

MANUAL FOR PILOT ACTION

TRANS³Net.visit (D.T3.2.7)

Version 1
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1. Purpose of the manual

TRANS³Net.visit is piloted as one way fostering the initiation of contacts between representatives from science and economy coming from three different countries including their different cultural habits and languages. Therefore, representatives from SMEs visit research organisations and vice versa. They learn about working methods and discuss starting points for future cooperation.

This document aims to describe the relevant content-related and organisational aspects, which must be taken into account when implementing such an event on transnational level. The document serves also as 'manual' for transferring the event format to further target groups and regions. It is based on gained experiences of six events organised during project runtime.

2. Intention of the event

2.1. Objective and 'Nature' of the event

The Interreg Central Europe Project TRANS³Net aims to shape conditions for a well working collaboration between science and economy in the tri-national region between Germany, Poland and Czech Republic. TRANS³Net.visit focuses on initiating a first contact and establishing trustful relations between scientists and representatives from enterprises as a starting point for future collaboration.

In the end, TRANS³Net.visit aims to initiate concrete (transnational) projects jointly implemented by science and economy. During the visit of a concrete research organisation or enterprise, scientists as well as representatives from enterprises learn about working methods and discuss starting points for future cooperation. Based on direct contact, participants have the opportunity to get to know the specific culture in scientific and economic sphere and their ways of thinking.

2.2. Target group of the event

Scientists and representatives from enterprises coming from the three participating regions of the project are the target group of this kind of event. Transfer promoters active in initiating, implementing and supporting knowledge and technology transfer between science and economy mainly integrated in the phase of preparing the event by mediating scientists and members of enterprises who are potential participants for this kind of event.

3. Checklist for event organisation

TRANS³Net.visit is planned as a half-day event. It can be carried out in three different ways:

First way: employees of SMEs visit a research institution. It lasts two to three hours with following content:

- visit of test fields, laboratories etc.
- short presentation of current research results or projects as starting point for potential collaboration
- opportunity for individual talks

The second way: scientists visit at least one enterprise:

- six to twelve scientists from different universities or institutes
- presentation of enterprise(s) including current R&D problems/ challenges
- visitation of manufacturing processes



- short introduction of scientists and their specialisation
- discussion of current innovation processes, needs of enterprise(s), opportunities and frameworks for cooperation

The third way: transfer promotor, scientists and entrepreneurs visit a place where research and SMEs working closely together:

- visit of test fields and labs
- visit of manufacturing processes
- exchange about success stories and potential projects

Following tables deliver an overview about pending tasks and time horizons in preparation and organisation of a 'TRANS³Net.visit' as a 'checklist'.

3.1. Schedule

The following table aims to give an overview, which tasks have to be done in advance, during and after the implementation of 'TRANS³Net.visit' in order to achieve the defined objective (2.1). It serves as an orientation which content-related and organisational tasks are necessary.

Description of tasks	Time horizon
Definition of the event date & venue and a focus issue	4 months before
Agreement on basic course of the event in terms of thematic concept, objective, applied methods, language (English or interpreters), number of participants	3 months before (adaption in progress possible)
Publication of official invitation to the event on website, facebook, newsletter etc. - additional: provision of an online registration form	3 months before
<u>personal</u> approach and invitation of participants to the event creates a certain degree of obligation and increases the probability of their participation	2 months before
preparation work: - name batches including additional information e.g. nationality, language skills, discussion round - reservation signs, directions signs - PR equipment: project flag, flags of EU, participating countries/regions, roll-ups of project partners and transfer promotors, various dissemination materials - Presentation equipment: laptop, projector, projection screen, flip chart, moderation panels, standing and wireless microphones - Publication of funding sources, sponsors	1 week before
event takes place - Documentation (minutes, photos, film etc.)	
evaluation of the event - survey collecting opinions of the participants (questionnaire) - follow-up of initiated contacts during the event	Directly after, until 1 week after
Post processing: - Distribution of documents following the event with list of participants, lectures, agreed minutes to all participants - Publication of a summary report on the website and other media	in the first week after
follow-up of initiated contacts during the event	1 week after and later



3.2. Applied Methods during event and its objectives

The following table lists all methods tested during ‘TRANS³Net.visit’. When selecting the methods the objective of the event has to be kept in mind. The table can be seen as a proposal. Further methods can be used.

Method	Description	Objective
Study visit	Participants visit a research institution or enterprises and get insights in current work and working methods, way of thinking of the visited organisation	To get to know each other: By learning about circumstances, challenges of current work of scientists or employees of enterprises participants develop a better understanding for their ways of working and thinking
Bilateral discussions	Event should provide sufficient opportunities for getting in touch in bilateral talks in order to discuss common challenges and potential collaboration in detail	Bilateral discussions among participants aim to: - initiate discussions of current challenges - establish a first mutual trust as precondition for future collaboration - Build up collaborations - Strengthen already existing collaborations between present participants
Success stories	2 or 3 presentations about successful projects that were or are realised by the inviter	Aim of the success stories is to find a starting point for discussion of common activities among the participants.

4. Lessons learned from pilot action

The TRANS³Net.visit fulfilled the goal of establishing contacts in retrospective of six events carried out. The format of the event is an “easy way” to initiate exchange and to pay attention to the inviting institution, their work and projects. The participants wanted to get in touch with each other and used every spare minute to exchange experiences. This can be demonstrated with following positive statements:

- different themes of technical investigation
- a mixture of technical new input and the great display of how research cooperates with business in practice! Great choice of best practices and of location.
- opportunity to establish contacts and networking
- possibility to meet with other partners, visit of labs
- good communication, interesting program

But, it is always not easy to bring science and industry together, especially not across the borders. The format of a visit is easy to organise and a good opportunity to pay attention to the work of a research institute or a company. However, the time required for the journey must be in proportion to the benefit of the event for the participants. This applies especially for events on transnational level. If a research institution or a company has the need to look for potential partners for a project, then it is a good idea to organise a visit and invite stakeholders to inform about that concrete topic.



To the structure and schedule of TRANS³Net.visit there is most called the wish for more time for discussions and bilateral talks and the wish for more attendees from companies.