

# ACTION PLAN

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Working version

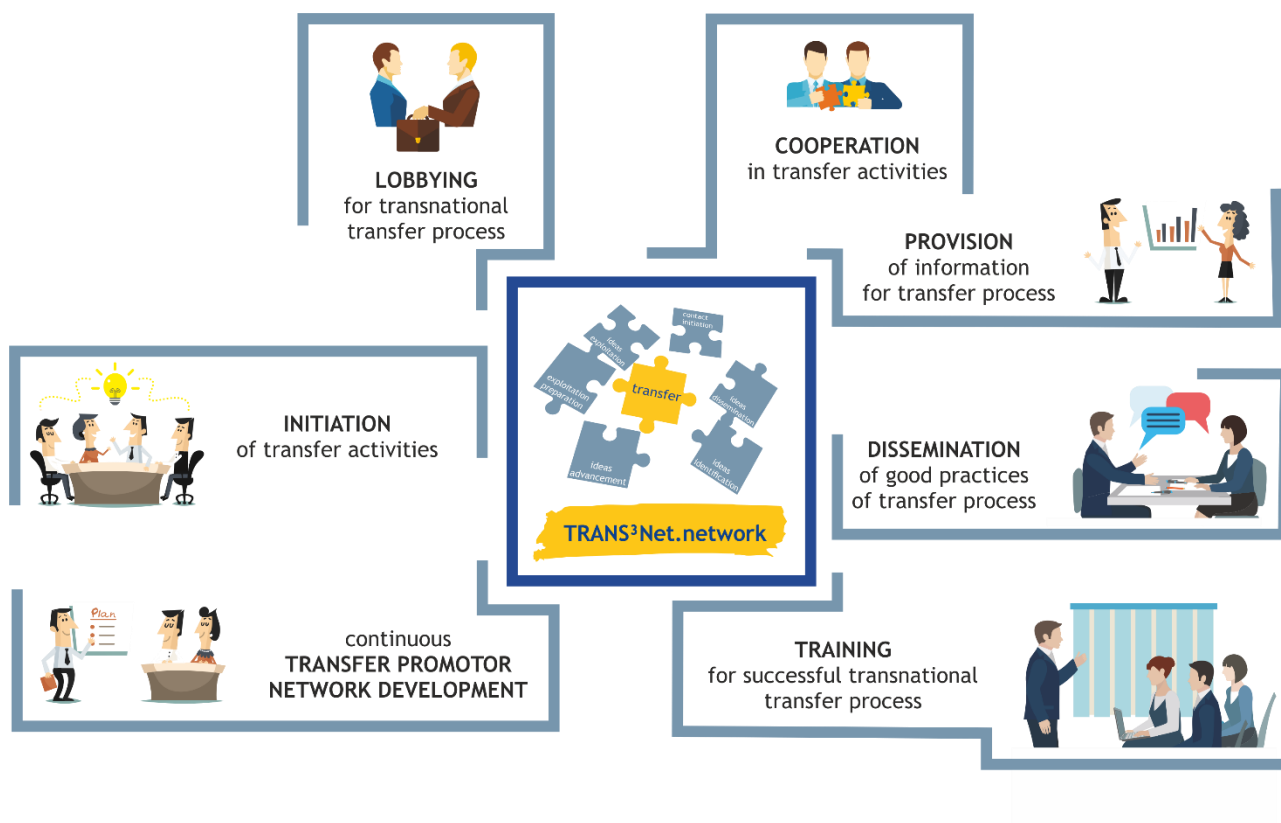
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# 1. Summary



The action plan drawn up by the project consortium includes seven fields of activities aiming to promote the transnational collaboration of science and businesses in the monitored region.

These fields derived from the SWOT analysis presented in 2017 and the Strategy for transnational network of transfer promoters.

The following presentation describes the fields of activities and highlights possible examples and measures for their concrete implementation.



## 2. Action plan in detail

### 2.1. Action field “continuous development of transfer promotor`s network “

#### 2.1.1. Basic information

- objective: services ensure the existence and further development of the network
- target groups are transfer promotors and members of network

#### 2.1.2. planned services

- establishment of permanent lobbying as well as contact and information possibilities for network members
- information about different national standards in knowledge and technology transfer and, if necessary, derivation of measures for improvements
- provision of meeting opportunities with other network members and discussion about specific topics, project ideas or problems
  - examples are: jour fix or regular round tables
- supply of best practice examples, tools, approaches and case studies for successful transnational collaboration and transfer for the network members
- identification of concrete barriers for transnational cooperation in technology transfer → derivation of measures for their reduction
- monitoring of transfer activities in the three regions
- Implementation of counselling services for transfer promotors

### 2.2. Action field “Cooperation in transfer activities“

#### 2.2.1. Basic information

- objective: realisation of cooperation between network members in transfer activities and of the Network with other organisations
- target groups: research organisations, SMEs, network members

#### 2.2.2. planned services

- establishment of various possibilities for personal discussions with network members and externals
  - exchange of experiences
  - working contacts
- yearly meetings of network members, e.g. during Polish-German-Czech cooperation forum for companies organised by KARR in Jelenia Góra
- implementation of regular transnational events with universities, other research organisations, transfer promotors and SMEs (fairs, visits, discussions)
- support and cooperation with transfer departments at the universities and research organisations
- cooperation with comparable networks in other regions



- offer of exchange and regular information, mutual visits
- better usage of already existing transnational structures for building innovation cultures and absorptive capacity in enterprises, e.g. Enterprise Europe Network
- implementation of formats for (transnational) exchange of staff between research organisations, enterprises as well as research institutions and enterprises
  - platform brokering scientific staff on network webpage
- implementation of thematic workshops for SMEs, e.g.
  - How to become an attractive partner for scientific organisations like large companies?
  - projects similar to Knowledge Transfer Partnership (<https://www.gov.uk/guidance/knowledge-transfer-partnerships-what-they-are-and-how-to-apply>)

## 2.3. Action field “Dissemination of good practices of transfer process “

### 2.3.1. Basic information

- Objective: identification and provision of good practice examples of promoting transnational transfer and collaboration of science and businesses
- target groups: research organisations, SMEs, network members

### 2.3.2. planned services

- Collection, analysis and dissemination of positive examples of transnational cooperation
  - content:
    - > successful transnational innovation collaboration (e.g. ELAT - Eindhoven - Louven - Aachen Triangle, Swiss-Swedish Innovation Initiative [www.swii.org](http://www.swii.org))
    - > successful spin-off companies from all three regions (esp. spin-offs based on transregional cooperation): presentation of their history, financial sources, interviews with founders/ employees.
    - > best practice examples of innovative companies in the TRANS<sup>3</sup>Net region
    - > success stories of (transnational) technology transfer projects (with participation of SMEs)
    - > informational campaigns promoting clusters and technology parks as tools for lowering the costs of technology transfer (Campaigns will include workshops, seminars as well as articles in professional newspapers)
    - > promotional campaigns on benefits from commercialisation of intellectual property
  - presentation methods:
    - > by posters, videos, articles
    - > publishing of results on TRANS<sup>3</sup>Net portal (database) and as a manual
    - > TRANS<sup>3</sup>Net.visit periodically to show how other SMEs have successfully introduced innovations and to bring SMEs and scientists together
    - > Implementation of a yearly or bi-yearly competition with an award for the best transnational technology transfer idea/project



- > Meeting with entrepreneurs to present technology transfer success stories

## 2.4. Action field “Initiation of transfer activities“

### 2.4.1. Basic information

- objective: implementation of measures supporting the initiation of transnational transfer processes and cooperative research projects
- target groups: research organisations, SMEs, network members

### 2.4.2. planned services

- information campaigns about network of transfer promoters: objectives, offers for companies and research organisations using TRANS<sup>3</sup>Net.portal etc.
- consulting services for research organisations and companies regards successful implementation of transnational transfer projects, funding, legal, IP-rights, etc.
- support in developing cooperation agreements for transnational transfer projects
- assistance with searching for transfer promotor
- individual consulting services in companies to determine concrete needs and later consulting and placement of concrete solutions in SMEs
- promotion of clusters through the network by bringing partners with same topics and objectives together
- Initiation of research initiatives that respond to business needs (general)
  - Innovation week organisation in cooperation with other initiatives
  - Implementation of events like TRANS<sup>3</sup>Net.visit or TRANS<sup>3</sup>Net. Show dealing with innovative topics like smart mobility or industry 4.0 to get scientists and SMEs from all three countries together
  - annual working group meeting of the smart specialisation projects on innovation and technology transfer in the Polish-German-Czech border region
  - International consortium agreement meetings - Horizon 2020 and beyond (Organisation of meetings in Wrocław, Dresden or Usti nad Labem to work on Interreg projects of European Territorial Cooperation and international consortium agreements for Horizon 2020 and future EU funds)
- Using the databases of SME's needs, technology oriented and transferable projects to interlink demand and supply (Business and Science) by network
- Motivation of scientists to commercialise, among other things on the basis of the applied regulations in the research organisations of the region (manuals, exchange of experiences, workshops)
- Setting up a ResearchGate/LinkedIn group of researchers taking part in the TRANS<sup>3</sup>Net events for continuous contact maintenance
- Creation of a trans-regional Centre of Competence composed of network members regards transfer of knowledge and technology in selected smart- specialisations
  - > Initiating and running the Centre of Competence for technology transfer in selected areas of smart specialisation chosen in cooperation with each project partner. The role of the centre will be: supporting the development of new technologies and solving technological problems of



enterprises in the transnational region and performing the role of a knowledge centre in a given field.

## 2.5. Action field “Provision of information for transfer process“

### 2.5.1. Basic information

- Objective: preparation and dissemination of information supporting transnational transfer processes
- target groups: research organisations, SMEs, network members

### 2.5.2. planned services

- Collection and dissemination of principle information of transitional transfer of technology process: its objectives, advantages, profits - regular actions (publication, workshops)
- Regularly updated information on TRANS<sup>3</sup>Net.portal about institutions ready for commercialisation of their findings and institutions requiring new technology
- Permanent update of map of transfer promoters supporting transfer of technology in three regions (including financial institutions)
  - provision of an overview about transfer promoters (institutions and actors in science, economy and politics) and their services regarding support of knowledge and technology transfer
    - > map and TRANS<sup>3</sup>Net.portal online
    - > mutual visits
- further development of TRANS<sup>3</sup>Net.inno-platform with technology oriented and transferable project results which can be used by SMEs
  - for this purpose: Establishment of concrete cooperation with universities and research organisations for the provision of relevant information
  - publishing by innovation-web-portal with limited access only for members
- collection and dissemination of actual information related to knowledge and technology transfer and upcoming events by periodic newsletter
- participation and presentation of network at fairs and other events with focus on transnational transfer in the three-border region and at international innovation events
  - methods: poster, exhibition walls
- for network members
  - screening of available funding for transitional transfer and cooperation and provision of information to network members
  - preparation of a database of legal norms concerning transfer of knowledge and technology, commercialisation in three regions in cooperation with lawyers from every region that are specialised in transfer of technology and provision to network members
  - promotion of legal records simplifying transfer of technology process
  - development of a database with needs of SMEs which can be used as starting points for research projects in research organisations
  - initiation or implementation of analyses in companies regards their innovation needs



- preparation of a database of requests for new technologies (published on TRANS<sup>3</sup>Net.portal)
  - > for creation and update of database a questionnaire will be regularly distributed among SMEs.
- access to regional databases of ready-to-commercialise research results
- informational campaigns about talent programmes, MSc and PhD scholarships for students launching innovation projects
  - > regular publication and update of information on TRANS<sup>3</sup>Net.portal

## 2.6. Action field “Lobbying for transnational transfer process “

### 2.6.1. Basic information

- objective: improvement of framework conditions for transnational transfer between science and economy
- target group: policymakers

### 2.6.2. planned services

- lobbying for new legal acts promoting transnational collaboration in the field of knowledge and technology transfer
  - selection of lawyers from every region that are specialised in transfer of technology and incorporation into the network
  - offer of workshops with lawyers to law specific topics of knowledge and technology transfer
- periodic consultations/meetings with policymakers and discussion about specific topics regards transnational transfer about:
  - necessity for creating high risks funds for transfer of innovation
  - internationalisation of currently used financial sources for technology transfer or research-industry cooperation on the regional level
  - extension of existing financial sources on the regional level (region, województwo or land can influence the exploitation conditions) in a way that they can be also used for transnational collaboration between industry and science, e.g. Innovation vouchers in Usti Region <http://icuk.cz/en-innovation-vouchers>
- lobbying for development of funding programmes, which support transnational transfer of knowledge and technology
- monitoring and evaluation of problems/obstacles for transnational transfer and reporting to the policymakers or development of own solution concepts



## 2.7. Action field “Training for successful transnational transfer process “

### 2.7.1. Basic information

- objective: different qualification offers regards selected topics of transnational transfer
- target group: not defined

### 2.7.2. planned services

- Organisation of seminars and workshops
  - with lawyers and policymakers about regulations regards transnational transfer of technology
  - for transfer promoters from monitored regions: sharing experiences, launching cooperation and common practices
- launching promotional campaigns on benefits from commercialisation of intellectual property
  - opportunity of consultation, workshops, publication
- Promotion of education of future staff (in transfer promotor organisations) in terms of activities connected with the transfer of technology process (e.g. professional technology brokers, transfer promoters)
  - visits at universities
  - creation of postgraduate studies
- Offer of further training in how to start transnational cooperation projects, evaluate research results or bring an idea into the market





## TRANS<sup>3</sup>Net - Increased effectiveness of transnational knowledge and technology transfer through a transnational cooperation network of transfer promoters

### > Consortium

#### Germany (Saxony)

- Technische Universität Dresden, CIMTT Centre for Production Engineering and Organisation (LP)
- Bautzen Innovation Centre GmbH
- Wirtschaftsförderung Erzgebirge GmbH

#### Poland (Lower Silesian Region)

- Lower Silesian Voivodeship
- Wrocław Regional Development Agency
- Wrocław University of Science and Technology, Faculty of Mechanical Engineering in cooperation with CAMT Fraunhofer Project Center

#### Czechia (Ústí Region)

- Economic and Social Council of the Ústí Region
- District Chamber of Commerce Děčín
- J. E. Purkyně University in Ústí nad Labem, Faculty of Science



### > Contact

TU Dresden, CIMTT

 <http://trans3net.eu>

 [www.facebook.com/trans3net](http://www.facebook.com/trans3net)

 +49 351 463 33702

 <http://interregcentral.eu/trans3net>

 [office@trans3net.eu](mailto:office@trans3net.eu)

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