

ECOINNO2SME

**“Supporting SMEs in Disseminating and Exploiting
Research Results of ECO-Innovation”**

Presentation of the main results

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Aim of the EU-project:

Support to SMEs in Europe that want to further explore and disseminate their project results stemming from European RTD Projects

The areas:

Biotechnology and Food, Environment and Energy

- all related to ECO-Innovations

Project duration:

- Project start: 01.02.2008
- Project end: 31.03.2010 (prolongation of 2 months)

Projekt partners:

7 Partners from 7 european countries – Steinbeis-Europa-Zentrum was the co-ordinator

The Methodology:

- Identification of completed EU FP 5/6 Projects in the area of Eco-Innovation
- Establishing contacts with project co-ordinators to get access to SME partners
- Addressing SMEs (1. Step: Test Bed Interviews, 2. Step: Questionnaires)
- Sending Questionnaires in order to analyze and assess the success factors as well as constraints for exploitation/dissemination of RTD results
- Assess & identify successful exploitation strategies, identify Best Practices, identify key success factors, identify further exploitation needs
- Interdisziplinary approach to disseminate and exploit research results (joint activities: trainings/workshops (regional / EU-level), company missions, bilateral support)

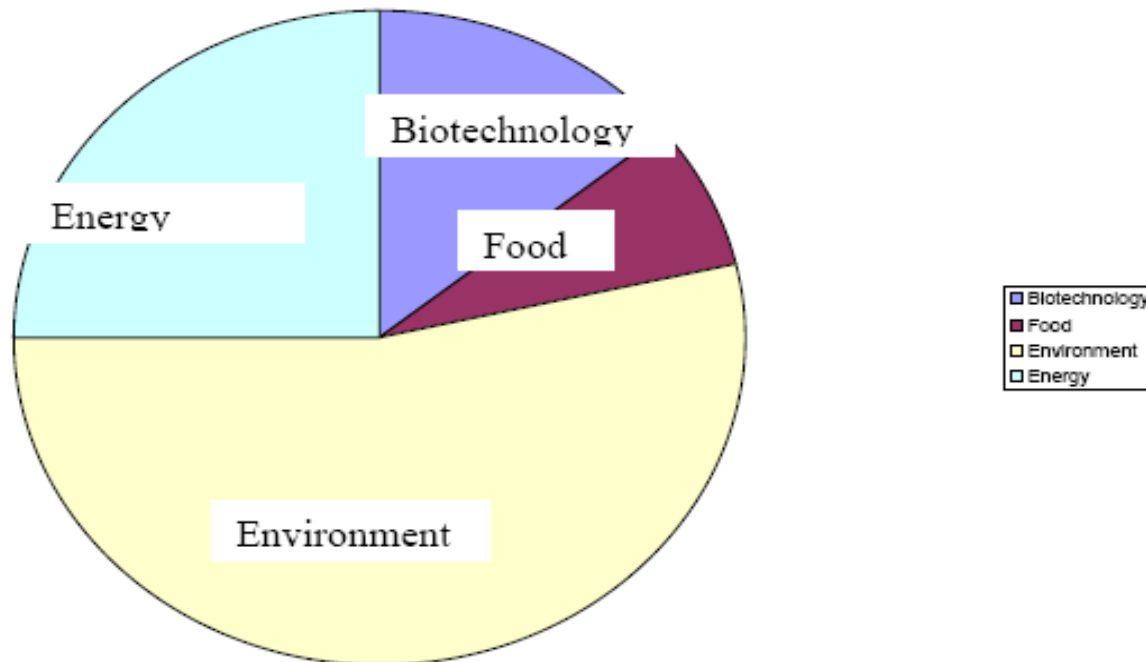
Project- Key Data

- More than 9.600 EU Projects identified (FP 5, FP 6, Eureka etc.) and SME contacted directly or via their coordinator
- 558 Questionnaires sent to SMEs
- 117 filled Questionnaires returned (20,97%)
- 118 SME involved – 106 SME have answered to the Questionnaire
- Development of a methodology to identify key factors for successful exploitation and dissemination of research results
- Following this methodology: 28 SMEs (26,4%) identified, which have been successful
- Analysis of key success factors and recommendations

! Analysis is not representativ, often subjective answers, but reflects a valuable trend of SMEs in exploiting and disseminating of research results !

Good Practice SMEs (GP SMEs)

Biotechnology	Food	Environment	Energy	Total
4	2	15	7	28



Analysis I

Key Success Factors

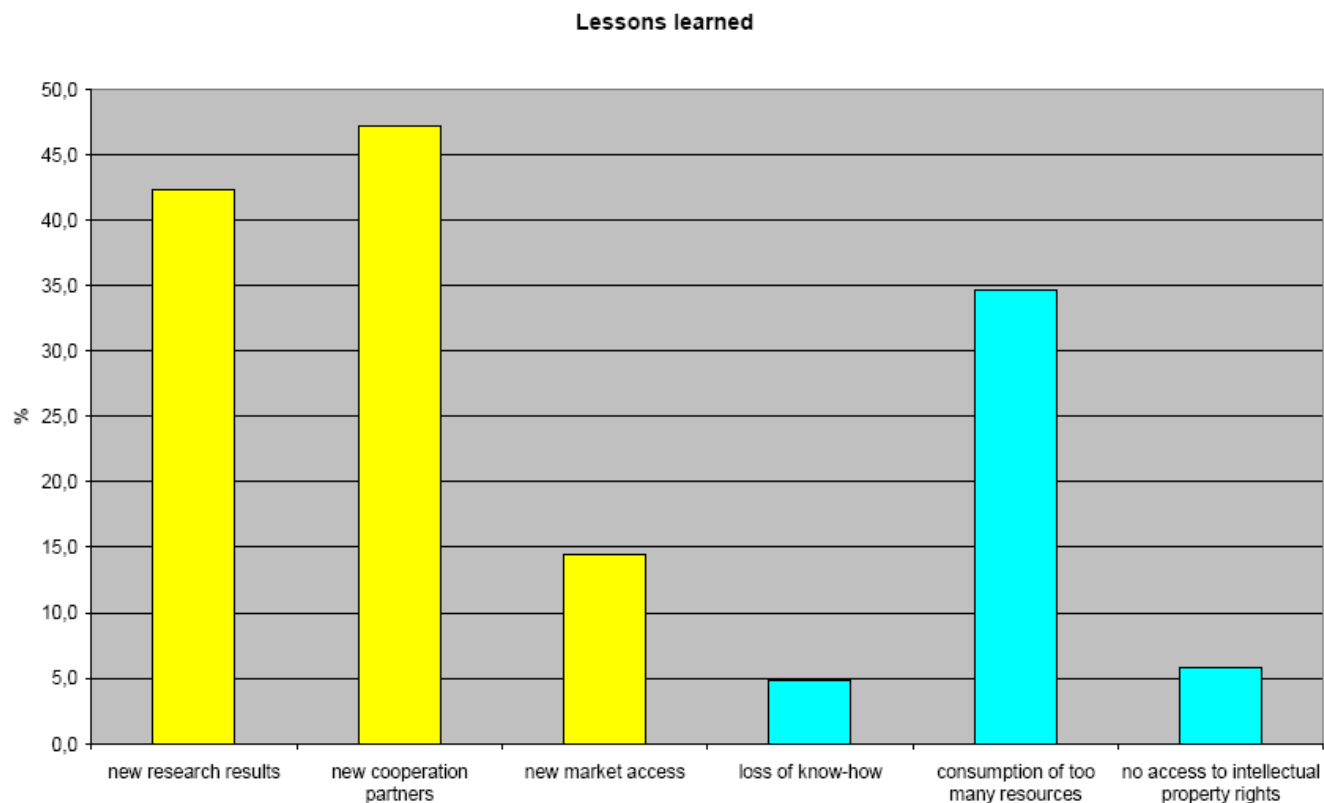
➤ Importance of KSF for 28 GP-SMEs successful in exploitation:

1. Innovative project idea and call fitted well to the core business of the SME (Ø 89%)
2. Well defined work plan for exploitation measures and exploitation plan effectively done (Ø 80%)
3. Strong experience with technology, strong internationalization attitudes and strong project management experience (Ø 77%)
4. Well managed IPR (protection/access/share) (Ø 75%)
5. Well structured consortium and strategic partners involved (Ø 62%)
6. Initiation of the project and coordinating the project (Ø 53%) [\[1\]](#)
7. Commercialisation methods/ market strategy/ market access (Ø 45%)
8. Training for IPR and assistance for exploitation received (Ø 32%)

[\[1\]](#) Especially the coordinator's and initiator's role were investigated

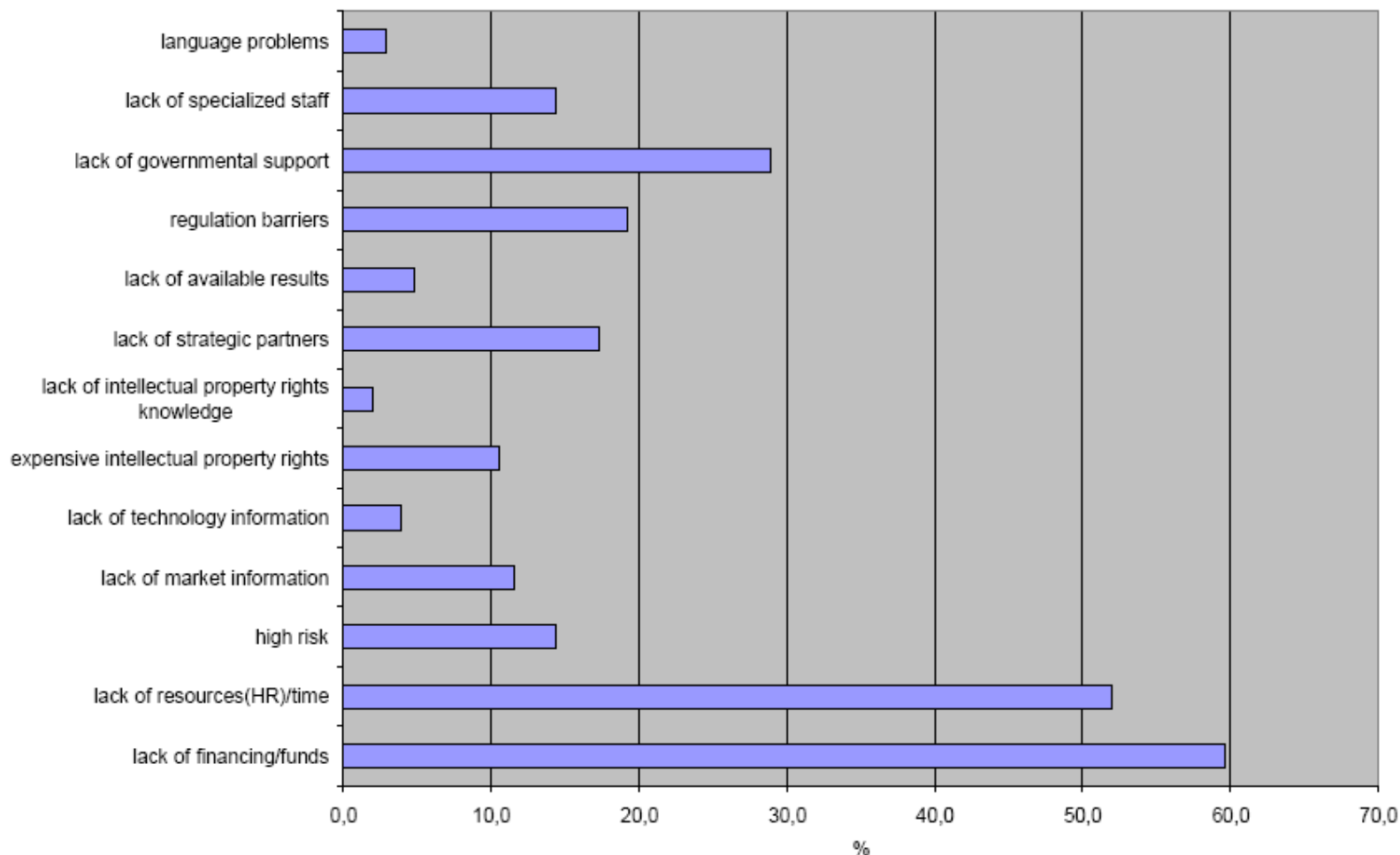
Analysis II - Lessons learnt from the participation of SMEs in EU funded RTD projects

➤ Lessons learnt (yellow: positive; blue: negative) in %

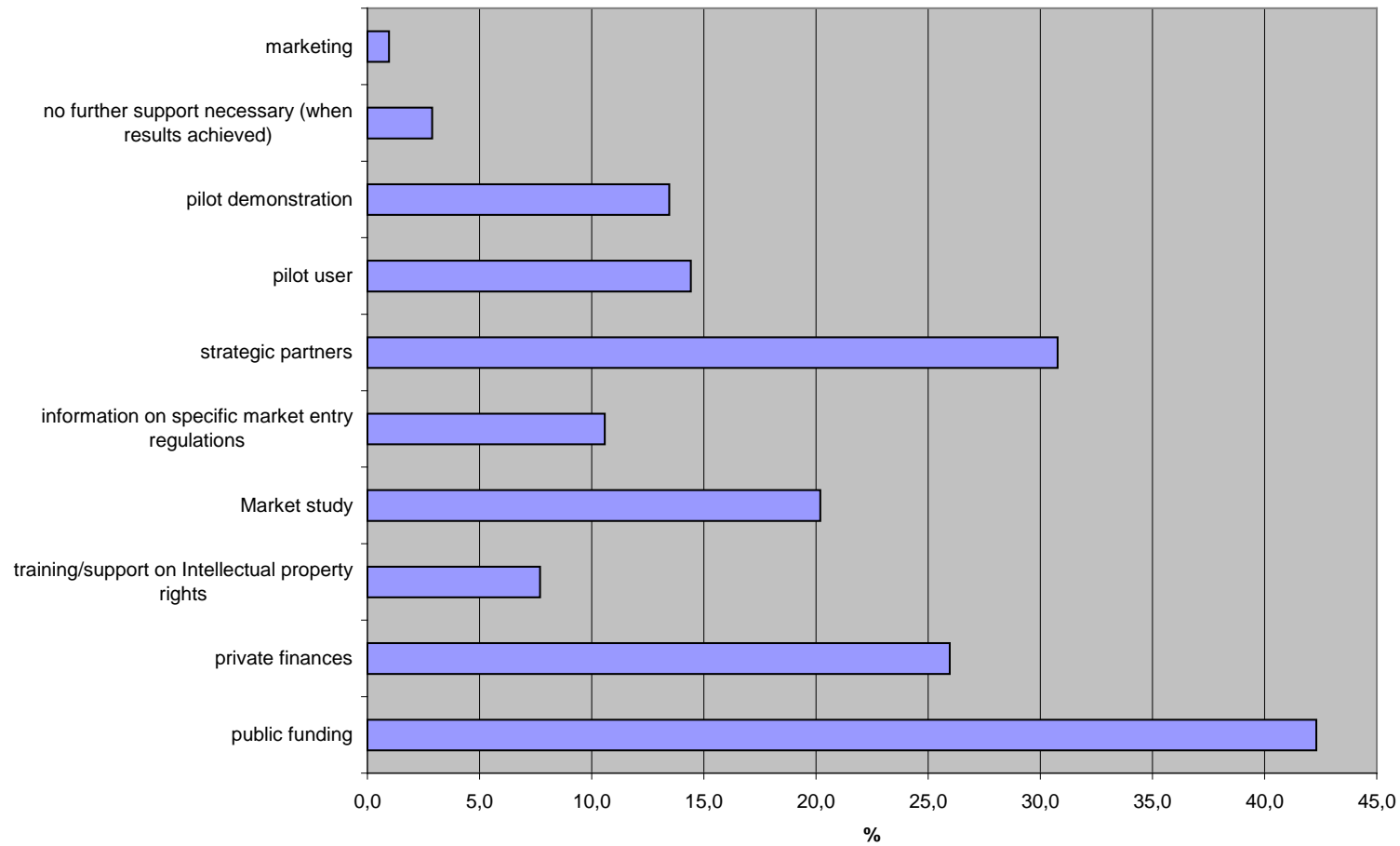


Analysis III - Main barriers for innovation for SMEs in %

Graph 19) Main barriers for innovation in %



Analysis IV - Further support needed to fully exploit research results in %



Conclusions



No „totally new“ lessons learnt, but valuable input to strengthen and re-emphasize:

- 1) the necessity to overcome the gap between research and markets through various means (e.g. strategy within the project consortium and through launching of specific calls etc.)
- 2) the necessity to improve/ widen the support for SMEs in RTD projects (e.g. through new financial models, reduction of IPR costs, less bureaucracy, specific trainings etc.)



Downloadable Lessons learnt brochure



http://download.steinbeis-europa.de/ecoinno2sme/ECOINNO2SME_lessons_learnt_en.pdf



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