



USEandDIFFUSE

**Support of dissemination and exploitation of results
obtained in research projects realized with the participation
of the SME sector**

**Technology Transfer Centre
Cracow University of Technology**

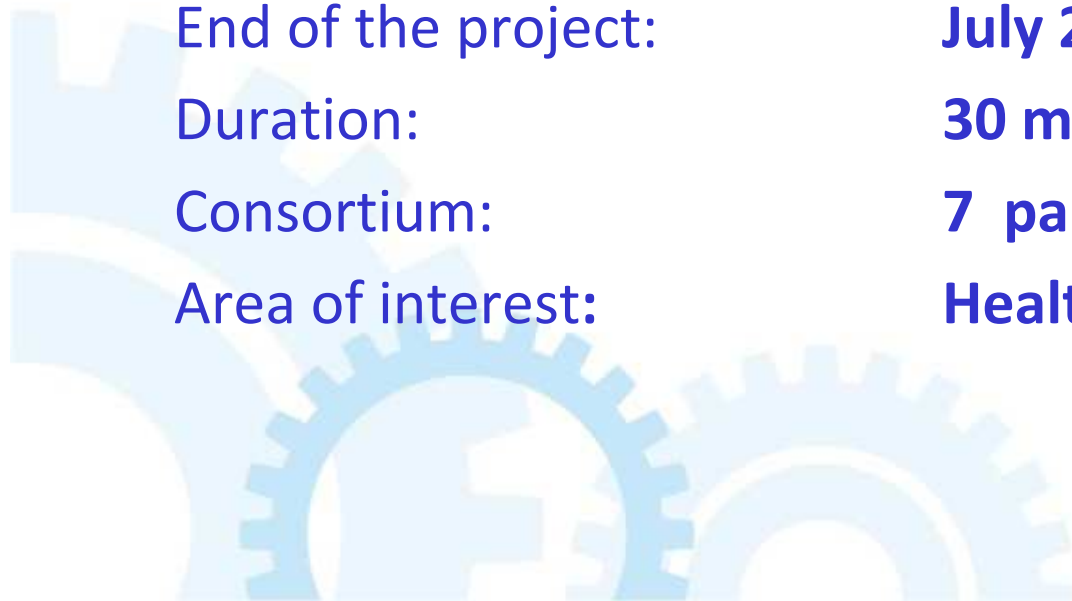
Anna Stachowicz

**“Benefiting from EU research projects
- Successful participation and Commercialisation of results”
29. January 2010, Brussels**



USEandDIFFUSE

Type of the instrument:	Specific Support Action, FP7, Research for the Benefit of SMEs
Start of the project:	February 2008
End of the project:	July 2010
Duration:	30 months – 6 months still left
Consortium:	7 partners
Area of interest:	Health and ICT



Partners

1. Technology Transfer Center Cracow University of Technology (CUT), Poland - **Coordinator**
2. Iberian Productivity and Innovation Centre (IPIC), Spain
3. The Centre for Research in ICT Business Application (RICTA), United Kingdom
4. RTD Talos Ltd (TALOS), Cyprus
5. GRANT Garant s.r.o. (GG), Czech Republic
6. Fundacion Cartif (CARTIF), Spain
7. Steinbeis-Europa-Zentrum (SEZ), Germany

Strategic aim



To enhance **dissemination and exploitation of research results** and facilitate the exchange of good practices.

Project focus mainly on:

- ✓ RTD projects involving SMEs
- ✓ Implemented under the Framework Programmes
- ✓ Key industrial sectors (**ICT, Health**).



Main outputs

- 24 Best Practice projects identified **(Obj. 1)**
- Edition of the USEandDiffuse Manual or Handbook entitled: “Make European Research Work for Your Company” **(Obj. 2)**
- Roadshow of USEandDiffuse seminars and study visits **(Obj. 3)**
- Creation of the web portal **(Obj. 4)**

www.useanddiffuse.eu



Identification of projects to be reviewed

A total amount of **524 projects** have been screened:
217 in the field of **Health** and **307** in **ICT**.

Projects were realised within: EU Framework Programmes
(FP5, FP6), Eureka, COST.

In July and August 2008, **222 projects** were surveyed (via
questionnaires) to explore their dissemination and
exploitation practices.



Identification of Best Practice Projects

- The survey also explored the **enablers and barriers** to success for projects from the perspective of individual SME and RTD participants.
- **96** individual responses were received representing **58** projects involving **51 SMEs** and **32** projects involving **27 RTDs**. Accounting for duplication - **84 projects responded**. This equated to a survey response of 38%.
- **24 Best Practice Projects** were identified.

Results of the survey

What are the benefits for SMEs of getting involved in EU projects?

Significant benefits for SMEs involved in European projects are **increases in:**

- Productivity
- Skills and know how
- Quality of products/services
- New to company products/services
- New to market products/services
- Exports.



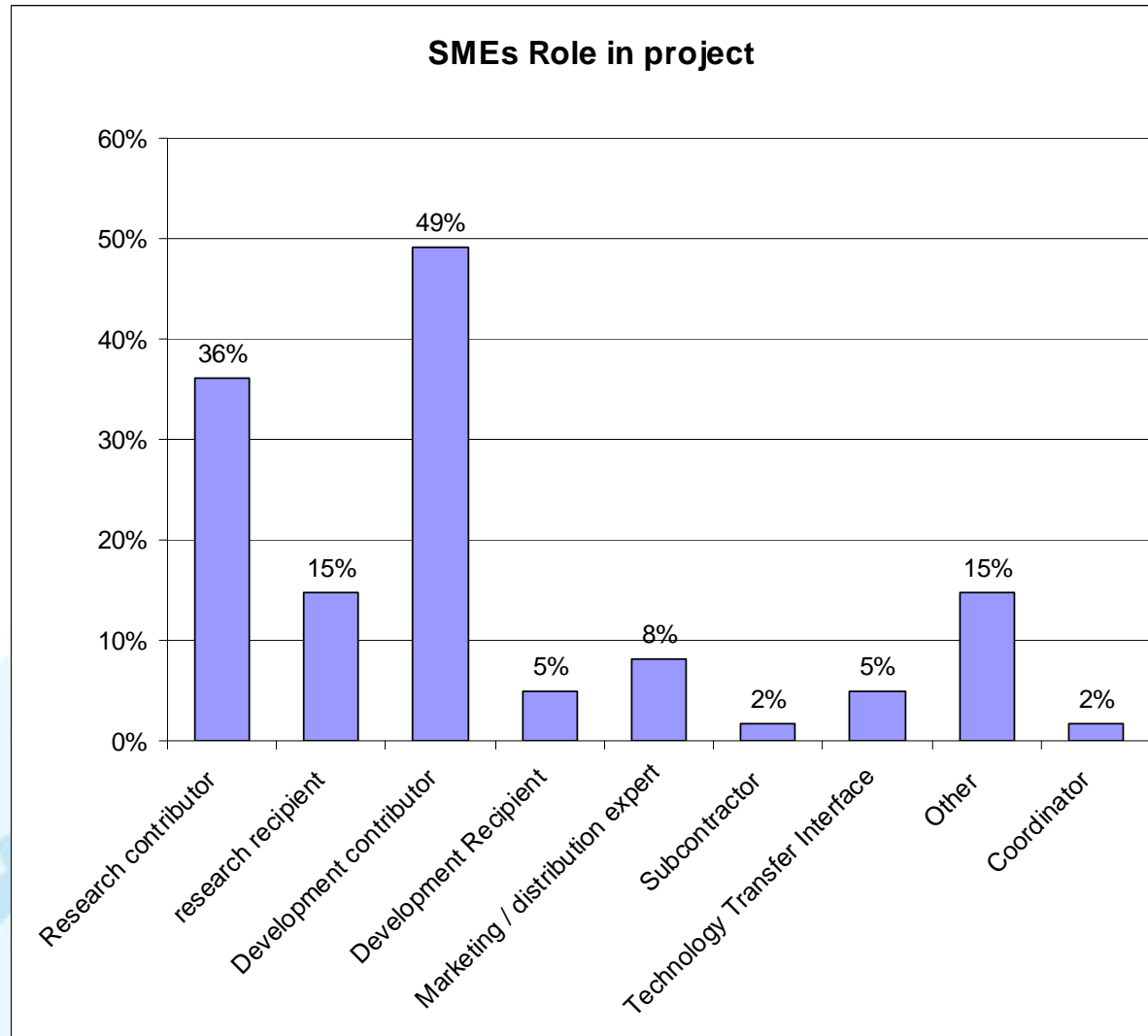
Results of the survey

Additional benefits reported by SMEs:

- Closer collaboration with partners
- Intensification of international contacts
- Additional know-how to design own products
- Extension of markets
- Additional funding to that initially anticipated by taking on additional roles.



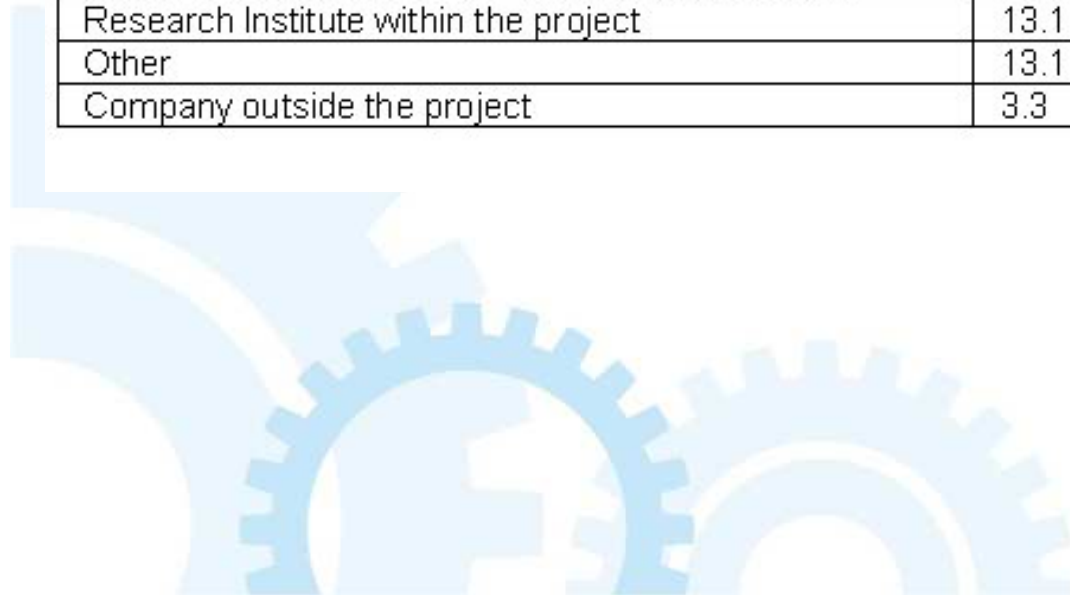
Results of the survey



Results of the survey

Who managed IPR?

Who	% Respondents
Company within the project	45.9
No formal arrangements: IP arrangement evolved	24.6
Research Institute within the project	13.1
Other	13.1
Company outside the project	3.3



Results of the survey

Dissemination channels for SMEs

Channels used	% Respondents
Personal contacts	75.4
Presentations	68.9
Conferences	67.2
Professional contacts	65.6
Project web site	52.5
Workshops	47.5
Journal articles	44.3
Press release	44.3
Involvement in networks	42.6
Seminars	41
Trade fairs	39.3
Web portals	39.3
Inclusion in EU documents	26.2
Open access publication	18
Consultancy	16.4
Teaching materials	14.8
Books	9.8
Tutoring	8.2
e-zine	4.9
Placement schemes	3.3
Inclusion in Government documents	3.3

Results of the survey

Preferred dissemination routes (n= 61 SMEs, 35 RTDs)

■ SMEs

- Personal contacts (75.4%)
- Presentations (68.9%)
- Conferences (67.2%)
- Professional contacts (65.6%)
- Project web sites (52.5%)

■ RTDs

- Journal articles (97.1%)
- Project web site (94.3%)
- Workshops/presentations (91.4%)
- Professional contacts (85.7%)
- Personal contacts/press releases (77.1%)
- Seminars (74.3%)
- Web portals (68.6%)
- Inclusion in EU documents (65.7%)
- Trade fairs / networks (57.1%)

Results of the survey

Innovation outputs for SMEs

Outputs for the company – increased:	% Respondents
In-house skills/know how	95.1
Product/service quality	50.8
Sales of new to market products/services	36.1
Sales of new to company products/services	34.4
Productivity	27.9
Number of employees in high-tech jobs	24.6
Exports	21.3
Access to patents	14.8
Access to community trademarks	13.1
Access to community designs	13.1
Other outputs	3.3

Results of the survey

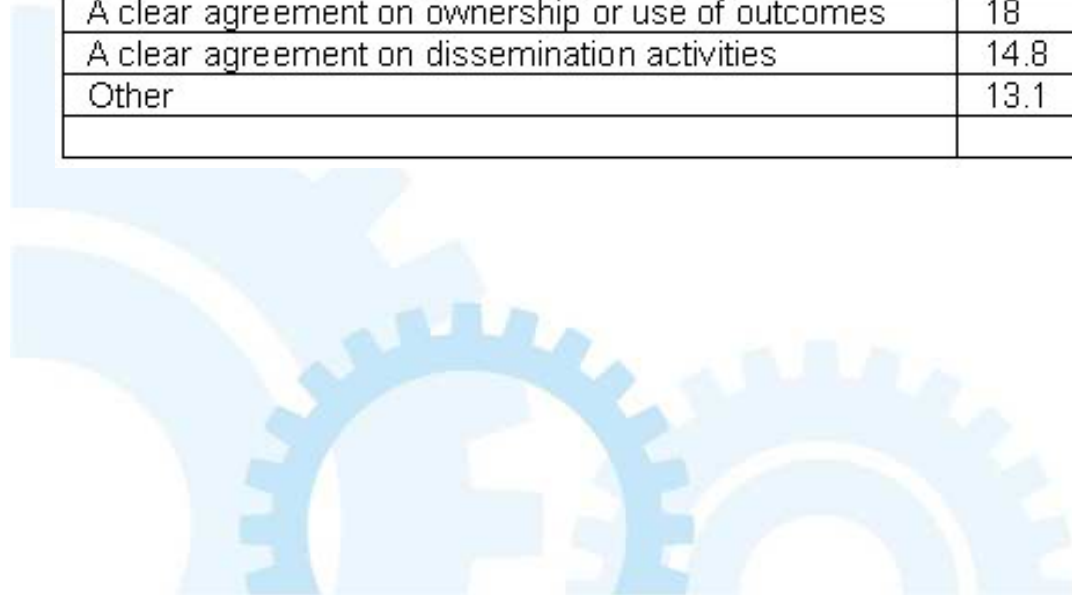
Barriers to success

Barriers	% Respondents
Technology difficulties	39.3
Other	37.7 (Corroborated responses in this field related to there being no significant barriers; delays with advanced payments from the EC which delayed the project start; or to market issues e.g., fragmentation and time to market difficulties)
The collaboration process	24.6
Financial management and administration of the project	11.5
People issues	8.2
Lack of cultural understanding	4.9

Results of the survey

Enablers to success

Enablers	% Respondents
Motivated people or individuals involved in the project	80.3
Technology achievements	50.8
Good project management	49.2
Cultural understanding between participants	27.9
A clear agreement on ownership or use of outcomes	18
A clear agreement on dissemination activities	14.8
Other	13.1



USEandDIFFUSE Manual

Title: „*Make European Research Work for Your company*”

Chapters:

1. Preparing for EU research collaboration
2. Project success factors
3. Process of research collaboration step by step
4. USEandDIFFUSE Success Stories



This Guide has been prepared by the consortium
of the USEandDIFFUSE project with the
support of the
European Commission's 7th Framework Programme



Lead Partner for the editing of the Manual
Iberian Productivity and Innovation Centre

Project Coordinator
Cracow University of Technology

Partners
University of Bedfordshire
Steinbeis-Europa-Zentrum
RTD – TALOS LTD
GRANT Garant s.r.o.
Centro Tecnológico Cartif
Sapienza SL



www.useanddiffuse.eu

"Guide to the Use and Dissemination of Research and Development results"



"Make European Research
Work For Your Company"



...FOR BUSY PROFESSIONALS

USEandDIFFUSE Manual

- Manual is available at the project web page (ca. 1000 registered persons).
- Manual is widely promoted in Europe and outside, via NCP network, EEN network, other FP projects' web sites, publications in magazines, LinkedIn thematic group, Youtube, Facebook, Twitter, etc.
- Consortium gathers opinion of the SMEs, RTDs and others during organized study visits by the project (discussion on the Manual).

Some comments from the readers of the Manual:

- The Guide clearly shows the importance of mutual understanding between Universities and SMEs, in many aspects.

Its great advantage is simple, understandable and reader-friendly way to write.

I will disseminate with great pleasure the information of the Guide among researchers of our university to make them understand the other point of view.

*- Very helpful, especially when a lot of SMEs are lost in search for infos !
Thanks.*

- Thank you for a most useful tool. I will recommend this to any SME partners I encounter through my institutional work.



USEandDIFFUSE events

Study visits (international level, 3 events in: UK, Germany, Spain)

Agenda of the study visits includes:

- “From idea to the market” - presentation of “best practice” case studies;
- “Best practice manual” – presentation of concept of the guide *„Make European Research Work for Your company”* and discussion on it;
- Workshop: exchange of experience – discussion between SMEs and the project partners.

USEandDIFFUSE events

Seminars (national level, in: Poland, UK, Spain)

Main **theme is exploitation and dissemination of results obtained in research projects** directed at SMEs, SME associations, business support organizations, technology transfer centers.



USEandDIFFUSE events



Study visit in Luton, December 2009

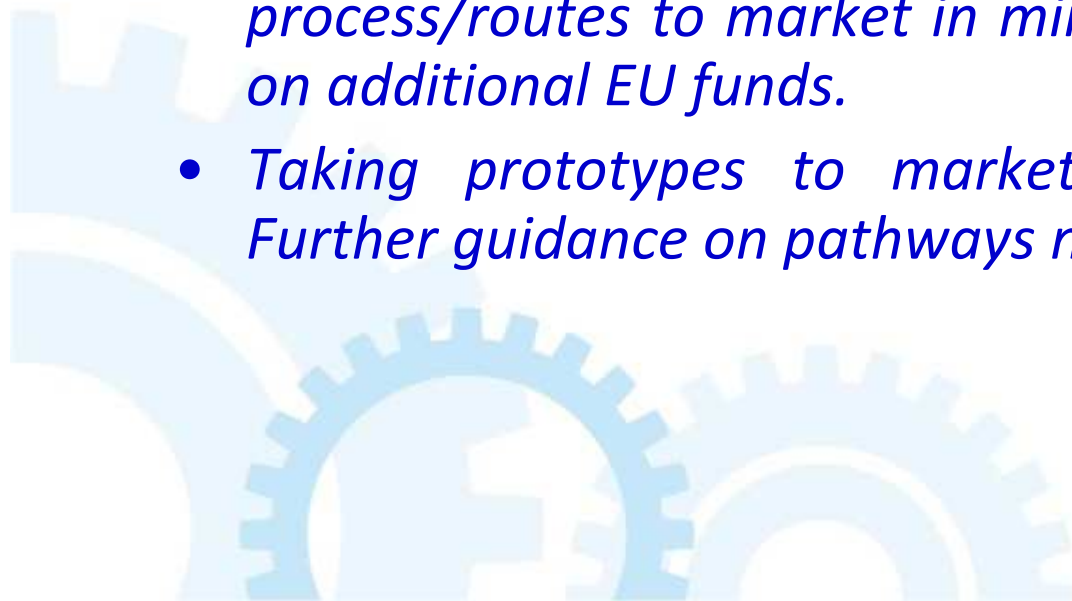
Feedback from SME participants:

- *SME 'fit' for these projects is very important. Not all SMEs will see obvious business benefit from joining these types of project. Funding scheme objectives need to marry with business objectives. However, SMEs will benefit from improved external contacts.*
- *Better support structures are needed for SMEs to help them select and evaluate partners, decide to join, join, work in, and exit from projects. Risks need to be understood.*
- *NCP-SME relationship is very important.*

USEandDIFFUSE events



- *Financial considerations mean that SMEs need a clear vision before embarking on a project. Sole dependence on EU funds is not advisable.*
- *SMEs need to treat the Commission as an investor.*
- *Commission doesn't directly support exploitation, so path to market once the project is over will be left to the project team. If this role resides with a SME, it needs to have a process/routes to market in mind which is not dependent on additional EU funds.*
- *Taking prototypes to market production takes time. Further guidance on pathways needed perhaps?*



Thank you for your attention

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