



USE&DIFFUSE

Newsletter

No. 2/2009

**Towards excellence
in research
dissemination and
exploitation**

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I. USE & DIFFUSE

USE & DIFFUSE is a project that is co-financed by the European Commission, under Framework Programme Seven, and, as its title suggests, it aims to support the dissemination and exploitation of results resulting from research projects involving small and medium sized enterprises (SMEs). The USE & DIFFUSE initiative gathered information on and analyzed current practices in terms of the use of RTD results in projects involving SMEs in order to draw upon best practice and guidelines that can be carried forward and disseminated to benefit existing and future R+D effort involving industry.

A central Project component is the creation of a practical, public accessible Best Practice Manual or Guide entitled “**Make European Research Work For Your Company**”. This practical and complete Guide will provide SMEs (and indeed Research Performers as well) with a step by step approach to ensuring that they get the most out of the results of research and development projects and that they put all the right pieces in place in order to be well prepared to uptake and manage the resulting IP. Readers of the Guide will benefit from a close look at success stories and case studies, methods and approaches for creating an effective strategy for the dissemination and exploitation of RTD results, as well as advice on how to realistically tap into the real market potential of research results.



II. Use & Diffuse Guide to the Use and Dissemination of Research and Development results

A practical step by step Guide that aims to equip and prepare SMEs to **make better use of the results** of collaborative R&D projects so that they can be of benefit to their businesses by having a **tangible impact on profits, competitiveness and company growth**.

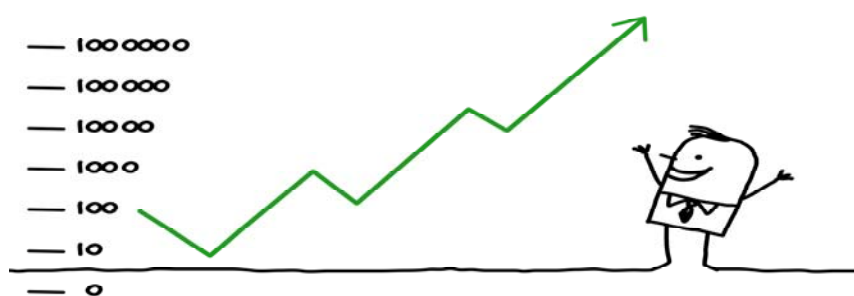
Is this **Guide** for you?

Are you a **Small and Medium sized Enterprise (SME)** interested in **strengthening your market position**, improving your existing products or **acquiring new skills** by getting involved in a **Research and Development (R&D) project** funded by the European Commission (EC)? If so, this Guide can help you to get the most out of your R&D project.

Are you a **research performer** currently working in a project with SMEs, or considering doing so in the future? Then this **Guide** will assist you too. SMEs from previously identified **24 Best Practice R&D projects** were asked **how they used and disseminated their research results** in order to identify the **real benefits** that companies can obtain from collaborative R&D projects and how to go about it and this knowledge and experience has helped to shape the contents of this **Guide**. So whether you are thinking of joining a collaborative R&D project in the near future, or whether you are already involved in a project that is underway, if you want to get the most out of your participation, then this is the **Guide** for you. It is packed with **helpful information advice, quotes and real-life examples from SMEs** that participated in **24 Best Practice projects**. You should find this useful during your own project when you start planning for the use and dissemination of the results.

To download your free copy of the Guide, simply click on the link below:

www.useanddiffuse.eu





III. NEWS



* **Public procurement of innovation - a driver for future health in Europe**

13 October 2009 Stockholm, Sweden

The conference will be a platform to discuss and illustrate Public Procurement of Innovations, PPI, within the Life Science sector. The aim of the Conference is to mobilise Europe for a public procurement of innovation policy in the life science area in order to increase the competitiveness in EU and thereby also increase the industrial development.

Contact: VINNOVA@VINNOVA.se -Also: <http://www.vinnova.se/misc/Anmalningsformular/Public-Procurement-of-Innovation/>

* **IST-Africa 2010 Conference - Call for Papers: Deadline 06 November**

19 May 2010 - 21 May 2010 Durban, South Africa

Hosted by the Government of South Africa through the Department of Science and Technology, IST-Africa 2010 Conference & Exhibition will take place in Durban in May 2010. Part of the IST-Africa Initiative is supported by the E.C. under the ICT Theme of FP7. IST-Africa 2010 is the fifth in an Annual Conference Series which brings together senior representatives from leading commercial, government & research organisations across Africa and from Europe, to bridge the Digital Divide by sharing knowledge, experience, lessons learnt and good practice and discussing policy related issues. Check the dedicated website for details.

Contact: miriam@iimg.com - See also: <http://www.ist-africa.org/Conference2010/>

* **Roadmap for Research on Ambient Assisted Living - Evaluation Workshop**

22 September 2009 - 23 September 2009 Eindhoven, The Netherlands. This workshop is organised by the AALIANCE project – “The European Ambient Assisted Living Innovation Alliance”. This project aims to coordinate the European Ambient Assisted Living (AAL) community and to develop a common strategic vision for R&D approaches in the AAL context. An important steps towards this aim is the release of the AAL Roadmap, providing an in-depth look into the future of application areas, concepts and technologies until 2025. During 2 parallel sessions, the content of the roadmap will be discussed. See also: <http://www.aaliance.eu/public/documents/aaliance-roadmap/>

* **Med-e-Tel 2010**

14 April 2010 - 16 April 2010 Luxembourg Med-e-Tel focuses on ehealth and telemedicine applications and a wide range of other medical ICT applications and on the convergence of information and communication technology with medical applications, which lead to higher quality of care, cost reductions, workflow efficiency, and widespread availability of healthcare services.

Contact: info@medetel.lu - See also: <http://www.isft.net/cms/index.php?id=1>

Towards a New Ageing Vision: The Contribution of ICT Industry and Businesses

AGE - the European Older People’s Platform together with the European Commission, DG Information Society and Media and the support of the Mr Lambert Van Nistelrooij Member of the European Parliament invite you to attend: “Towards a New Ageing Vision: The Contribution of ICT Industry and Businesses”, European Parliament, Brussels, 6 October 2009.

The aim of the workshop is to identify how ICT Industry and businesses are or will be creating a new ageing vision within their own companies, with their products and services. The workshop will be an opportunity for stakeholders to meet and to gather ideas, common visions, guidelines or milestones in the coming years as a basis for a post i2010 Ageing strategy.

Contact: isabel.borges@age-platform.org with CC ilenia.gheno@age-platform.org



IV. Use & Diffuse exchange of good practices–U&D Events Roadshow!

The Use and Diffuse project is currently organizing a comprehensive agenda of seminars and study visits in the UK, Germany, Spain, Poland, the Czech Republic and Cyprus, with aim of uniting SMEs, Industry Associations, Business Development agencies, Research Performers and Universities, IPR experts and other stakeholders so that together they can **exchange best practice and experiences in the area of the dissemination and practical exploitation of the IP resulting from research projects**. Participants will benefit from access to experts from the field of Intellectual Property, as well as the opportunity to communicate and share experiences with industry members who have experience in the commercialization of the results of R&D projects. During the events representatives of SMEs and RTD performers will initiate the creation of cluster-like cooperation between projects on common topics to improve interaction and joint dissemination and exploitation activities.

Upcoming events in 2009:

■ **“Management, Exploitation and Dissemination of IP from R&D projects involving industry.”**

Castelldefels (Barcelona, Spain). **Oct 23rd 2009. 09:00: 14.00**

Half day seminar and training session for industry on how to effectively manage IPR issues in FP7 project.

For more information please visit www.useanddiffuse.eu.

■ A 'Use and Diffuse' study visit is proposed entitled ' **Making Research Work for Your Company**'. The event will be of benefit to:

- 1) Research-interested SMEs in supply chains that serve the Health or ICT sectors
- 2) SMEs involved or wishing to become involved in EU-financed projects
- 3) The Use and Diffuse manual because the event will be used to inform the second draft which will be available from June 2010.

The event will be an opportunity to meet potential partners and discuss dissemination and exploitation issues prior to involvement.

The objectives of the event would be for:

- 1) SMEs new to EU programmes to learn from SMEs who have had experience
- 2) SME practitioners to come together as an informal network to share knowledge and understand best practice in use and dissemination of research results
- 3) Attendees to explore opportunities to work together in the future.

Attendees will include RTDs and SMEs from the following EU countries: UK, Poland, Spain, Cyprus, Germany and the Czech Republic.

The event will take place **on Monday the 30th November in Luton, UK.**

SMEs interested in participating should register their interest before the 1st November with elly.philpott@beds.ac.uk or stachowicz@transfer.edu.pl of the 'Use and Diffuse' project. Outside the UK, limited travel funding is available for SMEs who wish to participate.

For more information please visit www.useanddiffuse.eu.



V. Research for SMEs call 2009



This call opened on July 30th last. All call documents and information on how to submit a proposal are available from the following link:

http://cordis.europa.eu/fp7/dc/index.cfm?fuseaction=UserSite.FP7DetailsCallPage&call_id=216

Research for SMEs supports small groups of innovative SMEs in solving common or complementary technological issues and acquiring technological knowhow.

This funding scheme targets mainly low to medium technology SMEs with little or no research capabilities but also performing SMEs that need to complement their core research capability. The call is open to all research fields. Projects must fit into the overall business and innovation needs of the SMEs, which are given the opportunity to subcontract research to RTD performers in order to get the necessary knowledge. The main objective is to improve SME competitiveness by investing in the acquisition of new knowledge from RTD providers. RTD performers undertake research on behalf of an international consortium of SMEs, and they are remunerated for their services with a significant portion of the research costs funded by the EU.

The deadline for submission of proposals is **3rd December 2009, at 17h00, Brussels local time.**

To be eligible, proposals must include at least 3 independent SMEs established in at least 3 member states or associated countries and at least 2 RTD performers independent from any other participant.

VI. Calls Review

Call Identifier	Call Title	Publication Date	Deadline
FP7-2010-ICT-GC	"ICT for Green Cars"-2010	2009-07-30	2009-11-03
FP7-ICT-2009-5	ICT Call 5	2009-07-30	2009-10-26
FP7-HEALTH-2010-single-stage	Cooperation Health	2009-07-30	2009-11-19
FP7-HEALTH-2010-two-stage	Cooperation Health	2009-07-30	2009-10-29
FP7-HEALTH-2010-Alternative-Testing	Cooperation Health	2009-07-30	2010-02-03



IX. USE&DIFFUSE CONTACTS

VII. EECAlink project

The project „Promotion and Facilitation of International Cooperation with Eastern European and Central Asian Countries“ (EECAlink) is financed by the Seventh Framework Programme under the Health priority theme. The project is coordinated by the First Faculty of Medicine, Charles University in Prague, Czech Republic. In total, 17 partners from 12 countries participate in the project. The consortium is composed by academia partners and FP7 consultants.

The project aims at identification of joint research priorities of the European Union and Eastern European and Central Asian countries (EECA) and strengthening collaboration among them. The project support aims at researchers from EECA countries to facilitate the cooperation with European researchers. The project offers a travel grant to researchers from EECA countries to enable them to participate in brokerage events altogether with their potential research partners from the European Union.

For more information, please visit www.eecalink.eu

VIII. SMEs go Health

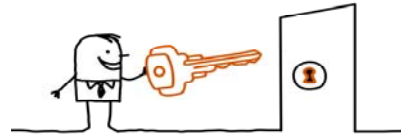
"SMEs go Health" is an initiative of the EU Commission supported by a network of experts and NCPs in **30 countries**. It is a continuation of the "SMEs go LifeSciences" initiative in the Health thematic priority of the EU Framework Programme 7. The main objective of the "SMEs go Health" project is to offer advice and support to SMEs and SME groupings and assist them in participating in EU-funded research projects in the Health thematic priority of FP7.

Project support aims to help improve the quality of research project proposals submitted in the Health thematic priority of FP7 and increase the participation rate of SMEs.

It is focusing, on the one hand, on the capacity building and training of SMEs and researchers in their preparation of EU-funded projects.

On the other hand, it provides support activities for consortium building and matchmaking for SMEs and researchers preparing EU project proposals.

Website link: <http://www.smesgohealth.org>



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