

ECOINNO2SME

**“Supporting SMEs in Disseminating and Exploiting
Research Results of ECO-Innovation”**

Presentation of the main results

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Aim of the project:

Support to SMEs in Europe that want to further explore and disseminate their project results stemming from European RTD Projects

The areas:

Biotechnology and Food, Environment and Energy

- all related to ECO-Innovations

Project duration:

- Project start: 01.02.2008
- Project end: 31.01.2010 (prolongation for 2 months)

Projekt partners:

7 Partners

Project partners:

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Our support services for SMEs:



Interdisciplinary matching and training of SMEs at

- 14 regional events (2 per region) matching regional and international players in Eco-Innovations
- 2 international match making events on international fairs
- 3 tailored company missions to Italy, Spain and Sweden



Results



Successful exploitation/disseminaton support:

- Appr. 300 SMEs were trained at regional workshops, company missions and transnational workshops
- 2 transnational workshops took place at:
 - Clean Energy Power - CEP 2009, 30.01.2009, Stuttgart
 - Öko-Industria, 20.11.2009, Budapest

- 20 Best Practice profiles published
- 28 Exploitation profiles published

- More than 400 USB-sticks distributed at events with main project content and results
- Lessons learnt booklet will be published incl. 14 success cases of SMEs which received tailored further exploitation and dissemination support



The Methodology:



- Identification of completed EU FP 5/6 Projects in the area of Eco-Innovation
- Establishing contacts with project co-ordinators to get access to SME partners
- Addressing SMEs (1. Step: Test Bed Interviews, 2. Step: Questionnaires)
- Sending Questionnaires in order to analyze and assess the success factors as well as constraints for exploitation/dissemination of RTD results
- Assess & identify successful exploitation strategies, identify Best Practices, identify key success factors, identify further exploitation needs
- Interdisziplinary approach to disseminate and exploit research results (joint activities: trainings/workshops (regional / EU-level), company missions, bilateral support)



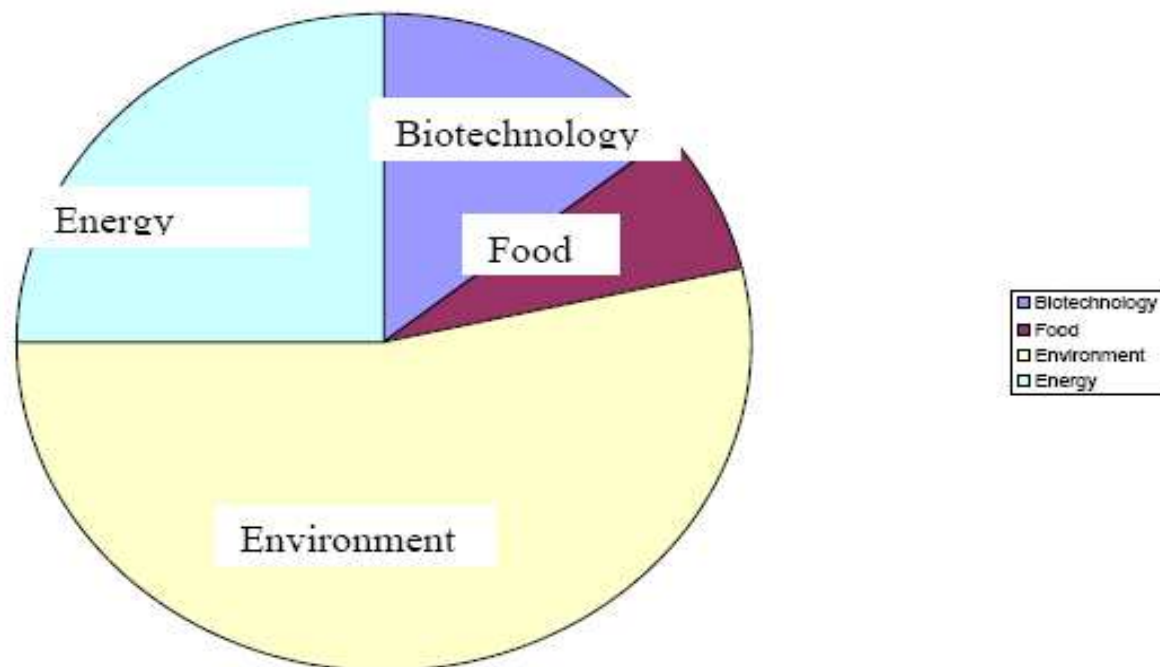
Project- Key Data

- More than 9.600 EU Projects identified (FP 5, FP 6, Eureka etc.) and SME contacted directly or via their coordinator
- 558 Questionnaires sent to SMEs
- 117 filled Questionnaires returned (20,97%)
- 118 SME involved – 106 SME have answered to the Questionnaire
- Development of a methodology to identify key factors for successful exploitation and dissemination of research results
- Following this methodology: 28 SMEs (26,4%) identified, which have been successful
- Analysis of key success factors and recommendations

! Analysis is not representativ, often subjective answers, but reflects a certain trend of SMEs in exploiting and disseminating of research results !

Best Practice SMEs (BP SMEs)

Biotechnology	Food	Environment	Energy	Total
4	2	15	7	28



Analysis I

Key Success Factors

➤ Importance of KSF for 28 BP-SMEs successful in exploitation:

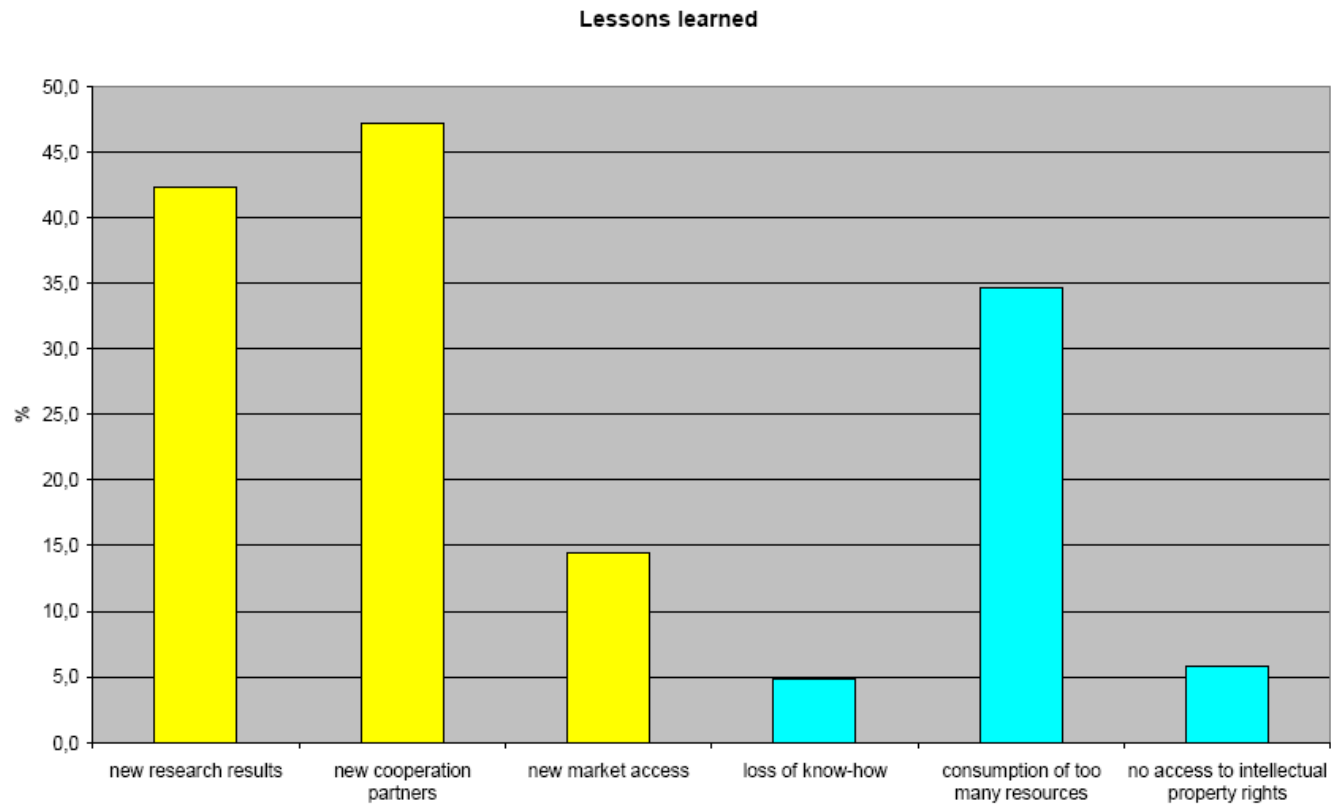
1. Innovative project idea and call fitted well to the core business of the SME (Ø 89%)
2. Well defined work plan for exploitation measures and exploitation plan effectively done (Ø 80%)
3. Strong experience with technology, strong internationalization attitudes and strong project management experience (Ø 77%)
4. Well managed IPR (protection/access/share) (Ø 75%)
5. Well structured consortium and strategic partners involved (Ø 62%)
6. Initiation of the project and coordinating the project (Ø 53%) [\[1\]](#)
7. Commercialisation methods/ market strategy/ market access (Ø 45%)
8. Training for IPR and assistance for exploitation received (Ø 32%)

[\[1\]](#) Especially the coordinator's and initiator's role were investigated

Analysis II - all SMEs involved

Lessons learnt from the participation of SMEs at EU funded RTD projects?

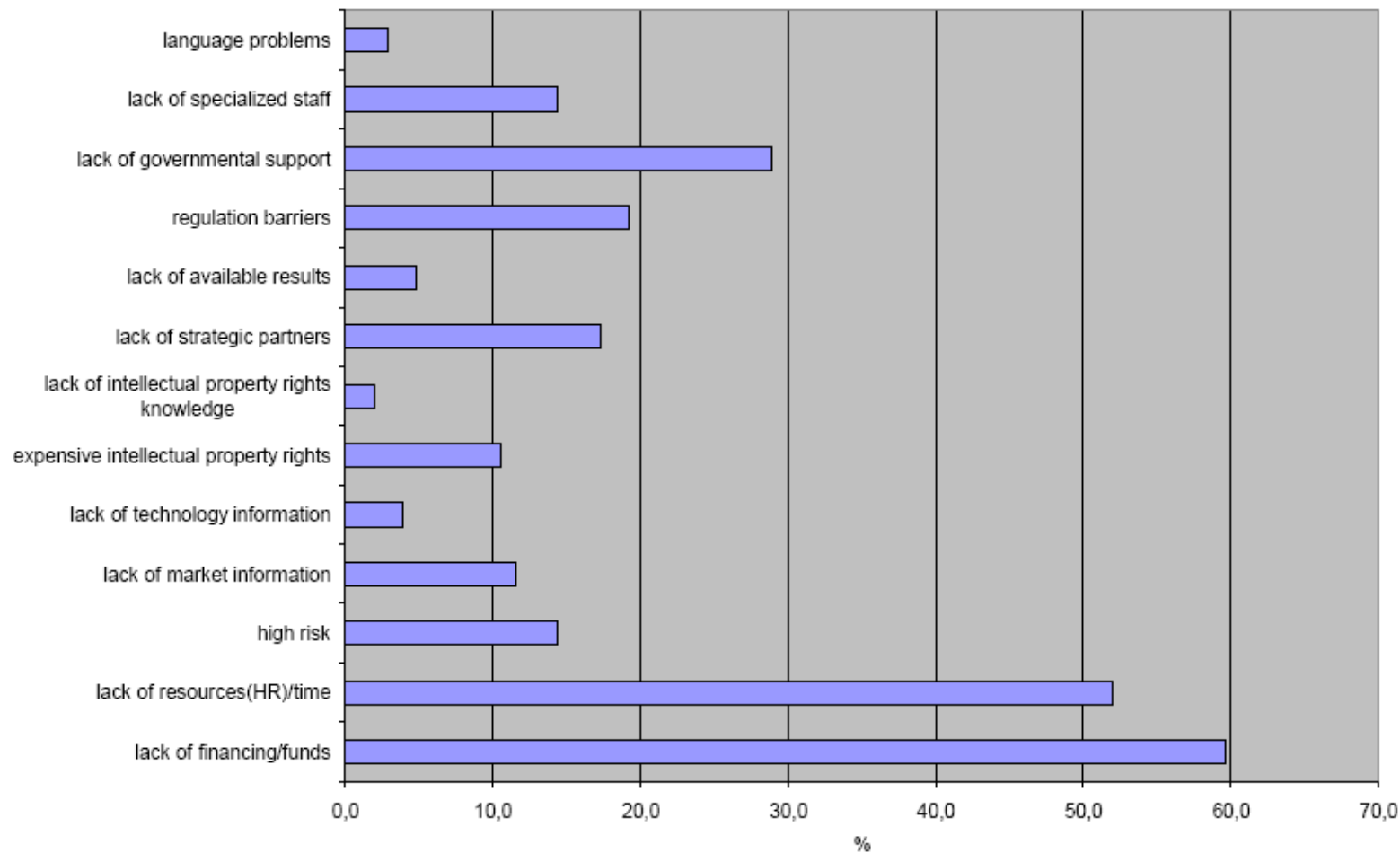
➤ Lessons learnt (yellow: positive; blue: negative) in %



Analysis III - all SMEs involved

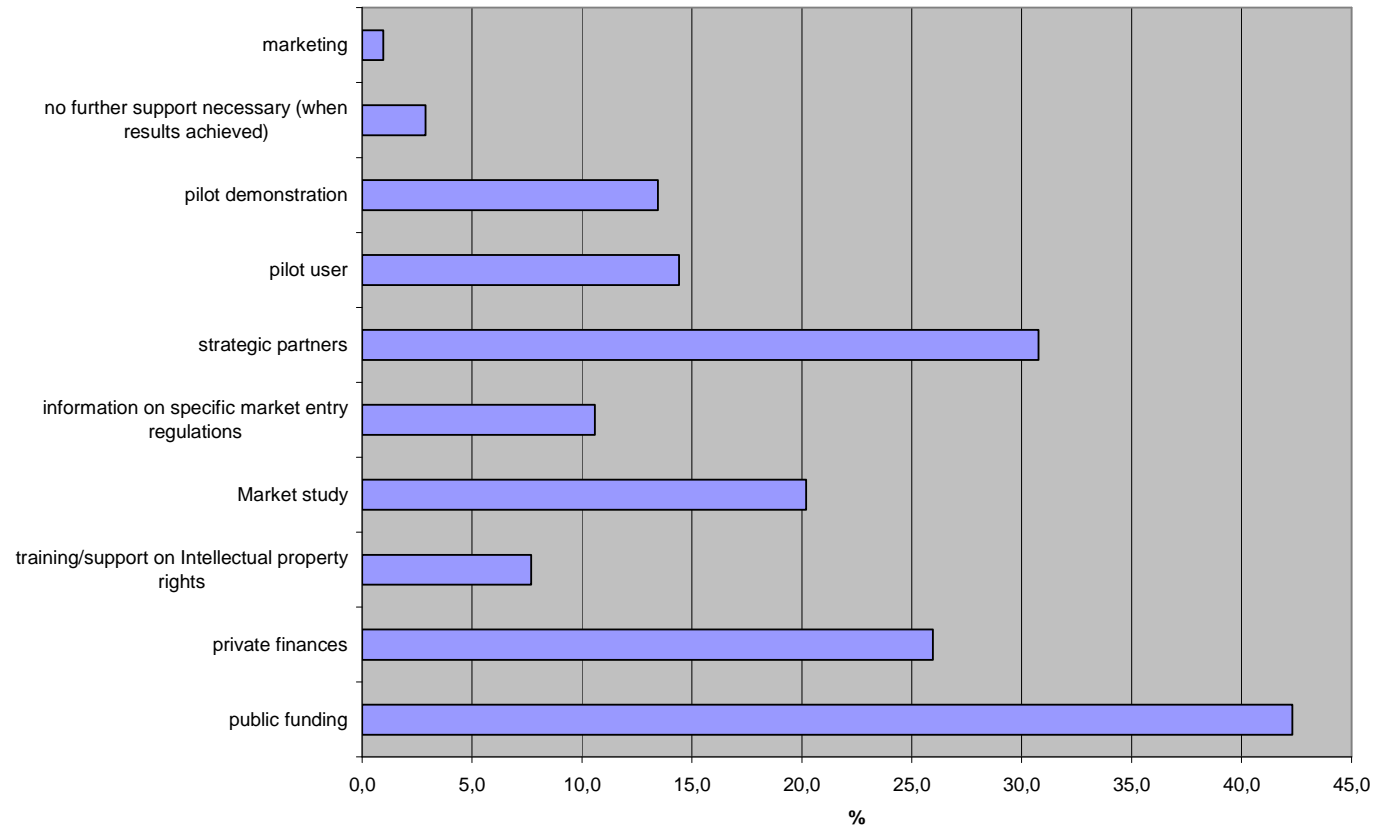
Main barriers for innovation for SMEs in %

Graph 19) Main barriers for innovation in %



Analysis IV - all SMEs involved

Further support needed to fully exploit research results in %



Recommendations from all SMEs involved



<p>Exploitation</p>	<ul style="list-style-type: none"> ☆ External assistance for the exploitation of research results ☆ Setting-up exploitation plans with the support of an experienced patent attorney for IPR issues and ensure that all are in agreement ☆ Build an exploitation or user association (e.g. like Ltd.) among the consortium members in order to manage the IPR more effectively ☆ IPR management training for the members of the consortium ☆ Enable transparency of all research projects and their results in the EU in order to better share new know-how (for the EC)
<p>Markets</p>	<ul style="list-style-type: none"> ☆ Small market study/research to be done before ☆ Involve market developers in order to have better market know how and access at the end of the project ☆ Ensure a Business Model for the marketing phase after the project – pay attention to setting up a commercialisation strategy ☆ Involve prototype, pilot demonstration (pilot user) ☆ Public support for marketing of research results (for the EC)



Recommendations from all SMEs involved

<p>SME Strategy / Incentive</p>	<ul style="list-style-type: none"> ☆ Initiation and coordination of a RTD project ☆ Gain Project Management experience ☆ If public funds play a role in the business plan of a company then it should be part of the strategic concept of the company – long term perspective! ☆ Participate at CRAFT/Research for the benefit of SMEs fundings for a better access to IPR ☆ Participate at Eco-Innovation calls of the EACI ☆ Don't be frustrated – try again ☆ Be flexible ☆ SME should get a financial bonus when coordinating a project (for the EC)
<p>SME Calls / Fundings</p>	<ul style="list-style-type: none"> ☆ Launching SME calls close to the market for prototype building/demonstration and up-scaling (for the EC) ☆ Unbureaucratic prolongation of successful projects to fully exploit research results (for the EC) ☆ Reduce the gap between basic or applied research and application (for the EC) ☆ Facilitate the private financing of the further development of EU-funded research results without guarantees (for the EC) ☆ Implementation of innovative financing methods (for the EC) ☆ Reduce IPR costs for SMEs (for the EC) ☆ More implementation of Research for the Benefits of SMEs projects for better access to IPR (for the EC) ☆ Less bureaucracy for SMEs in RTD projects (for the EC)



Conclusions



No totally new lessons learnt, but:

As **72%** of all participating SMEs need additional support for exploitation of their results after the end of the project:

Need to

- 1) Re-emphasize the necessity to overcome the gap between research and markets through various means (e.g. strategy within the project consortium and through launching of specific calls etc.)
- 2) Re-emphasize the necessity to improve/ widen the support for SMEs in RTD projects (e.g. through new financial models, reduction of IPR costs, less bureaucracy etc.)



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Thank you for your attention!