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REMODEL



Ollscoil
Teicneolaíochta
an Atlantaigh

Atlantic
Technological
University

Why International projects?

- An intercultural experience – *comparability advantage*
- Positive experiences /self-confidence building- *If someone can do it, you can do it.*
- Taking responsibility- *on behalf of your institution, team, faculty, etc*
- An intensive experience with long term effects- *desired impact*
- A future perspective- *network*

Twinning: Aim, Objectives & Partnership

Aim of the action:

Strengthen a defined field of research in a university or research organisation from a Widening country by linking it with at least two internationally-leading research institutions in other Member States or Associated Countries.

Main objectives:

Enhance the S&T capacity of the institutions - focus on institution in Widening country

Raise the research profile of the institution and of its research staff

The Partners: (Minimum Conditions)

ONE institution located in a "Widening" MS/AC (COORDINATOR)

A minimum of TWO additional partners from two different MS or AC other than the country of the coordinator

What's the project idea? *Motto- inspiration -thought etc.- read, listen, watch, observe.-first think simple*

Who shares the same idea with you? *Internally and externally, small group first*



What is your main objective? *Why are you doing this project? What did you see missing? What should be changed and/or developed?*

What are your sub-objectives? *What are the major steps you need to complete to reach your main objective?*



Who is the target group(s)? *Who will be interested in your Project? To whom do you suggest the project to be useful? For whom you are doing this project? Who are the receivers of your messages? Not for yourself probably*

Who are the stakeholders? *Whom do you expect your results to effect and how? -participation*

stakeholders	target group(s)
Groups of individuals who may be affected by or have an effect on your project	The persons/organizations that could best make use of the projects results

How long will it take to achieve your main objective? *Duration of your project*

What results will be provided when you achieve your objectives?
Concrete outputs (tangible and/or intangible)- deliverables



What kind of work should be performed for reaching your results?

Categorize your work as work packages

What are the activities in these work packages? *Tasks, fair distribution of tasks, tasks compatible with skills*

How many months do you need for these activities? *Simultaneously or successively- Gantt chart*

What are the control points along your project timeline? *Provide milestones, the doors that you opened-measurement of progress*



Who are the people with whom you will carry out these activities and achieve results? *Teamwork, harmony, prevention of conflicts of interest*

so what?? You must be convinced and convince others that the stone you throw is worth the frog you frightened.



What's the REMODEL project idea?

Hospitality sector- especially hotels- requires innovative business models because of «revenge tourism».

Who shares the same idea with you?

Yasemin, Elif, Burak(BUU), Padraig (ATU), Carmen (ULE), some industry representatives



What is your main objective?

REMODEL aims to increase the R&I performing and management capacity of BUU in the use of new digital tools to prepare innovative business models for SMEs in the hospitality sector in Turkey through twinning with two leading Higher Education (HE) Partners - ULE and ATU.



What are REMODEL sub-objectives?

- Raising the R&I profile of BUU in the development of innovative business models.
- Raising the R&I capacity of BUU through staff exchanges, workshops, summer schools and setting-up of a BMI laboratory.
- Strengthening of BUU EU projects and technology-transfer office.
- Development of innovative business models for SMEs in the Turkey hospitality sector by leveraging the novel BUU BMI Lab created in REMODEL.
- Effectively disseminate and communicate project results and outcomes to engage the relevant stakeholders in the value chain



Who are REMODEL target group(s)? *PhD students, academic and administrative staff in HEIs, hospitality sector actors - hotels, restaurants, customers, managers*

Who are REMODEL stakeholders? *Companies and organizations/institutions acting in hospitality sector, other HEIs*



How long will it take to achieve REMODEL main objective? *3 years*

What results will be provided when you achieve your objectives?
Concrete outputs (tangible and/or intangible)- deliverables



OBJECTIVE 4

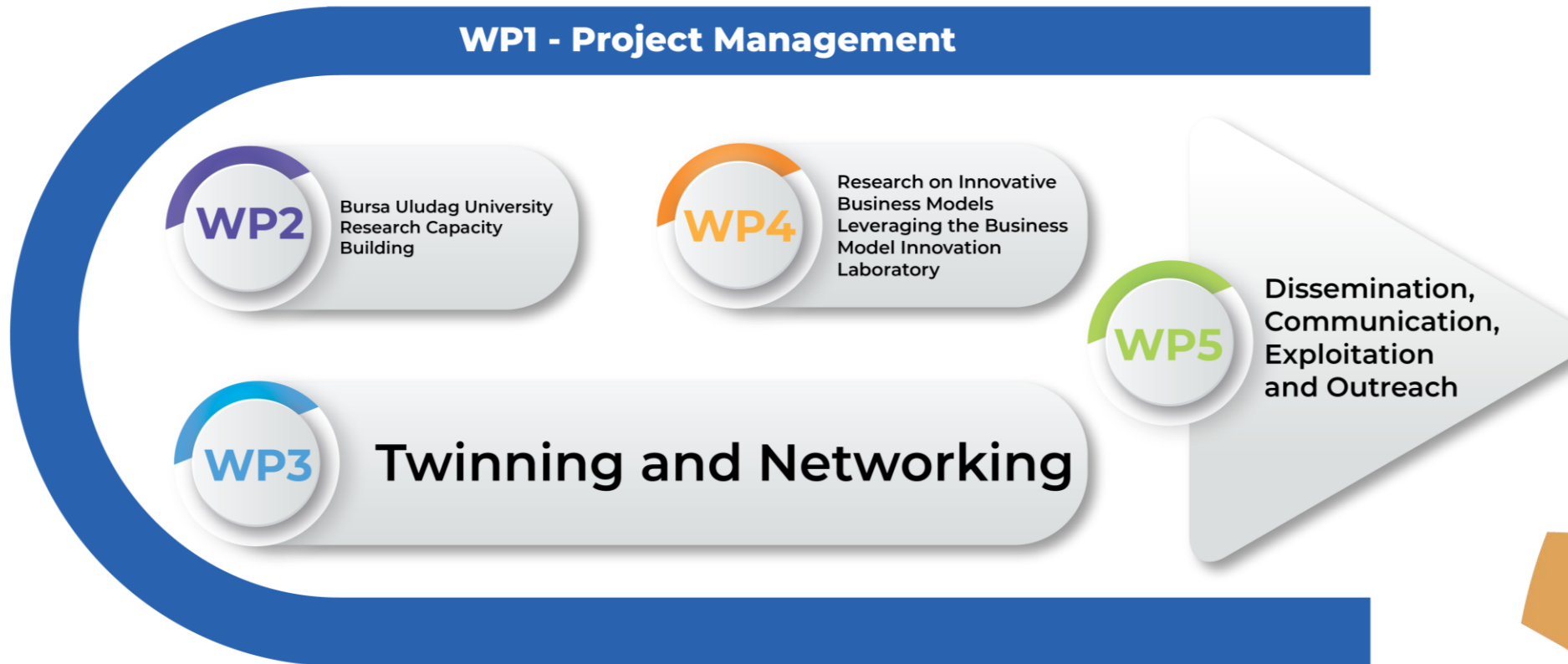


O4

Development of innovative business models for SMEs in the Turkey hospitality sector by leveraging the novel BUU BMI Lab created in REMODEL.

Key Results (Measures of Success)	Verification Means
R13: Complete diagnosis of the hospitality sector in the COVID-19 pandemics context in Turkey by using newly acquired knowledge and methodologies	D4.1 Analysis of the hospitality sector in Turkey
R14: Development of innovative business models for 10 SME employing novel digital tools and methodologies though the BUU BMI lab.	D4.2 Optimised methodologies to develop innovative business models for SMEs D4.3 Report on innovative R&I in BMI and impact assessment

What kind of work should be performed for reaching your results?



OVERALL METHODOLOGY



HORIZON-WIDERA-2021-ACCESS-03-01 REMODEL

Increasing BUU R&I Performing and Management Capacity Through Twinning

Area 1a:

Bursa Uludag University R&I
Performance and Management
Capacity Building

Area 1b:

Bursa Uludag University
Business Model Innovation
Laboratory Set-up and
Platform

Area 2:

Research Programme
(SME Pilots)

Area 3:

Long-term
Impact Generation

Consumer behaviour, marketing
and communication (ULE)

Leadership and entrepreneurship
(LYIT)

Research management and
administration skills (ULE, LYIT)

BUU BMI laboratory set-up

Turkey hospitality sector analysis

Organisation and management
of SME open calls

Development of novel BM for 10
SMEs in the hospitality sector

Impact assessment

Joint SRA

Joint academic programmes

Joint EU proposals

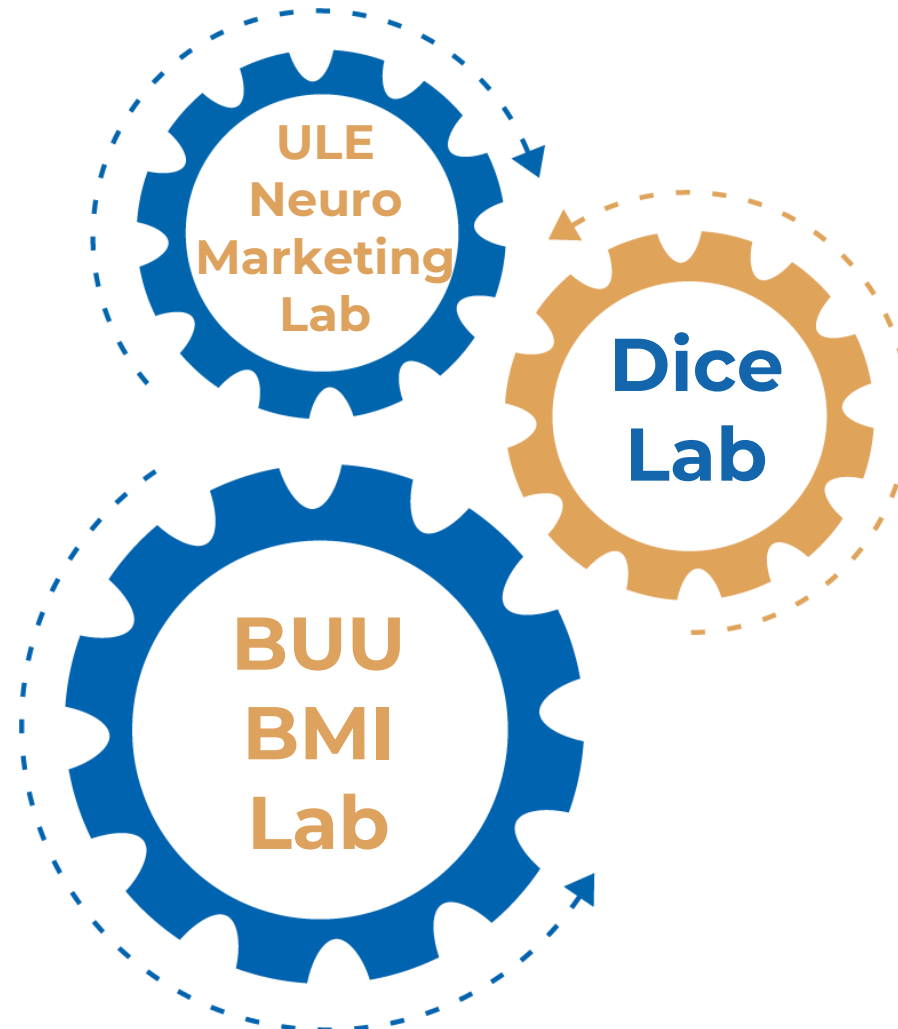
Leveraging on clustering activities

Engagement of local R&I funding
agencies

Dissemination and Communication
activities

REMODEL

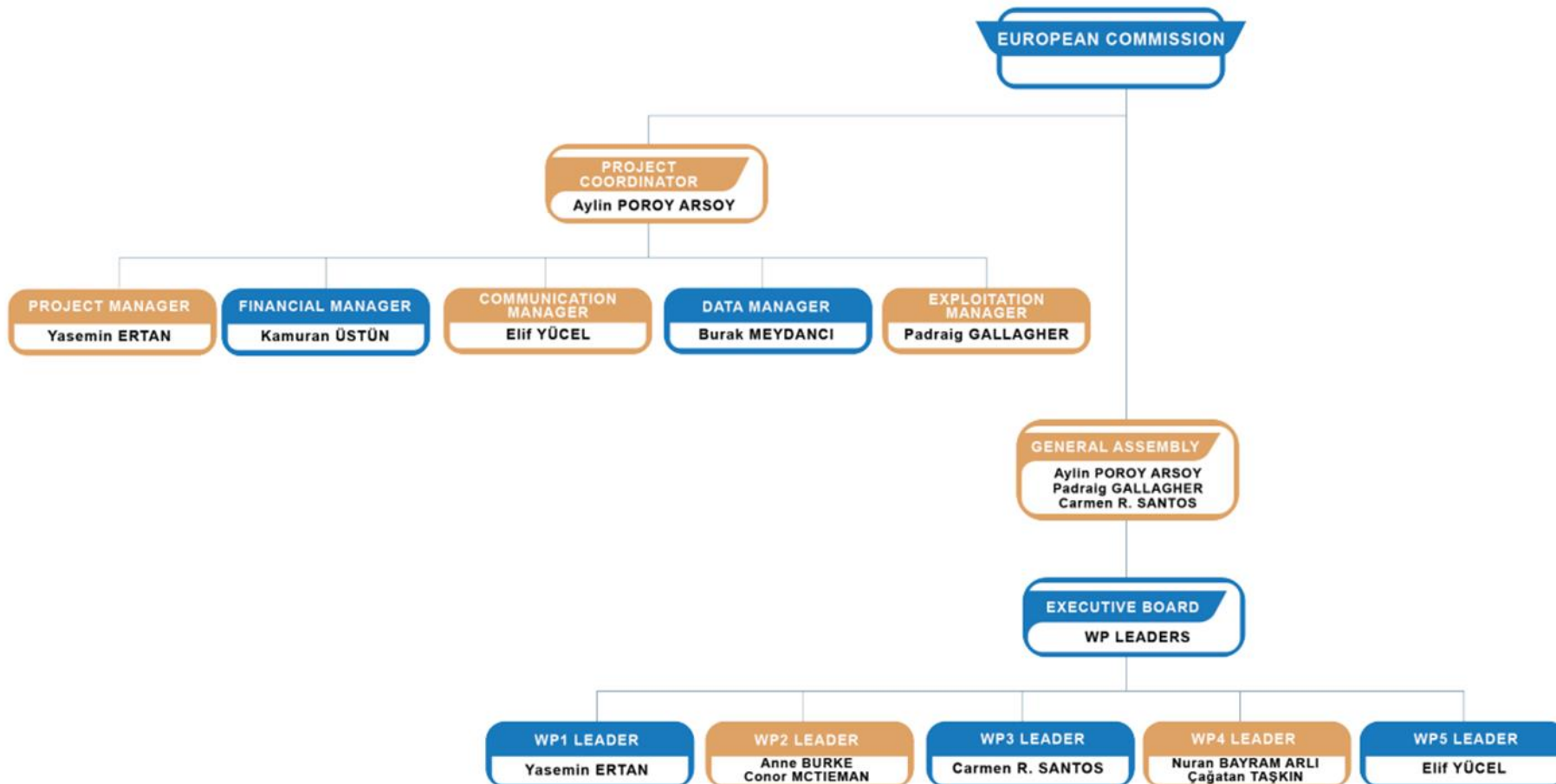
Creation of BUU BMI Lab



What are the control points along your project timeline? *Provide milestones, the doors that you opened-measurement of progress*

Milestone number	Milestone name	Related WP	Estimated date
1	KOM held	WP1	M1
2	BMI Lab fully operative	WP2	M24
3	First SRA draft agreed	WP3	M12
4	Summer schools successfully held	WP3	M33
5	BMI Lab methodology optimised	WP4	M24
6	Successful DCE strategy implemented	WP5	M36

Who are the people with whom you will carry out these activities and achieve results? *Teamwork, harmony, prevention of conflicts of interest*



so what?? *You must be convinced and convince others that the stone you throw is worth the frog you frightened.*

IMPACT

- *Usual participant coordinator of EU proposals, multiplying effect in resources mobilisation.*
- *Organisation of workshops in top conferences*
- *Adoption of the innovation voucher system by public R&I funding agencies.*
- *Attraction and retention of researchers, research groups growth, academic staff growth*
- *More resilient and prepared business in the pandemic context.*
- *Development of +10 business models/year*





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