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**Business Opportunity Support System upgrade for  
strengthening European innovation ecosystem**

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**Dissemination**

**and  
exploitation plan**



# BOSS

## Dissemination and exploitation plan

Project Acronym:	BOSS
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Abstract	Dissemination and exploitation plan defines dissemination and exploitation strategy, tools, target audience, visibility requirements, description of events and overall dissemination calendar.
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## Table of Content

DOCUMENT CONTROL SHEET .....	3
INTRODUCTION .....	5
DISSEMINATION AND EXPLOITATION STRATEGY.....	6
Dissemination .....	6
Exploitation .....	8
TARGET GROUPS.....	9
PROJECT EXPLOITATION AFTER THE END OF THE PROJECT.....	13
DISSEMINATION TOOLS .....	14
The BOSS logo .....	14
The BOSS website.....	16
Facebook BOSS page.....	18
LinkedIn BOSS Page.....	19
INTERNAL COMMUNICATIONS .....	20
Project management and monitoring - Trello platform .....	20
Internal events .....	21
ANNEXES .....	23
ANNEX I – Key Performance Indicators.....	24
ANNEX II – List of events in Year 2019.....	25
ANNEX III – List of events in Year 2020.....	27

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## INTRODUCTION

The purpose of this document is to define strategy for dissemination and exploitation activities, tools, target groups to be addressed, visibility requirements, overall dissemination calendar with all the details regarding singular dissemination events as well as to propose the list of key results that could be exploited and multiplied after the project. It is very important to have such a document from the very beginning of the project and to update it regularly, with the consent of all partners.

For efficient dissemination of results, project consortium recognized the need to have elaborated plan at the beginning of the project that should cover the main questions: why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period. All the partners are actively involved in the fulfilment of agreed objectives defined in this document defined in project proposal. Main goals of these activities are:

- increased level of teachers', researcher's and students' awareness about different aspects that influence success of business opportunity to disseminate the results of the project to wider community
- to achieve the visibility of the BOSS project and its results
- increased level of teachers', researcher's and students' entrepreneurial activities
- teachers', researcher's and students' satisfaction with enhanced business opportunity support system
- increased level of stakeholder's awareness about different aspects that influence success of business opportunity
- increased level of stakeholder's entrepreneurial activities
- stakeholder's satisfaction with enhanced business opportunity support system
- increased level of collaboration between academia, research and business
- growth of innovation activity
- increased number of university start-ups
- intensified knowledge and technology transfer
- increased number of start-ups
- stakeholders' satisfaction with enhanced business opportunity support system to ensure the best coordination and optimal use of project resources and results during and beyond the lifetime of the project

# DISSEMINATION AND EXPLOITATION STRATEGY

## Dissemination

In compliance with ERASMUS+ recommendations, BOSS project will use various actions to ensure high project visibility and maximal impact. First step is creating this document - Dissemination and Exploitation Plan at the very beginning of the project with intention to update it regularly throughout the project.

Important activities to be performed at the beginning of the project are also to define projects' visual identity (logo), Word and Power Point templates. Additionally, the project website, Facebook and LinkedIn page will be developed and launched, where project results, events announcements and news can be easily accessible by wider public.

During the course of the project relevant information regarding the project activities and results will be published at least 10 times on the BOSS project website. Accordingly, at least 10 posts related to the BOSS project will be disseminated through the project Facebook and LinkedIn pages.

Due to the fact that the majority of dissemination activities will be implemented through online communication channels, in order to ensure maximal impact partners will also publish information about the project activities and results through their communication channels (websites, Facebook and LinkedIn Pages, email, newsletter, etc.). Each partner will publish various information at least 10 times during the course of the project.

Next, Associated Partners will be informed about progress and invited to disseminate information about project results to the public through their communication channels.

Besides online dissemination, project partners will present project activities and results to university management, researchers, teachers, and students during different meetings and events.

Also, BOSS project partners will actively participate in numerous events organized at local, national, and international level (conferences, meetings, round tables, etc.), where they will promote the project's results and impact and establish contacts with relevant stakeholders.

Lists of the events in year 2019. and 2020. are presented in the Annex II and III of the document.

Approach to dissemination will be both top down and bottom up. Reason for top down approach is key specific motivation which is our belief that we have something special and innovative to offer but that this involves changes in educational cultures.

Bottom up approach will be used because by using developed outputs, students, teachers, researchers, company employees, SMEs, entrepreneurs, wannapreneurs, innovators will develop entrepreneurial mindset which will help them propel different initiatives – from project applications, open innovation initiatives, innovation development, sponsored research, to creation of startups and spinoffs – and enhance academia-research-business collaboration.

By applying these two approaches, the maximum implementation of results in practice will

be made possible, which will consequently trigger a ripple effect on the European society and economy as a whole.

Key performance indicators related to dissemination activities have been set following the application form and will be measured throughout the project. They are presented in the Annex I of the document.





## Exploitation

BOSS is designed in such a way that produced intellectual outputs can be exploited even during the project implementation and lead to its multiplication outside the Consortium. Therefore, utilization of the following results:

- Developed Business Opportunity Self-Assessment methodology;
- Developed Business Opportunity Development Planning Tool with adequate user guide;
- Different training material in video and ppt format;
- Developed open, automatized and web-based Business Opportunity Support System (BOSS platform),

should lead to:

- Stimulated ability of 200 users (teachers, researchers and students) to initiate and carry out entrepreneurial projects by utilization of methodology, tools and BOSS platform developed as a combination of different pedagogies (self-assessment, creative and critical pedagogy), tools (OER, automatized and web-based) and approaches to learning (flexible, online, learning by doing);
- Existing business opportunity support system at partner organizations UB and ULiège strengthened by incorporated innovative OER into existing practices;

Key performance indicators related to exploitation activities have been set following the application form and will be measured throughout the project. They are presented in the Annex I of the document.

Due to the fact that the project results will be developed in the form of Open Educational Resources, project results will be available online to anyone who is interested in their utilization, at all levels (local, national, European and international). Also, the BOSS platform will be available in several languages which will certainly make it more appealing for utilization.

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## TARGET GROUPS

Successful dissemination means that at the very beginning of the project realization partners should identify the target groups which should or could be affected by project results and to tailor dissemination tools to the specific needs of these groups. The primary goal of BOSS project is based on utilization of different pedagogies (self-assessment, creative and critical pedagogy), tools (OER, automatized and web-based) and approaches to learning (flexible, online, learning by doing), which encompasses creation of four intellectual outputs which will stimulate teachers', researchers' and students' ability to engage in entrepreneurial activities.

Target audience of dissemination activities:

### TARGET AUDIENCE AT LOCAL, REGIONAL AND NATIONAL LEVEL:

#### a) POLICY LEVEL

- Decision makers: this means especially departments and offices in charge of:
  - Education
  - Innovation and entrepreneurship
  - SMEs and industry

The following institutions/organizations were recognized by the Consortium:

Italy	Belgium	Serbia
Municipality of Terni	University of Liege	Ministry of Education, Science and Technological development of the Republic of Serbia
Italian Business Angels Network - IBAN	Network of Belgian TTOs - LIEU	The Office of the Minister without Portfolio Responsible for Innovation and Technological Development of the Republic of Serbia
The National Agency for New Technologies, Energy and Sustainable Economic Development – ENEA		Association of Business Angels Serbia
		Development Agency of Serbia
		Innovation fund of Republic of Serbia
		Science Fund of the Republic of Serbia
		Association for Female Affirmation – AFA
		Chamber of Commerce and Industry of Serbia

## b) PROFESSIONALS

- Higher education institutions
- Their organizations (TTOs, entrepreneurship centers, creative centers, etc.)
- Student organizations
- Business incubators
- Science & Tech Parks
- HUBs
- Accelerators

The following institutions/organizations were recognized by the Consortium:

Italy	Belgium	Serbia
University of Perugia	Liege Science Park	University of Belgrade
Politecnico of Turin	WSL (Technology Incubator)	University of Novi Sad
Politecnico of Bari	Picarre	University of Nis
Politecnico of Ancona	Liege Entrepreneurship Center	Innovation center of the Faculty of Technology and Metallurgy
University Federico II of Napoli	Job @ Skills	Innovation center of the School of Electrical Engineering
University of Cagliari	Innovatech	Innovation center of the Faculty of Mechanical Engineering
University of Trento	The Free University of Brussels - ULB	Innovation center of the Faculty of Chemistry
University of Messina	CEI (business center)	EEN Serbia network
University of Reggio Calabria	SPOW (Science Parks of Wallonia)	Students' union of Serbia
University of Cosenza	University of Namur- UNamur	Student Alliance of Belgrade
University of Salerno	Catholic University of Louvain - UCLouvain	Startup Center Nis
University of Padova	University of Mons - UMons	Business Incubator Novi Sad
University of Siena		InCentar
LUISS Enlabs		IdeaLab
Digital Magics		Science Technology Park Belgrade
Talent Garden		
Boost Heroes		
Impact Hub		
PoliHub of Politecnico di Milano		

I3P of Politecnico di Torino		
Trentino Sviluppo		
Campania New Steel in Naples		
CREA in Cagliari		
Italian Network of Technology Transfer Offices of Universities and Public Research Organizations- NETVAL		
Italia Startup		



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## TARGET AUDIENCE AT EUROPEAN LEVEL

In this case we will focus especially on informing and attracting European networks and representative bodies which focus on education, entrepreneurship and innovation, such as, but not limited to:

- Association of European Science and Technology Transfer Professionals - ASTP
- European Network of Business Angels - ELISAN
- National Association Advisory Committee - NAAC
- The League of European Research Universities - LERU
- Joint Research Centre - JRC EU
- European IP Helpdesk
- Business Angels Europe - BAE
- European Business Angels Network - EBAN
- European association of Development Agencies - EURADA
- Agency for the Promotion of European Research - APRE
- European Network of Business Centres - EBN
- International Network for SMEs - INSME
- EUREKA, an Italian VC fund
- PoC Western Balkans - Western Balkans POC
- CURIE (France)
- European University Association - EUA
- The National Technology Transfer Association – RUSNATT, Russia
- World Intellectual Property Organization - WIPO
- European Patent Office – EPO
- Association for Design, Elements and K (C)onstructions - ADEKO

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## PROJECT EXPLOITATION AFTER THE END OF THE PROJECT

The main intellectual outputs of the project are: Business Opportunity Self-Assessment Methodology, Business Opportunity Development Planning Tool, educational materials, BOSS Platform. Intellectual outputs will be available on project's website, project partners' websites and BOSS Platform.

An essential goal for sustainability, to which BOSS will contribute, is making the BOSS platform widely accessible as an open, automatized and web-based Business Opportunity support system where people with different levels of expertise can learn, explore and test the potential of their business opportunities.

Following completion of the project, partner organizations will seek to use all new tools created during the project, and competence of personnel, to carry out actions aimed at a wide audience, and to popularize the idea of using BOSS platform for education to local communities' activation processes. The strong position of project partners in local communities and their experience guarantees the sustainability of project results. In addition to that, project partners will introduce this tool in their daily business making them part of protocol. All project partners have enough skills to maintain BOSS platform functional without any extra budgeting.

In order to further enhance entrepreneurial spirit among stakeholders, promotion of project results and usage of developed tools, materials and methodology available online, will continue even after the end of the project. Maintenance of project's website and platform after the end of the project, will be carried out by project partners. This will be regulated by Partnership Agreement and no additional expenditures will occur since persons who will maintain sustainability are employed in partner institutions. Since developed tools will have wide range of use, sustainability of the tools after the project end, will also be secured by: introduction of tools into project partners' daily business and protocols for technology assessment; using the tools in teaching process, mentor-student collaboration, open innovation initiatives; using the tools in creating innovative projects, etc.

Additionally, support provided by Associated Partners who represent different stakeholder groups (academia, industry, government, investors) all around Europe, will contribute to the sustainability of the concept.

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## DISSEMINATION TOOLS

Different documents and materials have been designed for the purpose of dissemination of the BOSS project. For the communication between consortium members and other parties interested in the project activities projects' web site, Facebook and LinkedIn page are used. For the purpose of project management, partners are using special online platform named Trello.

### The BOSS logo

The identity of the project is defined by unique graphical representation. For that purpose, BOSS logo is designed and used in all project documents.



# BOSS

Font: DIN Next  
Style: Bold



Figure 1: BOSS logo

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## The BOSS website

The BOSS website <http://www.boss.rect.bg.ac.rs/> is an important dissemination tool for presentation of project results as well as place where all the information on the project activities and other relevant data are being published. Among the information related to the project description, objectives and outcomes of the project, the website contains the list of the Consortium Members together with their short presentation. There are contact information that enable easier communication between all members of the consortium and other parties interested in the project

Structure of the BOSS website consists of 7 categories (sub-categories):

1. HOME
2. ABOUT PROJECT (Description, Objectives, Outputs/Outcomes, Management of the project, Procurement)
3. CONSORTIUM MEMBERS (Lead partner, EU beneficiaries, Associated partners)
4. WORKPLAN AND RESULTS
5. GALLERY
6. NEWS
7. CONTACT

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Co-funded by the Erasmus+ Programme of the European Union



## Welcome to the business opportunity support system upgrade for strengthening european innovation ecosystem erasmus+ project page



### Mission

To strengthen existing business opportunity support system at partner organizations by incorporating innovative OER into existing practices, which secure efficient transfer of ideas to market and encourage university-industry collaboration.



### Vision

To stimulate teachers', researchers' and students' ability to initiate and carry out entrepreneurial projects, ranging from opportunity recognition to opportunity exploitation.



### Boss Platform

Open, automatized and web-based Business Opportunity support system

Figure 2: Screenshot of BOSS home page

## Facebook BOSS page



Figure 3: Screenshot of Facebook page

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## LinkedIn BOSS Page

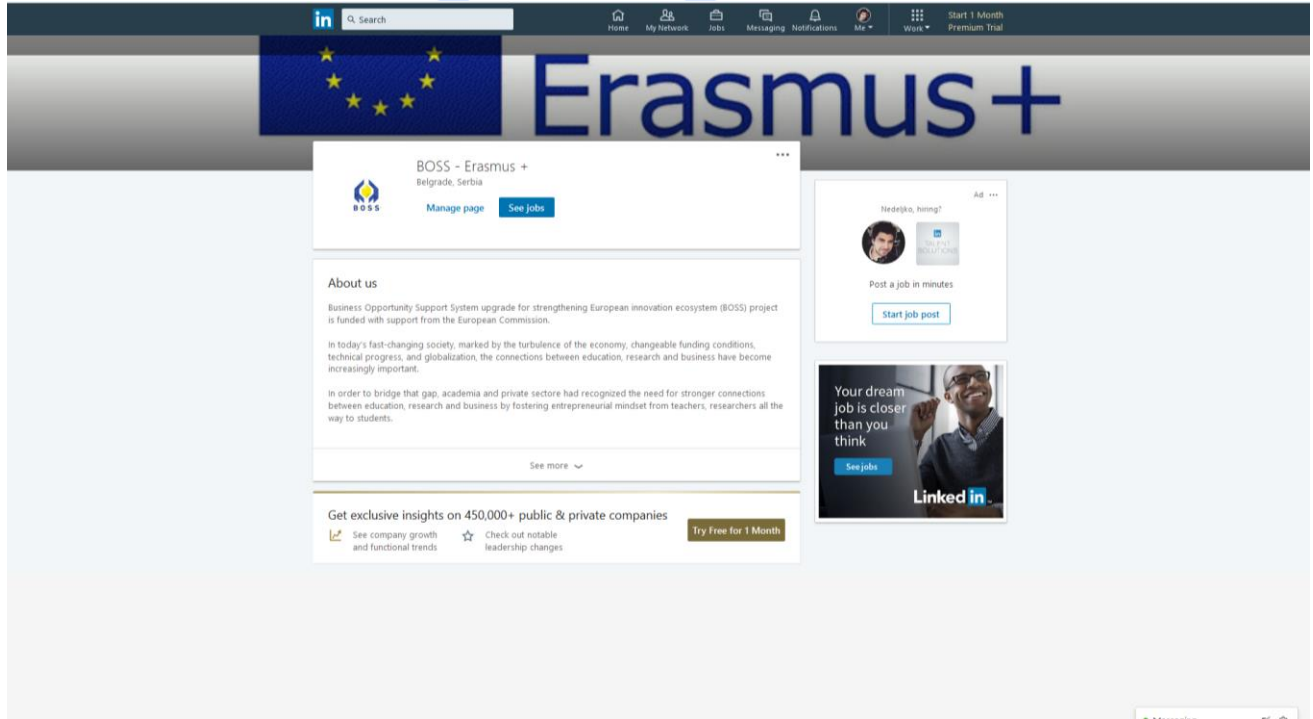


Figure 4: Screenshot of LinkedIn page

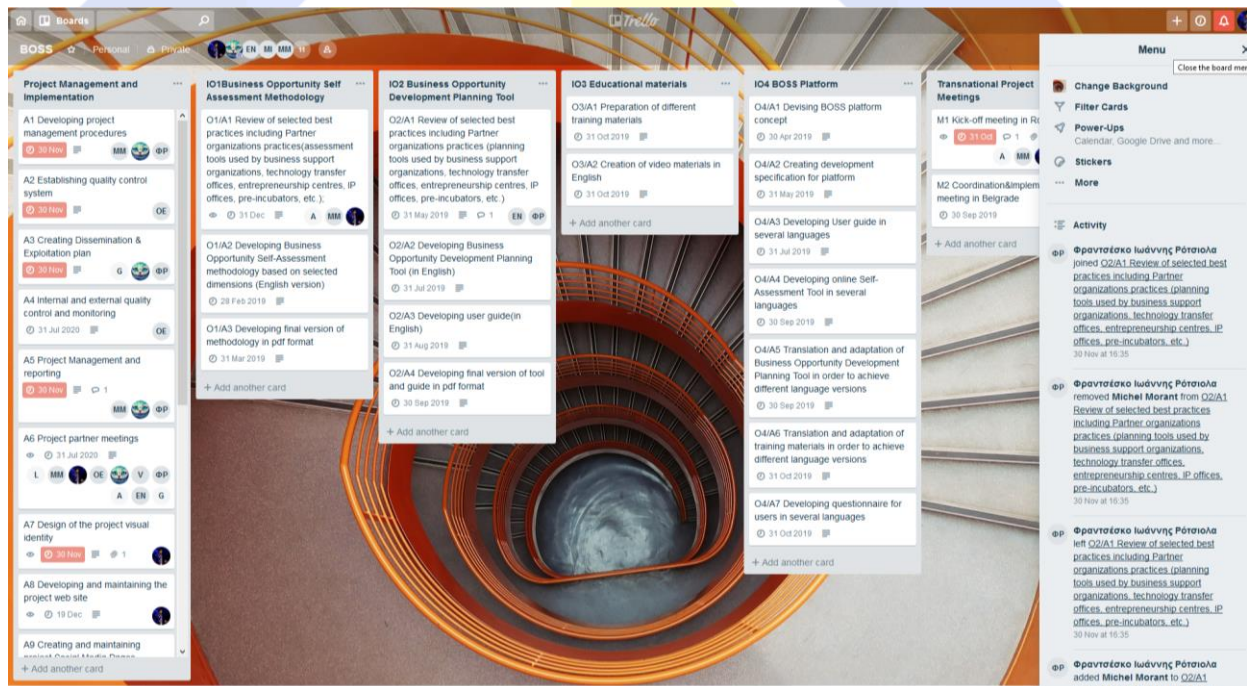
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## INTERNAL COMMUNICATIONS

### Project management and monitoring - Trello platform

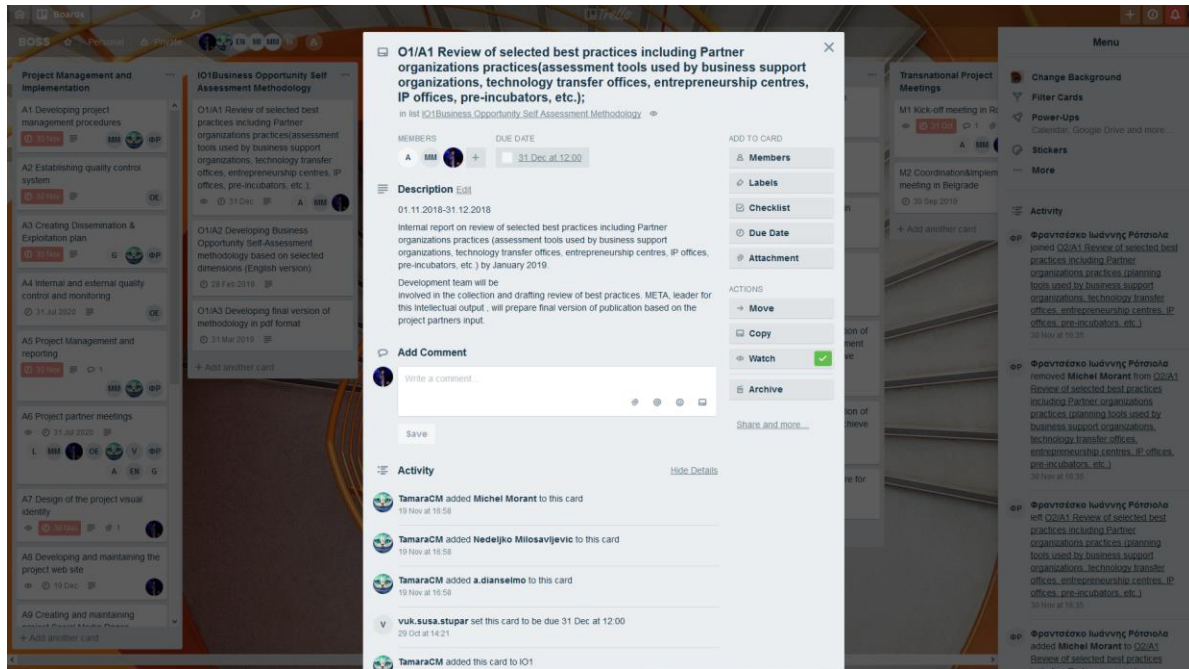
Online platform Trello (available at [www.trello.com](http://www.trello.com)) is used for effective overall project management, coordination of the work between project participants, document management and communication between partners. Trello, after registration of the partner institutions' members, allows large number of functionalities needed for the project management. Project representation in Trello consist of so-called Boards – lists representing different work packages and other more extensive topics (Steering Committee Meetings, Mobilities).



**Figure 9: Trello platform with Boards**

Every Board consists of several Cards containing corresponding activities and tasks, together with the description of the activity, information about activity leaders, members, percentage of finished work.

After any change made on platform, all the partners registered to that activity (card) are informed instantly via their registered e-mails, and allowed to participate in discussions and other actions related to the project activity, like uploading supporting documents. Trello also has a separate Calendar where the partners can check out upcoming deadlines for each activity.



**Figure 10: Trello platform – a single Card**

## Internal events

The project envisages one Kick-off and one Implementation & Coordination Meeting.

They will be organized for the following purposes:

- 1) Kick-off meeting (Rome, Italy)

Project Management meeting, a Project Implementation meeting, and a Project Strategy meeting (planning and coordination of all activities for the project).

This meeting will be organized for presentation of project objectives, activities and workplan. Partner institutions will present their core business, expertise, resources that they will make available for project implementation, and stakeholders in their network. Project teams – Project Management team, Dissemination team, Quality Assurance team and Development team, as well as Steering Committee will be officially formed. These teams will on the kick-off meeting start to work on development of procedures, guides and tools (Project Management Procedures, Dissemination and Exploitation Plan, Quality Control System, etc.).

This meeting will enhance relationships between project partners, since majority of the communication during the project implementation will be done through virtual communication

channels (Lifesize, Skype, Viber, Trello, e-mail, etc.).

## 2) Implementation & Coordination Meeting (Belgrade, Serbia)

Project Management meeting, Project Implementation meeting, and Project Strategy meeting (to work on the development of intellectual output 3, monitoring, the evaluation of actions and planning of further action)

During this meeting partners will work on activities for development of Intellectual Output 3 which is creation of educational video materials. Implementation of this activity will be supported by selected service provider. Also, part of the agenda of this meeting will be a Steering Committee meeting which will evaluate project progress and decide on future steps. By including work on Intellectual Output 3, video recording, results revision and Steering Committee meeting in only one transnational meeting, costs and time effectiveness will be achieved.

For the same reason, other meetings will be organized through virtual communication channels which all partners already use on a daily basis. This way no additional costs will occur.

After each meeting, Minutes will be elaborated based on the results and decision made.

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## ANNEXES

Different supporting documents have been elaborated for the overall enhancement of the project Dissemination and exploitation plan.

Annex I – Key performance indicators related to dissemination and exploitation activities

Annex II – List of events in 2019. during which the project partners will disseminate information about the project

Annex III – List of events in 2020. during which the project partners will disseminate information about the project



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## ANNEX I – Key Performance Indicators

Project activity	Outcomes/Outputs	Indicators of progress	Means of Verification	Language	Dissemination level	Activity Lead	Delivery date	Updated delivery date
<b>A3 Creating Dissemination &amp; Exploitation plan</b>	Dissemination & Exploitation plan created	Dissemination & Exploitation plan created	Report	EN	Public	UB	30.11.2018.	30.4.2020.
<b>A4 Internal and external quality control and monitoring</b>	Internal and external quality control and monitoring performed (Processes and results controlled and monitored)	Monitoring and evaluation of realization of Dissemination and Exploitation Plan performed by Disst	Reports/Meeting minutes	EN	Institutional	ULiege	31.7.2020.	
<b>A7 Design of the project visual identity</b>	Project visual identity designed	Project visual identity designed	Project logo and templates	EN	Public	UB	30.11.2018.	
<b>A8 Developing and maintaining the project web site</b>	Web site developed and maintained (in English)	Project web site developed; Number of information regarding project activities and results disseminated through project website (information published at least 10 times during the course of the project);	Project web site; Report	EN	Public	UB	31.7.2020.	
<b>A9 Creating and maintaining project Social Media Pages (Facebook, LinkedIn)</b>	Social Media Pages created and maintained (Facebook, LinkedIn)	Social media pages created; Number of information regarding project activities and results disseminated through different communication channels (information published at least 10 times during the course of the project);	Facebook and LinkedIn project pages; Report	EN	Public	UB	31.7.2020.	
<b>A10 Publishing information related to project activities and results via project partners communication channels website, Social Media, email, etc.)</b>	Information related to project activities and results published via project partners communication channels	Number of information regarding project activities and results disseminated through different communication channels ( at least 10 dissemination efforts per partner during the course of the project )	Project partners communication channels (website, Facebook, LinkedIn, newsletter, email); Reports on dissemination activities, other supporting documentation	EN, SR, FR, IT	Public	UB	31.7.2020.	
<b>A13 Supporting BOSS users</b>	BOSS users supported	Number of BOSS platform users, and interactions between BOSS support team and users (at least 200 users)	Report	EN	Public	UB	31.7.2020.	
<b>A14 Communication and cooperation with Associated Partners</b>	Communication and cooperation with Associated Partners performed	Communication and cooperation with Associated Partners performed at least 4 times during the project	Reports, Minutes, AspS communication channels, emails, etc.	EN	Institutional	UB	31.7.2020.	

## ANNEX II – List of events in Year 2019.

Event name	Level	Date & Place	Project Partner	Target groups	Status
Meeting with National Association of Technology Transfer (RUSNATT)	International	March 27, 2019. Belgrade, Serbia	UB	Technology Transfer professionals	Finalized
„Acceleration Programs & Project Partnerships“ workshop	Western Balkan	8th-10th of April, 2019. Niksic, Montenegro	UB	WB business support organizations	Finalized
Danube Cup 2019 University Pitch Competition	International	17th of May, 2019. Budapest, Hungary	UB	Students, researchers, teachers	Finalized
National Seminar on Technology Transfer and Commercialization	National	28th and 29th of May, 2019. Dushanbe, Tajikistan	UB	Researchers, technology transfer officers, IP professionals, etc.	Finalized
The 3rd Regional Horizon Business & Innovation Fair	International	10th of September, 2019. Belgrade, Serbia	UB	SMEs, Researchers, Business support organizations, EEN partners, etc.	Finalized
National Seminar on IP Management in the Contemporary Economic and Technological Circumstances	International	22nd of October, 2019. Polotsk, Belarus	UB	Researchers, university representatives, technology transfer officers, IP professionals, etc.	Finalized
Advanced training program “IP Institutional Policies: Challenges in Adoption and	International	5th and 6th of November, 2019. Belgrade, Serbia	UB	Researchers, university representatives, technology transfer officers, IP professionals, etc.	Finalized

Implementation"					
EU-China Business and Technology Cooperation Fair	International	11 <sup>th</sup> to 14 <sup>th</sup> of November, 2019. Chengdu and Qingdao, China	UB	Representatives of companies, state/regional governments, clusters, business associations, EU-China Cooperation experts, universities, R&D institutions from west and north China, the European Commission, EEN partners, etc.	Finalized
Meeting of UB vice-deans for science	Local	2 <sup>nd</sup> of December, 2019. Belgrade, Serbia	UB	Faculty representatives	Finalized
Meeting of the UB Senate	Local	12 <sup>th</sup> of December, 2019. Belgrade, Serbia	UB	Rector, Vice-Rectors, Deans of Faculties, Presidents of the Faculty Group Councils, and Directors of Scientific Institutes	Finalized

## ANNEX III – List of events in Year 2020.

Event name	Level	Date & Place	Project Partner	Target groups	Status
Training & Research for Academic Newcomers -TRAIN	Local	31 <sup>st</sup> of January, 2020. Belgrade, Serbia	UB	Ph.D. students, assistants, junior professors, post-docs of not more than three years work experience	Finalized
Training for innovation brokers	Local	27 <sup>th</sup> of February, 2020. Niksic, Montenegro	UB	Entrepreneurs, Innovation and entrepreneurship center representatives	Finalized
Machine Design course, Faculty of Mechanical Engineering of UB	Local	5 <sup>th</sup> of March, 2020. Belgrade Serbia	UB	Students	Finalized
“Towards Innovation: Protection and Transfer of Technology” seminar	Local	10 <sup>th</sup> of March, 2020. Gembloux, Belgium	ULiège	Researchers	Finalized
“Introduction to Intellectual Property (IP)” training	Local	11 <sup>th</sup> of March, 2020. Liège, Belgium	ULiège	Ph.D. students	Finalized
“IP for the next generation”	International	12 <sup>th</sup> and 13 <sup>th</sup> of March, 2020. Madrid, Spain	UB	Researchers, university representatives, technology transfer officers, IP professionals, etc.	Canceled due to COVID-19
Seminar on IP and Tech Transfer	Local	March, 2020. Liège, Belgium	ULiège	Researchers, students	Canceled due to COVID-19
Seminar on IP and Tech Transfer	Local	March, 2020. Liège, Belgium	ULiège	Researchers, students	Canceled due to COVID-19
AAL Coordinators’	International	16 <sup>th</sup> of April, 2020.	META	Different stakeholders	Canceled due to COVID-

Day		Brussels, Belgium			19
Conference of Economists	National	May, 2020. Belgrade, Serbia	UB	Researchers, teachers, etc.	Canceled due to COVID-19
Technology Development and Transfer of Technology class, Faculty of Technology and Metallurgy, University of Belgrade	Local	May, 2020. Belgrade, Serbia online	UB	students	Canceled due to COVID-19
Polymer Materials class, Faculty of Technology and Metallurgy, University of Belgrade	Local	May, 2020. Belgrade, Serbia online	UB	students	
Workshop 2020	International	28 <sup>th</sup> to 31 <sup>st</sup> of May, 2020. Balatonfured, Hungary	UB	researchers	Canceled due to COVID-19
Managing technology and Development class at Faculty of Organizational Sciences, University of Belgrade	Local	May, 2020. Belgrade, Serbia online	UB	students	
Startup Management class, Master 4.0	Local	May, 2020. Belgrade, Serbia online	UB	students	
Eco Marketing class at Faculty of Organizational Sciences, University of Belgrade	Local	May, 2020. Belgrade, Serbia online	UB	students	

Eco Management class, Faculty of Organizational Sciences, University of Belgrade	Local	May, 2020. Belgrade, Serbia  online	UB	students	
Advanced training class for Medical and Health TT Talents from China	International	May, 2020.  online	UB	Technology transfer talents	
ASTP Annual Conference 2020	International	27 <sup>th</sup> of May, 2020. Lisbon, Portugal	UB, ULiège	Technology transfer professionals	Canceled due to COVID-19
Sustainable Energy Week –	International	22 <sup>nd</sup> to 26 <sup>th</sup> of June, 2020. Brussels, Belgium	META	Different stakeholders	Canceled due to COVID-19
AAL Management Unit Meeting	International	30 <sup>th</sup> of June, 2020. Bern, Switzerland	META	Different stakeholders	Canceled due to COVID-19
C.U.R.I.E Annual assembly	International		ULiège	Different stakeholders	Canceled due to COVID-19