

“International cooperation with European organizations – working with European Framework Program for R&D funding: ‘from Idea to Proposal’”

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**International cooperation with European organizations – working with European Framework Program for R&D funding:
“from Idea to Proposal”**



“From the idea to the Project”:

(FP7 + initial information on H2020 program)

1. **WHY collaborate with international (European) partners?**
2. **How to answer a to a FP7 call, EU terminology and identification of potential European partners.**
3. **How to structure a proposal and its elements**
Tips, do's & don'ts by an evaluator, success factors, etc

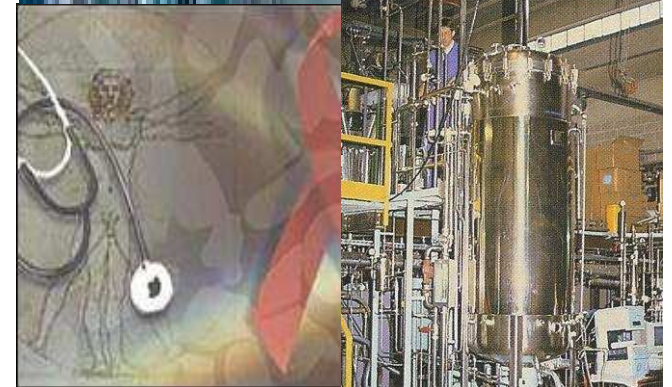
Academic research (15 yr): Biology + Medicine, PhD

- NL (Utrecht), USA (NIH), FR (Pasteur), BE
- many grants; working with industrial partners

Industry experience (>16 yr): Biotech/Pharma, Research Management, contracts, IP, licensing, partnerships with academia, merger, multiple private investments

International Research Management: Biotech/Pharma, past-President EARMA, start of ProTon Europe

- founder and CEO *RIMS bvba*: 2002
- Board member of several start-up companies
- Consultant & Evaluator to EU, Training
- International Cooperation globally (network of LSH organizations Latin America, Africa, Europe, India)

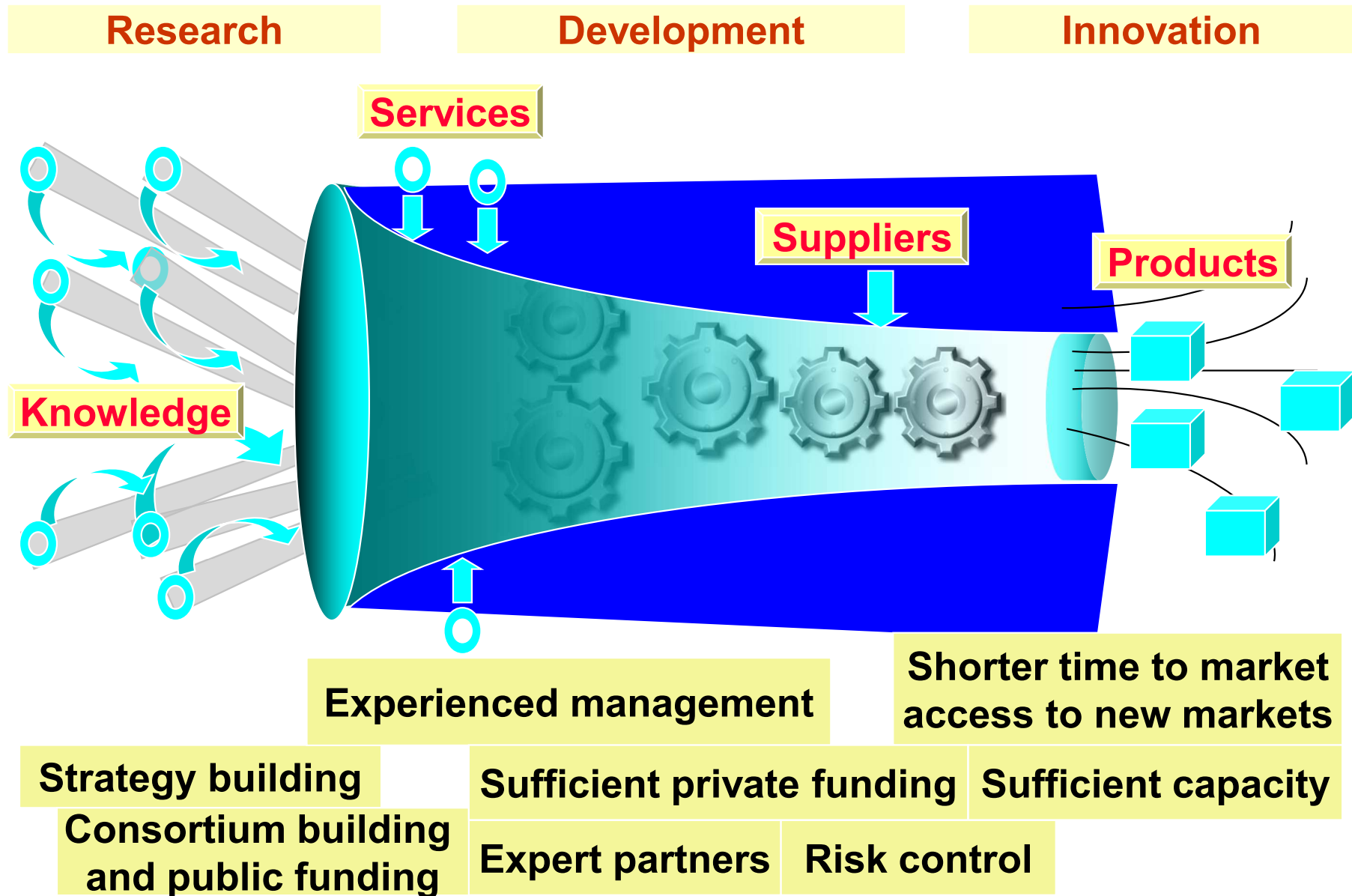


RIMS can help you to move the Research idea all the way to Commercialisation:

From Laboratory to Market/ bench to bedside, farm to fork, etc:

- 1. Analyze and optimize your R&D strategy:**
 - help to find partners and build international academia/industry consortia
 - manage resources
 - get access to international funding sources
- 2. Research Management & Administration of larger (international/ European) projects:**
 - structured proposal development (+ help with submission process)
 - negotiations
 - implementation and governance(as management partner)
 - final reporting
 - knowledge transfer
- 3. Training workshops in International Research Management and Knowledge Transfer**
- 4. Hands-on Innovation management in start-up phase until Exit**

There is more to it than just R&D skills...



RIMS can provide you with valuable assets:

Your partner for Research Management/ Knowledge Transfer on a global level:

- **Academic + Industry expertise**
- **Clients** range from SMEs, Research Institutes to big corporations (Johnson&Johnson) and governments
- **long track record** (>40 EU projects, Evaluator for European Commission)
- **A global network of organizations** (> 3000)
- **Strategic Partners in business development**
- **Financial advice**
- **Managerial hands-on involvement**
- **Clear focus** on Life Sciences-Biotechnologies (Health, Agro, Food) and related ICT fields (e-health, assisted living)
- **‘Farm to Fork’/ ‘Bench to Bedside’ approach**
- **Experience with working in non-European contexts.....**

FH

Main Objectives: what do you want?

- What do you want to achieve?
- Innovate products and processes
 - Feed pipeline with new/ improved products
 - Diversify portfolio
 - Enter new markets
 - enhance visibility
- What do you want to avoid?:
 - Loose competitive advantage (is always temporary !)
 - loose key knowledge
 - Loose key experts
 - old infrastructure
 - Work in isolation (influencing power)
 - ...

WHY R&D funding?

- **Where is the Value in joint R&D projects?**
 - **Innovate products and processes**
 - **Feed pipeline with new/ improve products**
 - **Diversify portfolio**
- **Why collaborate?:**
 - **Access to new knowledge**
 - **Access to unique infrastructure**
 - **Access to valuable materials, information dbases**
 - **Achieve critical mass (work faster/disseminate wider/ increase visibility)**
 - **Access to new experts (future staff?)**
 - **obtain public funding to lower risk**

Funding Opportunities: general

1. National funding:
 - only € from your country for funding the significantly new initiatives: e.g. for infrastructure, salaries
 - Innovation projects alone or w/ other partners: for instruments and expensive consumables
 - Collaborative projects between academia, but with SMEs, international connections ??
2. Non-EC funding:
 - Eureka, EuroTransBio: continuous calls: good for innovation, but focused on Europe
 - IMI, ERA-Nets: EraSME, CORNET; ESF, COST, ALFA, MEDEA, etc etc
 - US funding: NIH, NSF, DoD, DOE, etc OK for clinical studies, new materials/ technologies: but IPR??
 - Private Foundations, e.g. Gates Foundation, TB Alliance: good for impact studies (and fellowships)
3. Internal and corporate funding:
 1. corporate funds (from key end-users) for core development activities (and marketing research and upscaling manufacturing infrastructure)
4. EC funding: LAST FP7 deadlines in 1Qtr 2013: => get ready now
 - Final Work programs on Health, ICT and Food released in July 2012** (some drafts are available) and INNOVA/ CIP programs in parallel to FP7

Use FP7 funding only as strategic instrument, NOT to get €€ !!

WHY European funding?

International Challenges:

- Increased need for a multidisciplinary approach to approach complex problems
- Not all expertise or capacity is available in house to do that alone
- Demand for more exploitation of R&D (towards ‘Knowledge driven societies’)

BUT:

- usually no cross border funding from national agencies
 - Language differences
 - Cultural differences
- => Complexity with Quality => Management issues....
- => Responsible partnering across sectors

Also, Europe can't do this alone either:

- **Science is global activity**
- **Competition is global**
- **Challenges are common and global**
- **Problems are increasingly complex**
- **Problems in Africa directly affect Europe too**
- **Local assets and environments are unique**

=>

Need for international cooperation

General principles EU funding

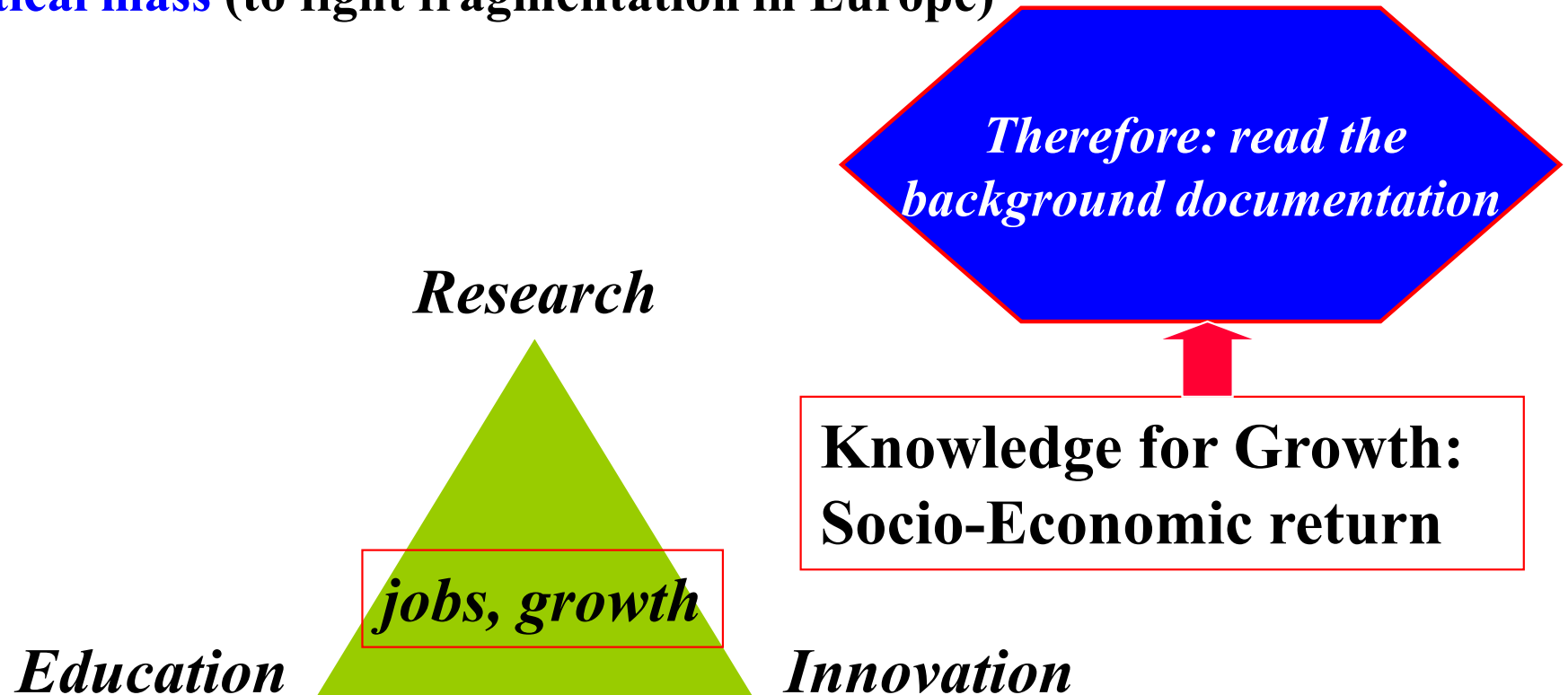
- European funding –is a “gluing enabler”: it allows cooperative research that would be impossible to fund otherwise (mostly not basic research funding)
- Community added value, “European dimension”
- Predominantly competitive “goal-oriented” and “project-based” funding
- Increasing openness to International Cooperation (special INCO measures, already since FP4 – international participation in main thematic programs)

Use **European** funding as strategic instrument!

1. Added value of an international network (**new ideas**)
2. Added value of international exploitation (**new applications**)
3. Critical mass (to counter fragmentation in Europe)
4. Is fun to collaborate (**motivation**)

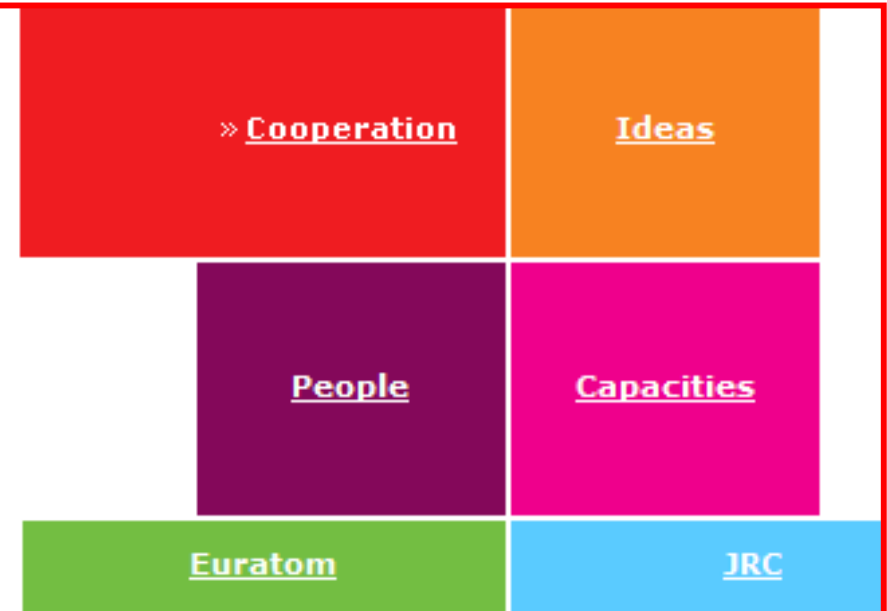
The bigger picture of FP7:

- Added value of an international network (**new ideas**)
- Added value of international exploitation (**new applications**)
- **Critical mass** (to fight fragmentation in Europe)





- Ideas – Frontier Research
- Capacities – Research Capacity
- People – Marie Curie Actions
- Cooperation – Collaborative research



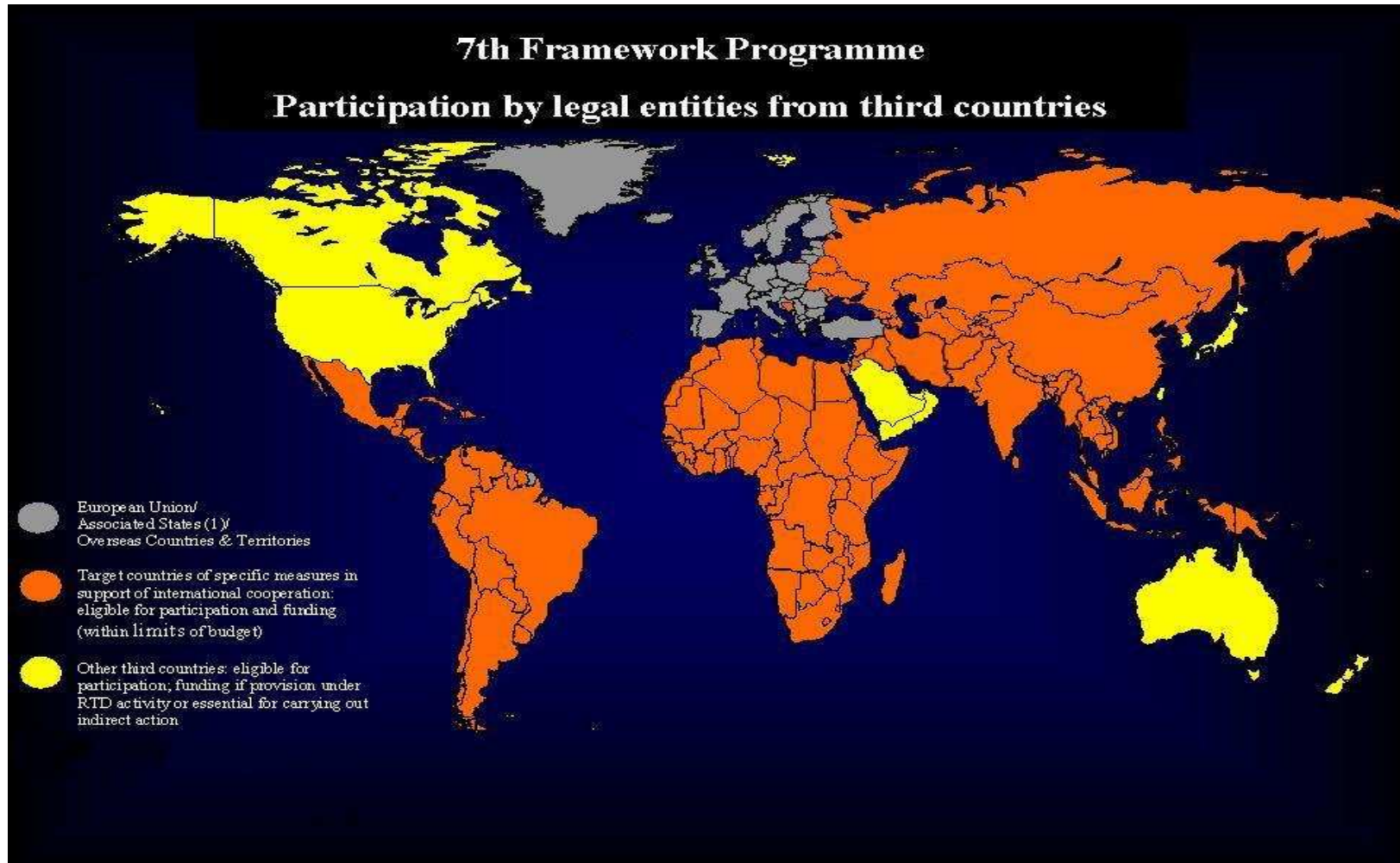
- JRC non-nuclear research
- Euratom direct actions – JRC nuclear research
- Euratom indirect actions – nuclear fusion and fission research

Overview of presentation

- Who can participate?
- Categories of countries for FP7
- Who can get funding?

Who can participate?

- Any legal entity established in any country



Minimum conditions for participation

General:

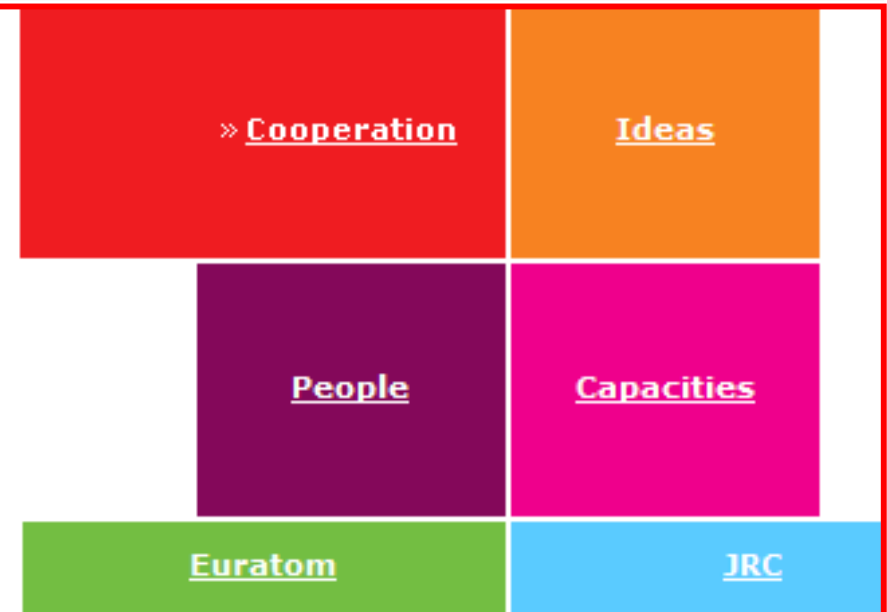
- ✓ **3 independent participants from 3 different Member States (MS) or Associated countries (Ac)**
- ✓ **(Natural persons or International Organizations may participate)**
- ✓ **(JRC may participate and is deemed to be from a different MS or associated country (same principles for international European interest organisations and entities established under Community law))**
- ✓ **Additional conditions can be established by the work programme or specific programme (i.e. re number of participants, place of establishment, type of participant): e.g. **SICA's: 2+2 scheme; People****
- ✓ **Sole participants composed of members that meet the criteria above can participate: e.g. **CSA's with 1 partner****

Funding Instruments:

- Large Collaborative projects and Network of Excellence :
 - **>10 partners, > 10 M€, > 4 yrs**
- Small focused/targeted collaborative projects:
 - **5 - 10 partners, < 6 M€ budget, up to 3 M€ EC subsidy, < 4 yrs**
- **Coordination and Specific Support Actions:**
 - **> 1 partner, < 1 M€ budget, 100% funded, NO research, < 3 yrs**
- **SICA measures: together with third country partners (e.g. China, India, Brazil, Russia, Africa): minimum 2 EU + 2 partners from Int'l Cooperation Partner Countries list (on Cordis)**
- **PEOPLE program: people and knowledge exchange**
- Special measures for SME's

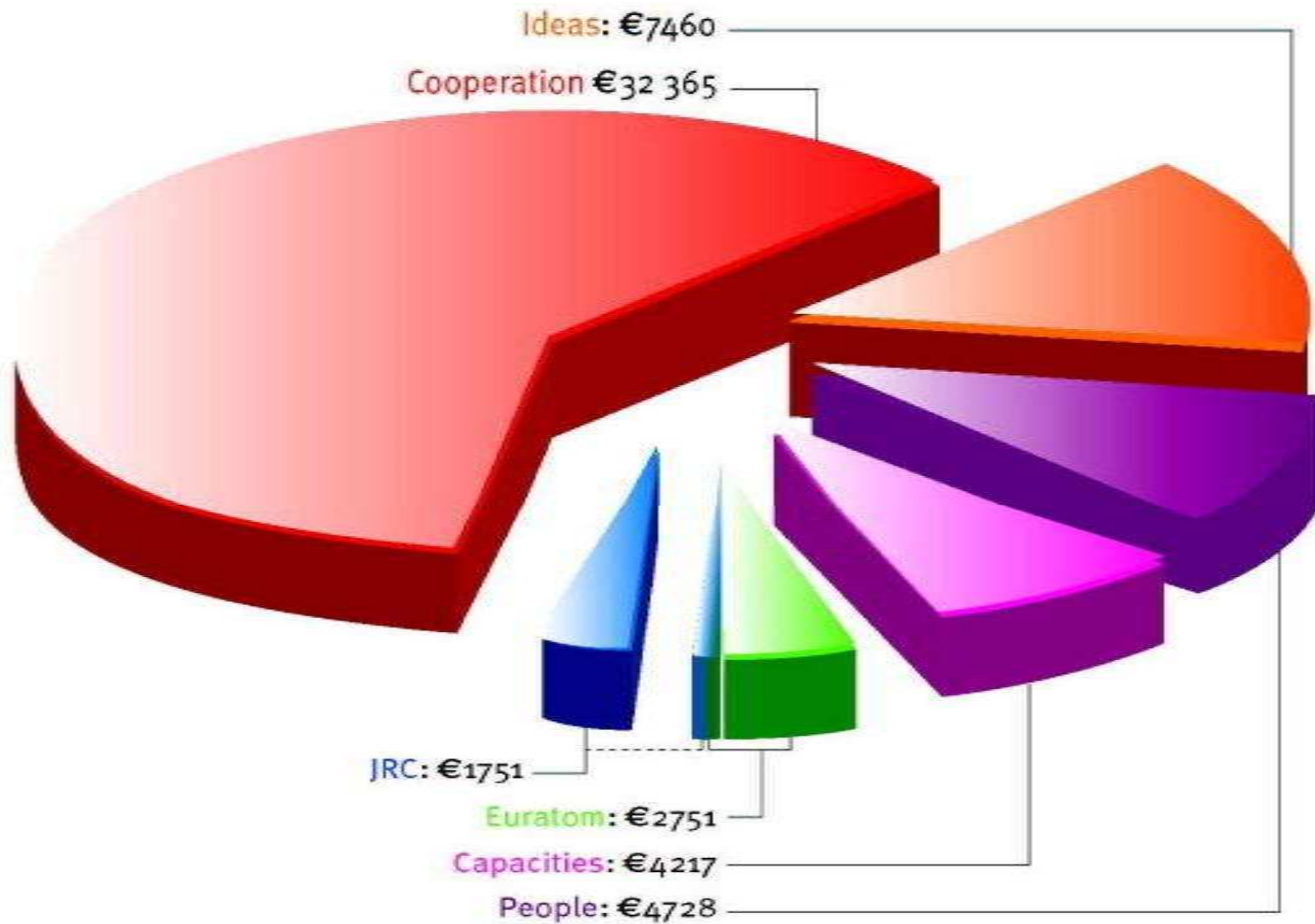


- Ideas – Frontier Research
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FP7 (2007-2013) | Indicative breakdown (€ million)



Offering excellent infrastructures to conduct research

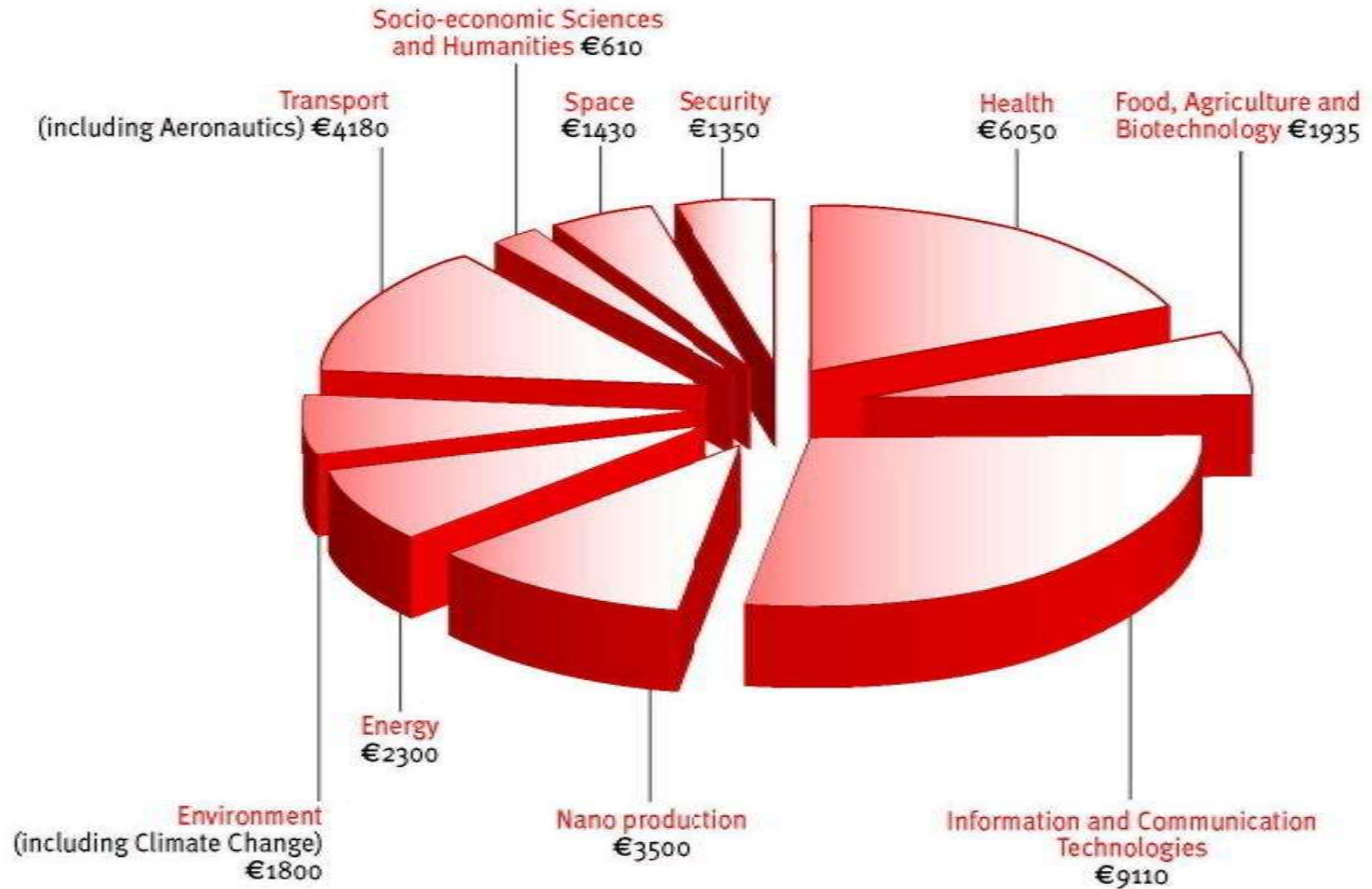
- **Research infrastructures**
- **Research for the benefit of SMEs**
- **Regions of Knowledge**
- **Research Potential**
- **Science in Society**
- **Coherent development of policies**
- **Activities of International Cooperation**

FP7| Cooperation

Bringing together the best talents from across Europe (researchers, industry and SMEs) and beyond to tackle the following areas:

1. Health;
2. **Food, Agriculture and Biotechnology;**
3. Information and Communication Technologies;
4. **Nano-sciences, Nano-technologies, Materials and new Production Technologies;**
5. **Energy;**
6. **Environment (including Climate Change);**
7. **Transport (including Aeronautics);**
8. **Socio-economic Sciences and Humanities;**
9. **Space;**
10. **Security.**

FP7| Cooperation thematic areas



Summary table

Which scheme fits for me?



Euraxess website: <http://ec.europa.eu/euraxess>

FP7 website: http://cordis.europa.eu/fp7/home_en.html



Early-stage researcher

Postgraduates



Experienced Researcher

Post-docs



PI, group leaders on behalf of Industry/Res. Institutions



Science managers on behalf of research funding bodies

**IEF, OIF, IIF,
ERG, IRG**

ITN, IAPP

COFUND, IRSES

Marie Curie Actions- Fellowships, Grants, Awards:

I) Initial training of researchers

- **Marie Curie Networks ***

II) Life-long training and career development

- **Individual Fellowships**
- **Co-financing of regional/national/international programmes**

III) Industry-academia pathways and partnerships

- **Industry-Academia Knowledge-sharing Scheme ***

IV) International dimension

- **Outgoing & Incoming International Fellowships**
- **International Cooperation Scheme; Co-FUND ***
- **Reintegration grants; IRSES ***
- **Support to researcher 'diasporas'**

V) Specific actions: mobility & excellence

- **Mobility and career enhancement actions**
- **Excellence awards** * Open to third-country nationals

Marie Curie Actions

http://cordis.europa.eu/fp7/home_en.html



CORDIS: FP7 Homepage - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Print Print & Send

Address http://cordis.europa.eu/fp7/home_en.html Go Links

Seventh Research Framework Programme (FP7)

English (en)

CORDIS

2007 - 2013

About | What's New? | Sitemap >> Quick Links

Europa > CORDIS > FP7 Home

- FP7 Home
- FP7 newsroom
- Understand FP7
- Participate in FP7
- Find a call
- Electronic proposal submission system (EPSS)
- Get support
- Find project partners
- Find a document

Cooperation **Ideas**

People **Capacities**

Euratom **JRC**

What type of user are you?

The Seventh Framework Programme (FP7) is designed to support a wide range of participants... [read more](#)

Private company

Public organisation

Individual researchers

Outside the EU

In the spotlight

The CORDIS FP7 Service is now available in 6 languages! To view FP7 information in [German](#), [Spanish](#), [French](#), [Italian](#) or [Polish](#), instead of [English](#), select the language you want from the menu box at top right of the page.

Latest News

Commission launches JTIs on nanoelectronics and embedded computer systems

[Date: 2008-02-25]

The European Commission has launched two new Joint Technology Initiatives (JTIs) designed to boost Europe's competitiveness in the fields of nanoelectronics and embedded computer systems... [read more](#)

>> more news

Highlights

- The updated version of the [Negotiation Guidance Notes](#) is now available in the [documents' directory](#) under the "Guidance documents" section
- The [Guidance Notes on Audit Certification](#) are now available

start | Inbox - Microsoft Out... | Microsoft PowerPoint ... | CORDIS: FP7 Homep... | FR 12:12

European Commission
RESEARCH

European Commission > Research > Marie Curie Actions



Welcome to the Marie Curie Actions



Careers

- Job vacancies
- **Publish a job vacancy**
- Taking control of your career



Are you Marie Curious?
Consider a research career



Funding

- **WHAT** are the Marie Curie Actions
- **WHICH** actions is suited for me
- **HOW** to apply
- **WHEN** to apply
- **WHERE** is my application
- **HOW TO** manage my project
- **WHY?** find your answers in the FAQs



Policies

- **Euraxess - Researchers in motion**
- **European policies for researchers**
- **The European Charter 4 Researchers and the Code of Conduct 4 their Recruitment**

Helpdesk:

<http://ec.europa.eu/research/enquiries/>

For any further questions :

Begona.Arano@ec.europa.eu

David.Pina@ec.europa.eu

Horizon 2020

- News on: <http://ec.europa.eu/research/horizon2020/>

The screenshot shows the homepage of the Horizon 2020 website. At the top, there is a navigation bar with the European Commission logo and the text "RESEARCH & INNOVATION" and "Horizon 2020". Below this is a breadcrumb trail: "European Commission > Research & Innovation > Horizon 2020 > Home". A secondary navigation bar contains links: "Home", "What is Horizon 2020?", "What's in Horizon 2020 for me?", "Why Horizon 2020?", "What's next?", "What's your view?", and "Press corner". The main banner features a "COUNTDOWN 411 DAYS" graphic and the text "HORIZON 2020 THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION". Below the banner are six content boxes arranged in a 2x3 grid:

- What is Horizon 2020?**
 - The EU Framework Programme for Research and Innovation
 - Official documents
 - Questions & Answers
- What's in Horizon 2020 for me?**
 - Excellent Science
 - Competitive Industries
 - Better Society
- Why Horizon 2020?**
 - Europe 2020
 - Public consultation
 - Successful EU research
- What's next?**
 - A time line for Horizon 2020
- What's your view?**
 - Video testimonials
- Press corner**
 - Press materials

The proposed support for research and innovation under Horizon 2020 will:

- **Excellence Science:** Strengthen the EU's position in science with a dedicated budget of € 24 598 million. This will provide a boost to top-level research in Europe, including an increase in funding of 77% for the very successful European Research Council ([ERC](#)).
- **Competitive industry:** Strengthen industrial leadership in innovation € 17 938 million. This includes major investment in key technologies, greater access to capital and support for SMEs.
- **Better Society:** Provide € 31 748 million to help address major concerns shared by all Europeans such as climate change, developing sustainable transport and mobility, making renewable energy more affordable, ensuring food safety and security, or coping with the challenge of an ageing population

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 - World leading science in blue sky research
 - Training and career development
 - Future and emerging technologies
 - Top research infrastructures

The proposed support for research and innovation under Horizon 2020 will:

- **Competitive industry:** Strengthen industrial leadership in innovation € 17 938 million. This includes major investment in key technologies, greater access to capital and support for SMEs:
 - Building industrial leadership in Europe
 - Boosting job creation
 - Stimulate innovation and support market uptake
 - Stimulate private investment in R&I
 - Strengthening participation of innovative SMEs

The proposed support for research and innovation under Horizon 2020 will:

- **Better Society:** Provide € 31 748 million to help address major concerns shared by all Europeans such as climate change, developing sustainable transport and mobility, making renewable energy more affordable, ensuring food safety and security, or coping with the challenge of an ageing population
- Longer and healthier lives
- Reliable clean efficient energy
- Efficient use of resources for protection of our planet
- Inclusive innovation and secure society
- Safe secure food supply
- Smart green transport

The proposed support for research and innovation will:

- Horizon 2020 will tackle societal challenges by helping to bridge the gap between research and the market by, for example, helping innovative enterprise to develop their technological breakthroughs into viable products with real commercial potential. This market-driven approach will include creating partnerships with the private sector and Member States to bring together the resources needed.
- International cooperation will be an important cross-cutting priority of Horizon 2020. In addition to Horizon 2020 being fully open to international participation, targeted actions with key partner countries and regions will focus on the EU's strategic priorities. Through a new strategy, a strategic and coherent approach to international cooperation will be ensured across Horizon 2020.>
- Horizon 2020 will be complemented by further measures to complete and further develop the European Research Area by 2014. These measures will aim at breaking down barriers to create a genuine single market for knowledge, research and innovation

New Principles:

- Easier access to program for applicants
- One funding rate (70-100% funding, 25% O/H)
- Simplification of bureaucracy
- Easier management and reporting
- Fewer audits
- Removing barriers
- more emphasis on international cooperation

Check FP7 Find a Call webpage: EU Participants Portal:
[http://ec.europa.eu/research/participants/portal:](http://ec.europa.eu/research/participants/portal)
 follow 'FP7calls' regularly

the **People** Specific Programme is now available.

- 2007-06-21: EPSS is now accessible for the following call: - [FP7-KBBE-2007-2A](#)
- 2007-06-19: EPSS is now accessible for the following calls: - [FP7-HEALTH-2007-B](#), [FP7-INFRASTRUCTURES-2007-2](#) and [FP7-ICT-2007-2](#)
- 2007-06-18: The **adopted revised Work Programmes for the Cooperation and Capacities Specific Programmes** are now available.

... ..

- Research Infrastructures
- Research for the benefit of SMEs
- Regions of Knowledge
- Research Potential
- Science in Society
- Coherent development of research policies

You have partners / a consortium?

CHECKLIST: start with defining the Problem to be solved

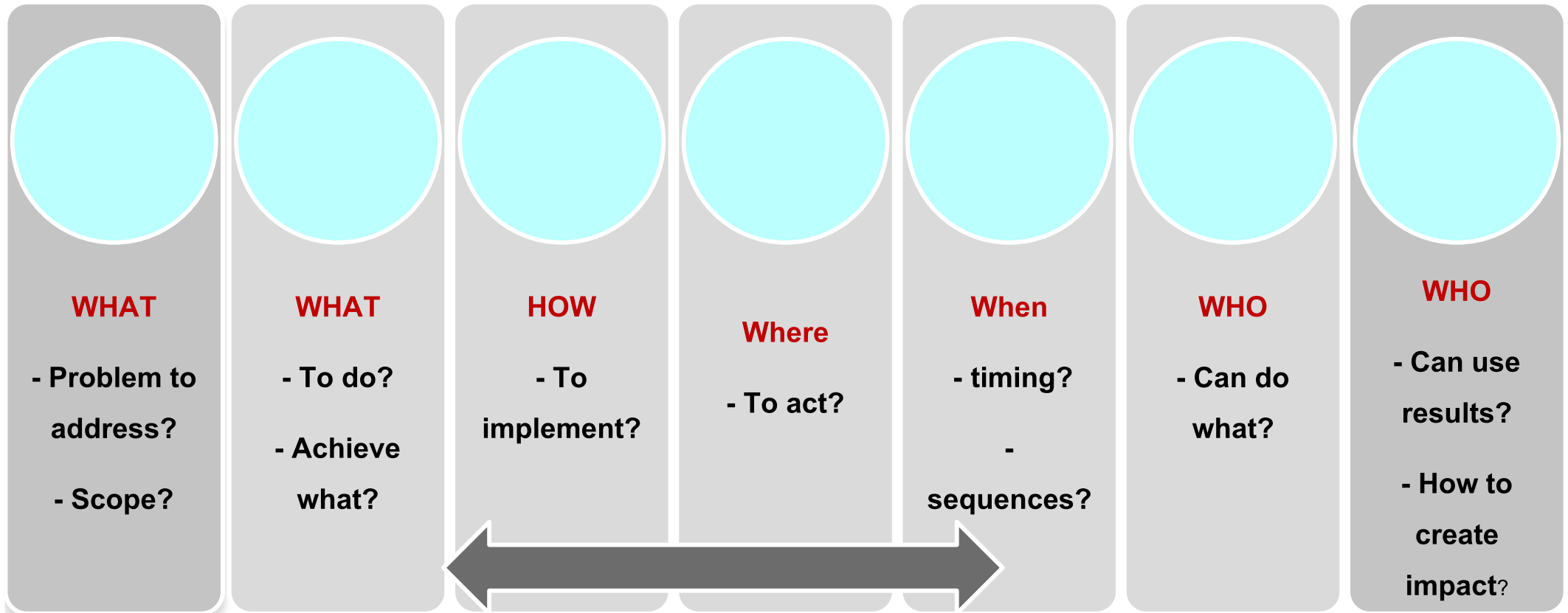
- Good Abstract (next slide)
- Strategic and Specific Objectives: exact wording= Scope
- Consortium (partners and their role): Complementarity !
- Resources needed: budget and skills
- Governance: decision making structures
- Workplan : divide in work packages- Gantt and Pert Charts
- Impact: exploitation and dissemination

=>Timing: a ROADMAP

Use Methodologies:

1. **IDEA:**
 - **novelty/challenge, scope/ final objective, develop a summary**
2. **FIND partners to form a consortium:**
 - **complementarity, divide roles and tasks, fill in gaps, agree on cooperation mode**
3. **DEVELOP proposal structure:**
 - **fine tune Objectives, design Workplan with work packages**
4. **WRITE proposal:**
 - **Positioning, Workplan, Budget, governance, exploitation strategy + explain how to generate socio-economic Impact**
5. **EXECUTE and CLOSE project:**
 - **pro-active Management, quality administration, quality and timely reporting, same for dissemination during project**
 - **proper closure, (sustainable) exploitation of results**

Exercise:



1 analyze, map


2 develop

3 test, validate

4 upscale

6 Res Management & Admin

5: dissemination, exploitation, commercialization

Proposal Submission Forms			
	EUROPEAN COMMISSION 6 th Framework Programme for Research, Technological Development and Demonstration	Specific Support Action	A1
Proposal Number ¹		Proposal Acronym ²	ACRONYM
General Information on the Proposal			
Proposal Title ³ (max. 200 char.)	title		
Duration in months ⁴	18	Call (part) identifier ⁵	
Activity code(s) most relevant to your topic ⁶	INNOVATION_4	COORD_1.1	CITIZEN_1.1
Keyword code 1 ⁷	05.07.01.00.00.00.00		
Keyword code 2 ⁷	06.03.38.03.01.00.00		
Keyword code 3 ⁷	5.11.04.06.02.00.00		
Free keywords ⁸	research management; administration; staff exchange; capacity building; knowledge transfer; integration; creating synergy; management training; networking of NCPs; use of results; stimulation of SMEs		
Abstract ⁹ (max. 2000 char.)			
<p>In order to participate in and fully benefit from FP6 in the future, research entities in the Accession Candidate Countries will need to adopt management and administration standards and procedures matching those applied by their partners in other parts of Europe. Much of the training currently provided in this field is fragmented, fails to address the appropriate target audiences, regularly lacks sufficient political support and usually is not customized to address the specifics of the local situation.</p> <p>This project, initiated by xxxxx, brings together governmental, academic, industry partners and the YYYYY, to jointly develop an unique program for Professional Development of Research Managers and Administrators in xxxxxxxxx through a combination of:</p> <ul style="list-style-type: none"> • interviews with • programs of interactive workshops to provide cccccccc for sharing good practice • networking of bbbbbb in vvvv countries to enhance the communication on the European programmes to the local stakeholders while maintaining good communication with the political level • workshops, which will include ccccccc <p>This project aims to kkkkkkkkkk in these countries, so that international partnerships can be more efficient, public funding spent more effectively and the results validated. Thereby it has the potential to make an essential contribution to the strengthening of ERA.</p>			

Communicate
with a good
Abstract:

Problem statement &

Clear Objectives:



Clear Workplan:



Outcome:
wide impact:



Competitive Intelligence:

- Existing knowhow and new partners

-partner expertise in-house, existing networks

-scientific literature (Medline), conferences (proceedings)

-patent dbases (EPO), copyright deposits, etc

-websearches on industry news (press releases)

=> *National Contact Points:* www.cordis.lu/FP7/ncps/ or <http://sme.cordis.lu/assistance/ncps.cfm>

-IPR (www.iprhelphdesk.org) and Finance Helpdesks

- www.fitforhealth.eu

-annual reports of large Institutes, industries

-governments documents of regional activities

-local chamber of commerces

-industry sector networks, IRCs

=>search Cordis: existing/old projects and EoI's

Use Information resources :

- Cordis news; Cordis Focus; associations newsletter, etc
- RTD Europe: http://europa.eu.int/comm/research/pub_rtd/
- Enterprise Europe:
<http://europa.eu.int/comm/enterprise/library/enterprise-europe/>
- Euro-Info: <http://europa.eu.int/comm/enterprise/index/>
- Innovation & Technology Transfer: www.cordis.lu/itt/itt-en/home/
- Eureka website: <http://www3.eureka.be/Home/>
- INCO program: http://europa.eu.int/comm/research/iscp/index_en.cfm
- Mobility Portal Europa: http://europa.eu.int/eracareers/index_en.cfm
- Commercial info: www.COS.com, www.InfoEd.com,
www.ResearchResearch.com, etc
- OECD: www.oecd.org
- EuropaBio: www.europabio.org
- FP7 Find a Call webpage:
<http://ec.europa.eu/research/participants/portal>

Evaluation criteria: see Guide for Proposers

Evaluation criteria applicable to Collaborative project proposals in FP7

<p>S/T QUALITY “Scientific and/or technological excellence (relevant to the topics addressed by the call)”</p>	<p>IMPLEMENTATION “Quality and efficiency of the implementation and the management”</p>	<p>IMPACT “Potential impact through the development, dissemination and use of project results”</p>
<ul style="list-style-type: none"> ▪ Soundness of concept, and quality of objectives ▪ Progress beyond the state-of-the-art ▪ Quality and effectiveness of the S/T methodology and associated work plan 	<ul style="list-style-type: none"> ▪ Appropriateness of the management structure and procedures ▪ Quality and relevant experience of the individual participants ▪ Quality of the consortium as a whole (including complementarity, balance) ▪ Appropriateness of the allocation and justification of the resources to be committed (budget, staff, equipment) 	<ul style="list-style-type: none"> ▪ Contribution, at the European [and/or international] level, to the expected impacts listed in the work programme under the relevant topic/activity ▪ Appropriateness of measures for the dissemination and/or exploitation of project results, and management of intellectual property.

Structure Part B:

- **1: Scientific and/or technical quality, relevant to the topics addressed by the call**
 - 1.1 Concept and objectives
 - 1.2 Progress beyond the state-of-the-art
 - 1.3. S/T methodology and associated work plan
- **2: Implementation**
 - 2.1. Management structure and procedures
 - 2.2 Individual participants
 - 2.3. Consortium as a whole
 - 2.4. Resources to be committed
- **3: Impact**
 - 3.1 Expected impacts listed in the work programme
 - 3.2 Dissemination and/or exploitation of project results, and management of intellectual property
- **4: Ethical issues**
- **5: Consideration of gender aspects**

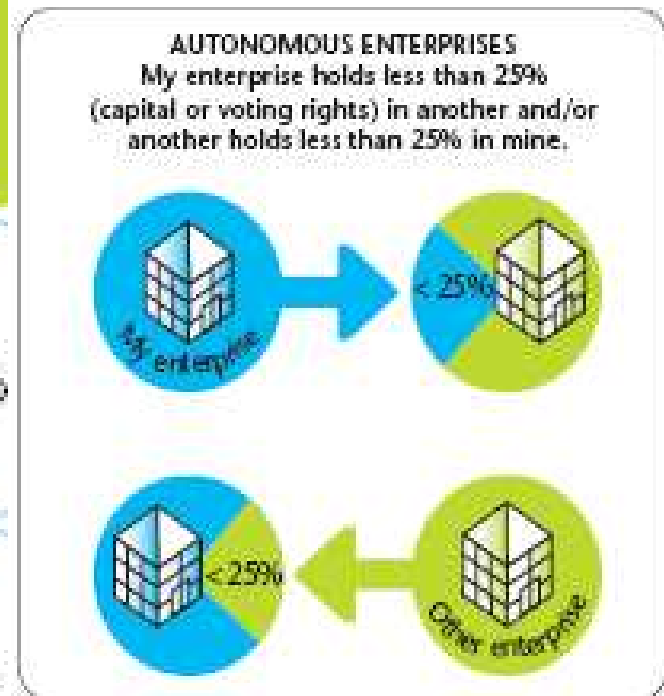
Examples:
project Dissemination and implementing Impact

FP7 specific measures for SME's:

- **Research for SMEs:** To support small groups of innovative SMEs to solve common or complementary technological problems.
- **Research for SME associations:** To support SME associations and SME groupings to develop technical solutions to problems common to large numbers of SMEs in specific industrial sectors or segments of the value chain.

By the way: EU definition of SMEs

Enterprise category	Headcount: Annual Work Unit (AWU)	Annual turnover	or	Annual balance sheet total
Medium-sized	< 250	≤ €50 million (in 1996 € 40 million)	or	≤ €43 million (in 1996 € 27 million)
Small	< 50	≤ €10 million (in 1996 € 7 million)	or	≤ €10 million (in 1996 €5 million)
Micro	< 10	≤ €2 million (previously not defined)	or	≤ €2 million (previously not defined)



Research for SME Associations

Objective	To expand the knowledge base of large communities of SMEs
Activities	Research and Innovation, consortium management, training, promotion and dissemination
Size	1 European industrial association or at least 2 national associations + SME core group + 2 RTD performers
Duration	2 to 3 years
Total budget	Between 2 to 5 million Euro
IPR	Ownership of the results to the industry associations or industry groupings

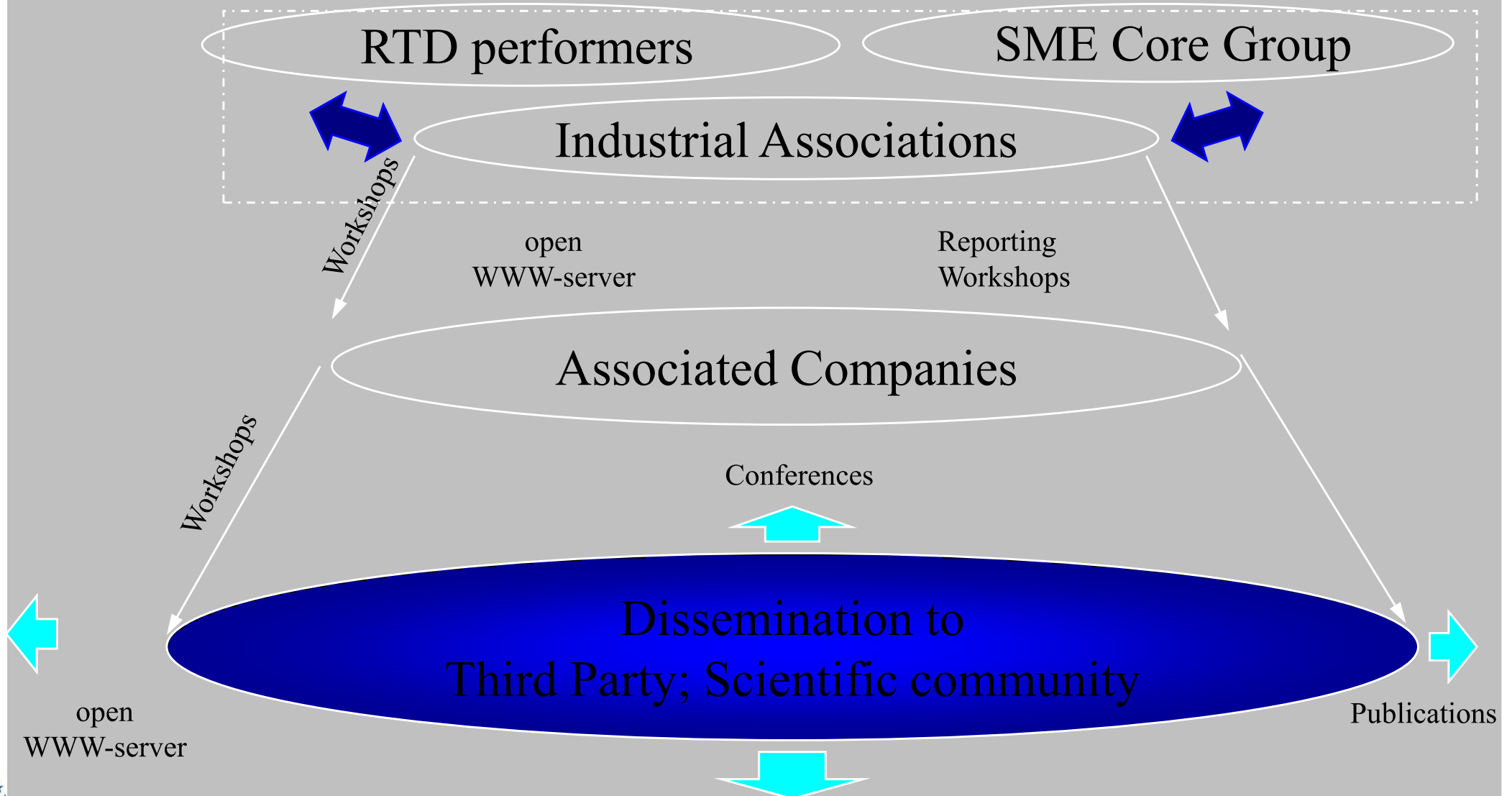
Main objectives

- **To develop a novel concept of compact, high efficiency and cost-effective waste treatment plant for water recycling in textile finishing.**
- **The idea builds on the application and further development of the know-how, developed by the European Space Agency, on membrane bioreactors for 100% water recycling in micro-ecological space-life support systems.**

Collective Research Example: SPACE2TEX

- *Expected economic benefits*
 - Water and energy savings,
 - Water treatment cost savings,
 - Sludge recovery costs
- *Main strategic & social benefits*
 - Opening a new market for MB technology in textile waste water recycling, worth 165 M€/year in the medium term in Europe Improve the **QUALITY OF LIFE AND HEALTH** for the European citizens,
 - Improve **COMPETITIVENESS** of the textile finishing and hence creating new employment opportunities for estimated 12.400 people by 2010,
 - **ENERGY SAVING** from warm water and reduction of estimated 700 thousands of tons CO₂.

Dissemination channels



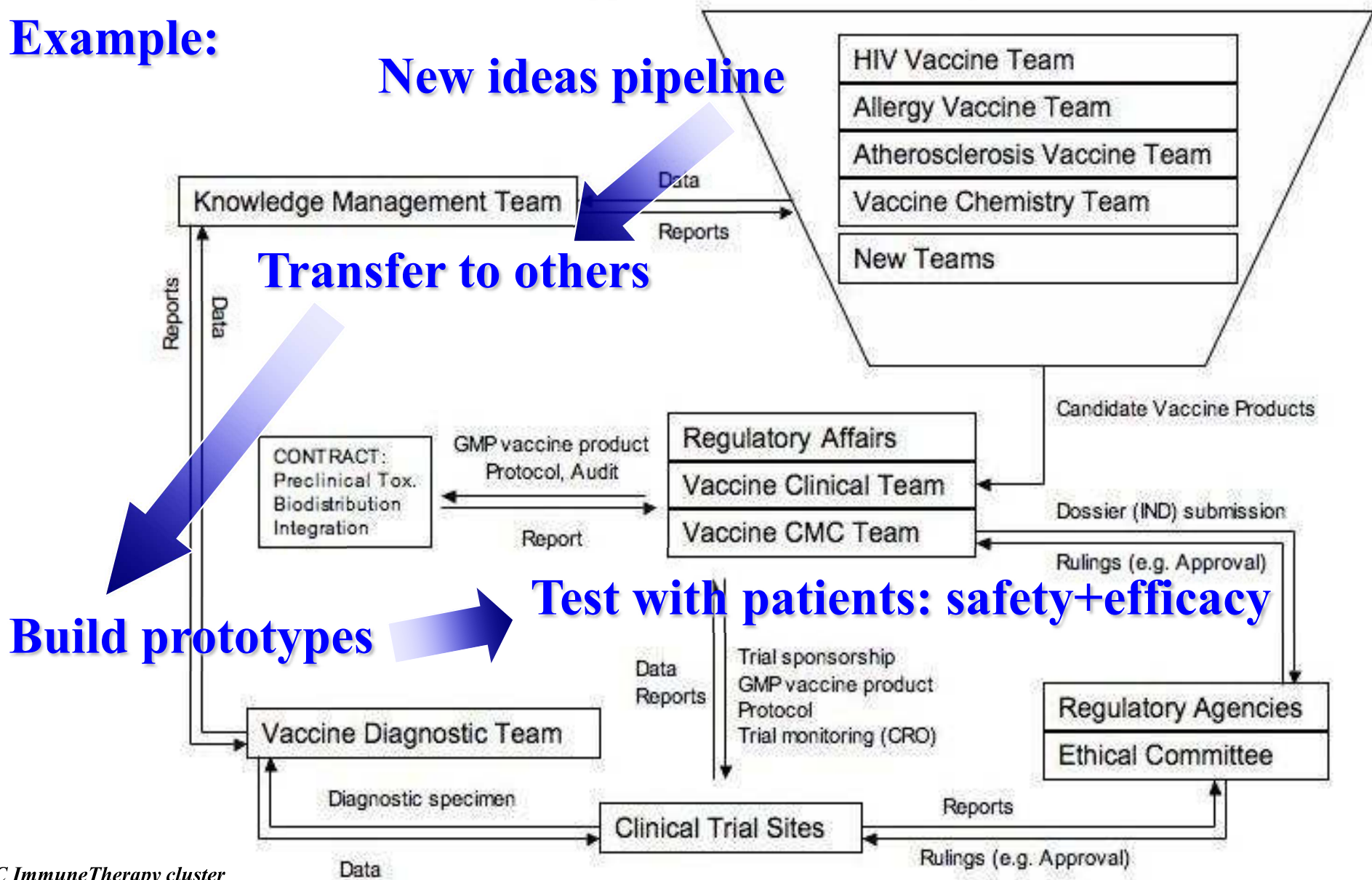
Examples:
project Dissemination and implementing Impact

- Small M Curie Chair project:
- Top female specialist USA => Central European country
- Idea => Chair at University + research program on HIV vaccine ([Nanomedicine](#))

- VALUE coming out:
 - Develop a Clinical trials vaccine [cluster](#): building up specific expertise
 - Develop larger international Consortium to do world class R&D and attract more public funded € projects
 - Center of Excellence that is unique for Central-East Europe
 - High level training events in specialist areas
 - Now a spin-off company (jobs)
 - + leverage for investment (private €)

Cluster Strategic Product Development Plan:

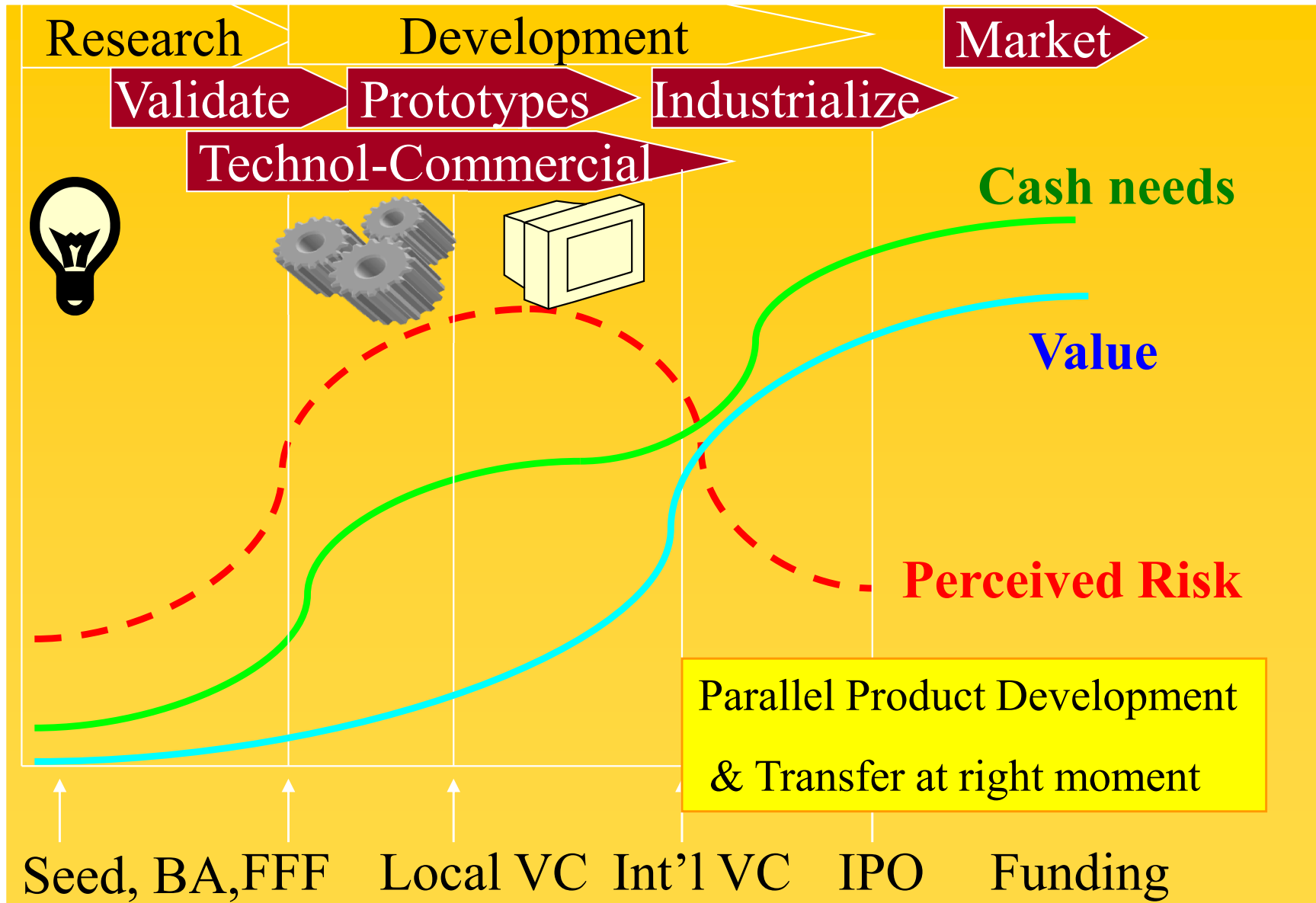
Example:



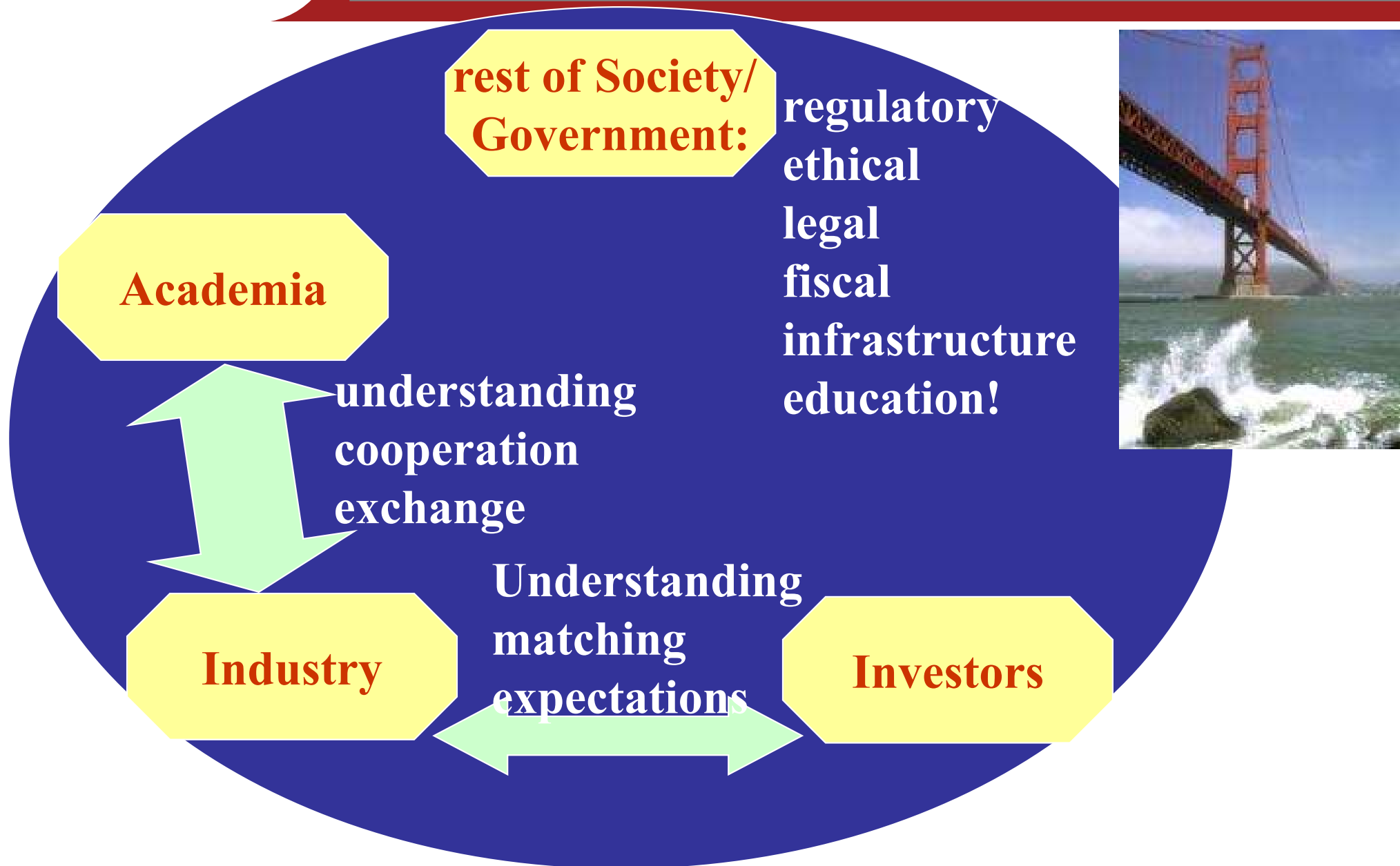
Conclusions - Recommendations:

1. **Focus NOT only on Tech Transfer and short term returns** (# of licenses transferred, milestone and royalty payments received, etc)
2. **Do Focus on VALUE building for multiple stakeholders** (who are the potential beneficiaries around the University? How can there be a **socio-economic** return for the University?)
socio-economic IMPACT elsewhere
3. **Make optimal use of the assets and resources of partners in local and global networks and work through consortia**
4. **If you Focus on joint provision of solutions (not on products) with the right Business Model, plenty of revenue/ funding will follow !**

The Innovation Value chain: Risk perception and who plays which Role?

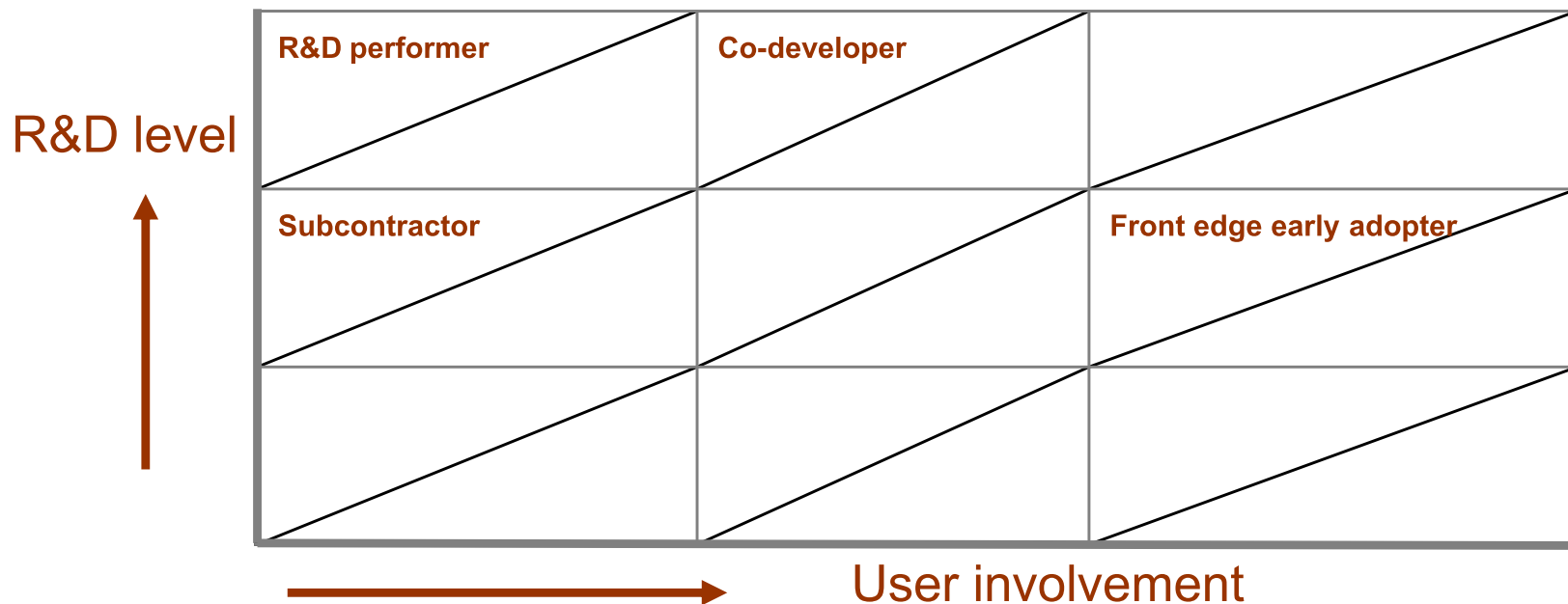


and in Biotech /Life sciences it's not that simple....



Find the Balance:

- When to outsource or subcontract? (no IPR, full cost, full control)
- When to buy-in? (access to IPR, partial costs, but control?)
- When to co-develop/ joint-venture? (shared IPR, shared costs, but marketing and risks?)
- How to coordinate when playing multiple roles?: strategy + contract management
- => **What kind of partner are you?** e.g. 4 types of SMEs:



Academia-Industry Cooperation: other Challenges

1. Different timelines (days, years)
2. different Expectations (% , €)
3. Lack of insight in business development in academia
4. Insufficient capacity (€ , investment) to deliver
5. Organizational capacity (signing contracts, infrastructure)
6. Differences in Management culture and experience
7. Differences in legal and financial context !!
8. Quality Communication!

PLUS: beware of International differences: financial, cultural and legal frameworks differ !

Academic issues:

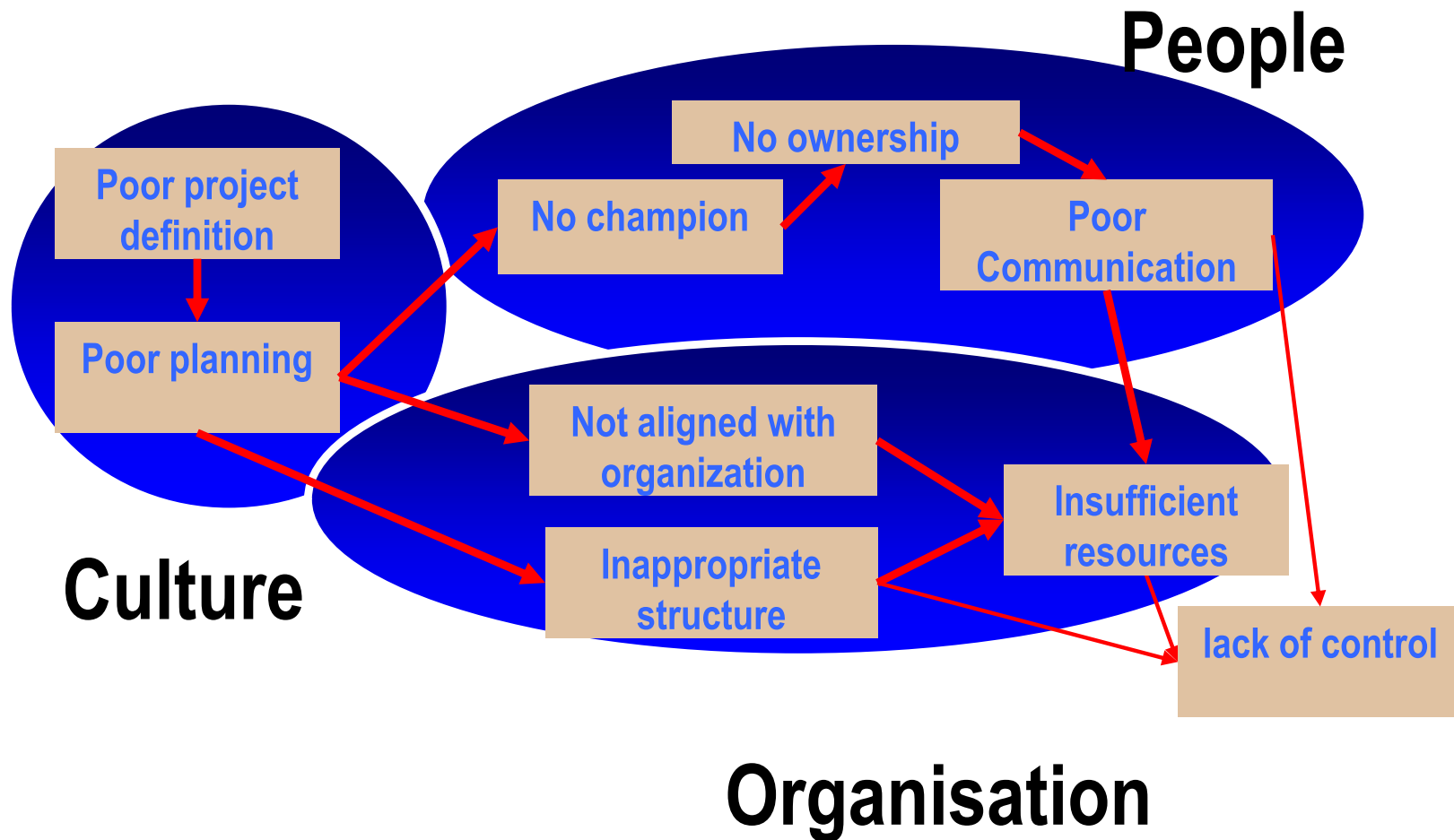
- Confidentiality (conferences, students, temp staff, patenting)
- Lab records (signatures, consistency)
- Protect vs time to publish
- Material transfer issues
- Quality control issues
-

Transfer of knowledge// Checklist:

NB: Partners probably have varied levels of experience and expertise in Research management/ Knowledge Transfer practices

- 1. Role: (sub)contractor OR full partner ?**
- 2. Confidentiality**
- 3. Ownership (who owns what) ?**
- 4. For Academia: Individual/ Institutional inventorship ?**
- 5. Background= ?/ Foreground= ?**
- 6. Acces rights vs User Rights vs Commercialization ?**
- 7. Co-development?**
- 8. Financial Conditions (upfront, milestones, IP costs, royalty structure) ?**
- 9. Management structure and decision making**
- 10. Liabilities and “Plan B”**

Communication Pitfalls



Project Management... and Leadership

“And stop telling me everyone has his own way of doing things !”





Hard Skills:

- *scientific/technical knowledge across disciplines*
- *Project management*
- *Time management*
- *Budgeting*



Soft Skills:

- *Networking !*
- *Teamwork*
- *Presentation skills !*
- *Empathy*
- *negotiation skills*

“Increasingly international R&D is done in a complex network environment: you need research management professionals to enable the different players to act together”



- Looking forward to work together in this project as a team
- Good luck with your EU proposals!

Thank you for your attention.

Research & Innovation Management Services bvba

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