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## Mediterranean technology transfer workshops

Four Technology Transfer workshops based opportunities jointly identified from Partners were organized. Each one of the partners (CIT Andalucía, FUERM, ARTI & NHRF) organized a seminar in their organization. Those workshops provided the opportunity to offer technical, commercial, financial and legal skills to beneficiaries (partners, researchers, RTOs) on exploitation of results. Identification of Intellectual Property (IP) status, target MED and global market and the most

suitable exploitation channels (eg. Licensing, spin-off, etc.).

CIT Andalucía organized a seminar at 19th of October 2010. FUERM organized the seminar “valorization and marketing of scientific research”, at 30th of November 2010. The next seminar held at Bari at the 2nd of December 2010. The seminar “Exploitation of Research Results” was held on Friday 10th of December 2010 and was organized at the NHRF.

## Promotion of technology transfer opportunities to beneficiaries & Intermediaries

Three Technology & Innovation Working Group Minutes organized for promoting match of TBOs identified to actual technology needs from private and public sector in order to bring technology donors and receivers into contact with each other and provide assistance to facilitate the transfer and adaptation process. FORTH organized a working group at Heraklion at 19th of November 2010, at Bari was organized by ARTI and finally at 12nd of January 2011 in Athens by the NHRF.

### 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)

## Identification of common technology based opportunities (TBOs)

The partnership worked together towards the identification of common Technology Based Opportunities (TBOs), i.e. ideas for commercialization of ‘research based; products & services’. Project Partners worked together to assess R&D results previously identified and applying a concrete ‘screening’ methodology, selected the ones that present promising business opportunities. Furthermore than the traditional linear approach (Producing & Disseminating Technology Offers & Technology Requests), TBOs give the opportunity to proactively engage and promote prospective ‘recipients’ to ‘co-developers’ and identify investors in MED & elsewhere.

These efforts led to the identification of more than 80 Technology Based Opportunities (TBOs),

R&D results and ideas for commercialization of research-based products & services, building a rich portfolio of MED validated TBOs in selected sectors.

With the data gathered at the mapping phase, MET3 partners are developing a robust set of selected technology offers, requests and exploitation plans for lucrative technologies identified and are implementing technology transfer missions to potential technology receivers in MED area, in order to demonstrate technology based opportunities to answer actual technology needs from private and public sector.



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## Annual Event of the MED Programme

The Lead Partner participated on the Annual Event of the MED Programme organized by the Managing Authority and the Joint Technical Secretariat of the MED Programme.

At the 22nd of September 2010, in Thessaloniki, took place the "SEE & MED Programmes joint event" and at the 23rd the "Programme MED annual event".

From those events many useful information gained concerning the implementation of the project.

## 2nd Project & 2nd Steering Committee Meeting in Chios

The 2nd MET<sup>3</sup> Project Meeting held in Chios on the 18<sup>th</sup> & 19<sup>th</sup> of May 2010 and consisted of four main sessions:

- Assessment of Deliverables.
- Planning of phase 4 component.
- Identification of synergies & opportunities
- Maximization of translational cooperation.

Key issues of the Project Meeting were the exploitation plans (to be delivered prior to technology missions, TBO selection for exploitation plans securing a balance between partners and sectors) Technology Missions (Transnationality in Exchange of info & in common promotion of TBOs regardless of country origin, Roadmap strategy for communications: basic goal to bring supplier and buyer together and not support negotiations between parties, finally SME visit with selected set of TBOs is the unit Technology missions) and

participation in partner events based on budget availability and scope.

New planning of phase 4. Compilation of individual Partners' Work plan into the integrated with final adjustments.

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 2<sup>nd</sup> S.C Meeting had the following **Objectives**:

- MET3 web-site and Portal presentation; question concerning the hosting of translated sites; response expected by NHRF
- 15 June 2010: input and comments for the 2nd newsletter
- Partners reminded of obligation of promotional material

## 3rd Project Meeting—3rd Steering Committee in Marseille

The 3<sup>rd</sup> MET<sup>3</sup> Project Meeting held in Marseille on the 24<sup>th</sup> & 25<sup>th</sup> of November 2010 consisted of four main sessions:

- Planning Events & Participation
- Dates for Athens event and next Meeting (SPAIN) - May 2010
- Building an integrated work plan
- Activity reporting to LP and www / portal
- Evaluation of results
- Update of TBOs list
- Budget & Admin Issues

Define of the deadlines for the Portal translation, Newsletter input, updated workplan TBOs/ Exploitation Plans/Missions MATRIX from LP.

At the next day's Steering Committee Meeting, all participants attended and provide useful feedback.

The 3<sup>rd</sup> S.C Meeting had the following



### Objectives:

- Presentation of NHRF of Administrative / Management Issues
- Communication Strategy and Materials
- Discussion on C4.2 (portal) - Presentation and next steps
- Presentation of Valor PACA on technology maturing processes

## Technology Transfer Capacity Building Events

All partners are in the process of scheduling the organization of the Technology Transfer Commercialisation CB Seminars and Technology Transfer Human Capital CB Seminars. FUERM has implemented the TTCCB seminar in March 2011. with the aim at building better technical & interpersonal skills within and outside the organisation and involved SMEs, industrialists, clusters and technology poles.



## Technology Transfer Good Practices Tool Kit

The assessment of current technology transfer trends & practices at both international level and in regions and countries involved were analyzed. The partnership proceeded to the review of existing tools, methodologies, successful cases and identification of technology transfer channels, services offered and key issues in the process. Sharing of experiences between partners, identification of strong & weak points of existing TT mechanisms and lessons learned took place.

Synergies and complementarities were identified with respect to other networks and initiatives (such as former IRCs, now Enterprise Europe Network) in order to position the MET3 project and created a common ground on technology transfer approaches in MED.

## MET<sup>3</sup> Portal—[www.met3.eu](http://www.met3.eu)

The knowledge base produced in MED area and TBOs defined is now disseminated through a dedicated Portal for businesses, researchers and intermediaries that need faster and more efficient access to the new knowledge produced. The Portal includes qualitative and quantitative information about regional profiles, agencies for development, chambers of commerce and national administrations. The Portal is linked to a number of international databanks and divulges information and activities in the field of innovation and technology. A database of innovation professionals and relevant expertise sources is also included while TBOs and new exploitation possibilities of research results at MED and EU level are elaborated.

## Q&A Technology Tips

### Q: Are negotiation skills needed for licensing?

A: Preparation for technology licensing negotiation begins with the parties asking themselves a series of questions. These questions must be answered

whether the party is the licensor (the one who owns the IP and gives the license) or the licensee (the one who wants to use the IP and wishes to receive the license). It is essential to ask and answer these questions *before beginning* technology licensing negotiations.

### Q: Basic questions that should be answered before negotiating?

- A:
- What is the business reason for this license?
  - What leverage do you have?
  - What is the time frame for signing the license agreement?

Source:  
WIPO Publication No. 903E, "Successful Technology Licensing"

## 4th NETVAL Summer School in Puglia on 19 - 22 July

Netval (the Association among Italian universities and public research institutes for the valorization of research results), in collaboration with ARTI (the Apulian partner in MET3) and the University of Foggia, organizes the Fourth Summer School on:

“Managing results and IPRs in the academy-industry research cooperation: strategies and tools”  
held in Puglia at Centro Studi Micaelici e Garganici, Monte S. Angelo (FG), 19 - 22 July 2011.

Today 58 Italian universities have opened a Technology Transfer Office (TTO), 90% of which after 2001, to provide universities with support services dealing with patent applications, spin off companies creation and, more and more frequently, to assist in the contract formation for cooperative research with SMEs.

Netval’s Summer School (targeted to this TTO-based strategy) intends to contribute to the discussion of best practices, issues and success cases on this, and avails of ARTI’s role and experience, particularly on the debate about “Contributions from Public-Private Partnerships, Entrepreneurial Associations, Institutions and Regional Agencies to support innovation processes at SMEs and public research entities”.



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### Upcoming Activities—2011

- Transnational Technology Transfer Missions
- 3<sup>rd</sup> Project Coordination Meeting & 3<sup>rd</sup> Steering Committee Meeting, in Seville, 24-25 November 2011
- TTT Consolidation Workshop, 25 May 2011, Seville—Spain
- Exploitation Workshop, 31 May 2011, Chios Island—Greece
- 4 Technology Transfer Commercialization CB Seminars will be held in Bari, Marseille, Chios & Athens
- 4 Technology Transfer Human Capital CB Seminars will be held in Bari, Murcia, Chios & Athens
- Technology Transfer regional meeting will be held in Athens in September 2011