



ERRIN European Regions
Research and Innovation Network



Better approaches to commercialisation of R&D results

- How to make more of your regional R&D investments?

Date: Thursday 25th June 2009
Time: 13h30 – 18h30, followed by a networking cocktail
Venue: West Midlands in Europe, Avenue d'Auderghem 22-28, B-1040 Brussels

It is widely recognised that too few projects initiated under both national as well as EU funded research projects are commercially exploited. This is particularly true for environmental and clean energy technologies, which involve above-average public funding and where the R&D-base is highly fragmented. Yet, regions and the EU at large can only benefit from research results if these are transferred from laboratories to the market as licensed technologies or newly created technology-based companies.

This ERRIN seminar, organised in cooperation with Greenovate! Europe, will inform ERRIN members about FP7 project opportunities for environmental technologies and familiarise ERRIN members with tested commercialisation methodologies. It will also enable ERRIN practitioners to discuss opportunities for their projects with commercialisation experts in moderated roundtable sessions.

Background information:

Technology transfer works sub-optimally

Investors invest in 1-2 deals out of 100.

Only 5% of public R&D results find their way into the market.

- Scientific excellence poorly translates into market innovations
- Europe does not optimally capitalize on its R&D investments
- Innovation-based growth potential is not fully exploited

Europe can make more of its R&D investment

Quicker and broader market introduction of innovative environmental technologies in form of licensing and spin-off creation is possible through the application of an innovative and structured methodology based on tailor-made innovation support services and a sector-specific approach.

Greenovate! Europe raises the commercialisation rate of R&D results by a factor 10

Greenovate! Europe is a non-for-profit expert group of innovation professionals focusing on environmental technologies with 20 members based in Brussels. It has successfully developed and tested an innovative methodology that, according to its founders, has already led to a 16% commercialisation rate of environmental technologies coming out of public research. In the renewable energy sector Greenovate has reportedly assessed 63 R&D results and managed to create 10 spin-offs, facilitate 2 licensing deals, and raised €4.5 million growth capital. Greenovate's support action is based on a technology screening process that includes a full risk assessment and coaches the most promising technologies up to the first private investment through:

- Identifying the most promising research results that are ready for innovation activities



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- Applying tailor-made innovation support services to each research result in close cooperation with the technology developers and technology transfer offices (risk assessment, coaching)
- Establishing investor-readiness and broker contact to investors, close deals
- Supporting start-up creation or licensing agreements

Joining forces between innovation professionals and research-intensive regions

Regional authorities care about the value added by their knowledge centres and researchers. Equipped with their own innovation funds and eligible for European support through the regional funds, they are ideal partners to bring forward a regionally-based commercialization support scheme in cooperation with innovation professionals.

Who should attend?

This seminar is open to researchers, research managers, environmental cluster managers, project managers and eco-innovation funding advisors from regions in the ERRIN network. Participants should be involved in an environmental technology project or have good knowledge and links to such projects so they can add value to the afternoon's discussions.

Register

Participants will be accepted on a first come first served basis. Please send your name, position, institution and contact information (e-mail and telephone number) to communication@errin.eu by Thursday 11th June 2009.



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ERRIN and Greenovate! Europe cordially invite you to a workshop on:

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Draft agenda

- 13:30 – 14:00 Arrival, registration, coffee
- 14:00 – 14:15 Welcome and introduction
Claus Schulze, Head of Secretariat, ERRIN and Astrid Severin, Executive Manager, Greenovate! Europe
Tour-de-table – each participants introduces himself / herself
- 14:15 – 14:45 FP7 opportunities for environmental technologies
Andrea Tilche, Head of Unit, Environmental technology – pollution prevention, DG RTD
Questions & answers
- 14:45 – 15:45 Greenovate! Europe's approach to commercialisation of R&D results (+ concrete cases)
Dr Serge Galant, President, Greenovate! Europe and CEO, Technofi
Discussion: what value could this add for my region?
- 15:45 – 16:15 Innovation vouchers: the concept and a possible use for commercialisation
Katharina Krell, Executive Manager, Greenovate! Europe
Discussion
- 16:15 – 17:15 Groups of 4-5 can discuss their particular needs for improved commercialisation of R&D results. Each group is moderated by a Greenovate! Europe expert who collects the relevant points.
- 17:15 – 17:45 The eco-innovation programme at the EACI: focus and scope
Astrid Geiger, Head of Sector, Ecoinnovation, EACI
Questions & answers
- 17:45 – 18:00 Presentation of group's recommendations and action points
Claus Schulze and Astrid Severin
- Networking cocktail

Coffee and refreshments are kindly offered by ERRIN.

ERRIN – the European Regions Research and Innovation Network
Greenovate! Europe – the European experts for green innovation