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VBN InnoReg – RIS analysis report of Bentwisch-Rostock in WP1 – ITC Bentwisch, PP15

The content in WP1 was to find out general quality standards for innovation and technological centres and the comparative assessment of centres of the region.

The implementation was carried out in a closed cooperation with ADT-Bundesverband Deutscher Zentren e.V (GERMAN Association of Innovation, Technological and Founder Centres), the holding organization of about 170 such economy promoting facilities in Germany. The ADT federal association has developed a nationwide one uniformly applicable test procedure into the evaluation of innovation centres in 2001/2002.

No centre in our region middle Mecklenburg/Rostock and also no centre from our federal state Mecklenburg-Vorpommern underwent this test procedure and examination and auditing method with the aim to get the award of the nationwide only quality title "recognized innovation centre".

It was our aim in the WP1 of the VBN project to test the existing uniformly applicable ADT procedure is applicable also to innovation, technology and founder centres in developed economically weakly regions, like ours. We want to examine (together with the ADT) which influence factors like the economic power, the innovation strength or the density of scientific facilities of a region on the quality and effectiveness of the regional centres has.

We want, that take part minimum 2 Centres: the TZW technological centre Rostock-Warnemünde agreed next to the ITC innovation and trend centre Bentwisch/at Rostock, this examination and auditing method to pass through. They want to find out their own position in the nationwide comparison to be able to determine and to collect around practical experiences for the continuation of the comparative assessment of all centres of the region.

For the ADT examination and auditing method the following 4 task complexes were according to defined by minimum requirements for innovation centres:

- order for founder of a new business
- order for transfer of technology
- order for economy promoting
- effectively economy order

At the beginning of the multistage test procedure stood an extensive SWOT analysis of the respective centre.

Following the example of the ADT federal association the leader of the TCs had to be answered an extensive list of questions to this 4 minimum requirements.

At first: general details on the centre had to be made, like for the legal form, the location, the room supply, the specific tasks and the organization of the administration of the centre.

Then had to be named the success indicators of the centre , following the ADT example: number of companies, average residence time, added number of founders, number of employers and number training vacancies, Letting state and number of events carried out in the centre, further details of select business management code numbers (net result for the year, depreciation reserve, paying back and interest).

An assessment of one's own was carried out in the category minimum criteria to the size and support and services, to the networking of our TC with the economic development centre and science facilities of the region.

After that an extensive assessment of one's own had to be made for the minimum tasks.

Order for Founder of a new business

- advice, service which are tailored to founders of new businesses and technical Services as well as provision of premises
- know-how effects by technology mix and company rotation
- synergies from networks
- inclusion in business initiatives of new founder

Order for Transfer of technology

- transfers of technology over companies (tenant)
- technology main emphases of the centre (technology development)
- plan of transfer of technology of the centre

Economy promoting order

- inclusion and cooperation in regional networks and initiatives
- arrangement and accompany of (technology-oriented) regional main emphasis plans
- tasks of the "classic" regional economy support
- Consulting /training performances in the development and extension of innovation centres in it in- and foreign countries

On the one hand we named the "hard facts" and on the other hand it was an assessment of the qualities by the award of notes between 10 (excellent) and 0 (not available).

The complete list of questions with various plants to the company-law conditions and to the business management situation was then given for the evaluation to the examining commission of the ADT.

After assessment of the question catalogue the admittance of the ITC Bentwisch and the TZW Warnemünde was then carried out for the auditing.

This was made as an examination by the ADT-examining commission in form of one "on the spot". The managing director of the ADT and 3 managing directors of lastingly successful centres (Kamen, Ingolstadt, Chemnitz) belong to it. After a visit to the centres was carried out an examining conversation of several hours in which the Leader of TC had to defend the results of the assessment of one's own (list of questions). In the final common evaluation conversation the examining commission announced his complete assessment result.

Both the ITC innovation and trend centre Bentwisch/and the TZW technological centre Rostock-Warnemünde fulfilled the ADT criteria and got the quality certificate "recognized innovation centre" awarded.

Following conclusions have to be stated:

1. The national examining criteria of the ADT federal association are also suitable for a comparative assessment of innovation, technology and founder centres in economically structure weak regions. The available regional economy and science structure intends the frame and the claim of its own for the effectiveness of a centre within a regional innovation structure.
2. The examination and auditing method following the example of the ADT federal association is a very good means to the position fixing of its own for the uncovering of weaknesses and reserves as well as for the further strengthening of the available strengths. Just also from the comparison with other nationwide centres and the extensive exchange of experience with the examining commission we found much knowledge for the development and strengthening of the position of the centre in the regional network of the innovation actors.
3. The position of the ITC Bentwisch in this regional network could through this passed examination and auditing method and the awarding the quality certificate's "recognized innovation centre" be strengthened lastingly.
4. The process passed through had pushed the ITC Bentwisch to force a comparative assessment of the altogether 8 centres in middle Mecklenburg/Rostock and promote the networking and cooperation of the centres so. For this grouping, however, it requires further strong partners from the regional network.
5. The examining criterias of the ADT federal association are suitably and a good base also for an international comparative assessment of innovation, technology and founder centres in the VBN region to the networking of centres within the VBN region.