

## Inside this issue:

MET <sup>3</sup> Kick-off Meeting in Athens / 5 <sup>th</sup> of May 2009	2
1st Project Meeting— 1st Steering Committee in Bari / 13 <sup>th</sup> of November 2009	3
Q&A Technology Tips	3
Upcoming Activities	4

## MET3 Partners

- **National Hellenic Research Foundation – Liaison Office**
- **University of the Aegean – Technology Transfer Office**
- **Méditerranée Technologies (MT)**
- **Agenzia Regionale per la Tecnologia e l'Innovazione (ARTI)**
- **University Enterprise Training Partnership of the Region of Murcia (FUERM)**
- **Centro de Innovación y Transferencia de Tecnología de Andalucía S.A.U (CITAndalucía)**
- **Foundation for Research and Technology Hellas (FORTH)**

## Mediterranean Transnational Technology Transfer

Research & Technology Organizations (RTOs) in MED and elsewhere have identified a challenge on finding a common language and field of interest between researchers and private entities and reaching a common understanding of the commercial imperatives.

MET3 aims to develop a network for integrated trans-regional cooperation between knowledge & technology providers, innovation intermediaries and users and thus facilitate industrial and commercial exploitation of research results by taking into account technology and other “soft” aspects in the process.

The specific goal of this network is to design, develop and test a portfolio of tools for the joint identification & exploitation of public research in targeted domains of MED interest. The partnership will use best practice and individual experi-

ences from partners and associates and implement concrete actions to tackle the challenges stemming from the lack of common tools between practitioners and of interregional exchange.

The partnership includes leading research establishments and Innovation Intermediaries from seven MED regions. More specifically, the consortium covers RTOs, TT offices, Innovation Agencies and stakeholders with experience on Biotechnology, Energy, Environment, Agriculture, etc. The innovating character of the project refers to the concept; i.e. transition from regional TT to transnational, to the methodology (e-tools, multiplier events and “soft” aspects) and the activities aiming at spreading the project’s achievements and making them accessible to the relevant actors so that they can be utilized within other initiatives and regions in the MED region and wider.

## MET 3 Objectives

More specific, MET<sup>3</sup>'s impetus is to boost the innovation process, by mapping MED areas of excellence and market pull dynamics, disseminate Technology Based Opportunities (TBOs) and stimulate solid partnerships between technology providers and recipients. Project partners will jointly develop exploitation plans for selected technologies with market potential and proactively seek to promote them to private and public sector. This effort will be complemented by a series of experience exchange and capacity building events to enhance peer learning and development of common strategies.

The initiative will give emphasis to the “soft” side of innovation and the role of “human capital” by organizing seminars on specific TTT issues targeted to increase skills of Knowledge & Technology Transfer officers, Researchers and Intermediaries in MED area. The project seeks to deliver a TTT modular toolbox covering alternative strategies, transfer channels, knowledge and people flows as well as operational and commercialization alternatives. Project results will be communicated to regional actors involved via the MED Technology & Innovation Portal and open Events co-organized with SMEs, Technology Transfer executives, Researchers and Innovation Policy makers.



EUROPEAN UNION  
PROJECT CO-FINANCED  
BY THE EUROPEAN REGIONAL  
DEVELOPMENT FUND

## Objectives of the Kick-off Meeting

- Introduction of the consortium members and their objectives, role and expectations in the framework of MET<sup>3</sup>.
- Overview of the project status (contract, consortium agreement, etc)
- Present the management methods to be applied, administrative aspects, communication tools, project management tools etc
- Focus on administrative and technical responsibilities of partners
- Review the task definition, roles and responsibilities, critical paths, milestones, schedule, resource loading and project budget
- Take actions for the first months of the project (Phase A) including foreseen deliverables.

The kick-off meeting of the MET<sup>3</sup> project was held in Athens on the 5<sup>th</sup> of May 2009 at the Conference Venue of National Hellenic Research Foundation (NHRF) - Lead Partner of the Project.

The audience of the kick-off meeting was compiled from representatives from all partners of MET<sup>3</sup> Project.

The MET<sup>3</sup> Kick-off Meeting started with an introductory speech given by Mr Dimitrios Kyriakidis, President of the NHRF. Following to the speech, all partners introduced their organisations, their role, interests, activities and expectations.

A presentation of project's objectives and working plan followed. Attendees agreed on Project's time-plan and determined the specific actions per partner, while setting strict deadlines.

Then, a presentation of the rules of Financial Management and Payment Claims procedure was given.

Following the project overview, the LP tried to pass the information and experiences gained from the MED LP Seminar in Marseille, to all partners and provide a concrete plan for monitoring, coordinating and supervising the procedures of costs declaration, auditing and payments.

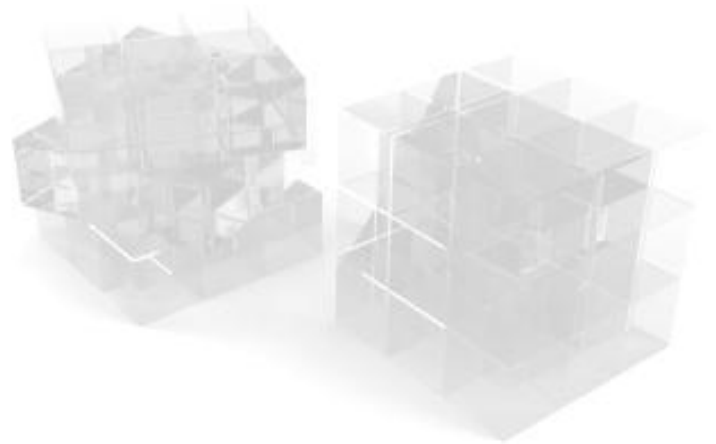
A presentation on management, communication and coordination issues followed, where the LP tried to present and establish an efficient mechanism / system for ensuring and securing the quality and efficiency of the project's implementation, which should be fulfilled in compliance with the project documents, time schedule and budget.

# MET<sup>3</sup> Kick-off Meeting in Athens 5<sup>th</sup> of May 2009



Concluding some of the main MED Publicity Rules were pointed to be strictly followed by the project partners during all communication and publication activities carried out regarding the project and also the relevant links for further information were provided.





## 1st Project Meeting— 1st Steering Committee in Bari

The 1<sup>st</sup> MET<sup>3</sup> Project Meeting consisted of three main sessions:

- Reporting procedures guideline.
- Focus on Communication Component, with a proposal on the Communication Strategy Roadmap and preview on the Technology and Innovation Portal.
- Agreements on the new deadlines and start up of the other Med Transnational Technology Pilot Activities.

Overall the Project Meeting had the objectives of reaching a proposal shared among partners on the deadlines to postpone for current activities and defining a more detailed planning for the next activities.

Due to organization of the Project Meeting and the Steering Committee Meetings within the same day, all participants could also attend the Steering Committee Meeting and provide fruitful feedback.

The 1<sup>st</sup> S.C Meeting had the following **Objectives**:

- Discuss strategic management – administrative issues raised by the Consortium
- Discuss on the updated workplan & action items for the next period of implementation ( Nov'09 – May '10).
- Focus on the proper capitalization aspect of the project in sight of the implementation of open events (e.g Open Days)



## Q&A Technology Tips

### Q: What is the licensing of rights in intellectual property ?

A: The owner (licensor) of a patent, copyright, trade secret or trademark licenses out rights in the intellectual property (IP) to a third party (licensee) who is licensing in the rights in exchange for an agreed payment (license fee or royalty).

Via licensing, the IP is being commercialized by the licensor and the licensee obtains rights in previously unavailable IP .

### Q: What are the pros and the cons of licensing?

A: Pros:

- Low risk choice
- Intellectual property belongs to the licensor
- Flexibility
- License agreement terms are based in a “win-win” strategy for both parties.
- Quite helpful in cases that “spin-off” establishment is unfeasible.

Cons:

- Low revenues from the royalties/license fees
- Excessive costs may be faced for the licensor in terms of services, training, set up and technical assistance.
- May face Inadequate legal protection



### Contact details:

National Hellenic  
Research Foundation

Miss Kleri Foniadaki  
Tel. +30 210 7273514  
Fax +30 210 7273517  
Email: klerifo@eie.gr  
Site: www.eie.gr/  
met3

### Upcoming Activities—2010

- MET<sup>3</sup> Portal Launching
- Technology Transfer Good Practices Toolkit
- Joint identification of Mediterranean areas of excellence
- Assessment of Mediterranean market demand
- Identification of common technology based opportunities (TBOs)
- 2<sup>nd</sup> Project Coordination Meeting & 2<sup>nd</sup> Steering Committee Meeting

May 2010, Chios Island - Greece

