Impact and Future Outlook for the FoF PPP

Report on the Session Discussions

Paul T Kidd
Cheshire Henbury

PPP Information Days
Brussels, 9/10th July 2012
# Summary of the Recommendations

<table>
<thead>
<tr>
<th>Recommendation – Main Theme</th>
<th>Summary of Specific Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Collaboration</strong></td>
<td>Bottom-up by projects</td>
</tr>
<tr>
<td></td>
<td>Top-down based on establishing needs</td>
</tr>
<tr>
<td></td>
<td>Developing a structured approach</td>
</tr>
<tr>
<td><strong>2. Dissemination &amp; Exploitation</strong></td>
<td>PPP Dissemination Plan</td>
</tr>
<tr>
<td></td>
<td>Standardised Framework for Exploitation Planning</td>
</tr>
<tr>
<td><strong>3. Measuring Impacts</strong></td>
<td>Design of a Framework and Measures</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>4. Adaptation of the PPP/Towards Horizon 2020</strong></td>
<td>Involvement of a different type of expert</td>
</tr>
<tr>
<td></td>
<td>Making the roadmap more relevant to Horizon 2020</td>
</tr>
<tr>
<td></td>
<td>Changing the road-mapping process</td>
</tr>
</tbody>
</table>
Discussion

• General Points

- Importance of Business Driven Approach;
- Early Consideration of Dissemination/Exploitation Planning in Project Lifecycle;
- More adaptive approach to ICT – key issue is time to implement;
- Enabling SME access to new technology;
- Integration and a holistic approach;
Discussion

• General Points

- Right perspective at the right time, product, manufacturing, service/maintenance – key is communications;
- Importance of standards – old problems of interoperability, information exchange;
- FOF and jobs – how to protect (& improve quality) plus create new jobs (business growth);
- Avoid automating existing complexity – simplify first;
Discussion

• Concluding Points

- Not just new technology to consider, but also methods, procedures ... how things are done;
- Key issue is an inclusive process for the roadmap development to ensure this multi-dimensional perspective is reflected in the roadmap.
- Stakeholders need to provide input and comments on the draft roadmap to ensure that this is adequately addressed;
Recommendations - 1

• For the presentation, the recommendations are structured around the following themes:
  
  ➢ Collaboration among projects;
  ➢ Dissemination and Exploitation Planning;
  ➢ Measuring Impacts;
  ➢ Moving Beyond Economic Recovery Plan Mode / Towards Horizon 2020;
Recommendations - 2

- **Collaboration among projects:**
  - There is a need for individual projects to take the initiative to deliver, in a bottom-up way, synergies among the projects;
  - Development of a more strategic and structured approach to inter-project collaboration could also be initiated using a customer-driven approach where, based on one-to-one discussions with individual projects, the collaboration and collective dissemination needs of the projects are established;
  - Based on identified project needs, the PPP should provide a proposal for a more structured approach to collaboration;
Recommendations -3

**Dissemination and Exploitation Planning**

- A more structured approach to collaboration could also support collective dissemination, and a dissemination plan for the PPP could thus be created, for example based upon the collaboration themes;

- To encourage a more harmonised and a good practice model of exploitation planning for FoF PPP projects, it may be beneficial to define a framework of business related issues that these projects should be expected to address (for example in project reviews);
Recommendations - 4

- **Measuring Impact**
  - A framework of indicators needs to be proposed to help measure the impact of the PPP. Several indicators were identified during the workshop and these could form the basis of a starting point for the construction of such a framework, for example:
    - Number of patents applied for;
    - Licence based revenues generated;
    - Number of technology transfer agreements signed;
    - Results taken-up in pre-commercial procurement activities;
    - Number of spin-off companies created to exploit results;
    - Etc.
Recommendations -5

- Moving Beyond Economic Recovery Plan Mode / Towards Horizon 2020:
  - Given the need to transition the PPP to something that fits the needs of Horizon 2020:
    - Involvement of a different type of expert (for example, industry analysts, business thinkers, innovation researchers) - to this end the FoF PPP stakeholders could propose individuals and organisations that could be invited to participate;
    - Expand the roadmap so that it is broader and more relevant to Horizon 2020;
    - Change the road-mapping process itself, by making it more inclusive and open.
<table>
<thead>
<tr>
<th><strong>Recommendation – Main Theme</strong></th>
<th><strong>Summary of Specific Recommendations</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Collaboration</strong></td>
<td>Bottom-up by projects</td>
</tr>
<tr>
<td></td>
<td>Top-down based on establishing needs</td>
</tr>
<tr>
<td></td>
<td>Developing a structured approach</td>
</tr>
<tr>
<td><strong>2. Dissemination &amp; Exploitation</strong></td>
<td>PPP Dissemination Plan</td>
</tr>
<tr>
<td></td>
<td>Standardised Framework for Exploitation Planning</td>
</tr>
<tr>
<td><strong>3. Measuring Impacts</strong></td>
<td>Design of a Framework and Measures</td>
</tr>
<tr>
<td><strong>4. Adaptation of the PPP/Towards Horizon 2020</strong></td>
<td>Involvement of a different type of expert</td>
</tr>
<tr>
<td></td>
<td>Making the roadmap more relevant to Horizon 2020</td>
</tr>
<tr>
<td></td>
<td>Changing the road-mapping process</td>
</tr>
</tbody>
</table>
Suggested Framework for Today’s Discussion

- Your comments, observations and your broad endorsement of the recommendations;
- Your views on priorities with respect to recommendations aimed improving the impact of running projects;
- Your views on the importance of acting on recommendations that are relevant in the context of ongoing activities such as updating the roadmap and planning for Horizon 2020;
- Effective Implementation
  - How? Within the context of existing structures, or more open and inclusive with wider involvement of stakeholders?
  - Who takes the lead in initiating action?
Discussion

• General Points

- Xxxxxxxxxxxxxx;
- Xxxxxxxxxxxxxx;
- xxxxxxxxxxxxxxxx;
- xxxxxxxxxxxxxxxx;
- xxxxxxxxxxxxxxxx;
Discussion

• General Points

➢ Xxxxxxxxxxxxxxxx;
➢ Xxxxxxxxxxxxxxxx;
➢ xxxxxxxxxxxxxxxx;
➢ xxxxxxxxxxxxxxxx;
➢ xxxxxxxxxxxxxxxx;
**Discussion of the Recommendations**

**Recommendation 1. Collaboration**

<table>
<thead>
<tr>
<th>Bottom-up by projects</th>
<th>Top-down based on establishing needs</th>
<th>Developing a structured approach</th>
</tr>
</thead>
</table>

- Main points relating to Collaboration among projects
  - Xxxxxxxxxxxxxxxxxx;
  - Xxxxxxxxxxxxxxxxxx;
  - xxxxxxxxxxxxxxxxx;
  - xxxxxxxxxxxxxxxxx;
  - xxxxxxxxxxxxxxxxxxxxxxxx;
# Discussion of the Recommendations

## 2. Dissemination & Exploitation

<table>
<thead>
<tr>
<th>PPP Dissemination Plan</th>
<th>Standardised Framework for Exploitation Planning</th>
</tr>
</thead>
</table>

- Main points relating to Collective Dissemination and Exploitation Planning Requirements
  
  - Xxxxxxxxxxxxxxx;
  - Xxxxxxxxxxxxxxx;
  - xxxxxxxxxxxxxxx;
  - xxxxxxxxxxxxxxxx;
  - xxxxxxxxxxxxxxxx;
# Discussion of the Recommendations

## 3. Measuring Impacts

<table>
<thead>
<tr>
<th>Design of a Framework and Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

- **Main points relating to Measuring Impact**
  - Xxxxxxxxxxxxxxx;
  - Xxxxxxxxxxxxxxx;
  -xxxxxxxxx xxxxxxxx;
  - xxxxxxxx xxxxxxxx;
  - xxxxxxxx xxxxxxxx;
## Discussion of the Recommendations

### 4. Adaptation of the PPP/Towards Horizon 2020

<table>
<thead>
<tr>
<th></th>
<th>Involvement of a different type of expert</th>
<th>Making the roadmap more relevant to Horizon 2020</th>
<th>Changing the road-mapping process</th>
</tr>
</thead>
</table>

- Main points relating to Adaptation of the PPP for Horizon 2020
  - XXXXXXXXXXXXXXXXXXX;
  - XXXXXXXXXXXXXXXXXXX;
  - XXXXXXXXXXXXXXXXXXX;
  - XXXXXXXXXXXXXXXXXXX;
  - XXXXXXXXXXXXXXXXXXX;
  - XXXXXXXXXXXXXXXXXXX;
Discussion of the Recommendations

- ???????????
  - Xxxxxxxxxxxxxx;
  - Xxxxxxxxxxxxxx;
  - xxxxxxxxxxxxxxx;
  - xxxxxxxxxxxxxxxx;
  - xxxxxxxxxxxxxxxx;