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LETTER OF INTEREST

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Wrocław Center for Technology, Wrocław University of Technology, , Academy of Economics Dept. Research of Organization and Management, University of Wrocław Institute of Political Science Marshal Office of Lower Silesia Department of Regional Development expresse their willingness to join the European Consortium as a potential regional partner group in an Integrated Project "Mental Change": Accelerating into the European Future of e.Govern of KNOWLEDGE ECONOMY

Wrocław Center for Technology Transfer (WCTT), liaise on the regional level with various groups of stakeholders: Local Government, researchers, Regional Development Agencies, SMEs, representatives of local industry, NGO's, Trade Unions, Chambers of Commerce, Employers organisations and regional social dialogue tripartite institutions. WCTT initiates and facilitates regional projects through signposting and co-ordination with other regional/national service providers and actions including Commission-supported networks (IRC, NCP/RCPs, EIC and Eureka) and national- KSU (System of services for SMEs). Since 1995 the mission of WCTT is to increase the productivity and competitiveness of Polish manufacturing industry. Bridging the gap between university and industry and joining the University know-how with industrial experience.

In the project we will build the regional Interest Group using the previous experiences from facilitating consultation on Regional innovation strategy and functioning of regional consortium consists of different actors including new groups of stakeholders: issue groups, Consumer organisations and consumers, the Intermediate Technology Development Group and other similar organisations, financial institutions of all kinds, the media and the press which grow interest in accompanying and participation in regional networking.

The structure of the Regional Interest Group will be formed around a core group of partners including the Universities, to assist with their specific know-how and provide input regarding support mechanisms and instruments. RIG will be divided into the subgroups gathering learning partners with a strong interest in developing and promote specific actions.

Academy of Economy, Dept. Research of Organization and Management is focused on:

Managment by Breakthrough, Managment by Excepcion(Controlling), Managment by Objectives-MBO, Managment by Walking Around

The contribution in the Integrated Project may be also geared towards creating innovation system by:

- Networking, breaking down barriers and encouraging transnational learning, (e-learning methods and facilities), share innovative knowledge. Developing communication channels to enable intuition as well as rational analysis as complementary methods,
- Building the data base with the patterns of best practices in public – private partnerships,
- Networking the new channels of dialogue between business, citizens and local authorities towards strengthening “Intangible Assets” potential in Lower Silesia region and to promotion of “mental change”,
- Investigating and testing new approaches, extracting lessons from the experience of research projects and promoting entrepreneurial innovation,
- Using technology to build a flexible infrastructure to enhance the business self-organisation capability,
- Building a business strategy based on a shared vision achieved through participation,
- Focusing on the quality and transparency of production and safety of product,
- Developing the new forms of human resource management suitable for the development of “post industrial society” in enlarged EU
- Promoting new “European” forms of corporate entrepreneurship and identity.

Your Sincerely,

Prof. Jan Koch, director of WCTT, University of Technology

