





ENVIMPACT Recommendations from Central Eastern Europe countries

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Increasing the impact of Central-Eastern European environment research results through more effective dissemination and exploitation

- 1. Overview of the project
- 2. Methodology
- 3. Results













Overview

- Coordination and support action
- 12 partner, 8 from CEE countries, 5 from Western Europe
- 30 Months, starting in 1st January 2011
- Focus on air pollution, chemical pollution and environmental tecnologies
- Target group: researcher community













Specific objectives

- Collect innovative research results from CEE countries:
 - > improve their visibility
 - > enhance their exploitation
- Boarden S&T cooperation opportunities for CEE researchers and involve them in FP7 and Horizont 202
- Identifiy strenghts and weaknesses in current dissemination and exploitation practices
- Train CEE researchers to improve their dissemination and exploitation performance













Methodology: mapping results

- Mapping results: 577 research profiles, 134 from SMEs (Proceed) and 436 from reserach community (Envimpact)
 - Abstract
 - Research topic and achieved research result
 - Partnerships
 - Dissemination issues
 - Funding scheme
 - Project duration
 - ENVIMPACT contact person
 - Link to additional detailed information













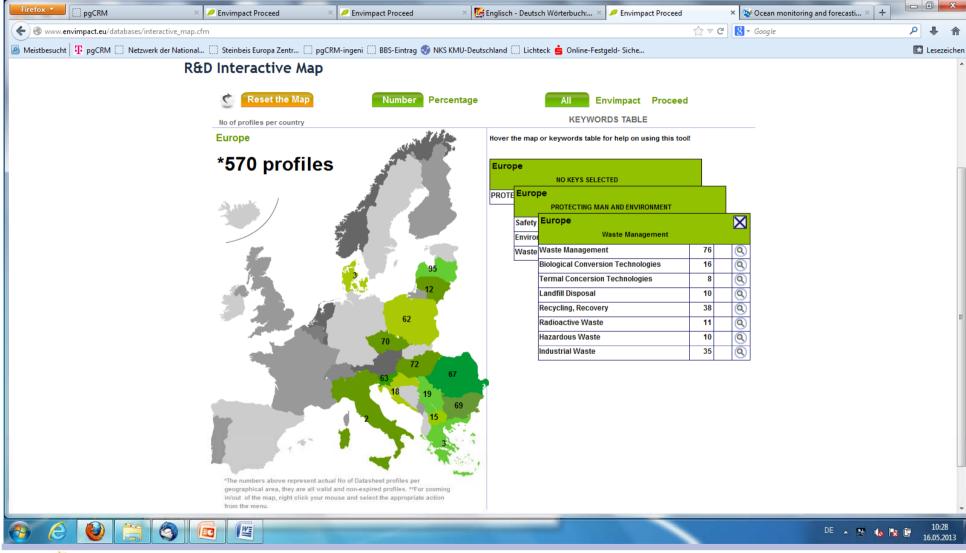
http://www.envimpact.eu/index.cfm?action=article&CFGRIDKEY=879





















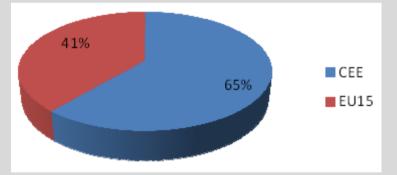


Methodology: SWOT analysis and recommendations

 Desk research: analysis of similar projects to learn from them and avoid duplications. 13 projects identified: COMENVIR, Ecoinno2SME, ECO-INNOVERA, ENV-NCP –TOGHETER, E-URAL, ISSOWAMA, KNOSSOS, MARINETT, mountain. TRIP, STEP-WISE, STREAM, Use& Diffuse and WATERDISS

Survey to identify identify dissemination and exploitation practices.

350 surveys done.



 Interviews to complement quantitative information of the survey with qualitative input from complementary stakeholders. 80 interviews done







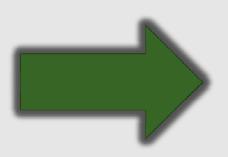






Methodology: SWOT analysis and recommentations

- SWOT analysis done based on Survey. Validated by all partners in a consensus report
- Recommendations for policy makers and for researchers based on SWOT and validated by external experts:



- 1. Network with your end users from the very beginning
- 2. Plan exploitation (including IPR) from the very beginning
- Cooperate with exploitation experts
- 4. Make use of diverse channels
- 5. Adapt to your target audience
- Best practices presented in audiovisual in the web page and through the ENVIMPACT dissemination tools.













Enhancing communication and exploitation performance

- National <u>intersectoral workshops</u> to match policy and industry needs with available researh results.
 - ✓ 14 workshops organised with 249 participants: 2 workshops per CEE country, one for policy makers and one for industry needs.
 - ✓ Objective of workshops:
 - A) matching results with needs
 - B) promoting debate and knowledge exchange
 - Workshops well received across the countries, confirming the need of dialogue













Enhancing communication and exploitation performance (1)

SCOPE	BARRIERS	RECOMMENDATIONS
Communication	Lake of stable forums Missing feed-back Inappropriate presentation of R&D results	Increase cooperation with industry also in national projects Activate role SME in chanelling enduser expectations Adapt dissemination to SMEs profiles / roles
Ressources	Shortage of financial and personal capacity. Lack of marketing & IPR knowledge Tight scheduele	Include dissemination in project plan Strengthen TT enableing activities Establisch co- and pre-financing













Enhancing communication and exploitation performance (2)

SCOPE	BARRIERS	RECOMMENDATIONS
Stakeholders engagement	Public sector demand not aligned with FP7 Staff fluctuation. Lack of exchange policy makers and industry	Joint education programmes Database for R&D results Regular meetings Calls for market oriented research Stakeholders as partners in projects Tax incentives R&D long term perspective Emphasis on exploitation of local projects
Social + cultural environment	Cultural diferences Low motivation of receivers Sensitive topics	Stakeholder groups provide feed- back for formulating R&D priorities













Conclusion

- Including exploitation experts in consortium and giving them time and ressources
- Motivating of receivers
- Adapting communication to target groups
- Creating stable communication forums
- Designing calls taking into account user needs













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