



TIPS

TRANSPORT R&D
FOR INNOVATION

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TRAINING ACADEMY

PRAGUE, CZECH REPUBLIC
25th -28th November 2013

ENHANCING THE CAPACITY OF
EU TRANSPORT PROJECTS TO

TRANSFORM RESEARCH
RESULTS INTO
**INNOVATIVE PRODUCTS
AND SERVICES**

TRAINING ACADEMY

“Turning research results into exploitable products and services”

25th - 28th November 2013 - Prague, Czech Republic

Training Academy Objectives:

The 3,5 day training academy provides information, tools and support for the development of exploitation plans of FP7 transport R&D results.

Profile of Participants:

Target group of the event are project partners from research projects in the field of transport under the FP7 programme on the basis of individual invitation. Thus participants to the training academy will include business representatives, academics, policy makers and other stakeholders involved in these projects.

Aim of the Training Academy:

One of the fundamental objectives of the EC in funding European Research & Development (R&D) projects is, besides the achievement of innovative results, the successful exploitation of the latter leading to exploitable products and/or services. Therefore an exploitation plan is mandatory in every FP7 R&D project, at the latest by the end of the project. After the training, participants will have an individual exploitation plan at hand plus the necessary skills to further improve it during the lifetime of the project. Also project partners from completed projects aiming at exploiting their research results will have an exploitation plan as a starting basis for market deployment.

Participant Benefits:

Participants will be supported free of charge in developing the exploitation plan for their research project in just 3,5 days and will furthermore improve their know-how on relevant issues such as intellectual property rights, the market potential for their R&D results, funding and financing facilities to bring research results to the market and support initiatives to find potential partners for further development of R&D results.

AGENDA

Monday, 25th November 2013	WELCOME AND SITE VISIT
Venue:	<i>Information Centre of Blanka Road Tunnel Complex, Milady Horákové Street, Prague 7, Letná Plain</i>
14.30 – 14.45	Registration
14.45 – 15.00	Welcome and overview of the TIPS project and the training academy <i>TIPS partners Martin Škarka, Technology Centre ASCR and Ira Vater, Sophia Consulting</i>
15.00 – 16.00	Prague`s individual and public transport concept <i>Ing. František Polák, Metrostav a.s.</i>
16.00 – 17.00	Site visit to the Blanca Tunnel Complex (see last page for more information)
17.00 – 18.00	Introduction Round: short presentation of participants (organisation and project)
18.30 - open	Welcome Dinner for participants, speakers, TIPS partners and experts

Tuesday, 26th November 2013: HANDLING YOUR IPR

Venue: Conference Room of the Technology Centre ASCR, Ve Struhách 27, 160 00 Prague 6

Chairperson: Heike Fischer, TIPS Project Manager, Steinbeis-Europa-Zentrum, Germany

Good Practice	09.30 – 11.00	<p>Setting the scene for transport research exploitation</p> <ul style="list-style-type: none"> ▪ The pathway from research to exploitation – what is exploitation, why exploit, how to exploit? <i>Claus Seibt, Wuppertal Institute for Climate, Environment and Energy, Germany</i> ▪ Exploitation strategies – a practice case from the public sector <i>Eleni Zacharaki, Hellenic Ministry of Competitiveness, Development, Infrastructure, Transport and Networks, Greece</i>
	11.00 – 11.15	Coffee Break
Discussion Round	11.15 – 12.30	<p>Exploitation needs a market – part 1: The future of <u>public</u> transport Round table discussion with all participants <i>Moderators:</i> - <i>Claus Seibt, Wuppertal Institute for Climate, Environment and Energy, Germany,</i> - <i>Eleni Zacharaki, Hellenic Ministry of Competitiveness, Development, Infrastructure, Transport and Networks, Greece</i></p>
	12.30 – 13.30	Networking Lunch
Theory	13.30 – 14.45	<p>Intellectual property rights: Understanding the rules</p> <ul style="list-style-type: none"> ▪ The challenge of joint ownership: Intellectual property rights in FP7 projects <i>Jana Kratěnová, Technology Centre ASCR, Czech Republic</i> ▪ Rules, potential and IP enforcement for your protection: Which IP right should be applied? <i>Václav Suchý, Technology Centre ASCR, Czech Republic</i>
	14.45 – 17:30 incl. Coffee Break	<p>Exploitation plan (step 1) – IPR</p> <ul style="list-style-type: none"> ▪ Introduction to the TIPS Tool for Exploitation Support <i>Heike Fischer, TIPS Project Manager, Steinbeis-Europa-Zentrum, Germany</i> ▪ Identify the exploitable results of your FP7 project - <i>Participant individual exercise</i> Goal: Develop a list of exploitable results deriving from your project ▪ IPR handling in your individual project - <i>Game and individual exercise</i> Goal: Identify your FP7 project internal IPR situation and the intentions of each partner with regard to the dissemination and use of all results ▪ Exploitable result analysis/assessment - <i>Participant individual exercise</i> Goal: Identify the development stage and the market readiness of your project
Practical Exercise		

Wednesday, 27th November 2013 **DOING YOUR SWOT ANALYSIS**

Venue: Conference Room of the Technology Centre ASCR, Ve Struhách 27, 160 00 Prague 6

Chairperson: Ira Vater, TIPS Partner, SOPHIA Consulting, Italy

Theory	09.00 – 10.30	<p>How to know your potential market: Tools</p> <ul style="list-style-type: none"> ▪ Market studies: Why and how to do them <i>Katalin Kovács, Bay Zoltán Nonprofit Ltd. for Applied Research, Hungary</i> ▪ Business plans - why and how to do it: the development of a complete and effective business plan is a must for accessing the market <i>Tomá Bort, Bplan.cz, Czech Republic</i> ▪ Technology Watch and Technology Market Place: A pool of state of the art technology <i>Jiří Janošec, Technology Centre ASCR, Czech Republic</i>
Discussion Round	10.30 – 11.30	<p>Exploitation needs a market – part 2: The future of <u>private</u> transport Round table discussion with all participants <i>Moderators: - David Doerr, TUV Rheinland Consulting GmbH, Germany</i> <i>- Ira Vater, SOPHIA Consulting, Italy</i></p>
	11.30 – 11.45	Coffee Break
Good Practice	11.45 – 13.00	<p>Success factors and obstacles for successful R&D exploitation</p> <ul style="list-style-type: none"> ▪ Do's and don'ts in R&D exploitation <i>David Doerr, TUV Rheinland Consulting GmbH, Germany</i> ▪ Exploitation strategies – a practice case from research <i>Francesco Filippi, La Sapienza University of Rome, Research Centre for Transport and Logistics, Italy</i>
	13.00 – 14.00	Networking Lunch
Practical Exercise	14.00 – 17:00 incl. Coffee Break	<p>Exploitation plan (step 2) – SWOT analysis</p> <ul style="list-style-type: none"> ▪ SWOT Analysis - a structured planning method used to evaluate the Strengths, Weaknesses, Opportunities, and Threats of the integration of the exploitable results in your existing businesses <i>Anne-Cécile Giacomoni, ALMA Consulting Group, France</i> ▪ Identify strength and weaknesses for the exploitation of your FP7 project results - <i>Participant individual exercise</i> Goal: Identify those internal factors that are helpful to achieve the objectives and those that are barriers to achieve the objectives ▪ Identify opportunities and threats for the exploitation of your FP7 project results - <i>Participant individual exercise</i> Goal: Identify external factors that boost and external factors that hinder the achievement of your objectives. Raise questions such as: <ul style="list-style-type: none"> ○ Market assessment: Possible application sectors, size, trends, specific rules, key players ○ Fits to your own strategy? ○ Market readiness of your result(s)? ▪ Your competitive advantage in using the exploitable results of your project - <i>Participant individual exercise</i>

Thursday, 28th November 2013 PLANNING YOUR EXPLOITATION

Venue: *Conference Room of the Technology Centre ASCR, Ve Struhách 27, 160 00 Prague 6*

Chairperson: *Iakovos Delioglanis, TIPS Partner, Q-PLAN N.G, Greece*

Theory	09.00 – 11.00	<p>Possible exploitation routes: Financial support to bring your result nearer to the market or to carry out further R&D activities</p> <ul style="list-style-type: none"> ▪ A guide to European transport research <i>Carlo Corposanto, European Commission, DG Research and Innovation</i> ▪ Financing facilities under Horizon 2020: the new mechanisms: debt facility and equity facility <i>Carlo Corposanto, European Commission, DG Research and Innovation</i> ▪ The role of venture capital in market exploitation <i>Jean-François Boisson, Pôle Pégase, France</i>
	11.00 – 11.15	<i>Coffee Break</i>
Good Practice	11.15 – 11.45	<p>Good practice case from industry <i>David Doerr, TUV Rheinland Consulting GmbH, Germany</i></p>
	11.45 – 12.30	<p>Get in contact with networks providing you with free support</p> <ul style="list-style-type: none"> ▪ Finding the right business and R&D partners and access to finance <i>France Podobnik, Josef Stefan Institute, Enterprise Europe Network, Slovenia</i> ▪ Identify first users: TED – Database of public tenders <i>Jessica Ebner, Steinbeis-Europa-Zentrum, Germany</i>
Information	12.30 – 13.30	<i>Networking Lunch</i>
	13.30 – 15.30	<p>Exploitation plan (step 3) – Finalising your exploitation audit</p> <ul style="list-style-type: none"> ▪ FP7 requirements for your project’s exploitation plan <i>Ulrich Boes, URSIT Ltd., Bulgaria</i> ▪ Exploitation plan including action plan and timing - <i>Participant individual exercise</i>
Practical Exercise		

Blanka Tunnel Complex

The Blanka Tunnel Complex is the largest underground construction in the Czech Republic which is being carried out within the completion of the North-West section of the City Ring Road.

Project aim: to divert through-traffic away from the historical centre and to link up with the North-South Trunk Road under construction

Locality: Prague 6

Date of commencement: 2007

Date of completion: 2014

Budget: CZK 37,000,000,000 = € 1,436,991,412

Investor: Prague City Hall, City Investment Department

Website: http://www.praha.eu/jnp/en/past_future/projects_transforming_praque/the_city_of_pragues_projects/tunnel_komplex_blanka/index.html

