

# Communicating with Stakeholder



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# Serbia Innovation Project

- ❖ EU funding, WB implementation.
- ❖ Goal: strengthen Serbian R&D sector by building up its commercialization potential.
- ❖ Institute of Physics Belgrade identified as one of the premier RDI's in Serbia and the region.
- ❖ Technical assistance to IPB:
  1. Develop ten-year Strategic Plan;
  2. Develop portfolio of investments;
  3. Identify core commercialization potential;
  4. Help transfer newly generated knowhow to other RDI's.

# Stakeholder Expectations

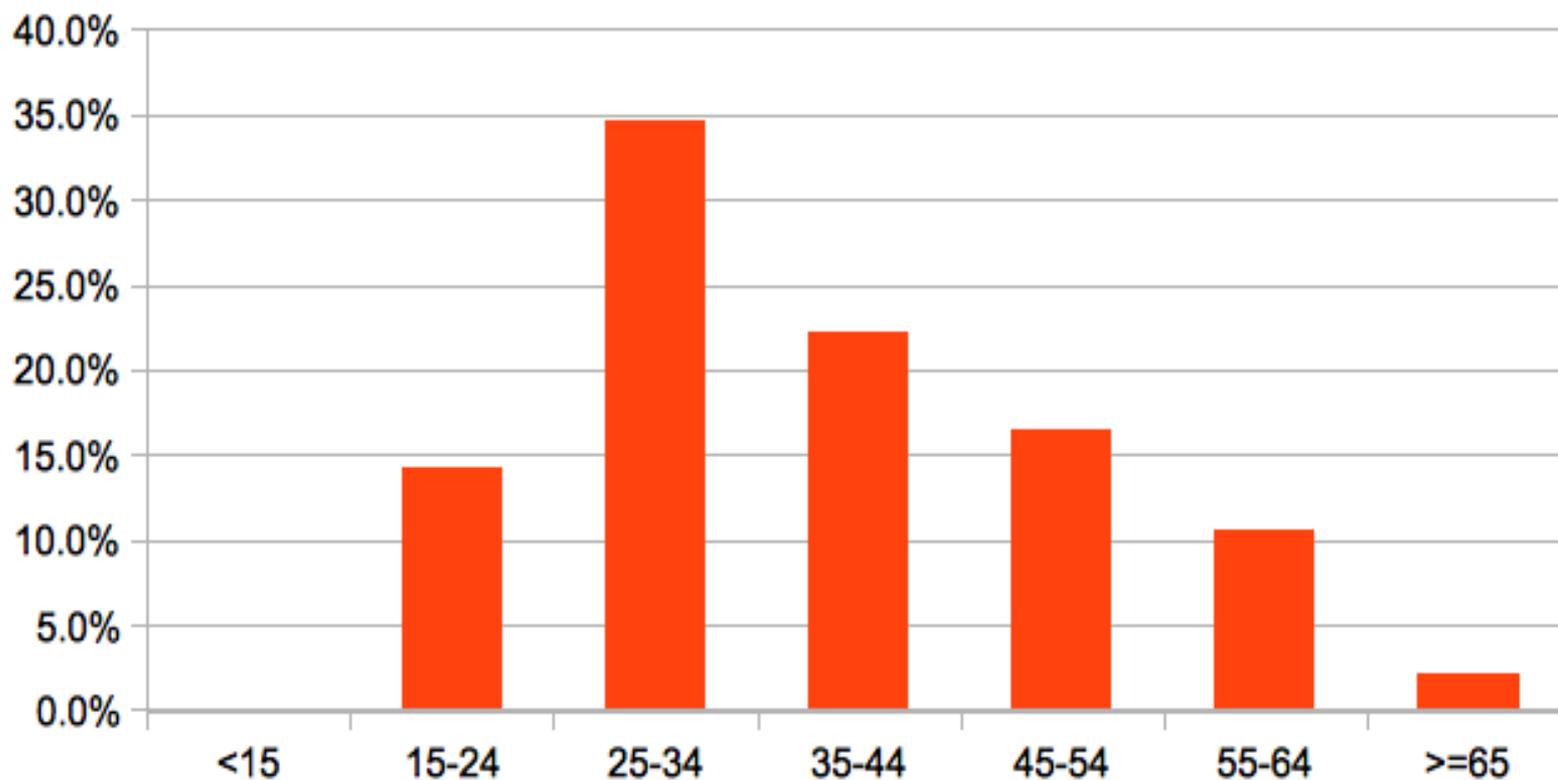
- ❖ Develop and send out a questionnaire to assess perception of stakeholders regarding their expectations from RDI's and IPB. Analyze results and use as feed-in for IPB Strategic Plan.
- ❖ Initiate a dialogue with as wide a sample of stakeholders. Set up the communication by explicating possible roles for research in society, emphasizing relevance to Serbian society.
- ❖ Implemented by IPB's Strategic Growth Unit.

# Basic facts

- ❖ Sent out (electronically and in paper) on June 5, 2013 to 20000+ addresses. Further distributed by several municipalities, ministries, institutions.
- ❖ Questionnaire consisted of 14 statements, with two multiple choice questions for each statement measuring levels of agreement and assessments of relevance. Average response time 20 minutes.
- ❖ 2500 completed responses (most within first two weeks). 8000 additional hits on web site.
- ❖ Responses in electronic form could be posted anonymously, but 40% respondents gave their names and contacts, 28% gave detailed comments.

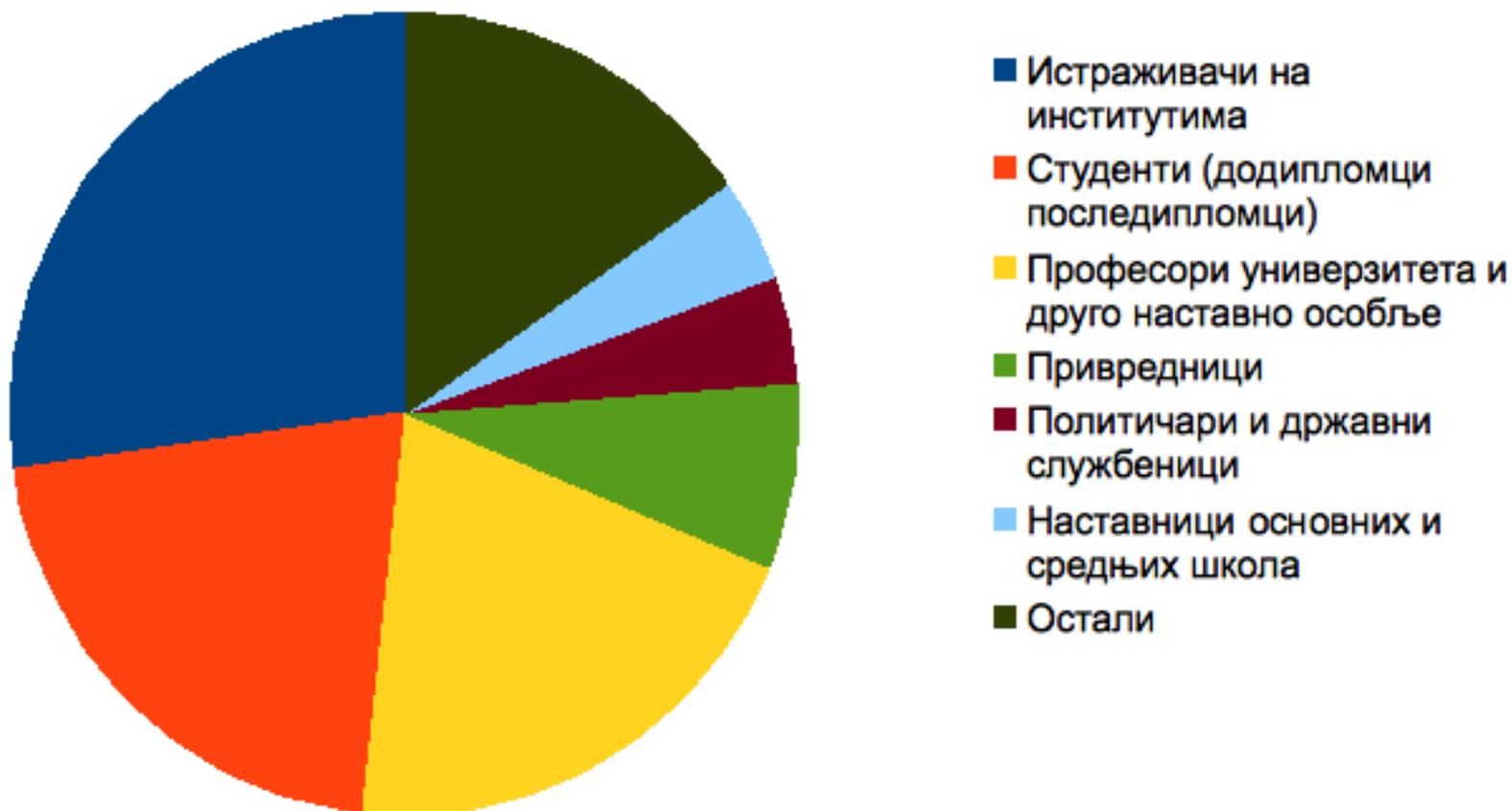
# Distribution of Respondents by Age

Старосна расподела испитаника



# Distribution by Profession

Расподела испитаника по групи која их најбоље одређује



# General Conclusions

- ❖ **Large number of responses** make possible statistical analysis of results even by sub categories (e.g. profession, age)
- ❖ **Extremely positive and supportive attitude towards research** and its importance to Serbian society over all segments of stakeholders.
- ❖ Most stakeholders (particularly industry) see key role of technology, but still do not believe Serbia has capacity to develop and commercialize new technologies.

# Statement 5, relevance

**What should be the single most important contribution of Serbian RDIs?**

- ❖ **Contributing to economic growth and citizen's standard of living, security, and well being. (60%)**
- ❖ **Discovering emerging technologies that give us the tools to change the world. (15%)**
- ❖ **Contributing to the advancement of knowledge through the strength of ideas generated. (15%)**
- ❖ Inspiring and motivating us to test the boundaries of human creativity. (5%)
- ❖ (All other answers 5%)

# Statement 6, relevance

**In addition to doing their research, what is the single most important way that Serbian RDI's can measurably and positively impact society?**

- ❖ Becoming identifiable focal points of research excellence and of technological innovation. (50%)**
- ❖ Educating and training top students. (25%)**
- ❖ Keeping the wider public and decision makers informed on science and technology issues. (20%)**
- ❖ (All other answers 5%)**

# Statement 3

By far the best response is to statement 3: highest level of agreement (67% strongly agree, another 28% agree), highest assessment of relevance (87% deem this extremely relevant, another 12% partially relevant). Statement 3:

**For informed decision-making a country needs to have at its disposal a wide pool of domestic experts in key areas of science and technology. Such expertise is critical to the general public in many areas such as: food safety, disease prevention, energy efficiency, nuclear safety, etc. As a result, science and technology are increasingly permeating even our everyday lives.**

# Stakeholder Expectations consistent with IPB's Mission and Vision

## Mission:

**IPB improves people's lives through preeminent research, education and creative endeavor.**

## Vision:

**We aspire to be recognized internationally as an institution that imagines and influences the future.**

# Stakeholder Expectations consistent with IPB's Overarching Goal

**The Institute of Physics Belgrade aims to become a world-class center for advanced sciences and technology, and to achieve this in the next ten years.**

❖ IPB actively promotes an atmosphere of an ambitious institution made up of ambitious individuals working towards a set of common, challenging, and socially worthwhile goals.

❖ In realizing these goals IPB does not put any upper limits on the possibilities offered its researchers, students and staff.

# Feed-in to IPB Strategic Objectives

## **1. Create and help commercialize new technologies to enhance Serbia's economic development.**

- ❖ Contribute measurably to economic growth and citizen's standard of living, security, and well being.
- ❖ Discover and develop emerging technologies that give us the tools to change the world.

# Feed-in to IPB Strategic Objectives

## **2. Establish and nurture a reputation of a global partner of choice in selected areas of R&D.**

- ❖ Become an identifiable focal point of research excellence and of technological innovation.
- ❖ Contribute to the advancement of knowledge through the strength of ideas generated.
- ❖ Enhance impact and relevance of research by creating disciplinary and interdisciplinary programs that address global challenges.

# Feed-in to IPB Strategic Objectives

## **3. Generate wider societal benefit for Serbia and the region through leveraging IPB knowhow and expertise.**

- ❖ Keep the wider public and decision makers informed on science and technology issues.
- ❖ Maintain a broad pool of domestic expertise in critical interdisciplinary areas of science and technology impacting citizens' well-being, safety, and standard of living.
- ❖ Operate services, administer and run key research infrastructures at national level.

# Feed-in to IPB Strategic Objectives

## **4. Establish a sound financial and organizational basis for operations and sustainability.**

- ❖ Define performance indicators, and strengthen systems for monitoring outcomes so as to operate sustainably and efficiently.
- ❖ Grow through careful planning, seizing opportunities, and reacting to emerging needs.
- ❖ Implement best operational practices.
- ❖ Strengthen relationships with stakeholders at the local, state, regional, and international levels.

# Relation to Values

- ❖ Statements were purposefully polyvalent, consisting of from one to four irreducible propositions. These propositions were then classified according to a list of core values/beliefs that they touch upon. This was done so as to discern actual beliefs from expected answers.
- ❖ For example, most people say (and believe) they love their siblings, however, indirect questioning can uncover feeling of jealousy, inadequacy... In some groups of respondents we found similar apprehensions related to “pursuit of excellence”, or “involvement of experts from Diaspora”.

# Filtering Core Values / Beliefs

- ❖ Ambition / Proactivity / Upgrade
- ❖ Knowledge / Education
- ❖ Economy / Development
- ❖ Social benefit / Safety
- ❖ Creativity / Inspiration / Enduring values
- ❖ Diaspora as a key resource
- ❖ Excellence / Global competitiveness
- ❖ Understanding / Rational prediction
- ❖ Interdisciplinarity / Cooperation

# Feed-in to IPB Core Values

1. We believe that creativity and intellect are the principle drivers of societal advancement.
2. We strive to nurture an environment based on intellectual freedom, personal security, and mutual respect.
3. We respect the achievements of those that came before us, and work to build a lasting legacy for those that follow.
4. We strive for excellence in everything that we do and produce.
5. We promote accountability, transparency, and effective stewardship.
6. We act with integrity and responsibility.
7. We aim for a partnership role in how Serbia transforms its science, economy and society as a whole.



# LUX ET SCIENTIA

A new generation of IPB researchers looks at science through stained glass.