



Main Insights

The aim of this document is to provide a concise overview of the main insights of the PRESTO project and to help the different stakeholders to better understand the critical issues as well as each other.

SMEs and Innovation

Innovation is Important

The vast majority of SMEs acknowledge the importance of innovation and new technologies.

New Materials

SMEs regard innovations in materials as the most crucial for the construction industry.

SME Paradox

SMEs are interested in innovation but don't have the time or money for it.

Not very dynamic

The industry is regarded as not very dynamic in the uptake of new technologies

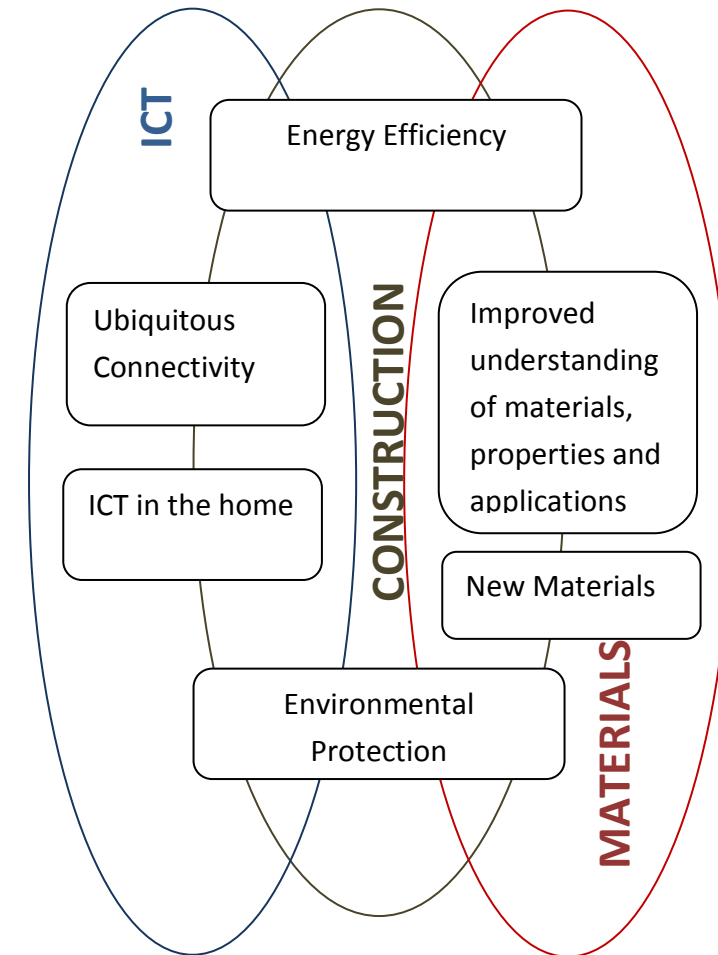
Economic Drivers

Economic reasons outdo environmental concerns as main drivers for innovation.

Closer collaboration with RTD performers

Existing collaborations are very sporadic. There is a need for better links with RTD performers

Synergies between Research Priorities of European Technology Platforms



Key Factors for Successful Collaboration between ETPs and SMEsAs

Interest in working together

There has to be mutual interest in working together as well as trust between the different parties. They have to understand and believe in the potential benefits and opportunities arising from collaboration.

Closer cooperation between ETPs

ETPs have to work closer together and exploit synergies in order to maximise the benefits and impact of collaborating with SMEsAs. There is also a need for closer cooperation of the various National Platforms.

Tangible and practical information

To be of value and have an impact, the information provided by ETPs has to be relevant and practical, such as information on funding programmes and other kinds support. Documents such as Strategic Research Agendas are too high level.

Lessons learnt

ETPs are unique

Each ETP is unique in terms of governance, composition, agenda, and stage of development.

Therefore, each ETP has to be approached in a tailored manner.

Collaboration Paradox

Everyone is interested in collaboration but not many are able or willing to invest their own resources in it.

There is a need for improved support for ETPs to reach out to the wider community and get those engaged which would not have done so previously.

PRESTO Partners

Steinbeis Europa Zentrum (Germany)

Acciona (Spain)

Fundación Labein (Spain)

Targeting Innovation (UK)

Unioncamere Piemonte (Italy)

Cracow University of Technology (Poland)

www.presto-project.eu

For full reports and more information on the project please visit the PRESTO website.