the BIC concept.

**Quality Information**— In the year of the 25<sup>th</sup> Anniversary of EBN, we show you the impact of the Network over the last quarter of century.

If you haven't done so, join the **Q-light group on LinkedIn** and share you thoughts and views about Innovative Incubation.

**The Quality team wishes you Happy Season's Greetings and an Innovative New Year!**

We hope you will enjoy this issue of *Q-light*!



Giordano and Gonçalo

## IQ | Innovation & Quality—BIC<sup>2</sup>

### A visit to Birmingham Science Park Aston, to understand the key factors of its success.

On 28 September 2009, Gérard Bonnes, EBN expert flew to Birmingham, UK to visit the BIC and speak to the managing director, Mr. David Hardman, and the staff, to get hold of the main key factors of the over-average BIC's performances. In the IQ section we therefore report the main findings, hoping that these can be of some use to other network members.



Mr. David Hardman (right)  
Mr. Gérard Bonnes (left)

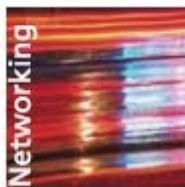
#### The fundamentals:

- Integration into the Regional Economy – involvement in the National and Regional policy;
- Development of a knowledge economy – Science Parks/BICs must play a key role;
- Finance and access to finance must be enhanced. Ideas must meet money and vice versa;
- Develop and create awareness initiatives.

#### Therefore...

- BICs must move from a *brick and mortar* approach to look at what's going on inside the buildings;
- The measurement system should also move from counting jobs created towards wealth created;
- Standard professional services are necessary, but more added value services, focusing on technology are to be provided.

Click to view the videos here: 01, 02  
Click to view PowerPoint presentation



# IQ | Innovation & Quality—BIC<sup>2</sup>

## Embracing the Social Networking and the Digital World

Social Networking facilitates the sharing and dissemination of relevant European across the virtual world. Birmingham Science Park Aston is currently supporting the leading social network organization *Rhubard Radio* to go to Barcelona and explore potential developments of social media interfaces.



### Tools developed and acquired

[Seminar for Success – Business Focused event program](#)  
**Click to view video**

[Bridge to Growth - Soft Landing](#), is an innovative route for foreign owned companies to establish themselves in the UK market.  
**Click to view video**

[euroLED Conference and Exhibition – June 2010](#)  
**Click to view PowerPoint presentation**

[Special Interest Groups](#)  
**Click to view video**



### Organizational aspects

[ICentrum Lights \(satellite versions supported by core\)](#)  
**Click to view video**  
**Click to view PowerPoint presentation**

[Virtual Offices](#), Birmingham Science Park Aston offers the Virtual Offices facility for companies who do not have an operational presence on the Science Park.

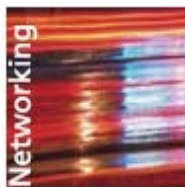
[Specialist technology networks](#) i.e. Photonics Cluster.  
**Click to view PowerPoint presentation**

[Specialist network groups](#), Birmingham Science Park Aston hosts the Next Generation Networks Group, Entrepreneurs Clubs, Inventors groups, web and search optimization activities .



**Birmingham Science Park Aston**  
Aston Science Park  
Love Lane, Aston Triangle  
United Kingdom—B7 4BJ Birmingham  
Tel: +44-121-260 6000  
Fax: +44-121-250 3587  
[www.astonsciencepark.co.uk](http://www.astonsciencepark.co.uk)

**Download the entire Report here.**



## QT | Quality Talks — twinning European BICs with JICs

### *What's going on in Jordan...*

Incubation and Innovation are two words that are more and more frequently used within Jordan's strategies for local economic development. A network of **Jordan Innovation Centres (JICs)** has been established (JICN) by the Jordan Enterprise Development Corporation, which now provides services to 8 JICs, based not only in Amman, but also in Irbid and in Karak. The BIC concept has been introduced in Jordan in the month of August thanks to the EU-funded programs SRTD (Support to Research and Technological Development and Innovation Initiatives and Strategies in Jordan) and Medibtikar. EBN has supported JICN to develop its own quality system and, thanks to the SRTD Program, is facilitating twinings among BICs and JICs. Indeed **Birmingham Science Park Aston** has initiated twinning activities with the JIC in Irbid (recently a new member of EBN) and **BIC Liguria** is about start its activities with the iPark incubator.



Ms Reham Gharbiyeh (left)  
Ms Marianna Amareen (center)  
Mr. Jamil Al-Kathib (right)

On 3 December we had the occasion of meeting together three persons from Jordan highly involved in the whole process, **Reham Gharbiyeh**, managing director of the BIC in Irbid, **Marianna Amareen**, who manages the JICN within the Jordan Enterprise Development Corporation and **Jamil Al-Kathib**, responsible for the incubation support component of the SRTD program. Here are some questions and answers.

### **Reham, what do you feel are the main challenges in managing an innovation centre in your country?**

There is a clear disconnection between the very few successful incubators and funds and those with ideas looking for financial and/or management support. And our risk averse culture towards almost all entrepreneurial concepts, (except for real estate), coupled with an antiquated higher education system has further exacerbated the situation. To address the problem we need to come up with a comprehensive and sustainable approach that tackles all issues, creates an umbrella for all the scattered start-up funding and incubation initiatives and ensures delivery in the short, medium and long term.

Too many business promotion agency that overlap each other with no specific outcome.

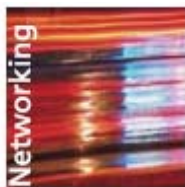
### **You are about to start a twinning exercise with Birmingham Science Park Aston, what are your expectations and what added value will you provide to the twinning?**

Transfer best practices, sharing knowledge on supporting startup companies, technology transfer between our incubatees and organizing business meetings. As for what we will provide, I think we will provide connections with MED markets. We have a good knowledge on the challenges that European companies wanting to make business with our region face, and possibly the participation in EU funded programs.

### **Marianna, what type of services is the JIC network building and delivering to the JICs?**

The JIC Network aims at coordinating the eight existing JICs, supporting their activities, and promoting them both internally and externally, mainly:

- Working alongside with other Ministries, Agencies and hosting entities to promote JICs and the value of innovation to Jordanian industrial and academic sectors, in order to foster an innovation culture and enhance competitiveness and international networking.
- Considering JIC incubatees for funding and including the JIC staff in capacity building activities.
- Linking the JICs to international networks of incubators and innovation activities (e.g. EBN).



## QT | Quality Talks about Jordan — twinning BICs with JICs

The latest JIC Network activities in collaboration with the EU-Funded Project SRTD were:

- The Development of a JIC Quality System, based on EBN's BIC Quality System, to measure the JICs' performance in 5 areas: Mission, Organisation, Services, Quality and Performance.
- Launching the JE/SRTD Consultancy Support Programme aimed at supporting JIC incubatees with relevant consulting services (i.e. business planning, budgeting, funding, financial forecasting).
- Organizing twinning missions between BICs and JICs to leverage the service delivery by the JIC directors and get better networking opportunities with the European incubators and entrepreneurs.

### Jamil, what are the main achievements of the SRTD program in supporting the JICs, where has the program made a difference?

The main role of the SRTD program in Jordan is providing the support to the business-science link activities. Supporting Jordan innovation centers (JIC) is one of the key activities we are focusing on.

In this context the SRTD program supports both the JICs and the JIC network in different approaches.

#### In 2009:

- SRTD provided financial and technical support to the establishment and upgrade of 2 JIC incubators in Jordan. One of them focuses on regional development and the other focuses on women support.
- SRTD in cooperation with EBN has developed incubators quality system to the JIC network. Leveraging the services offered by the incubators and adopting international best practices are the main objectives of the quality system.
- Recently SRTD has launched Consultancy Services to the incubatees of the JIC incubators utilizing local consulting companies. In the first two weeks after launching this service more than 10 consulting requests reached the SRTD.

#### Next year:

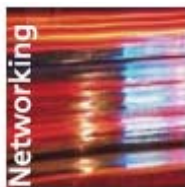
- To ensure that the JICs are better networked at both national and international levels, and to help local incubators to adopt international best practices, SRTD will organize several twinning missions between European Business Innovation Centres (BICs) and JICs during the upcoming 12 months.
- Moreover the SRTD will support the directors of the JICs with further trainings in several incubation and innovation management aspects.



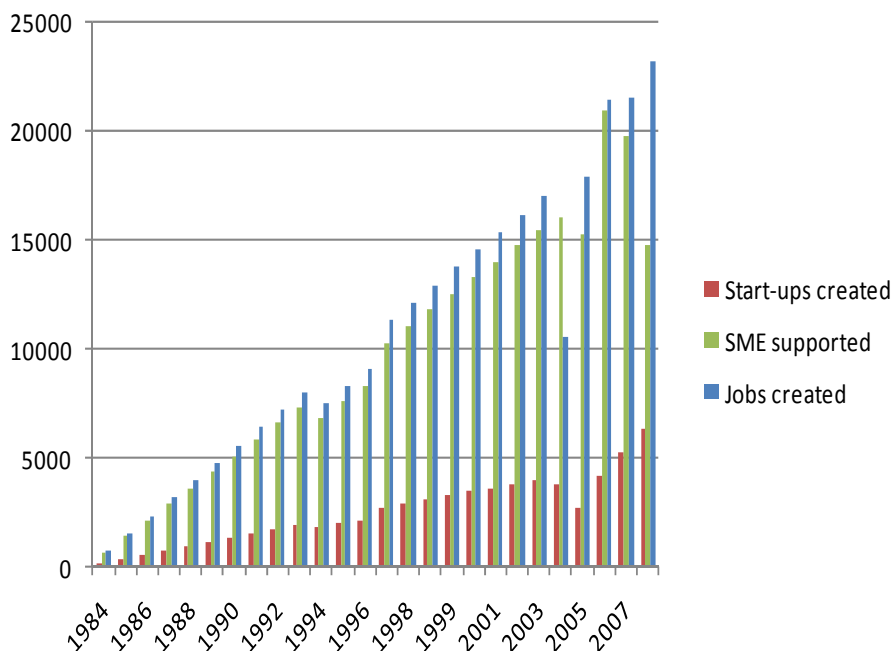
## e-Observatory

Change page, zoom in to see the graphs and text in detail, print, download as a PDF file and chose the sections you want to read with the **e-Observatory**, the new technology which allows you to read the Observatory in the internet as if it was printed!  
We hope you enjoy your reading—click here.





# QI | Quality Info



## Did you know that...

...over the last 25 years BICs have created a total of:

- 169.105 business plans
- 64.947 start-up companies
- 276.211 jobs

... over the last 25 years BICs supported 252.301 existing SMEs ?

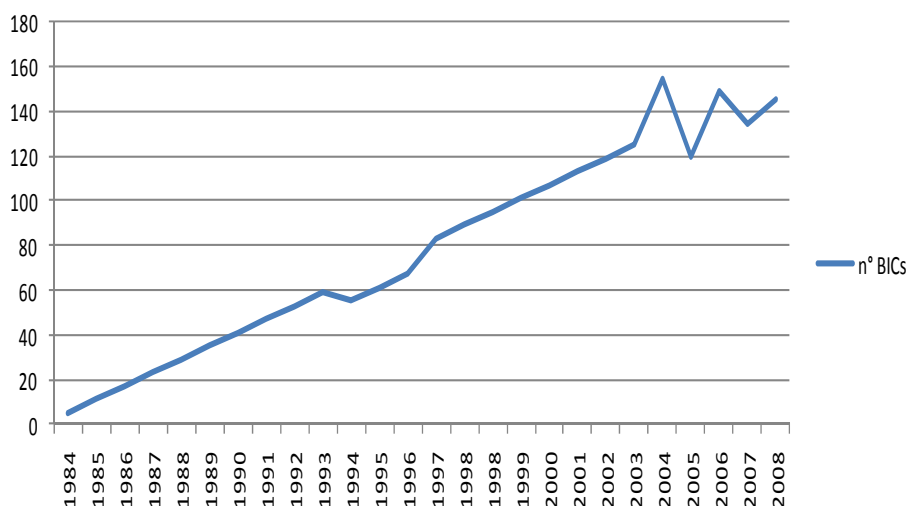
...since EBN's Quality System was implemented—5 years ago—more than 200 organizations were tested against the EC-BIC label Criteria?

...you can monitor the performance of your BIC over the last 5 years, by simply going to the EBN Quality website?

URL: <http://quality.ebn.be>

...the number of BICs has grown constantly over the years and EBN has nowadays more than 160 labeled organizations complying with the EC-BIC Quality Mark Criteria?

... EBN visits 10% of its BICs every year to monitor, on-site, the compliance with the criteria?



## eQ | webography

1. A profile of an Incubator Graduate in India—InfoDev
2. BIC Euronova, Málaga (Spain) - NOVASOFT
3. Microsoft—Innovation Centres in Africa



Editors: **Giordano Dichter & Gonçalo Reis**

Responsible for the publication: **Philippe Vanrie, EBN CEO**

[www.ebn.eu](http://www.ebn.eu)