

SEETechnology Newsletter

Year 2014, No. IV

Summer 2014

SEETechnology is a part of South East Europe (SEE) Transnational Cooperation Programme. The project is about co-operation of SEE (South East Europe) science parks for the promotion of transnational market uptake of R&D results and technologies by SMEs. It's about creating the environment for innovative entrepreneurship.

Message from Prof. Dr. Dean Korošak, SEETechnology Project Coordinator

Dear readers,

In front of you is the 4th edition of the SEETechnology Newsletter. Our project is now in its most active phase; numerous activities are running, which are oriented into the practical application and build on the so far project results. Parallel to these activities, partners are organising also a variety of dissemination actions and events trying to inform and reach our target audience(s).

The following pages thus bring colourful reading. Among other you will get to know about our visit to Bologna in the beginning of June 2014, where the SEETechnology partners got the opportunity to exchange our knowledge and experiences in the wide-scale R2B event, which has in the recent years grown to become an important international marketplace for research ideas, results and products matching the demand and supply for technology and innovation.

Our partners from Zagreb have in the frame of their pilot established a low level of cooperation between the SMEs and the research and innovation in Croatia and are now working on the development of the tools needed to promote greater interaction between business and innovation. The University of Graz are, among other, tackling another topical question, namely how to bring the innovation based products to the final users. The Bologna University are confronting the dilemma of SMEs about how to assess whether the innovation and research results, which are produced by the universities and other research institutions, will also bring profit in the market. Usually, the SMEs don't have enough financial resources for deep market researches.

The first Mondays in each month will not be only ordinary Mondays in Budapest anymore. Read why in the chapter dedicated to dissemination activities and promotional events.

Much more inspiring and interesting reading awaits in the following pages. Enjoy.

To our partners and readers we are wishing a wonderful summer.

Dean Korošak, SEETechnology Coordinator

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Jointly for our common future



Bled, Slovenia (in time of the Joint Communication Training), June 2014
Photo by Jasna Poženeš

SEETechnology meetings, events ...

Transnational Workshop in Bologna (5-6 June 2014) & project progress

The Transnational Workshop was held in Bologna, Italy from 5 to 6 June. The event has been organised within the R2B event – international exhibition dedicated to Research & Innovation.

Since 2005, R2B – Research to Business - is the **international marketplace for industrial research** ideas, results and products, the venue, where the matching between the demand and supply for technology and innovation occurs, supporting new collaborations and business opportunities within an international and multi-sector environment.

Aims of the Transnational Workshop were to present and discuss project achievements, future activities and report on project and financial management. On 5 June, also Innovati&Match bilateral meetings were held and on 6 June, the last part of the meeting was dedicated to the Steering Group meeting. Here are some conclusions ...

University of Zagreb, within their Pilot project, has been very active in March and April, when they researched **available patents and research platforms** and selected adequate SME representatives (SME represents 99,7 % of all enterprises in Croatia). In May, they performed interviews with selected representatives and conducted a survey. Conclusions show that current situation is marked by a low level of access to technological information and research platforms. SME's do not recognize and are not prepared enough for opportunities of cooperation with universities. The tools needed to promote interaction between SME's and universities are (currently) lacking (central Information System of Small Economy is being made). This opens a way to transfer technology projects as a way of bridging the gap between stated institutions and businesses.



*Picture:
Insight from the Workshop in Bologna*

Graz University presented their pilot “**A possible distribution path of SME products to its consumers (B2B)**”, which focuses on the transfer of the developed and produced “high tech” goods to the final user/customer (B2B). The idea is for a partner institution to choose a number of SMEs in its region and collect data about the SME's products and their possible scope of application and provide this information to all partner institutions within the SEETechnology project.

In their second pilot, the University of Graz is dealing with offering the **technology & innovation transfer services to the innovative SMEs** (national and international) within the framework of Horizon2020 programme. Project aims at creating added value by creatively combining existing research results and/or innovative ideas with other necessary services, transferring innovative results/products across sectors, where applicable; and accelerating innovation and eventually create profit or other benefits.

University of Bologna's pilot is dealing with a service of sharing business support facilities and resources i.e provision of technical infrastructure. When research results, especially patents, are offered to businesses, they usually refer to inventions for which the market application and potential has not been previously assessed. Companies, especially SMEs, do not have sufficient resources to invest in market analysis in order to evaluate, if such research results might be interesting for their business. This makes it difficult for companies to access and exploit research results. One of the recent activities included identification of SMEs to be involved in testing and submission of a questionnaire on user satisfaction to involved SMEs in order to collect their feedback on the service.

Pilots are tackling most topical challenges of business - innovation interaction: how to promote cooperation? How to bring innovation based products to end users? How do SMEs know, if a new product will bring profit?

Dissemination activities & promotional events

Since the SEETechnology project is slowly coming into its final phase, a lot of attention is given to dissemination of the results produced, increasing their impact and reaching an appropriate target audience. Partners are being very active on local level. Their promotional activities and events are presented here.

Innovation Lab Meetings (University of Graz, Graz, 30 January & 7 March & 16 April & 16 May 2014)

Innovation labs, organised by University of Graz, covered different themes, depending on the participants of the individual event.

One of the themes, covered within these events has been the *information about the SEETechnology project and its aims in general and recent activities.*

Common themes of the events have been as following:

- ◇ Presentation of DEMOLA network and the possibilities of Graz University;
- ◇ Presentation of the idea of an »entrepreneurial acting university«;
- ◇ Presentation of the developed and adopted technology transfer concept for the University of Graz.

Innovation Lab meeting with vice-rectors of Graz University (30 January) also focused on outlook and statement of the Vice-Rectors to put the topic

on the agenda of one of the next rectorate meetings.

Next Innovation Lab meeting with PhD-students "Open Innovation – Transfer of Innovations using open networks" (7 March) covered (besides common themes) a discussion with PhD-students about their perspectives and possible improvements within the technology transfer process and its implications for SEETechnology; and students' feedback on the project status and its planned activities.

Innovation Lab in April with the Institute of Corporate Leadership and Entrepreneurship regarding future cooperation possibilities covered the following additional themes: presentation of the needs of SMEs in the context of technology transfer

(interviews) and discussion of possible collaboration and further activities, especially in topics like students involvement, start-ups, incubators, technology transfer and upcoming developments at Graz University.

Innovation Lab in May with Federation of Industries and the Directorate for Resources and Planning (DRP) included the presentation and discussion of the SEETech-pilot "A possible distribution path of SMEs products to its consumers", presentation of the SME interview outputs and discussions about the implication of the results. Also, a discussion was held about further activities and consequences for Graz University and the involved regional partners, together with the outlook and future cooperation possibilities.

Thanks to the project partners, all issues of the SEETechnology newsletter are now also available in German language, 1st and 2nd issue also in Hungarian!
Check the project's website www.seetechnology.eu

Meeting with Venture Factory (University of Technology and Economics Budapest, Maribor, 5 February 2014)

Venture Factory is working as a business incubator at the University of Maribor, helping start-ups with mentoring, consulting, trainings and provision of office space.

EIT ICT Labs Hungarian National Associated Node

is planning to establish an incubator with similar profile, which would give opportunities to the university's talented students and researchers for successful business creation linking with the university's activities.

During the workshop, László Bacsa (BME MTTI director) gave a lecture about the technology transfer at BME underpinning the related innovation programs like Demola-Budapest and SEETechnology project.

New concept of events: "First Monday" (University of Technology and Economics Budapest, Budapest, 3 February & 3 March 2014)

University of Technology and Economics from Budapest presented new concept of events: »First Monday«.

The concept represents monthly gathering of the Budapest start-up ecosystem. Entrepreneurs, wannabees and investors gather to exchange ideas

and build connections. Over 100 people are present at each such informal networking event, which also offers an opportunity to promote the SEETechnology project.

*Pictures:
Insights from the First Monday event on 3 February*



University of Technology and Economics from Budapest presented new concept of events: »First Monday«

Pioneers Unplugged at BME Innovation Lab (University of Technology and Economics Budapest, Budapest, 18 February 2014)

The third Pioneers Unplugged in Budapest happened on the 18 February at BME Innovation Lab.

Pioneers Unplugged is an evening full of inspiration, entrepreneurship, great talks and networking. This time, the topic of the event was entrepreneurship and innovation through the eyes of leading ICT companies.



At the first part of the event, there was a panel discussion in which Edina Heal, CEO of Google Hungary, Elise Sass, Startup Lead of Microsoft CEE, György Szabó, CEO of Sanoma Hungary and Lajos Reich, CTO of GE Healthcare Hungary were speaking at a round table.

After the panel discussion, three start-ups that are supported by BME Innovation Lab introduced their stories and shared experience (Hand-in-Scan, Tresorit and ReSoNo).

The program was followed by a networking where participants had the chance to mingle and meet people from the local start-up community such as entrepreneurs,

investors, managers, researchers, programmers, students and people from the press. SEETechnology project has been introduced as a partner of the event organisers.



*Picture:
Insights from the event*

Windows phone training (University of Technology and Economics Budapest, Budapest, 20-21 February 2014)

During the two February days of training the participants had a deep dive into the capabilities available for developers in Windows Phone.

Training has been organized by Demola-Budapest in collaboration with Nokia Developer. It was held by the university researchers from BME and Tampere (Finland).

Laszlo Bacsa delivered a speech to the participants introducing the knowledge transfer initiatives at BME, the Demola-Budapest open innovation

platform and the SEETechnology project aims and trans-regional cooperation among the universities at South-Eastern Europe.



Picture:
Insight from the event

Local information event (University of Graz, Graz, 19 March 2014)

Information meeting with the Directorate for Resources and Planning (DRP) of Graz University, held in March, covered the following interesting agenda:

- ◇ Information about the SEETechnology project and its aims in general;
- ◇ Presentation of the role of Graz University within the

SEETechnology project;

- ◇ Discussion about possible collaboration of the Graz SEETechnology team with the Directorate for Resources and Planning (DRP) of Graz University;
- ◇ Discussion of planned activities by the University of Graz (possible Center for

Innovation and Knowledge Transfer, Knowledge Transfer Center South etc.);

- ◇ Discussion of planned upcoming activities within SEETechnology.

Innovation Coffee Shop (UEFISCDI, Bucharest, 14 May 2014)

On 14 May 2014, UEFISCDI organised the second edition of "Cafeneaua de inovare" – "Innovation Coffee Shop" in Bucharest.

During the event, the objectives, expected results and the outputs of SEETechnology project were presented.

67 participants attended the event and discussed about innovation processes and facts also within SEE region.

27 SMEs were represented at the event, together with

government institutions, R&D institutes and universities.

Also, representatives of the national press and national radio were present.

More information about the event can be found on the event web-site:

<http://www.cafeneauadeinovare.ro>



Picture:
Insight from the event

Innovation contributes directly to the prosperity, wellbeing and society at large, which is considered as appropriate to facilitate dialogue between stakeholders from the public and private sector. Innovation Coffee Shop is an initiative of the Executive Unit for Financing Higher Education, Research.

DEMOLA presentation (University of Maribor, Maribor, March - May 2014)

DEMOLA connects talented students, companies and the academic community and creates conditions for better cooperation of businesses and universities.

University of Maribor has been working actively on the presentation of DEMOLA, especially through three local info events:

- Live Demola presentation at the University of Maribor on 3 March 2014,
- presentation at the Job Fair of the University of Maribor on 9 April 2014 (see picture),
- Demola presentation at PODIM Conference on Thursday 15 May in Maribor (DEMOLA "mid

-pitch").

PODIM conference is a leading business conference in the region. Each year, it offers two days of intensive programme and numerous networking opportunities.

In 2014, it also gave an opportunity for participants to check out interesting ideas of the Demola Maribor project teams and meet the best talents solving project partners' challenges.



*Picture:
Presentation at the Job Fair*

Innovation Lab – new ICT solution for self-sustaining internet platform (IZUM, Maribor, 16 April 2014)

In April 2014, a focus group for elaboration of the SEETechnology data-sharing IT platform met at the Institute of Information Science in Maribor (IZUM), Slovenia.

IZUM is the most important agency in Slovenia for collecting and managing the science-related data. Their database contains information on scientists, their expert work, publications and projects. As such it is an indispensa-

ble data-generating source for the SEETechnology knowledge-sharing IT platform.

The SEETechnology collaborators presented to the IZUM developers the aims and design of the IT platform, which will be a self-generating data source connecting R&D potentials with the innovation support seeking SMEs.

The participants of the innovation lab shared and

exchanged valuable information in a focused discussion and proposed solutions for the future SEETechnology IT platform.

The SEETechnology team received support by IZUM for sharing their databases and for their expert support. The SEETechnology IT platform with this gains a strong and relevant data supported access.

Innovation Lab – Pilot "Demola Maribor" – presentation of innovation practices (University of Maribor, Maribor, 15 May 2014)

The Pilot Demola has in Maribor gained important momentum since it started in autumn 2013.

On 15 May 2014, Hotel HABAKUK in Maribor offered hospitality to the SEETechnology Innovation Lab. The event gathered numerous researchers from the University of Ma-

ribor, representatives of Slovenian enterprises, domestic and foreign experts and a large group of enthusiastic students of various studying profiles, however sharing the same desire to learn and experience how to produce innovative results.



*Picture:
Best students from the Innovation Lab*

... Innovation lab – Pilot “Demola Maribor”

The Pilot Demola gathered various challenging real-case problems from the Slovenian enterprises, which were presented to the student teams as their innovation requiring projects in the second Demola cycle in March 2014.

The student teams under supervision and assistance of their university men-

tors worked hard until the Innovation Lab in May 2014, where they presented their mid-term innovation results.

The Innovation Lab turned out into a vibrant, competitive and diverting presentation of innovation practices developed by the student teams.

The SEETechnology innovation generating pilot, which was set in place in the frame of the workpackage 5, is in this way safely fastened to the innovation roller-coaster managed by the University of Maribor.

Project presentation, Petru Poni Institute, Iasi, 16 May 2014)

Within project presentations being held at different events by partners, there was also a presentation of SEETechnology project titled »SEETechnology – a project for innovation transfer« in mid-May at the Petru Poni Institute in Iasi, Romania.

The event aimed to present:

- information about the



SEETechnology project and its aims in general and recent activities,

- role of “PetruPoni” Institute of Macromolecular Chemistry within the SEETechnology project

and

- needs of SMEs in the context of technology transfer (interviews, questionnaires).



*Pictures:
Insights from the event*

UPCOMING EVENTS:

- Next Transnational Workshop: September, Zagreb (*date tbd*);
- SEETechnology Final conference: Budapest, December (*tbc*).

Joint Communication Training (Bled, 2 - 3 June 2014)

Almost 100 representatives from more than 60 projects participated in the Joint Communication Training, co-organised by the South East Europe and Mediterranean transnational programmes on 2 and 3 June in Bled (Slovenia).



During the two days of training, the communication managers

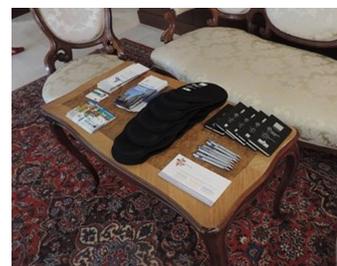
of SEE and MED projects have learnt how to fine tune their Communication Strategies; how to best use Social Media for the project purposes; how to best organise their Final Events; how to use Storytelling to best disseminate their project results; and how to best advocate the project at EU level.

Apart from the workshop and learning sessions, there was a valuable exchange of knowledge and practices between SEE and MED projects thanks to the different networking

possibilities.

This training aimed at supporting project communication managers in the last communication activities to be carried out by their projects in order to best disseminate the results produced, increasing their impact and reaching an appropriate target audience.

For the first time, the two transnational programmes together successfully organised this training for communication managers.



*Pictures:
Insights from the event*

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More information about the project:

Website:

<http://www.seetechnology.eu/>



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