

ENRIITC & CERIC ERIC @BSBF2022

“Research Infrastructures’ Visibility and Potential towards Industry”

4 October 2022, Granada ES

This meeting was co-organised by ENRIITC and CERIC ERIC and was held on 4 October 2022 as a satellite meeting to the Big Science Business Forum 2022 (4-7 October 2022, Granada ES), and brought together 60 participants. The overall purpose of the meeting was to bring together the industry liaison officers and contact officers that make up the ENRIITC network for training and workshop sessions on strengthening the collaboration of the two professions and increasing the visibility and potential of RIs towards industry.

The meeting was split into three sessions:

- **Session 1:** Training for ICOs and ILOs: “How to better communicate RIs’ value to industry and how to better relate to it”
- **Session 2:** The 2nd ENRIITC Networking Meeting: “Towards a sustainable platform to support RI-industry engagement in the new ERA”
- **Session 3a:** ICO Training Session: “Analytical services opportunities and experience”
- **Session 3b:** ICO Training Session: “Technology /knowledge transfer opportunities and experience”

The full programme, including speakers, can be viewed in Annex 1.

Session 1: Training for ICOs and ILOs: “How to better communicate RIs’ value to industry and how to better relate to it”



Picture 1: Angela Zennaro, CERIC-ERIC and Anne-Charlotte Joubert, ENRIITC project coordinator

Session 1 kicked off with four presentations on expert storytelling and interactive training.

The first presentation was from **Anna Serra Muns**, Director of Commercialisation and Communications at Barcelona Scientific Park. Serra spoke about what communication actions could be utilised by ILOs and ICOs in order to spread R&D capacities. She explained that understanding the message one wants to send and tailoring it to suit the target audience is the first key step. One should then identify and use the channels, tools and actions that can best reach that target audience. Muns gave specific examples from Barcelona Science Park in order to better explain how these steps can be put into motion.

The next presentation was given by **Paolo Acunzo**, Italian Industrial Liaison Officer and Chair of the PERIIA ILO Network. Acunzo presented the PERIIA network and the many ILO activities that it has led and participated in across Europe. The impact that these activities have made has been paramount in strengthening the ILO network.

The session continued with a presentation on the innovation process at research infrastructures (RIs), given by **Marco Peloi**, Head of the Industrial Liaison Office at Elletra Synchrotron S.p.A. Peloi started by walking the audience through the process of a small, local company who requested the consultancy of Elletra Infrared team for development on a product and setting-up a database. It continued with a brief explanation on what an RI is, how procurement is done at an RI and the new procedures, and the advantages for industry and RIs in working together.

Carlos Álvarez was up next, who is a Start-up Board Member, Senior Consultant and Marketing Director at KIM. His presentation was a training session on how one can introduce themselves to the industry and how to stand out in the crowd by understanding your value proposition and how to design it. The participants practiced by putting together their own value proposition based on his guidelines, and critiqued a few propositions together in order to better understand how to make a strong message.

The next presentation was from **Claudia Alén Amaro**, Instruct-ERIC Senior Project Manager and RI-VIS Project Representative, who talked about the challenges and opportunities that come with increasing the visibility of RIs through the RI-VIS project. She explained briefly the results of the project, their impact and how they can be used by the participants to increase the visibility of the RIs that they are a part of. Following this, she spoke about Instruct-ERIC for Industry, the 23 services that the RI has available to commercial users.

Naturally following was **René Samek's** presentation on how to increase the visibility of your research. Samek is the Director of CZ Invest. His presentation started with an overview on the research that is taking place in the growing number of universities and research centres in the Czech Republic. He then walked through the various steps that one should take when wanting to promote the scientific results, such as understanding your target audience, organising open door days, offering seminars and lectures for the public, and science fairs and other community activities.

To wrap up this session, **Ian Tracey**, Founder of Anchored In LTD, gave an inspiring presentation on "Technology Transfer, my scars and precious moments." Tracey spoke about knowledge exchange, why and when it's done, and how to approach non-disclosure agreements. He then took a more personal approach with the participants by giving personal career advice, such as how to successfully

get information from someone, knowing when to quit something you continuously fail at, and prioritising work that will give you the most bang for your buck.

Session 2: ENRIITC Networking Conference: “Towards a sustainable platform to support RI-industry engagement in the new ERA”



Picture 2: ENRIITC Networking Conference

The ENRIITC Networking Conference starting with a presentation from ENRIITC project coordinator, **Anne-Charlotte Joubert**. Joubert is also a Grant Officer at the European Spallation Source ERIC. The presentation started with an overview of the ENRIITC project and network. ENRIITC has hosted various events throughout the two-and-a-half years, including (among other things) five seasons of the #ENRIITCyourCoffee networking series, two seasons of the ENRIITC your Knowledge training webinar series, and ten pilot brokerage events. These activities, among others, have helped the network to grow from just 88 members at its start in January 2022 to now more than 500 members.

Following this, **Ed Mitchell**, Head of the Business Development Office at the ESRF, gave a presentation on why an industry contact officer (ICO) network is needed in Europe. He started by first differentiating an ICO from an industry liaison officer (ILO):

- **ICO** - Research Infrastructure staff responsible for strengthening and coordinating cooperation strategies and activities with Industry.
- **ILO** - Expert staff working at Government agencies or Research institutes in the member states to stimulate the collaboration amongst the national industry and the international RIs, providing advice on business opportunities, R&D collaborations, calls for tender, and industrial services.

He then pointed out the value propositions that an ICO network brings:

1. To enhance reputation: work together to build visibility, trust and confidence in our research infrastructures, between each other and by industry.
2. To create community knowledge.
3. To provide support, client swapping, phone-a-friend.
4. To be revolutionary - spot and seize opportunities, pilot fresh approaches, explore and create new services.

The next presentation was given by **Nikolaj Zangenberg** from the Danish Technological Institute and who is the Danish ILO for CERN, ILL, ESRF, XFEL. He briefly explained BigScience.dk to the audience, which is an organisation that links Big Science organisations with Danish companies through the use of ILOs. The work that is being done through BigScience.dk, PERIIA and ENRIITC is helping to professionalise the national ILO function. He then presented to the audience the ENRIITC Central Innovation and Industry Services Support Hub, which is an idea that was formalised within ENRIITC work-package 3, that would provide training activities, a repository of information and best practices, and support for ICOs and ILOs. More information on this can be found [here](#).

Up next was **Arnaud Leservot**, Industrial Partnership Officer for RIs and the French Ministry for Education, Research and Innovation, who gave a presentation on the impact potential of RIs in the innovation ecosystem, as well as the Big Science Innovation Studio that was hosted by ENRIITC in Grenoble on 22 June 2022. Lerservot shared the following points that Europe as a whole can work on in order to increase innovation:

- **More ambition, vision and storytelling** in the applications of a technology: address a very ambitious and risky market, not only small ones
- **More cross-fertilization** of technical and entrepreneurial skills at the European level to bring out these application ideas. This is important because researchers rarely have the mindset of an entrepreneur.
- **More investments** in Europe to finance breakthrough ideas close to fundamental research or very high technology
- **More collaboration with industries** in order to encourage their innovations

In his opinion, an innovation studio at the European level could help these different ideas emerge, and ENRIITC could be a key player in building it.

Following this, **Gerard Cornet** gave an overview of the latest ENRIITC deliverable, “D3.5 Policy recommendations for optimising the ILO and ICO performance.” The deliverable offers a set of recommendations in the form of a vademecum of practical steps and Key Performance Indicators for focusing the effort of ICOs and ILOs and maximizing the impact. More information can be found [here](#). Cornet then identified a few key take-aways that came to light when developing the report:

- **We are dealing with a complex international ecosystem**, meaning that there are many players, stakeholders and interests that have to get aligned over relatively long periods of time. Strategic policies for innovation are key.
- **Innovation already starts at the backend of the value chain**; industry should be aware of the science ambitions and the upstream phase (development of enabling technologies, low TRL, high risks) that follows these ambitions.
- **There are clear benefits of closer and more continuous collaboration and exchanges between ILOs and ICOs**. Downstream innovation partnering with industry presents challenges for both groups which makes it important to nurture opportunities for sharing of experiences

and best practices, a process the ENRIITC Innovation Hub can play a valuable role in facilitating.

- **The role of ICO and ILO should be defined at a European level including the identification of Key Performance Indicators.**

The last presentation in the ENRIITC Networking Conference was given by **Patricia Postigo McLaughlin**, who is an EC Officer at DG RTD. McLaughlin presented RI and industry collaboration in the new ERA and how she believes ENRIITC could play a part in it through the ILO and ICO network. Her main advice to the group was to solidify the network and secure it through the transition phase.

Session 3a: ICO Training Session: “Analytical services opportunities and experience”



Picture 3: Prof. Vladimír Matonlin from Charles University and CEO of LEANCAT s.r.o. presenting during the afternoon training session

After a break for lunch, the event continued with a third session on training for ICOs. The first part of the session was dedicated to analytical service opportunities and experiences.

Simone Jacques, Director of Finden LTD, gave the first presentation on bridging the gap by connecting industry to materials analysis at specialist facilities.

The next presentation was given by **Alberto Ansaldo**, R&D Specialist at ASG Superconductors, on Crystalline structure and texturing in MgB₂ superconducting wires. He started this more technical speech by first explaining ASG, which is a global leader in superconductivity, and its history in the field. He then spoke about how the company uses Magnesium Diboride and how more sophisticated techniques that the company is developing could be used to strongly improve both the design and performance of superconducting wires.

To wrap up this part of the session, Prof. **Vladimir Matonlin** from Charles University and CEO of LEANCAT s.r.o. presented a case from the Charles University in Prague technology transfer on the new generation of membrane electrode assembly for hydrogen application. He started by asking the audience, “What are the possibilities of hydrogen and what are the pitfalls facing humanity if it wants to start using it as an energy source?” He then presented the Proton Exchange Member Fuel Cell (PEMFC) and the advantages and disadvantages of it. More interestingly for the audience in the meeting, he discussed how the technology information has been transferred between the various universities and research centres, making its way to a license provider in 2021, an impressive investment of €4.

Session 3b: ICO Training Session: “Technology /knowledge transfer opportunities and experience”

The second part of this session kicked-off with a presentation from **Krystian Gurba** who is the Vice President at ASTP. He presented ASTP and the impressive work the community of knowledge transfer professionals are doing.

The next presentation was given by **Anna Testolin**, Researcher at Industrie De Nora S.p.A-, who spoke on “The run toward green hydrogen: an open dialogue.” She started by introducing De Nora, which has a legacy of successes thanks to technological breakthroughs that revolutionised modern electrochemistry. De Nora has identified new specific needs of high performing electrodes and components for water electrolysis and fuel cells to optimise system efficiencies when coupled with renewable energy resources. Testolin explained how their R&D focus is now on the generation of high performing catalytic electrodes and electrode packages for green hydrogen production.

To wrap up the session, **Angela Zennaro** and **Alexandre Massart**, CEO at VESNA, gave a presentation on Technology Transfer at CERIC ERIC. Zennaro started by introducing CERIC ERIC, which is distributed RI, with one single entry point to more than 50 complementary instruments and techniques for multidisciplinary research in all fields of advanced materials, biomaterials and nanotechnology. She explained some of the RI’s latest interactions with industry, such as 1-to-1 meeting presentations of instruments and capabilities to large and medium size companies, and discussed how the interactions could be improved. Massart then took of the discussion by presenting VESNA, who invests in Deep Tech and commercialising technology transfer. Their fund target size is €50m and sector focus is climate and environment, advanced materials and enabling technology, and digital conversion (AI, ICT). Their challenges include:

- Technology transfer who...?
 - Local limited partners do not understand what technology transfer and Deep tech are
 - Stakeholders and ecosystem often overlooked
 - Regulators
- Universities not equipped to take on shares/equity to from spin-offs to profit from an upside
- TTOs operate largely as administrative units – commercial mind missing
- Industry is looking for speedier innovations
- Unrealistic expectations by stakeholders/founders when planning for a spin-off

He wrapped up the presentation by inviting the participants to check out their upcoming opportunities and apply for funding.

Angela Zennaro closed the conference by thanking the participants for the day.

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"Research Infrastructures' Visibility & Potential towards Industry"

04 October 2022, Granada ES

Programme

08:30 – 08:40	Welcome coffee	
08:40 – 08:45	Introduction by CERIC ERIC & ENRIITC	
Session 1: Training for ICOs & ILOs		
<i>"How to better communicate RIs' value to industry & how to better relate to it"</i>		
08:45 – 10:30	Part 1 – Expert storytelling & interactive session	
	8:45 - 9:05	"The PERIIA network and ILO's activities across Europe". Paolo Acunzo, Italian Industrial Liaison Officer, Chair of PERIIA Representative
	9:05 - 9:25	"The PERIIA network and ILO's activities across Europe". Paolo Acunzo, Italian Industrial Liaison Officer, Chair of PERIIA Representative
	9:25 - 9:45	"Innovation processes at Research Infrastructures" Marco Peloi, Head of Industrial Liaison Office, Elettra Sincrotrone S.p.A.
	9:45 - 10:30	"Introducing yourself to the industry and standing out in the crowd: your value proposition and how to design it". Carlos Alvarez, Start-up Board Member, Marketing Director, KIM & Senior Consultant
10:30 – 10:45	Coffee break	
10:45 – 11:45	Part 2 – Expert storytelling & interactive session	
	10:45 – 11:05	"Making Research Infrastructures visible: challenges and opportunities". Claudia Alén Amaro, RI-VIS project Representative
	11:05 – 11:25	"How to increase the visibility of your research" René Samek, CZ Invest Director
	11:25 – 11:45	"Technology Transfer, my scars and precious moments". Ian Tracey, Founder Anchored In LTD
11:45 – 12:00	Networking break	
Session 2: ENRIITC Networking Conference		
<i>"Towards a sustainable platform to support RI-industry engagement in the new ERA"</i>		
12:00 – 13:00	ENRIITC Networking Conference	
	12:00 – 12:05	Welcome and introduction, Anne-Charlotte Joubert, Grant officer and project coordinator, European Spallation Source
	12:05 – 12:15	"An ICO network: what's the point?", Ed Mitchell, head of Business Development Office, ESRF
	12:15 – 12:25	"Professionalizing the national ILO function for stronger impact", Nikolaj Zangenberg, Innovation Coordinator, Danish Technological Institute
	12:25 – 12:35	"RIs in innovation ecosystem: impact potential", Arnaud Leservot, Industrial Partnership Officer for Research Infrastructures, French Ministry for Education, Research, and innovation
	12:35 – 12:45	"The value of ILOs and ICOs", Gerard Cornet, Deutch ILO, ILONetwork
	12:45 – 12:55	"RI-industry collaboration in the new ERA", Patricia Postigo McLaughlin, EC officer, DG RTD
	12:55 – 13:00	Conclusions, Anne-Charlotte Joubert, Grant officer and project coordinator, European Spallation Source
13:00 – 14:00	Networking lunch	



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Session 3a: ICO Training Session	
14:00 – 16:30	For the ICOs: “Analytical services opportunities & experience”
14:00 –14:20	“Bridging the gap : Connecting industry to materials analysis at specialist facilities”. Simon Jacques, Director, Finden LTD
14:20 –14:40	“Crystalline structure and texturing in MgB2 superconducting wires”. Alberto Ansaldo, R&D specialist, ASG Superconductors
14:40 –15:00	“New generation of membrane electrode assembly for hydrogen application: case of Charles University in Prague technology transfer”. Prof Vladimir Matolin, CEO, LEANCAT s.r.o,
15:00 – 15:15	Coffee break with PERIIA
Session 3b: ICO Training Session	
15:15 – 16:30	ICOs - Technology/knowledge transfer opportunities & experience
15:15 –15:35	“ASTP - the community of knowledge transfer professionals”. Krystian Gurba, Vice President, ASTP.
15:35 –15:55	“The run towards green hydrogen: an open dialogue”. Anna Testolin, Researcher, Industrie De Nora S.p.A-
15:55 –16:15	“Technology Transfer at CERIC” Angela Zennaro, Industrial Liaison & Technology Transfer Manager, CERIC; Alexandre Massart, CEO, VESNA Capital
16:15 – 16:30	Findings & closure
16:15 –16:30	Angela Zennaro, Industrial Liaison & Technology Transfer Officer, CERIC
Women in Big Science	
	16:30 – 18:30, BSBF programme
BSBF Welcome Cocktail	
	19:00 – 20:30, BSBF programme



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