

# **INCONET MIRA**

## ***Exploring Knowledge and Tech Transfer Opportunities in the Euro-Mediterranean***

**Date: 25-26 February 2010**

**Venue: Thon Hotel Brussels City Centre**  
Avenue du Boulevard 17, 1210 Brussels

### **Event Rationale**

In order to explore opportunities for the development of Euro-Mediterranean research, technology/knowledge transfer and innovation networks, the FP7 INCONET MIRA is organizing a two-day event in Brussels between 25-26 February 2010.

The event will be structured into a high profile policy dialogue on the first day followed by a foresight and training activity on day two. The policy dialogue will address three key issues:

- Benchmarking of technology transfer and innovation policies of EU and Mediterranean partner countries
- Promoting Euro-Mediterranean Innovation policies and actions
- The development of the Euro-Mediterranean Innovation Space (EMIS)

Day 2 will address the key training needs identified in the MIRA Technology Transfer Survey, namely the need for foresight and creativity in policy development. The session will use foresight and creativity techniques for exploring futures for Mediterranean Technology and Knowledge Transfer 2020. The event aims to facilitate an exchange of experiences on innovation management techniques and will aim to establish a talent pool.

# INCONET MIRA

## High Level Policy Dialogue *Knowledge and Tech Transfer Opportunities in the Euro-Mediterranean*

Date: 25 February 2010  
Venue: Thon Hotel Brussels City Centre  
Avenue du Boulevard 17, 1210 Brussels

### Agenda

09.15 Welcome and introduction to the event  
Rafael Rodriguez, MIRA Coordinator  
Ms Aurelie Pancera, DG Research and Innovation

09.30-11.00 Panel 1: Sharing Knowledge Transfer Policies and Strategies

*This session will focus on national and transnational policies for technology transfer from a Euro-Mediterranean perspective. The aim is to exchange experiences on organizational strategies for knowledge transfer including the role of research and technology organizations and universities.*

Chair : Prof A. Hamid El-Zoheiry, Ministry of Higher Education and Scientific Research – Egypt  
Rapporteur: Dr Mert Akkus, Tubitak

Keynote: Key Challenges for Technology Transfer Policy in the Euro-Med  
Prof Luke Georghiou, University of Manchester

The experience in managing Intellectual Property and Technology Transfer at the European Commission and potential relevance for Euro-Mediterranean organisations.  
Mr Giancarlo Caratti, JRC Knowledge Transfer and IP

The Algerian National Research Program (PNR) and Technology Transfer opportunities  
Dr Sifeddine Labed, Ministère de l'Enseignement Supérieur et de la Recherche Scientifique-Algerie

Knowledge transfer in a public research organisation: the case of TNO  
Dr Jos Leijten, Director of the Joint Institute for Innovation Policy, an initiative from TNO, VTT, Joanneum Research and Tecnalia and senior strategist in the TNO Innovation Policy group

Context and Initiatives for Technology Transfer and Innovation in Morocco  
Dr Amine Bensaid, Principal, The Futuris Project, Fondation RMA-WATANYA and Counselor, MAScIR

## Break

11.30-  
13.00

### Panel 2: Innovation Strategies in a Euro-Mediterranean context

*This session will focus on the sharing of experiences and good practices in the design and implementation of innovation strategies in a Euro-Mediterranean context. This includes insights from technology incubators and parks.*

**Chair: Dr Marcel Shaton, ISERD**

**Rapporteur: Dr Roman Noetzel, PT-DLR**

**Panel:**

**Perspectives of Mediterranean – European innovation**

**Dr. Sven Schade, DG Enterprise**

**Transforming innovative technological ideas into startups**

**Mr. Yossi Smoler, Head, Israeli Incubators**

**Strategies for Developing Jordan's National Innovation System**

**Dr. Wissam Rabadi, Higher Council for Science and Technology , Jordan**

**Working with business players to build smart innovation action plans**

**Mr Sébastien Dagault, ANIMA**

14.15-  
15.45

### Panel 3: Building Knowledge and Technology Transfer capacities

*This session will explore effective ways of building capacities and infrastructure for technology transfer from a Euro-Mediterranean perspective. The aim is to exchange experiences and insights in designing the Euro-Mediterranean Innovation Space.*

**Chair: Mr Ilyas Azzoui, CNRST**

**Rapporteur: Mr Arturo Menendez, MADRI+D**

**Keynote : The Role of Information and Communication Technologies in Stimulating Growth**

**Dr Ken Ducatel, DG Information Society**

**Technology Transfer in a highly populated industrial region**

**Dr Uwe Birk, Zenit**

**German-Moroccan Competency Network (DMK) - Platform for Technology transfer and capacity building"**

**Dr Hachim Haddouti, President, DMK**

**Insights and Experiences in managing the EU-Egypt Innovation Fund**

**Ahmed Saleh Ph.D MIET MBCS, Head of EU-Egypt Innovation Fund, Research, Development & Innovation Programme MHESR**

**16.00-16.30**    **Closing Session**

**INCONET MIRA**  
**Foresight and Training Activity**  
*Exploring Futures for Euro-Mediterranean Technology and Knowledge Transfer*  
**2020**

**Date: Friday, 26 February 2010**  
**Venue: Thon Hotel Brussels City Centre**  
Avenue du Boulevard 17, 1210 Brussels

This event will combine a series of training sessions on foresight approaches and specific techniques including creativity, technology roadmapping, innovation management techniques with practical hands-on group sessions. The aim is to address their application in the national context in improving the design and implementation of national technology transfer policies. In the afternoon the emphasis will shift to the Euro-Med context in particular to exploring ways of implementing the EMIS.

### AGENDA

- 09.30** Welcome and introduction to the programme – **Prof Rafael Rodriguez and Jennifer Harper**
- 09.50** IPR and innovation management techniques for effective technology and knowledge transfer – **Dr Uwe Birk**
- 10.30** Coffee Break
- 11.00** Use of foresight and creativity approaches for effective technology transfer  
**Luke Georghiou**
- 11.30** Facilitated session on barriers and success factors in technology transfer
- 12.00** Introduction and Breakout Groups on roadmapping national and Euro-Med technology transfer measures
- 12.45** Plenary meeting
- 13.00** Lunch
- 14.30** Overview of Euro-Mediterranean Technology and Knowledge Transfer Futures – **EMIS Team**
- 15.45** Break
- 16.15** Plenary session on Vision for EMIS
- 17.00** Closing

## Speaker Profiles

### Mr. Mert AKKUS



Mr. Mert AKKUS is working as Assistant Expert in Science, Technology, Innovation Policies and Strategies Unit at The Scientific and Technological Research Council of Turkey (TUBITAK). He has B.Sc. in Metallurgical and Materials Engineering from Middle East Technical University, Ankara. His M.Sc. studies on Metallurgical and Materials Engineering are ongoing at the same university. In his studies in TUBITAK, he focuses on Science and Technology Policy areas which are at utmost relevance with university industry cooperation, improvement of investment environment in Turkey and industry specific sectoral policies. In 2009, he has been nominated to participate to “One Week Training Course on Technology Transfer Policy for Developing Countries” which was held by “OIC’s Standing Committee on Scientific and Technological Cooperation” (COMSTECH). He is currently the TUBITAK representative in the Mediterranean Innovation and Research Coordination Action Project (MIRA).

### Professor Luke Georghiou



Luke Georghiou B.Sc., Ph.D. is Professor of Science and Technology Policy and Management at Manchester Institute of Innovation Research (formerly PREST) in Manchester Business School at the University of Manchester where he is also Deputy Dean of the Faculty of Humanities. His research interests include evaluation of R&D and innovation policy (particularly in relation to the demand-side), foresight, national and international science policy, and management of innovation. He advises several governments and other organisations on these themes. He is on the Board of the Sustainable Consumption Institute. He recently chaired the Annual Impact Report Panel of the EUREKA Initiative. He was rapporteur of the influential Aho Group report to European leaders *Creating an Innovative Europe* and in 2007/8 chaired the EC’s Expert Group on ERA Rationales, presented to the European Competitiveness Council of Ministers in July 2008. Most recently he chaired the EU’s panel on Gearing Research Towards Sustainability. He is an elected member of the Board of Governors of the University of Manchester and a member of the Board of Directors of Manchester Science Park Limited.

### Dr. Ing. Giancarlo Caratti



Dr Caratti is an official of the European Commission. From January 2010, he was appointed Head of the Unit Intellectual Property and Technology Transfer, Joint Research Centre. Between 2007 to 2009, he was the Head of the Unit Customers and Stakeholders Relations, Joint Research Centre and Secretary of the JRC Board of Governors, Brussels. Prior to this between September 2001 and March 2007, he was Head of the unit "Enlargement and Associated Initiatives", DG Joint Research Centre, Directorate for Institutional and Scientific Relations, Brussels. From October 1999 to September 2001: Head of Unit "Policy Support Strategy", DG Joint Research Centre, Programmes Directorate, Brussels. From March 1996 to August 1998, Dr Caratti was the Advisor to the Director of the Institute for Prospective Technological Studies, DG Joint Research Centre, Seville and between 1993-1996, he was Assistant to the Director of Energy RTD, DG XII (Science, Research and Development), Brussels. From March 1985 to October 1986, he worked for Techint, Milan (private engineering firm).

In 1983, Dr Caratti was a Visiting scholar at the Georgia Institute of Technology, Atlanta, USA in the field of Energy Modelling (1983). He was Assistant Professor at the Faculty of Engineering in Florence (1982) and Pisa (1984-1985), teaching and research on Industrial Systems Engineering and Energetics. He was awarded Laurea (Dottore in Ingegneria) with full marks in Mechanical Engineering at the University of Florence, Department of Energetics (Feb. 1982). He has over 60 publications in international conferences, journals, etc. and is editor of various technical books

## **Prof. Sifeddine LABED**

Director of Valorisation, Innovation & Technology Transfer  
Direction Générale de la Recherche Scientifique & Du Développement Technologique-DGRSDT  
Algerian Ministry of High education and Scientific Research

Sifeddine LABED is a Research Director in the field of Renewable Energies. He obtained his BSc in Physics Engineering from the University of LAVAL Quebec CANADA. He prepared an MSc on Performance analysis and figures of merit of solar PV power plants, at the European Union Joint Research Centre of Ispra (Italy). His PhD has been obtained at the Solar Energy Institute, Polytechnic University of Madrid Spain. He has been appointed for many duties and responsibilities: head of the Scientific Information & Valorisation Department, head the Studies & Innovative Technologies Department. He is also the Director of Valorisation, Innovation & Technology Transfer at DGRSDT (Algerian Ministry of High education and Scientific Research)

He supervised many BSc, MSc and PhD students on various experimental installations and demonstration projects. He conducted over 12 national projects in different domains of renewable energies and participated in 05 international projects with the European Union and the MEDA program. He published more than 30 articles in high standard journals and international congresses. He led many research teams and achieved many experimental qualification tests benches and proposed more than 08 national norms related to PV modules and participated in 01 international norm in solar water pumping systems.

He organised and chaired many national congresses and seminars. Additionally he participated in the organisation of many international workshops and courses.

He is also a scientific consultant at the Algerian Agency for the Promotion and the Rational use of Energy, Ministry of Energy and Mines. Sifeddine LABED is also the Vice-President of the Algerian Solar Energy Society (SAES), and Vice President the new born; the Algerian Hydrogen Association (A2H2). He is also member of the Algerian Committee of Energy and is currently participating in many high experts working groups.



## **Dr. Jos Leijten**



Dr. Jos Leijten is director of the Joint Institute for Innovation Policy, an initiative from TNO, VTT, Joanneum Research and Tecnalia and senior strategist in the TNO Innovation Policy group. Earlier he held management positions in innovation policy research in the Netherlands Organisation for Applied Scientific Research TNO. In 2000-2001 he was a Visiting Scientist at the Institute for Prospective Technological Studies of the Joint Research Centre of the European Commission in Seville. He studied geography and urban and regional planning at the Radboud University of Nijmegen (1975) and received his PhD from the Free University of Amsterdam in 1991 for a thesis on technology assessment and technology policy. For most of his career he worked in a highly multidisciplinary research environment. He manages and has managed several international or European innovation policy related networks. He advised and published on technology assessment and foresight; on economic, social and public policy issues in telecommunications and the media; on political and policy-making processes in the information society and on trends in R&D. He has been a member of several EU expert groups.

## **Dr Amine Bensaid**

Amine Bensaid, B.Sc., M.Sc., Ph.D. is the Principal for developing a private and not-for-profit technical university in Morocco, and he is Advisor to MASclR – a national initiative for market-driven S&T research.

Amine has held research positions at the University of South Florida, the Technical University of Delft and Carnegie Mellon University. From 1995 to 2009, he was a computer science faculty member at Al Akhawayn University in Ifrane (AUI), where he has also served as Dean of the School of Science & Engineering then as Vice-President in charge of academic affairs and research.

Amine has contributed to numerous committees for national R&D initiatives and for international collaboration projects. He has been a UNDP expert on quality assurance. He is an Associate Editor for the IEEE Transactions on Systems, Man and Cybernetics. He is a Fulbright Scholar and is currently serving as President of the Moroccan Fulbright Alumni Association (MFAA).

## **Panel 2**

### **Marcel Shaton**

Since 1998 Marcel Shaton has been the General Manager of ISERD, the Israeli Directorate for the Framework Programs (Fifth and Sixth).

During 1993 - 1998 He was the Minister for Economic Affairs at the Embassy of Israel, and at the Mission of Israel to the European Communities (EC), Brussels, Belgium. Between 1985 to 1993 Marcel Shaton had various positions at the Foreign Trade Administration, Ministry of Industry and Trade, Jerusalem up to Deputy Director of the Foreign Trade Association. Between 1980 to 1985 He was the Economic Counselor, Permanent Mission of Israel to the U.N. Organization in Geneva and representing Israel in GATT, Geneva.

Previously he worked as a coordinator of the Interministerial Committee of General Directors for International Economic Affairs at the Ministry of Finance, and as a Commodities trade analyst at the governmental administration Ministry of Industry and Trade.

Mr. Shaton has a M.A. Degree (CUM LAUDE) in Political Science, and B.A. Degree in Political Science & Economics from the Hebrew University, Jerusalem.

### **Sven Schade**



Sven Schade is policy officer in the 'Support to Innovation' unit in DG Enterprise and Industry in charge of the international aspects of support to innovation. Main area of work is the development of innovation support services in the Enterprise Europe Network. Before joining the Innovation Directorate in 2006 he assisted companies and support agencies in Germany and Lithuania in technology transfer and incubation. As environmental scientist and geographer he conducted research on environmental and innovation topics in East Africa.

## **Yosef Smoler**

Since 2009, Mr Smoler is Program manager, Technological Incubators at the office of the Chief Scientist of the Ministry of Industry, Trade and Labor. Technological Incubators support corporations that give fledgling entrepreneurs an opportunity to develop their innovative technological ideas and set up new businesses in order to commercialize them. Between 1994-2005, Mr Smoler was President & CEO - Eldat Communication Ltd (an Israeli company dedicated to advanced wireless solutions for the retail industry. Eldat is today a world leading vendor of Electronic Shelf Label (ESL) systems). He was Managing Director - Manof Communication Systems Ltd from 1992 to 1994 (Manof is an Israeli software house developing and exporting software systems in the field of inter-bank communications). Prior to this he was Assistant Managing Director - ISIS Information Systems Ltd (ISIS is a South African system house providing services of product definition, design, development, installation and support of software embedded systems). Mr Smoler has Msc Operation Reserarch (with distinction) Naval Postgraduate School, Monterey, CA, USA and BSc Industrial & Management Engineering (with distinction) Technion, Israeli Institute of Technology, Haifa

## **Dr. Wissam Rabadi**



Dr. Wissam Rabadi is a senior executive with over fifteen years experience in Strategic Planning and Management, Business Development, Entrepreneurship, and the Commercializing of Innovations.

Dr. Rabadi is currently the Executive Director of the Arab Science and Technology Foundation-Amman Office, and is the Acting Director of iPark Technology Incubator at the Higher Council for Science and Technology.

Before joining ASTF, Dr. Rabadi was the Director of Research and Business Development at King Abdullah II Design and Development Bureau (KADDB) – Electronic Systems Group. Dr. Rabadi is a cofounder of the Zakroff Group, LLP, a Houston-based firm that provides investment advice and business development consulting services to Small & Medium Size U.S. corporate clients looking to expand their marketing and operations in developing countries including China, Middle East and Latin America. Prior to that, Dr. Rabadi was the Strategic Business Development Manager at Texas Instruments Inc. in the US where he worked as a Senior Member of the Technical Staff and as a member of the Strategic Planning Group.

Dr. Rabadi was Professor of Computer Engineering at the American University in Dubai (AUD), a visiting professor at the University of Houston and a Research Assistant at the Center for Research in Electro-Optics and Laser (CREOL) in the USA. He serves as a Board Member of the Licensing Executives Society-Arab Countries, and was the President of the Arab American Antidiscrimination Committee (ADC)-Orlando Chapter. He is a senior member of the IEEE and an active member of the Association of Corporate Growth, the Houston World Affairs Council, and the Middle East Institute. Dr. Rabadi holds a B.S. in Electrical Engineering from the University of Jordan, a Ph.D. in Electrical and Computer Engineering from the University of Central Florida in Orlando, Florida and an MBA from the University of Texas in Austin. He published a long list of papers, spoke at various international conferences and holds several patents.

## **Sebastien Dagault**



Sébastien Dagault is deputy director of the EC invest in Med project since January 2009 , working for the ANIMA investment network.

Sébastien is a business developer with more than 13 years' international experience in the technology sector. From 2006 to 2008 he was based at the MIT campus, Boston USA, working for the Office for science and Technology of the French Embassy. He developed the "Young entrepreneurs Initiative", a Franco American platform for technology startups. Between 2006 and 2008 Sébastien managed the "Home Sweet Home program" targetting high level French expatriates in the US. From 1997 to 2002, Sébastien worked for Gemalto, worldwide leader in the selling of smart card bases secure solutions. He was first promoting RFID applications in Brazil and Latin America and then moved to Marseille (France) to serve as sales engineer promoting mobile applications for Telecom operators in the Mediterranean.

Sébastien Dagault owns a Master Degree in Public Administration from the University of Aix Marseille 2 and a Bachelor in Business Administration from the Toulouse Business and Management School (Ecole Supérieure de Commerce de Toulouse)

## Panel 3

### Arturo Menéndez



Arturo Menéndez is currently in charge of the Office for the European Research Area at the Fundación madri+d, being also coordinator of the Comunidad de Madrid participation in several ERA Net networks. He has been General Manager of the Madrid Technology Centre (CETEMA) and head of Innovation Programmes at the Madrid Regional Development Agency (IMADE)

As industrial engineer (ETSII-UPM) and sociologist (UCM), he has worked in industry and been engaged in technology policies consultancy and management. He was involved as coordinator and partner in different R&D and innovation FP projects and also manager of the Madrid Innovation Relay Centre for several years. He acted as evaluator of R&D plans and institutions both for the European Commission and Latin American countries.

### Ken Ducatel



Ken Ducatel, British, aged 52, holds a PhD in economic geography from Bristol University and an MSc in transport policy from Cranfield University in the UK. He has worked on information society policy for twenty years during. He was a member of the Faculty of University of Manchester for 14 years. His first experience in the European Commission was in DG Employment in 1995, where he worked in the secretariat to the High Level Group on the Information Society led by Professor Luc Soete. From 1997 to 2003, he worked at the European Commission's Institute for Prospective Technological Studies in Seville, where he led the Institute's flagship "Futures Project." At the end of 2003, he moved to DG Information Society to become Head of sector for eEurope. In November 2004 he was invited to join Commissioner Reding's Cabinet where he was in charge, among others, of the portfolio for Lisbon Strategy & Policies for the Information Society as well as for the coordination of Research policy. In January 2009, he was appointed Head of the "Lisbon Strategy and i2010" unit in DG Information Society.

### Uwe Birk



Dr. Uwe Birk, German, aged 52, holds a degree in Mining Engineering and a PhD in Engineering from Clausthal Technical University where he was also a scientist and researcher, having previously been a lecturer for several years at Clausthal Mining and Metallurgy College. Dr. Birk is also an accredited Quality Engineer (German Society for Quality), specialising in quality management systems according to ISO 9001, and a marketing expert. He joined ZENIT GmbH in 1992 as Project Manager and Consultant, where his main responsibilities and activities focus on consulting services for SMEs (restructuring, marketing, quality and environmental management), IT-related advice (implementation of ERP systems, data mining), project management for European projects, technology transfer, technology auditing and evaluation, and web services and webmaster (development of websites, hosting, content)

## **Dr Hakkim Haddouti**



Dr. Haddouti, Project Manager at BMW Group and Professor of Computer Science at Al Akhawayn University of Ifrane, holds his PhD. in Computer Science (Scalability in Digital Libraries) at Technical University of Munich in 1999. He worked 4 years as Researcher at Technical University of Munich where he developed a long term Digital library project in Germany (VD17). He has taught at Technical University of Munich and at Al Akhawayn University of Ifrane. He has been a guest scientist in several universities worldwide, such as at Santa Barbara University California, Tsukuba University of Japan, University of Catania. Between 1999 and 2001, Dr. Haddouti served as senior consultant of Debis, Services of Mercedes DaimlerChrysler. He has published extensively in English, German and Spanish and served as a scientific program member in several International conferences, such as ECDL (European Conference on Digital Libraries), and as board member of the International Summer School Steering committee funded by European Community, and Member of the European Network of Excellence in Digital Libraries DELOS. Further, he was member of working group of the metadata model Dublin Core and was the author of the Arabic version of Dublin Core. Furthermore, He is the president and the founder of German-Moroccan Competency Network DMK in Germany ([www.dmk-online.org](http://www.dmk-online.org)).

Dr. Haddouti is married and has two children, speaks six languages (Arabic, Amazigh, German, English, Spanish and French), and has been decorated by Ms. Vollmer, former Vice President of the Bundestag for the excellent promotion of cultural dialogue. (More information [www.haddouti.de](http://www.haddouti.de) )



# INCONET MIRA

## *Extending the ERA to the Mediterranean: Knowledge and Tech Transfer Opportunities*

### Concept Note

Euro-Mediterranean cooperation in the area of science and technology has grown since 1995, with the adoption of the Barcelona Declaration at the Euro-Mediterranean Conference. This highlighted the need for investments in scientific research capacity and development, training and the development of joint research projects based on scientific networks. The launch of the Union for the Mediterranean<sup>1</sup> in 2008 has reinforced the Barcelona process and lead to investments in six priority projects involving a significant science and technology dimension. In November 2008, the Barcelona Monitoring Committee for Euro-Mediterranean Cooperation in Research and Technological Development (MoCo) recommended reinforcement of the role of RTD in the Union for the Mediterranean.

The MIRA INCONET (Mediterranean Innovation and Research Coordination Action) as the technical arm of the MoCo, has since 2008, been playing a critical role in promoting Euro-Mediterranean cooperation in RTD. MIRA works on:

- facilitating exchanges of experience in the scientific sectors and policies which best enable Mediterranean partners to reduce the gap with their European neighbours;
- promote the transfer of technology; helping train scientific and technical staff by increasing participation in joint research projects.

In the area of technology transfer, MIRA has launched a pilot action which is focused on developing an overview of the national technology transfer structures, policies and strategies in Euro-Mediterranean countries. This forms the basis for the identification of good practices and effective technology transfer processes and mechanisms. To this end, a questionnaire-based survey was launched in 2009 among MIRA partners which also aimed to identify key technology transfer concepts, tools and methods of priority interest for the partners. The replies have generated important insights in relation to:

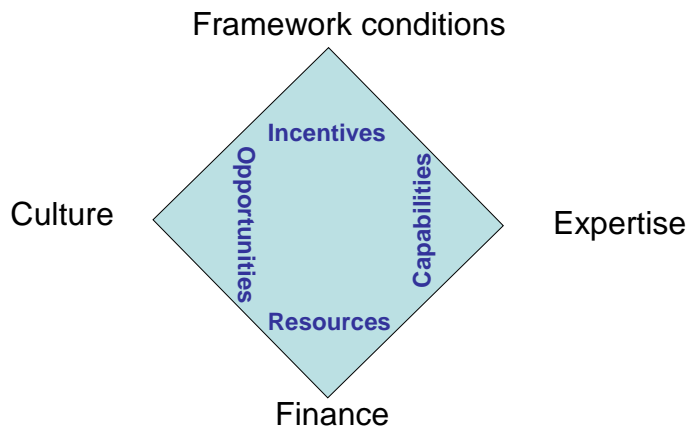
- Barriers hampering technology transfer and innovation which are shared among EU and Mediterranean countries (see Box 1 below)
- Training needs identified by partners in relation to technology transfer tools and methods (see Table 1 below)
- Training offer, in terms of the range of expertise available in the partner countries (see Box 2 below).

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<sup>1</sup> <http://europa.eu/rapid/pressReleasesAction.do?reference=MEMO/09/333&format=HTML>

# Barriers hampering Technology Transfer and Innovation

Common barriers shared by MPCs and EU



**Box 1: Barrier hampering Technology Transfer and Innovation**

## Box 2: Training Offer

- Egypt: a range of training organisations and experts in a range of sectors
- Germany: offers a range of expertise and experience at national and regional level in relation to strategy, policies, measures, structures, networks
- Israel: a range of experience in terms of the Incubation Programme, VC companies, university TT companies
- Italy: experience with schemes and networks and a strategy for valorisation of university research
- Morocco – a range of experience in terms of measures, schemes, networks
- Spain: a range of consultancies and university experts
- Tunisia: university training
- Turkey: METUTECH-TTO advanced model and TT experts/trainers
- UK: offers a range of expertise and experience at national and regional level in relation to strategy, policies, measures, structures, networks

**Table 1: Training Needs Analysis: Concepts, Approaches and Tools**

<p><b>Technology Transfer Concepts</b></p>	<p><b>Shared Needs</b></p> <ul style="list-style-type: none"> <li>➤ Supply-side and demand-side policies and strategy</li> <li>➤ Systemic approaches (linear vs non-linear)</li> <li>➤ IPR</li> <li>➤ Entrepreneurship</li> <li>➤ Technology transfer and knowledge acquisition</li> <li>➤ Regulation</li> <li>➤ Regional TT</li> <li>➤ Sectoral TT</li> </ul>
<p><b>Technology Transfer Approaches</b></p>	<p><b>Individual Needs</b></p> <ul style="list-style-type: none"> <li>● Organizational and framework issues in the academia</li> <li>● Technology and process upgrading in classical sectors</li> <li>● Managing a research pipeline to support leading technology sectors</li> <li>● Cross innovation</li> <li>● Technology Requirements</li> <li>● International technology transfer centres and brokerage</li> <li>● Innovative or technology-based start-ups</li> </ul> <ul style="list-style-type: none"> <li>➤ Industry-academia links and PPPs</li> <li>➤ Standards and regulations</li> <li>➤ Clusters</li> <li>➤ Lead markets and innovative procurement</li> <li>➤ Professional skill sets identification and development</li> <li>➤ IPR portfolio management, valuation, marketing and contracting</li> <li>➤ Alternative models for TTO legal frameworks and organization structures,</li> <li>➤ Using legislation to increase TT and business innovation</li> </ul>

The survey has also provided important inputs in relation to:

- Mapping of key Technology Transfer organisations in EU and Mediterranean countries identified by partners
- Identification of key technology transfer public programmes and in particular effective measures and good practices
- Setting up of a database of technology transfer experts and intermediaries in EU and Mediterranean partner countries
- Setting up of an on-line repository of relevant documents

The end result of the MIRA Technology Transfer Pilot action is twofold:

- to serve as an important pillar of the EMIS (further details are provided below).
- to create a Mediterranean Technology /Knowledge Transfer Network

The Mediterranean Technology and Knowledge Transfer will provide the framework for promoting:

- Exchange of experiences and mutual learning on technology/knowledge transfer policies among TT policy-makers and practitioners. The use of foresight approaches and creativity techniques will be encouraged.
- Regular contacts between innovative companies and research institutions across the Mediterranean, aimed at the transfer of knowledge and joint involvement in business opportunities addressing emerging markets and topics identified as research cooperation activities in the Mediterranean Area, either through the Workshops of MIRA or the Projects of the UfM.

### **Towards the setting up of the Euro-Mediterranean Innovation Space**

A major initiative of the MIRA Project is to develop a web-based dialogue platform, to facilitate interaction with existing programmes on Innovation in the Mediterranean Area, notably the “Euro-Mediterranean Industrial Cooperation 2009-2010 Programme” led by DG Enterprise, the Enterprise European Network (EEN), the Network ANIMA, and especially, build on the results of the MEDIBTIKAR project, financed by the MEDA programme. The initial frame for EMIS is to bring together the results and approaches developed through the different MIRA Work Packages, such as identification of common scientific priorities, capacity building, and the analysis of scientific strengths. The main reference for the activities to be performed under EMIS will be the objectives of the projects of the UfM, and the stock of knowledge created by the several projects dealing with Innovation in the Mediterranean Area.

EMIS will organize “Thematic Fora” where researchers, companies and public administration share their views on the issues related to the implementation of the UfM Projects objectives and search the possibilities to establish national and, mainly, international “Research Driven Cluster” as a tool to support technology transfer, the creation of consortia to apply to research funding, develop training activities and so on.

The results of the dialogue and the foreseen activities will lead, by a learning process, to the creation of a sustainable EMIS community through collaborative approaches, enhancing innovation capacity and fostering innovation in the UFM COUNTRIES, which are the overall objectives of this work package.

Guiding thread for the implementation of the tasks (see below) will form approaches that are i) integrative (in terms of integrating related activities and R&D&I projects, policies of the Union for the Mediterranean) and ii) adaptive (in terms of emerging R&D&I needs).

These activities will foster innovation in UfM countries, whereas a strong collaboration with the EU-Member States forms the common ground for all activities. Moreover, the link of the UfM countries partner to the consortium will be stronger through applied approaches and instruments which will consequently involve the relevant stakeholders in the UfM countries on common thematic grounds.

