

Poster exhibition

Topic 1: Innovation in regional business and industry, NGOs and the public sector – the role of University Lifelong Learning

The project "iCom": A practical example on how to build knowledge alliances between universities and SME

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Abstract

The poster provides a practical example on how universities can contribute to the competitiveness of regional markets by supporting strategic learning and skills development in SME. The project "Constructive International Communication in the context of ICT" (iCom, 2011-2013) aims to enhance the qualifications of professionals working in the field of information and communication technology. The territorial scope is the region between Vienna (AT) and Brno (CZ), represented by the University of Vienna and the Masaryk University in Brno. The collaboration between universities and businesses is supported by regular workshops in which researchers and practitioners discuss current challenges of SMEs. Knowledge exchange and professional networks between all partners are further enhanced through a web-based interactive platform. The research in the project is strongly oriented towards its practical applicability. Among other goals, it targets the implementation of tailored lifelong learning strategies in businesses. By tackling the questions mentioned above, the poster provides practical experience on how the collaboration between universities and the industry can be fostered and expanded.