



Green Solutions to reduce Europe's Ecological Footprint

Best Practices of the Exploitation of Innovation Results in the Field of Energy and Environment

20 November 2009, SYMA Sport- and Event Centre (Hall B, 1st Floor, Salzburg Room)
1146 Budapest, Dózsa György út 1., Hungary

ECO-Innovation is of crucial importance for the economic development and of high actual public interest in Europe, not least in areas of energy and waste management. Much of this innovation is carried out in project form with the involvement of small- and medium sized enterprises (SME's).

ECOINNO2SME is a pan-European project with 7 partners from 7 European countries each experienced in supporting SMEs with the dissemination and exploitation of research results. Together with SME's the project evaluates completed FP5/6-projects to identify key success factors and good practices for dissemination and exploitation of results. The overall aim of the project is to reinforce the dissemination and exploitation of project results of SME's in such a way that they are supported to bridge the gap between research and exploitation. Thereby expanding their businesses and raising their competitiveness in the world markets.

This transnational workshop organized as part of the ÖKOINDUSTRIA International Exhibition (www.okoindustria.hu) will look into the exploitation of RTD-project results in the field of energy and environment, the common denominators of successful exploitation plans and discuss various issues on how to improve exploitation plans of RTD project results for SME's.

For more information about ECOINNO2SME, visit www.ecoinno2sme.eu

Programme

9:30 – 10:00 Registration	
10:00 – 13:30 Morning session Chair: Dr. Sugárka Kelecsényi – Ministry of Environment and Water	
10:00	Opening – Dr. Dora Groó, Hungarian Science and Technology Foundation
10:10	Project presentation of ECOINNO2SME – experiences and services - Emese Karácsonyi, Hungarian Science and Technology Foundation
10:25	Exploitation of RTD-project results of SMEs in Europe – an overview on funding possibilities <ul style="list-style-type: none">• 7th RTD Framework Programme, Energy, Environment –Gabor Szüdi and Barbara Vizkelety Tóthné - National Office for Research and Technology• EUROSTARS, EUREKA –Szonja Csuzdi, National Office for Research and Technology
11:00	Commercialisation – Turning a good idea into a great opportunity - Role of an exploitation plan – what do successful exploitation plans have in common? – Alastair Macnaughton, Targeting Innovation Ltd.
11:30 – 11:50 Coffee Break	

11:50	Typical strengths and weaknesses for exploitation - Alberto Sciuto, INNOVA
12:10	Best practices on exploitation and commercialisation (Environment /Energy) – Case studies from Luxembourg, Hungary and Italy <ul style="list-style-type: none"> • Integrated Management for SMEs in Europe - Promis GmbH, Luxembourg • AGROCARBON – Science to achieve results - TerraHumana Ltd., Hungary • Labor Ltd., Explora Ltd., Italy, tbc.
13:10	Discussion with speakers and recommendations for SMEs, RTD providers and policy makers – moderator: Hartmut Welck, Steinbeis-Europa-Zentrum
13:30 – 14:30 Networking lunch	
14:30 – 15:40 Afternoon session - Further legal/ financial assistance in Hungary Chair: Dr. Sugárka Kelecsényi	
14:30	Intellectual property right issues – Zsuzsanna Buzásné Nagy, Hungarian Patent Office
14:50	Új Magyarország Venture Capital Programme – Zoltán Bruckner, Primus Capital Zrt.
15:10	Creating business value from innovative solutions – Zoltán Hantos, ValDeal, tbc.
15:30	Floor for discussion, questions and answers
15:40 - Visit to the exhibition	

During the morning session English-Hungarian consecutive interpretation will be provided, while the afternoon session will be in Hungarian with no translation. Please note that the organizers reserve the right to make changes to the programme.

Participation at the event is **free-of-charge**, but you must register to participate.

Registrations will be accepted on a **'first come first served basis'**. Please note that we may have to limit the number of accepted registrations, if the event is oversubscribed.

Registration deadline is 17 November 2009.

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