



MANUAL

**U-SIA Knowledge Transfer and Innovation
brokerage unit**

PROFESSIONAL COLLEGE OF TIRANA

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I. Executive Summary

The purpose of this manual is to provide clear and applicable guidelines for establishing and managing the U-SIA Unit at the Professional College of Tirana (PCT) and, in long run, for extending the U-SIA unit model to other universities in the country. The unit serves as single point of contact for researchers seeking community partners (business community, civil society organizations and media) and government organizations and for community partners and government organizations seeking research expertise. The unit aims at assisting the development of these partnerships, so that it could facilitate the creation of innovative research projects.

The establishment of the U-SIA unit at PCT is done in the framework of the implementation of U-SIA project “University to Society intermediaries in Albania: Co-production of knowledge and research that matters”. U-SIA is a Capacity Building Project in Higher Education financed by the Erasmus+ Programme of the European Union, managed by the Mediterranean University of Tirana in cooperation with 11 partners in Albania, Serbia, Italy and Germany. The project aims at connecting university with society, industries, and government to enhance and enable a higher education environment that supports university to society collaboration, to co-produce knowledge and research academically insightful and applicable to the development of Albania.

The U-SIA Unit is located at the premises of PCT. Its establishment follows the following principles:

- The U-SIA Unit is located at the premises of PCT;
- The U-SIA Unit is a separate [unit](#) (entity) within the college;
- The U-SIA unit staff is composed of four members: One Coordinator who works on full-time basis and one Assistant-Coordinator, who works on part-time basis;
- The Coordinator reports to the PCT Rector;
- The Assistant Coordinator serves as access point for the three helixes of the quadruple helix model: Government, Industry and Society/Civil-Society & Media;
- Upon U-SIA project finalization, the PCT covers running cost of the U-SIA Unit;
- The PCT Office of Career, Information and Student Support assists the Unit for its commercialization;
- The U-SIA Unit has its own budget;
- The Unit ensures its sustainability through commercialization of the research conducted in university to third parties: it serves as a broker between university, industry, government and society.

The manual is intended for U-SIA Unit, for an efficient management, as well as for the PCT Rector, Administrator, Heads of Departments, teaching and administrative staff. In the outside world, the manual is intended for business community, public institutions, civil society, and media in order to access qualitative research.

The proposed model of the U-SIA unit could be replicated in other universities and higher education institutions, which aim at connecting universities with the business community, government, and society. Thus, the manual is intended for them as well.

II. Introduction

The unit serves as single point of contact for researchers seeking community partners (industry, civil society organizations and media) and government organizations and for community partners and government organizations seeking research expertise. The unit aims at assisting the development of these partnerships, in order to facilitate the creation of innovative research projects.

The establishment of the U-SIA unit in universities is done in the framework of the implementation of the [U-SIA project](#) “University to Society intermediaries in Albania: -Co-production of knowledge and research that matters”. U-SIA is a Capacity Building Project in Higher Education financed by the Erasmus+ Programme of the European Union, managed by the Mediterranean University of Tirana in cooperation with 11 partners in Albania, Serbia, Italy and Germany. The project aims at connecting university with society, industries, and government to enhance and enable a higher education environment that supports university to society collaboration, to co-produce knowledge and research academically insightful and applicable to the development of Albania.

The cultural divide between universities, government, business community, and society not aware of the large and relevant knowledge base and expertise residing within universities, are the main factors which hinder the cooperation between stakeholders. This could be addressed by:

- Establishing access points in universities for government/public institutions, business community entities, civil society organizations and media.
- A proper dissemination through media of the research conducted in universities.

II.I Project Justification at the Professional College of Tirana

In the first phase of the U-SIA project’s implementation, the staff conducted focus groups with lecturers and representatives of the business community, and it administered questionnaires with lecturers of university/HEI. The aim of these activities was to evaluate the current situation of the research, being conducted in university/HEI, its visibility and the level cooperation between university/HEI and business community and university/HEI and government/public institutions. These activities showed that the unmatched pace of research production with business needs, the modest quality of research, very few successful and promoted models, “rivalry” between CSOs and academia, lack of mutual trust, as a two-world apart model, lack awareness from external stakeholders, lack of sustainability, call for measures to be taken by all actors/stakeholders of the quadruple helix model, in order to co-produce knowledge and research that matters for government, industry and society, at large. The establishment of a U-SIA Unit within the premises of the university/HEI, to serve as an access point for all stakeholders of the quadruple helix model is seen as imperative in achieving this. The establishment of the U-SIA unit will help PCT to:

- market its activities,
- strengthen its role in the socio-economic development and innovation,
- translate research conducted in PCT in tangible results,

- access data and specialized facilities,
- access to legislation, policies and country strategies and opportunity to help shape them,
- have new opportunities for funding,
- provide opportunities for students to work on translational research,
- provide career opportunities for students.

This manual aims to provide clear guidelines for establishing and managing the unit within the university/higher education institutions. The Manual is intended for internal and external actors within the project as follows:

A- Internal Actors

The Professional College of Tirana:

- The U-SIA unit for its efficient management,
- Rector and Heads of Departments;
- Teaching and administrative staff;
- Other offices/units, part of the organizational structure of PCT.
- Students

At the individual level, teaching staff will:

- ✓ Access industry partners,
- ✓ Deal with real-world problems,
- ✓ Ensure industry funding,
- ✓ Write publications,
- ✓ Accelerate research program,
- ✓ Enhance grant proposals.

B- External Actors

B-1 Universities and higher education institutions within the U-SIA partnership: the manual is beneficial to:

- The U-SIA unit for its efficient management,
- Rector, Deans and Heads of Departments,
- Teaching staff and administrative staff,
- Other offices/units, part of the organizational structure of the University/HEI.

B-2 Business community (industries, start-ups, enterprises): The manual aims to show which are the access points at the universities and how to approach universities and benefit from their knowledge and expertise. Universities play an important role in the economic development by producing useful knowledge in giving solutions to everyday problems offering business community counseling, necessary training, and expertise to address their needs. The unit will assist with the development of business-community-university/HEI relationships, in order to facilitate the creation of innovative research projects. Therefore, the business community will:

- Access experience researchers, labs, equipment,
- Reduce research costs,
- Access best practices,

- Develop new products & processes,
- Solve business/technical challenges.

B-3 Government/Public Policy Institutions: the manual aims to show which are the access points at the universities and how to approach universities for benefiting from their knowledge and expertise. By partnering with academia, the government will be able to:

- Access analytical skills and research services,
- Obtain evidence-informed policymaking and practice and improved service delivery,
- Obtain new perspectives and insights into policy areas,
- Create a space to enable creative, unconventional problem-solving for policy issues not indoctrinated.
- Support industry success.
- Foster Entrepreneurship.

Government is a key stakeholder, in determining the legal framework within which the multi-partite relationships occur. Policymakers need to ensure a predictable and stable environment of funding and regulation for long-term partnerships to flourish. Long-term partnerships are beneficial to all parties. While Government benefits as per above, HEIs ensure funding for a long time; they modernize their teaching methods, in line with the requirements of industry and consequently they build human capital that is ready to supply industry.

B-4 Society-Civil Society Organizations who will understand which the access points at the universities are and how to approach universities for benefiting from their knowledge and expertise when initiating and implementing projects aimed at country's economic, social and cultural development.

B-5 Society-Media as an important medium to facilitate and make more efficient the communication between the actors of the quadruple helix model as well as an important medium to make known and disseminate the success stories of partnerships generated in the framework of the project and beyond.

III. USIA Knowledge Transfer and Innovation Brokerage Unit at the PCT

PCT Development Strategy 2015-2020, points out that it strongly encourages international cooperation, in the field of teaching, applied research, innovation and professional internships. Also, PCT's strategy is set to build effective co-operation relations primarily with different private sector organizations in Albania and countries in the region. At the heart of the actual agreements is the cooperation in areas of mutual interest, realization of student learning practices and creation of employment opportunities for graduate students.

PCT aims at engaging more academic and scientific projects, in the framework of European higher education projects, aiming to be an important player in its contribution to the country's socio-economic development by producing quality products in service to society, the economy, and sustainable long-term development goals of the country.

The document envisages that, in order for this to be achieved, the college should establish partnerships, at country and international level. Therefore, the establishment of the U-SIA unit, within the premises of the PCT, is in line with the vision of the college for conducting meaningful research from which government, business community and community, at large, could benefit.

III.1 What is a knowledge broker

Broker and brokerage have gained an enormous attention in the recent years. The broker is seen as pivotal in linking actors from different spheres of life and enhance and maximize the output of the partnerships created. When referring to the partnership between government and academia, with 'knowledge broker' is understood an organization who enables a knowledge exchange between an academic and a policy maker and helps to ensure that each side understands the other.¹ Other definitions include that of a broker that assist small and medium sized enterprises (SMEs), in developing their own research and development projects, or of a broker who connects with companies and transfer knowledge, produced in academia and research institutions, with the aim to facilitate innovation and increase efficiency of cooperation. The broker is described as a third party, which bridge organizations so that the accumulated efforts, expertise and resources could provide better solutions to existing problems and needs.²

The broker could have an innovator role, a facilitator role, a seeker role, a bridging role and a process role. The following table provides a summary of the definition of the broker's role:

Table 1: Definition of the Broker's role: a literature review³

Broker's role	
Innovator role	The broker identifies, processes and uses ideas developed in different industries or fields to the advantage of their organization, or in general. Innovator role, since the broker contributes to innovation by facilitating the integration of knowledge
Facilitator role	The broker facilitates the diffusion in a social system of new ideas from outside the system
Seeker role	The broker develops new applications for new technologies in new ways
Bridging role	The broker fills gaps in information and knowledge across industrial networks
Process Role	The broker is a process, which improves the exchange of knowledge between the two communities and facilitates the exchange of information about innovation amongst companies

¹ Bennet Institute for Public Policy (2020) Engaging with knowledge brokers: A guide for Academics. University of Cambridge.

² Rebasings Partnership (2012) The Innovation Competence Broker: Bridging firms and R&D institutions. McGraw-Hill.

³ Rebasings Partnership (2012) The Innovation Competence Broker: Bridging firms and R&D institutions. McGraw-Hill.

Assuming the role of the knowledge transfer and brokerage means that the unit aims at having the following attribute⁴s:

- It should ensure alignment between the needs and/or request of the policy community and the evidence synthesis provided.
- It should ensure that any evidence synthesis is robust, transdisciplinary, and has had appropriate expert inputs.
- It should ensure that the policy community and other audiences have a robust understanding of the implications of the evidence proffered.
- Where policy advice is required, it is provided in a manner that minimizes the biases and values of those providing advice, and the advice is self-reflexive in that it communicates its own limitations and any unavoidable bias.

The brokerage process goes through four phases:

Table 2: Brokerage phases and their associated actions⁵

Prepare	Search	Align	Support
Define problems	Find ideas	Adopt ideas	Structure and incentivize
Identify opportunities	Find collaborators	Initiate collaborations	Support implementation

III.2. Goal and Objectives of the U-SIA Unit

The goal of the U-SIA Unit is to serve as single point of contact for researchers seeking community partners (industry, civil society organizations and media) and government organizations and for community partners and government organizations seeking research expertise.

The college could significantly increase their attractiveness to government/public institutions, industry, and society by making partnerships with these actors a clear priority and by developing a pool of academics who have worked in industry, public institutions, civil society organizations and media.

The objectives of U-SIA Unit are as follows:

- a. Increasing and strengthening the cooperation with the private sector,
- b. Increasing and strengthening the cooperation with policy making institutions,
- c. Increasing and strengthening the cooperation with civil society,
- d. Increasing and strengthening the cooperation with media,
- e. Raising awareness and increasing trust by intensifying mutual exposure between lecturers, private sector, policy making institutions and media; involving governmental institutions and showcasing success stories,

⁴ Peter D. Gluckman, Anne Bardsley & Matthias Kaiser (2021) Brokerage at the science-policy interface: from conceptual framework to practical Guide. *Humanities & Social Sciences Communications*. Pp.1-10.

⁵ Nesta (2020) Innovation Brokerage – Enabling Collaborations through emerging digital tech. UK.

- f. Increasing visibility of research work to different stakeholders,
- g. Helping universities to raise external funding, in the sense of money for research provided by industry, innovation agencies, foundations, charities and other funding organizations within the state and from abroad.

In order for the unit to be successful, its goals, structure, staff and tasks should be clear within the college at all levels so that staff is not overloaded, and its initiatives are not blocked, or hindered.

III.3 PCT Structure and Organization

The Professional College of Tirana is established in 2015. It is organized in two departments:

- Department of Information Technology:
 - Electrotechnical Laboratory;
 - Information Technology Laboratory;
 - Electric Installment Laboratory.

- Department of Electromechanical and Applied Systems:
 - HVAC and Termotechnical Laboratory
 - Pneumatic and Electro-Pneumatic Laboratory
 - Physics Laboratory
 - Mechanic and Materials Science Laboratory
 - Autotronics Training Lab

The main documents that guide the activities conducted in the PCT – teaching, research, administrative and projects related – are the Statute, PCT Regulation Rules and Development Strategy 2015-2020.

The department is the basic unit, which manages and coordinate the teaching process and the scientific research.

The governing academic bodies of the PCT are:

- The Academic Senate
- The Rectorate
- The Assembly of the Academic Staff
- The Council of Ethics

III.4 The Management of the scientific research at PCT

The strategic guidance of the applied scientific research at PCT is conducted by Rectorate and the Academic Senate, which monitor and evaluate the Development Plan, establishing its mid-term and long-term objectives and supervise its implementation. PCT's Faculties are the main units where research is conducted, and the Rector is the person who guides and coordinates the work done. The IT and Projects Office enables the design, development of various projects with the aim of involving staff and students in capacity development projects, research and

other initiatives closely related to higher education, especially vocational education. The office is an integral structure within the College, and aims to build, manage and continuously update a wide network of partners at national, regional and international level, supports the cooperation of Professional College of Tirana with HEIs, civil society and business community.

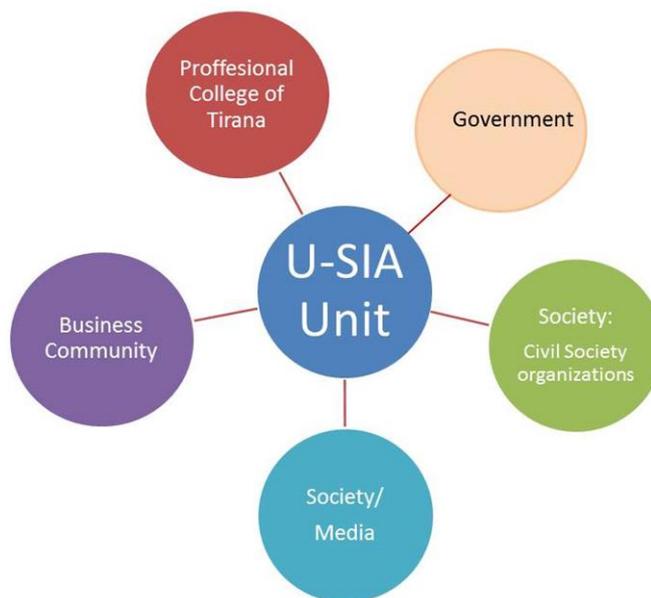
III.5 Ancillary Units within the PCT as Access points to the Outside World

Important instruments and access points of the U-SIA unit to government, civil society and business community are: Bilateral & Multilateral agreements/MoUs with various stakeholders, Lecturers' network, Open lectures, etc.

III.6 The position of the unit in the quadruple helix model

The U-SIA Unit is located at the premises of the college. It is an internal structure in the college, which aims at serving as an access point in college for the business community, the public policy making institutions/government and society – media & civil society - and connect all actors of the quadruple helix model. It is a meeting point between those who seeks solutions to the problems and challenges emerging in the society, and those who, through expertise and research, could offer solutions or pave the way to finding solutions. It is a collaboration process which is based on a “give and take” principle, meaning each stakeholder should concurrently contribute and benefit from the collaboration. The following figure shows how the U-SIA unit is linked with the others in the quadruple helix model of partnership.

Figure 1: U-SIA unit in the quadruple helix model



Although it is a separate entity, it is still an integral part of the college and takes life and is functional as long as it gets all the necessary support and commitment from the college, leadership and academic staff.

III.7 Structure of the Unit

The establishment of U-SIA unit should be accompanied with the relevant administrative measures and prescriptions, which enable its functions within the existing structure of the college (see Article 6, Point 6.2 of PCT Regulation).

The U-SIA unit is run by the Coordinator, whose main duty is to establish links and partnerships between the college and the business community, government/public policy making institutions, media, other research centers and other universities. The Coordinator works on full-time basis. The Coordinator and its staff, in cooperation with academic staff and IT and Projects Office, maps the existing expertise, knowledge and research projects in college and establish links with relevant stakeholders, outside college, to make such knowledge applicable and beneficial to the community at large. It is a two-way information flow with messages and feedback. The coordinator and its staff map business community and sectors where its spread/involved,⁶ public policy making institutions, CSOs⁷ and media for establishing links with them, in line with the expertise available at the college⁸. Thus, all actors/stakeholders of the quadruple helix model tap into each other knowledge, expertise and needs to make partnerships more effective.

The coordinator has one assistant who serves as liaisons with the other actors of quadruple helix model. The assistant is a full-time academic staff of the college who would work on part-time bases in the U-SIA unit. Figure 2 shows the organigram of the unit.

Figure 2: Organigram of U-SIA Unit



The Coordinator keeps strong links with the Rector and IT and Projects Office, Unit for Quality Management, and Students. The Rector has a map of the existing expertise and research projects of college's academic staff, thus enabling the coordinator to pool resources and develop synergies. The Rector, based on information and requests form coordinator, connects/facilitates/communicates with deans for addressing and implementing the request/proposal.

⁶ See Annex I for a model of the database for the business community.

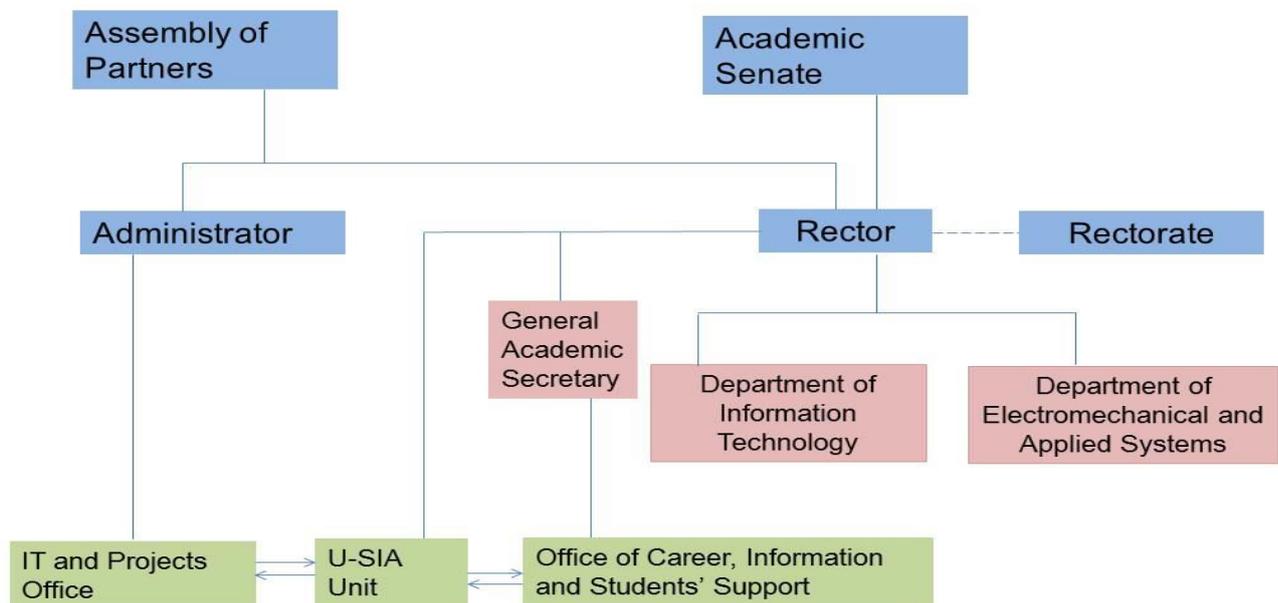
⁷ See Annex II for a model of the database for the CSOs operating in country.

⁸ See Annex III for a model of the database of the research conducted in the college.

The Unit for Quality Management, Students, IT and Projects Office on past and present expertise of the college, with regard to projects implemented, thus enabling the coordinator to link these projects with government, business community and civil society in line with their needs.

In order to achieve this, the position of the U-SIA unit is clearly and well - established within the structure of the college. Figure 3 shows how the unit is positioned within the existing structure of the Professional College of Tirana and how the flow of information is achieved and managed, in order to offer the promised services (Section IV. Services at the U-SIA Unit provides detailed information on this).

Figure 3: Flowchart of U-SIA unit in the Professional College of Tirana



III.8 Tasks and duties of U-SIA Staff

For a proper functioning of the unit it is necessary that the staff has a clear job description. Therefore, the tasks and duties of the U-SIA Unit staff are as follows:

3.8.1 Tasks and duties of the Coordinator of the U-SIA unit

- a. *Manages the U-SIA unit's activities,*
- b. *Establishes partnerships with the other stakeholders in the quadruple helix model in country and beyond,*
- c. *Develops PR and communication services,*
- d. *Promotes the unit in the external environment to the existing and potential partners,*
- e. *Initiates and contribute to new projects and grants,*
- f. *Supervises different projects on behalf of the unit and makes sure that target groups' needs are met,*
- g. *Manages reporting, monitoring and appointing resources and staff,*
- h. *Supports national and international cooperation; ensures the units interaction with other stakeholders in the quadruple helix model,*

- i. Makes sure to abide with procedures, requirements, budget and schedules,*
- j. Coordinates the databases available to the U-SIA unit,*
- k. Represent the college and maintains networking relations with NASRI,*
- l. Keeps strong links with the office of the Rector,*
- m. Keeps strong links with PCT Office of Career, Information and Student Support, which could provide information, with regard to the running and potential projects, which could be integrated with new projects/programs envisaged to be implemented with/for other stakeholders in the quadruple helix model.*

Key attributes

- a. A thorough understanding of the unit,*
- b. Commitment to the goals of the unit,*
- c. Prior experience in similar positions and experiences,*
- d. Ability to spot opportunities and establish partnerships and networks,*
- e. Ability and skills to mobilize resources from the college, government, private sector,*
- f. Open minded and cooperative,*
- g. Excellent communication skills,*
- h. Good negotiation skills,*
- i. Emotional Intelligence,*
- j. Good organizational skills and effective time management,*
- k. Ability to use information technology.*

3.8.2 Tasks and duties of the Assistant Coordinator – Business Community, Government and Society: Media and Civil Society

- a. Identifies existing business in country and classifies them in line with their field of activities,*
- b. Maintains the database of the business entities in country,*
- c. Maintains a database of focal points in local and central government and governmental agencies necessary to get involved college in country's strategy design and policy making,*
- d. Maintains a database of local/national CSOs in the country,*
- e. Maintains a database of international NGOs, their field of expertise,*
- f. Maintains links with Chamber of Commerce and Industry,*
- g. Monitors the legal bases that might strengthen or weaken the partnership with the business community,*
- h. Monitors the legal frameworks which could influence modalities of cooperation between the s in the quadruple helix model,*
- i. Monitors Government's activity to identify its priorities,*
- j. Monitors the CSOs/NGOs landscape: call for contributions, application, funds,*
- k. Identifies and address challenges that might hinder the college – government cooperation,*
- l. Identifies and address challenges that might hinder the college-business cooperation,*
- m. Maintains links with the Agency for the Support of Civil Society in Albania,*
- n. Maintains links with relevant unit of the college to enable a successful dissemination of the partnerships created and results obtained.*

III.9. Information flow of the U-SIA Unit in the Quadruple Helix Model

The U-SIA unit operates in a complex environment where all stakeholders interact with each other, at times in a spontaneous way. The unit attempts to 'discipline' this communication by channeling needs, knowledge, expertise, and resources in the most effective way. The role of the unit is to improve the mutual flow of information between all stakeholders. Figure 4 shows the communication model that the unit sets with its partners.

Figure 4: Communication model in U-SIA unit



In the Table 3 it is shown the kind of information, knowledge, service and need that every partner offers in the project. It shows how stakeholders are entangled with each other in the quadruple helix model and why it is necessary to cooperate in an effective way.

Table 3: The role of stakeholders in the quadruple helix model and how they feed each other needs

Stakeholder/Partner	Role	Influence on	In need of	Who can offer
Government	<ul style="list-style-type: none"> a. Regulation & control b. Standardization c. Facilitating & collaboration d. In charge of Country Strategy and its implementation e. Institutional entrepreneur directly entering into partnership 	<ul style="list-style-type: none"> a. Academia b. Business Community c. Civil Society: CSOs & Media 	<ul style="list-style-type: none"> - Consultancy, insight and expertize to design & implement country strategy - Consultancy, insight & expertise to decide on the regulatory and standardization framework. - Identifying policy priorities/problems, assess policy options, implement solutions and evaluate policies. 	<p>Academia through:</p> <ul style="list-style-type: none"> - Scientific Research - Knowledge transfer - Knowledge co-creation - Translation of country goals and objectives into measurable targets <p>as a trusted intermediary</p>
Business Community	<ul style="list-style-type: none"> - Services - Products 	<ul style="list-style-type: none"> a- Providing: <ul style="list-style-type: none"> - Goods - Services to community b- country's performance in complying with EU Acquis Communautaire 	<ul style="list-style-type: none"> - consultancy, insight and expertise to provide products and services in an efficient way - innovation in product and services - consultancy to adapt in a changing environment - consultancy and advice to navigate in a changing regulatory environment 	<p>Academia through:</p> <ul style="list-style-type: none"> - Scientific Research - Knowledge transfer - Knowledge co-creation <p>as a trusted intermediary</p>
Civil Society: CSOs	<ul style="list-style-type: none"> - NGOs and citizens' initiatives related to societal challenges; - consumers associations - user driven innovation - have access to specific 	<ul style="list-style-type: none"> - specific population groups - indicator of the bottom-up approach of country development: a robust civil society influence the quality and services 	<ul style="list-style-type: none"> - applicable knowledge to offer services and goods to the community - contribution channels (government, academia, business community) and the capacity to exploit them 	<p>Academia through:</p> <ul style="list-style-type: none"> - scientific research - knowledge transfer - knowledge co-creation - partnerships and alliances in framing the regulatory

	population groups	provided to community and is an indication of the democratic processes necessary for the country's integration to EU.	- need skilled workforce	system where civil society operates - prepare students for working in NGOs
Civil Society: Media	<ul style="list-style-type: none"> - promote a culture of cooperation - disseminate success stories - promote values and life styles; - combination of 'social capital (tradition, values) with 'information capital' (television, internet, newspapers) - boost innovation and partnerships between academia, government and business community; - social media enables civil society involvement not bound to any physical space 	<ul style="list-style-type: none"> - Government; - Academia - Business Community 	<ul style="list-style-type: none"> - Access to information - Information transmitted in an easy and understandable way; - Capacity development: organizational development, diversification of funding and financial sustainability, public participation and dialogue with governments; cooperation with business, community mobilization. 	<ul style="list-style-type: none"> - Academia; - Government; - Business Community for elaboration of: - social capital - information capital

IV. How do the helixes interact with each other?

The most productive partnerships are strategic and envisaged in long-term. In order to achieve this, those involved in the partnership should share the same research vision in order to establish deep professional ties, trust and shared benefits. Long-term partnerships deliver greater benefits to all parties and build the human capital needed to make the academia-business community- government-civil society collaboration successful. Strengthened college

partnerships with government, industry and community can contribute to solving cross-sectoral and systemic challenges.

IV.1 Government

Brokering at the science-policy interface is an important function that help to have a trusted and transparent government decision-making. Researchers and scientists are key in informing government decisions. The Republic of Albania Government Programme 2021-2025 is focused on:

- Recovery
 - Reconstruction
 - The fight against the Covid-19 pandemic
 - A new strategy for sustainable health and development
- Well-being for everyone
 - Progressive fair tax
 - Wage increase
 - Small business and productive family
 - Agriculture and rural development
- Modernization and Development
 - Manufacturing, information technology and service business
 - Infrastructure (air, road, rail and maritime transport, energy)
 - Tourism and environment
 - Culture
 - Digital society
- Family
 - Housing
 - Children
 - Education
 - Care for the elderly and citizens in need
 - Healthy Albania
- Strong Albania
 - Albania of law
 - Property security
 - Consolidating the image and role of Albania
 - Defending the interests of all Albanians
 - European Integration
 - Safe Albania

The government's priorities could be used to establish links with the public making institutions.

IV.2 Business Community

The Institute of Statistics, INSTAT, categorizes the active enterprises in Albania as follows:

A- Producers of Goods:

- Agriculture, forestry & fishing
- Industry
- Construction

B- Producers of services

- Trade
- Transport & Storage
- Accommodation and food service activities
- Information and communication
- Other services

Even though the classification of INSTAT does not cover all sectors, it still helps a lot in mapping the business community activity in Albania.

IV.3 Civil Society

The Agency for the Support of Civil Society in Albania has a database of all CSOs operating in country⁹. The database offers the geographical distribution of CSOs and the scope of their operation and field of activities, such as: environment protection, gender issues, protection of human rights, protection of the rights of the children, enhancement of the quality life of disabled people and many others. The database (even though not 100% accurate, due to no complete information on the size of the sector) offers an extraordinary information, with regard to the kind of expertise, knowledge and research these organizations need. While not all organizations might need or are willing to cooperate, especially at the beginning, the potential for cooperation is always possible because what NPOs usually lack is the capacity to conduct research and make their contribution and efforts more efficient. It is necessary to establish links and partnership with AMSHC (Agency for the Support of Civil Society) which maintains the database and has access to local CSOs.

IV.4 Matchmaking of expertise residing in the PCT and Government, Business Community and Society

Based on the information available, the PCT and similarly every university/HEI, may compile a matrix which matches industry, academia & government' fields of expertise and interest. This information provides a unique opportunity for universities, government, industry and community to re-interpret institutional strategies and determine the structures and mechanisms necessary to strengthen engagement among them. Table 2 proposes a model of field of expertise and interest 'match-making' which help to know where the expertise is, who has it and how it should be channeled in order to contribute to the development of the community and country in general:

⁹ Agency for the Support of Civil Society. NGOs operating in Albania, available at: <http://www.amshc.gov.al/online/ojf/index-en.php>

Table 4: Matchmaking of Department, Business entity, Government and CSOs

Department	Study Programs	Government Programme	CSO	Business Activity
Department of Information Technology	Information & Communication Technology			
	Database & Web Design			
	Electronics			
	Office Management			
	Technology of Electrical Installations			
Department of Electromechanical and Applied Systems	Automobile technology			
	Electro-mechanics			
	Mecatronics			
	Air & Conditioning Technology			
	Gas Technology			
	Construction Technology			
	Geodesy			

V. Benefits of and Services provided by the U-SIA Unit

U-SIA unit is beneficial to the PCT because it will help to:

- Build and manage collaborative relationships between the PCT and key clients including influencing complex groups of stakeholders both within and external to the college.
- Lead collaboration with departments and institutes to develop opportunities for engagement with funded major applied research initiatives,
- Raise awareness of PCT's areas of expertise and encourage staff to engage in cross-faculty and multi-disciplinary activities,
- Connect the PCT with public institutions, business community, civil society and media to enhance and enable a higher education environment that supports college to society collaboration,
- Facilitate the complete process of knowledge and innovation transfer in the most efficient way.

The unit offers, but not limited to, the following services:

- Consultancy services, delivered in response to a request from a business to support it with a specific project: businesses can request specialist support in finding solutions for immediate problems. The unit will serve as an access point for business to colleges.
- Effective diagnoses of business needs and identification of possible solutions.
- Translation of college's applied research into a form that can be taken up by the private and public sector,
- Channel college's applied research activities towards country's development needs: research conducted as the result of the demands from private and public sectors for expertise,
- IT services for companies of software development,

- Possibilities for students to do their internship at the involved industries,
- Possibilities for industries to target students as potential employees,
- Curriculum co-design (eg. employees involved in curricula design with HEIs),
- Mobility of students (eg. student internships/placements) – in which case the IT and Projects Office would use the U-SIA unit,
- Staff mobility (i.e. temporary mobility of academics to business and of businesspeople to HEIs) – including the PhD staff,
- Commercialization of R&D results (eg. licensing/patenting) – in long term,
- Shared resources (eg. infrastructure, personnel, equipment),
- Industry support to college (eg. endowments, sponsorship and scholarships).

VI. Operation and Financing of U-SIA unit

The U-SIA project covers equipment's cost, and the Professional College of Tirana covers the running cost (rent/space, electricity, water, internet). The U-SIA unit also benefits from the PR unit at the PCT which assists in the commercialization of the unit.

The Professional College of Tirana covers the salary of the USIA-Unit Coordinator during the first phase until the unit achieves its financial sustainability. The Assistant Coordinator who works on part-time bases is an existing staff of PCT Teaching Staff and thus their salaries are covered by the PCT. PCT Finance Office is in charge for dealing with the financial matters of the unit. This is a sufficient start up for the Unit. In order to ensure its sustainability, the Unit will offer paid services and consultancy to third parties and thus will generate incomes to cover the necessary expenses.

In order to ensure transparency and accountability the U-SIA unit will have its own budget, so that incomes and expenses could be easily tracked.

The integration of U-SIA unit within the existing structure of the college, should be manifested at relevant documents. In doing so, it will guarantee a smooth hand-over of the unit from the project's ownership to that of the College.

The set-up of U-SIA is stipulated at the PCT Regulation, where it should be specified:

- C.V.1. Mission
- C.V.2 Tasks of U-SIA Unit
- C.V.3 Organizational Structure of U-SIA Unit
- C.V.4 Financial Resources of U-SIA Unit

VII. Commercialization of U-SIA Unit

The role of the unit is to assist the university in establishing cooperation with the actors of the quadruple helix model – government, business community and society – for influencing the socio-economic environment, performing commissioned work, consulting, and generating income by the commercialization of research.

The U-SIA unit benefits from the Public Relations Office at the Professional College of Tirana for the PR of the unit:

- *Notification of the U-SIA unit establishment:* location and function (Video, Facebook, Press Release, Articles in the written and online media)
- *Events:* In order to bring researchers and other actors of quadruple helix model together for initial conversation and to explore potential collaborations, the U-SIA unit will host throughout the year thematic events, in line with the PCT research fields. The thematic events are an opportunity for all actors to connect and explore mutual areas of interest.

Annexes

Annex I: Model for the Database of the Business Entities in country

No.	Industry	Fields of Activity	Year of Establishment	Size	Location	Contact no/address

Annex II : Model for the Database of CSOs operating in country

No.	Name	Field/s of Activity	Year of Establishment	Main partners	Location	Contact no. /address

Annex III: Database of Applied Research conducted in college and staff involved in it

Research Program 2021-2025: _____									
Faculty _____									
No.	Title/ Grade	Name Surname	Department	Research group	Member	Member	Member	Member	Member
1									
2									
3									
4									
5									
6									
7									
8									

9									
10									

Each Department in each Faculty has its Head, who lead the applied research group. The research could be conducted alone, or in cooperation with other group members. The allocation of staff in applied research groups is done in line with their academic/professional expertise and their research proposal.