



EUROPEAN
COMMISSION

Community research

Implementation

Putting
research into
practice



Today's Road Map

- Creating right conditions for implementation
- FP7 initiatives
- Development from Programme to project
- Input
- Output
- What makes a project implementable?



The Environment for Good Implementation

- **Getting the 'product' right**
 - Who has the need?
 - What do they want?
 - What can we deliver?
- **Getting the Framework right**
 - Economically
 - Technically
 - Politically
- **Getting the message across**
 - Effective Communication

FP7 Initiatives

- The European Research Area
 - Coordinated support for research (Joint Programming)
 - Open circulation of knowledge across borders
 - Mobility for researchers
 - International Science & Technology Cooperation
- “Knowledge for growth”
 - Technology Platforms
 - European Research Council
 - Joint Technology Initiatives
- Continued sustainability

European Road Transport Research Advisory Council

- Bottom-up approach with industry in the lead
- Wide stakeholder involvement
- EU Role: facilitating and guiding *not leading or owning*
- Defining a Strategic Research Agenda with vision for 2020
 - on a number of strategically important issues with high societal relevance where achieving Europe's future growth, competitiveness and sustainable objectives is dependent upon major research and technological advances in the medium to long term.
- SRA taken into account in Framework Programmes

Surface Transport Work Programme

- Framework defined in the context of critical issues facing sustainability
- Includes input from
 - Technology Platforms
 - Transport Advisory Council
 - Member States
- Call specific to respond to immediate needs e.g. the Recovery Package, Green Car Initiative

Green Car Initiative

- The main theme of the 2010 & 2011 calls
- Tackling critical technology of automotive electrification
- Also considers other road transport apps.
- Infrastructure is there too! (Advanced V2G interfaces, smart grids, distribution & recharging of systems)
- Intermodal research with infrastructure links coming in 2011



Keys to Implementation

- Start from the very beginning of the concept to make sure you have project which will deliver results that are wanted, needed
- Identify customers
- Results that customers want to invest in
- Investment plan from the partners how they will invest in the results that they produce
- Solution acceptable in terms of standardisation/safety/legislative requirements
- Tailor project information to fit the aspirations of the customer (targeted communications not Newsletters)



Questions

- **Do we have a subject which is attractive to:**
 - Decision makers (managerial, financial, technical)?
 - Investors?
 - Politicians?
- **Do we have the right consortium?**
 - Are they a successful team with a good track record?
 - Do they have sufficient backing from within their company to produce implementable results?
 - Do I have a complete grouping of all the relevant interests that are at stake for implementation? Who's missing?
 - Not question of budget but appropriate representation

International Co-operation

- 'We each have a lot to learn and a lot to teach'
- Ensuring effective links to developing countries
'International Cooperation Partner Countries'
(e.g. China, Brazil, Morocco, Ukraine)
- SIMBA II project (Russia, South Africa, India)
- Encouraging active collaborative participation
with 'developed countries' (US, Japan, Canada,
Australia etc)





Fast & focussed

- Topic interesting for the customers?
- Speed of delivery of results
- Important commercial/political project
 - shorter timescale,
 - more intense effort,
 - faster results (2 year projects?)
 - greater credibility
- Demands greater short-term commitment



Be SMART

- Specific
- Measurable
- Attainable
- Realistic
- Timely

No research for research's sake



Implementation Plan

- Too late to think about implementation at the end of the project
- Technical Implementation Plan
 - No bla bla
 - Industry and users (who should be expected to be the first implementers) should know after one year, whether the results will be implemented and what benefits would be.
 - Is there a readiness from the partners to invest in the developing solutions of the project? List results: will use or not? If not why not?
- Visibility of results – make sure that the market, decision makers & others are aware of your work
- This will bring more support for further work
- Success breeds success

Outreach

- TRA
 - 2006 Gothenburg, 2008 Ljubljana
 - Next event 7th – 10th June 2010 Brussels
 - Opportunity to disseminate information, network, form new partnerships, discuss research strategy
 - Shop window for success stories
- CERTAIN
- Prestigious International Conferences
- Other Coordinated Actions/Specific Support Actions



& finally...

- **When it comes to submission, remember:**
 - Competition for funding is very tight
 - Make sure that the proposals are
 - tight
 - tangible
 - clearly understood
 - and give confidence that they will deliver results



FP7 3rd Call Launched

- Opened: 30th July 2009
- Closing time: 17.00hrs CET 14th January 2010
- Information Day: 28th September 2009
- Information also available through your National Contact Point
http://cordis.europa.eu/fp7/ncp_en.html
- Budget € 93.7 million

Thank you
for your
attention!



Directorate-General for Research
Surface Transport Unit

william.bird@ec.europa.eu

Phone +32-2-295 47 79

Fax +32-2-296 33 07