

CONSORZIO PISA RICERCHE

Cinzia Giachetti

- **CONSORZIO PISA RICERCHE (CPR):**
Director Supporting Research and Technology Transfer
Division, Marketing, Human Resources and Organisation
- **FEDERMANAGER*:** Chairman Progetti Manageriali s.r.l.
– Chairman Federmanager Pisa
- **CIDA**:** member of the “Research, Innovation and
Technology Transfer working group - CNEL

*Federmanager (The Italian Association of Industrial Managers)

**CIDA (The Italian Association of Managers and High Professional skills)

CPR - Members

Public Administration

Regione Toscana Provincia di Pisa
Comune di Pisa Comune S. Giuliano Terme

Research Institutions

CNR ENEA INFN

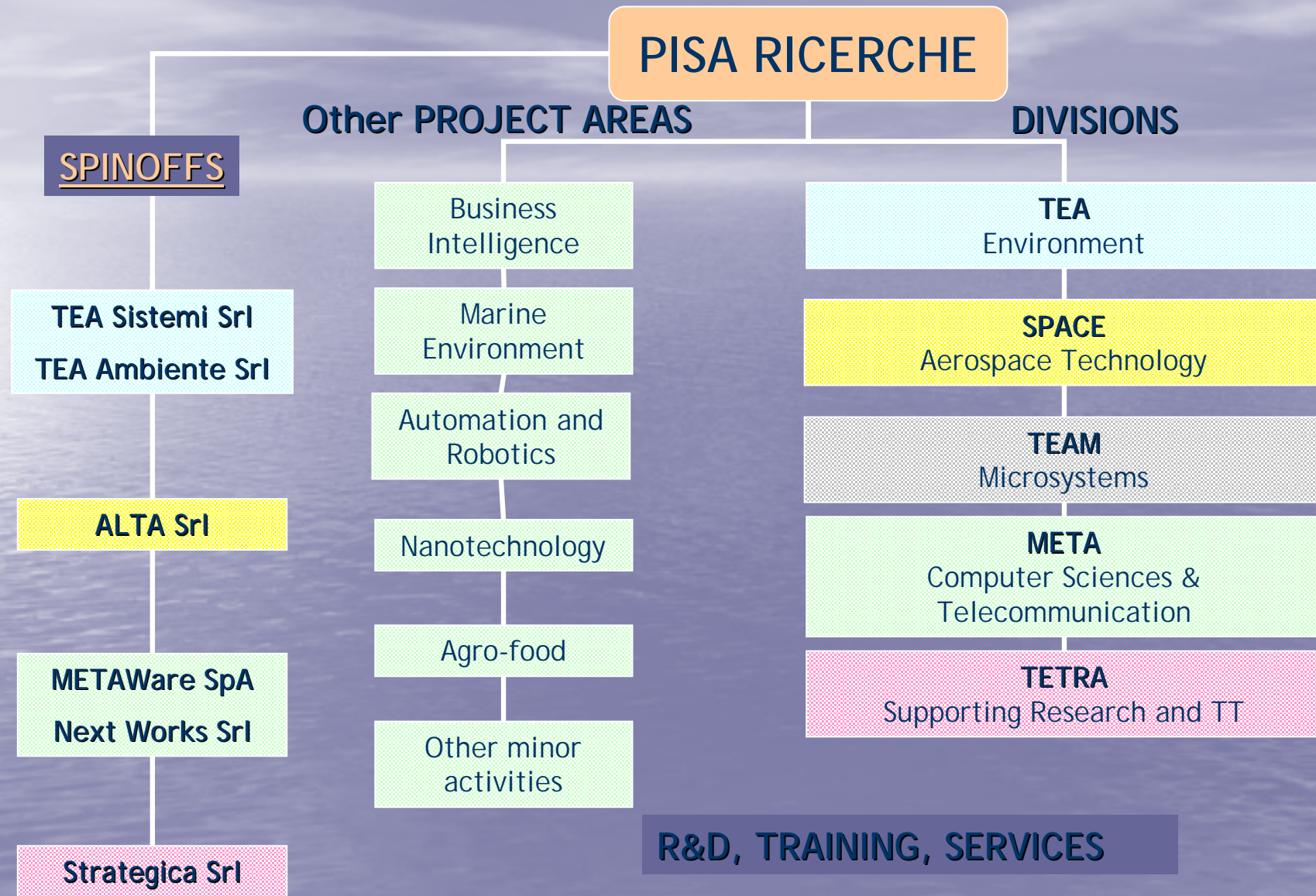
University

University of Pisa
Scuola Normale Superiore
Scuola Superiore Sant'Anna

Industry

Finmeccanica SpA
Avio S.p.A.
Kayser Italia S.r.l.
Piaggio & C. S.p.A.
Sogei S.p.A

CPR - An Evolving Structure



MISSION

- To create a favourable culture and environment **encouraging innovation** and international co-operation.
- To stimulate and assist technology providers to make their **research results** and technologies **available** on national and trans-national levels.
- To **stimulate enterprises**, especially those operating in traditional sectors, to **acquire new technologies** available.
- To assist **local actors** in innovative actions for regional development
- To act as **integration operative tool** between the scientific and the application world, joining all the policy makers and other organisations involved in the innovation process

CPR - main projects

European Projects
More than 100 EU projects concluded

IRC RECITAL
TETRApc
AIRE
SHOENET
EUTIST-IMV
EXPANSIV
TRANS2TECH

EUROMAP-HOPE
CETISME
TRITEC
LEAN-TTT
ACTION-LINK
IDEALIST
DISTRICT

Experience
in Med & Asian Countries

TETRAmed (Third Mediterranean Countries)
MEDRESSA (Third Mediterranean Countries)
MARCOPOLO (India and Nepal)

Experience in NIS Countries

VIRTUAL INCUBATOR PLATFORM
IC TACIS FINRUS

Regional & National
Projects

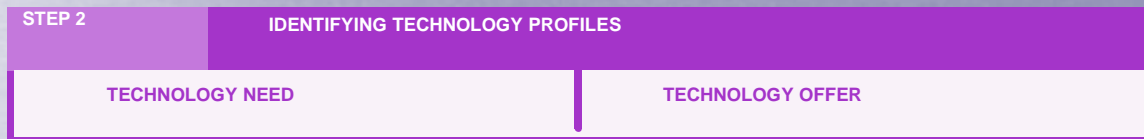
TETRIS
PENELOPE
FORMAT
TT&TNET
OPENLab

TETRAMODEL
ICT-Impact
White paper HLT
ARNOVALLEY
ICT&SECURITY

The Innovation Relay Centre and experience carried out in providing services for internationalization of clusters

- The Innovation Relay Centre is the world largest network set up by the European Commission in 1995 for providing services for business, innovation and technology transfer
- Each IRC acts at regional level as a bridge for international opportunities
- Today, 71 regional IRCs span 33 countries - 27 EU Member States, Iceland, Israel, Norway, Switzerland, Turkey and Chile

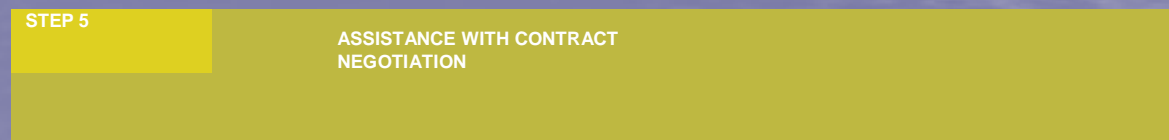
MAIN SERVICES OF THE IRCS



Classification
Technology offer and
demand



Thematic Groups
and clusters



MAIN RESULTS OF THE IRCS

- Over the past 5 years the IRCs
 - have been of assistance in over **12,500 technology transfer negotiations**
 - have helped more than **55,000 client companies** to meet their technology needs and to exploit their research results
 - **IRC staff** (a total of nearly **1,000**) are experienced specialists with backgrounds in business, industry and research. **250 organisations** involved in the network
 - To date, they have facilitated more than **1000 transnational transfers of technology - signed agreements** for the sale, licensing, distribution or joint development of new technologies
 - Organisation in **Thematic Groups** provided a very good experience for supporting trans-national cluster services

LESSON LEARNT IN PROVIDING CLUSTERS SERVICES FOR INTERNATIONAL COOPERATION (1)

- Before starting promotion activity in the first phase it is essential to have:
 - **Global consensus** and real motivation from all the actors involved in a cluster (code of conduct..)
 - A clear vision on **demand and offer** as well as definition of a qualified and selected portfolio for targeted campaigns
 - A professional **market study** and strategy must be set up in a very early stage
 - A high quality and up-to-date **website** and periodic electronic newsletters containing news on events, business cases, calls for funding joint projects and other initiatives
 - **Dissemination material** addressed and elaborated for specific audience

LESSON LEARNT IN PROVIDING CLUSTERS SERVICES FOR INTERNATIONAL COOPERATION (2)

- Several clear and measurable objectives must be defined at the beginning of the activity:
 - Number of face-to-face contacts made with industry
 - Number of new contacts established after distribution of dissemination materials and press campaign as well as at events
 - Number of areas where the technology has been introduced
 - Number of publications obtained in technical and general press
 - Number and value of new projects set-up as a results of contacts made
 - Indicators to measure impact on “clusters members”
- **Classification of the research results, technology offer and demand** based on the level of maturity as well as of innovation in order to identify personalised marketing actions
 - Research results needing of further RTD activity
 - Research results or technology needing of exploitation phases
 - Research results or technologies needing to be tested in specific industrial sectors
 - Research results or technologies ready for the market
 - SMEs with low and medium level of innovation
 - High-tech SMEs

LESSON LEARNT IN PROVIDING CLUSTERS SERVICES FOR INTERNATIONAL COOPERATION (3)

- Relevant services and assistance for the second phase
 - Setting up an European and national **press campaigns**, linking journalists at national and international levels as well as press agencies
 - **International trade fairs** and exhibitions are an excellent opportunity for face-to-face meetings with the target audience in order to create partnerships and discuss technology solutions
 - Answer to all the needs expressed by the Clusters members **networking** and linking all the other potential regional or international providers of additional services ...signposting requests and answers ...BE PRIDE
 - P rofessional
 - R esponsive
 - I nformative
 - D ependable
 - E ncouraging

Thanks for your attention!

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