



TIPS

TRANSPORT R&D
FOR INNOVATION

WWW.TRANSPORT-TIPS.EU

TRAINING ACADEMY

LYON, FRANCE
4-6 February 2014

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”

4-6 February 2014 - Lyon, France

ALMA Consulting Group, 55 avenue René Cassin, 69009 Lyon, France

Academy Objectives:

The 3 day training academy provides information, tools and support for the development of exploitation plans of FP7 transport R&D results and exchange between up to 25 FP7 funded transport projects.

Profile of Participants:

Target group of the event are FP7 transport research project partners on the basis of individual invitation. Participants will include business representatives, academics, policy makers and other stakeholders involved in these projects.

Aim of the Training:

At the end of an FP7 R&D project an exploitation plan needs to be submitted to the European Commission. After the training, participants will have a first draft of an individual exploitation plan in hands plus the necessary skills to further improve it during the lifetime of the project. Also completed projects aiming at exploiting its research results will have a draft exploitation plan as a starting basis for market deployment.

Participant Benefits:

Participants will be supported free of charge in developing their exploitation plan in just 3 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 to the market and support initiatives to find potential partners for further development of R&D results.

DRAFT AGENDA

Tuesday,	4 February 2014	HANDLING YOUR IPR
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Chairperson: *Iakovos Deligiannis, TIPS Project Partner, Q-PLAN North Greece Ltd*

Welcome	09.00 – 09.30	Registration Welcome and overview of the TIPS project and training academy <i>TIPS partners Anne-Cecile Giacomoni, ALMA Consulting Group and Heike Fischer, Steinbeis-Europa-Zentrum</i>
	09.30 – 10.15	Setting the scene for transport research exploitation <ul style="list-style-type: none"> ▪ The pathway from research to exploitation – what is exploitation, why exploit, how to exploit? <i>Chris Nash, Institute for Transport Studies, University of Leeds, UK</i> ▪ FP7 requirements for your project's exploitation plan <i>Ulrich Boes, URSIT Ltd., Bulgaria</i>
Theory	10.15 – 10.30	Coffee Break
	10.30 – 11.30	Success factors and obstacles for successful R&D exploitation <ul style="list-style-type: none"> ▪ Impact factors for exploitation – part 1: Strengths and Weaknesses <i>Open discussion with all participants</i> <i>Moderators: Chris Nash, Institute for Transport Studies, University of Leeds, UK and Josef Mikulik, Czech Transport Research Centre, Czech Republic</i>
Discussion Round	11.30 – 12.00	The role of transport technology platforms in fostering exploitation <i>Josef Mikulik, Czech Transport Research Centre, Czech Republic</i>
	12.00 – 13.00	Networking Lunch
Go od	13.00 – 14.30	Intellectual property rights: Understanding the rules <ul style="list-style-type: none"> ▪ The challenge of joint ownership: Intellectual property rights in FP7 projects <i>Jana Kraténová, Technology Centre ASCR, Czech Republic</i> ▪ Rules, potential and IP enforcement for your protection: Which IP right should be used? <i>Václav Suchý, Technology Centre ASCR, Czech Republic</i>
	14.30 – 17:30 incl. Coffee Break	Exploitation plan (step 1) – IPR <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>IPR play by the TIPS team</i> <i>Ulrich Boes, URSIT Ltd., Bulgaria</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
Theory	17.30 – 19.00	Elevator-Pitch-Cocktail <i>Get to know the other participants and their projects in the form of elevator pitching (2 minute presentations per project) and network over a glass of wine</i>
Practical Exercise		
Netwo rking		

Wednesday, 5 February 2014 **DOING YOUR SWOT ANALYSIS**

Chairperson: *Antonio D'Amico, TIPS Project 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>Stefano Mainero, EPN Consulting Limited, UK</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>Guillaume Zietek, ALMA Consulting Group, France</i>
	10.30 – 10.45	Coffee Break
Discussion Round	10.45 – 11.45	<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>Daniel Cadet, ALSTOM Transport, France</i> ▪ Impact factors for exploitation – part 2: Opportunities and Threats <i>Open discussion with all participants</i> <i>Moderators: Daniel Cadet, ALSTOM Transport, France and Stratos Papadimitriou, University of Piraeus, Department of Maritime Studies, Greece</i>
	11.45 – 12:45	<p>Exploitation strategies – a practice case from research <i>Stratos Papadimitriou, University of Piraeus, Department of Maritime Studies, Greece</i></p>
Good Practi	12.45 – 13.45	Networking Lunch
	13.45 – 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>Heike Fischer, Steinbeis-Europa-Zentrum, Germany</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 your objectives 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)? ▪ Exploitation plan including action plan and timing - <i>Participant individual exercise</i>
Practical Exercise		
Netwo rking	17.30 – 19.00	<p>Speed-Dating-Cocktail <i>Get to know the other participants in the form of speed dating and network with each other while enjoying a glass of French wine and good cheese</i></p>

Thursday, 6 February 2014 PLANNING YOUR EXPLOITATION

Chairperson: Anne-Cecile Giacomoni, TIPS Project Partner, ALMA Consulting, France

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	Coffee Break
Theory	11.15 – 12.15	<p>Role of standards and normalisation in the exploitation of results <i>Jean-François LEGENDRE, Association Française de Normalisation (AFNOR),</i></p> <p>Interaction between R&D results and potential users – the role of networks <i>Peter Wolters, European Intermodal Association, Belgium</i></p>
	12.15 – 13.00	Networking Lunch
Information	13.00 – 14.00	<p>Get in contact with networks offering support</p> <ul style="list-style-type: none"> ▪ Finding the right business and R&D partners, technology watch and promotion <i>Lea Kane, Josef Stefan Institute, Slovenia</i> ▪ Private financing opportunities for R&D projects <i>Sébastien Touvron, Rhône Alpes Creation, France</i>
	14.00 – 16.00	<p>Optional visit of the security command post of the Lyon urban traffic (see next page for more information – the information is available only in French, but the guided visit will be in English)</p>
Site Visit		



ATOUTS DU SITE

- Système innovant de la gestion de la sécurité dans les transports urbains
- Mobilisation partenariale exemplaire dans l'acquisition de l'information

Pc de sécurité des transports en commun de Lyon



SYTRAL

21 Boulevard Vivier MERLE
69399 Lyon Cedex 03

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Description du contenu du site

Le PC Sécurité ouvert 24h/24, toute l'année avec un effectif de 16 personnes.

Il dispose de moyens humains pour coordonner et piloter les équipes APIC qui effectuent des contrôles et des interventions sur l'ensemble du PTU, soit 9 arrondissements et 64 communes desservies par le réseau TCL.

D'autres moyens humains complémentaires (association Medialys et entreprises de gardiennage) viennent renforcer ce dispositif de sécurisation du réseau, notamment en gestion de flux, information clientèle et surveillance des sites (dépôts, parcs relais, sites (de maintenance....)). Le PC Sécurité connaît en temps réel la disponibilité des effectifs afin de répondre au mieux aux diverses sollicitations, selon l'urgence ou la sensibilité des événements.

Aspects pratiques

- Langues proposées : Français, Anglais
- Durée de la visite : 1h00
- Capacité d'accueil : Jusqu'à 30 personnes par groupe.



Le PC Sécurité dispose aussi de moyens techniques :

- vidéo protection embarquée (bus et tramway) ;
- vidéo protection sur installations (stations de métro, tramway, parcs relais, pôles multimodaux...)
- moyens radio dans tous les véhicules ;
- boîtier d'appels gradués (dans les bus) permettant aux conducteurs d'alerter le PC Sécurité en indiquant un niveau de gravité ;
- sonorisation des bus ;
- géo localisation de tous les véhicules de transport et de la Direction de Sécurité ;
- alarmes : bâtiment aires (détection intrusion), plus agression, effraction, incendie.



Pour ce faire, une main courante informatisée permet une traçabilité de ce qui se déroule au fil du temps.

Le PC Sécurité permet des relations directes avec les PC :

- d'exploitation de Keolis Lyon (PC bus, PC tramway, PC métro).
- de la Police Nationale (avec possibilité de transmission des images vidéo en temps réel), de la Gendarmerie, des différentes Polices Municipales de l'agglomération, qui disposent pour certaines de leur propre réseau de vidéosurveillance.
- les Centres de Supervision Urbaine des différentes communes équipées.