

# ***GUIDE ON***

## ***HOW TO STRATEGICALLY COOPERATE WITH EUROPEAN TECHNOLOGY PLATFORMS (ETPs)***

***October 2015***



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## EECA-2-HORIZON project identity

<b>Title:</b>	<b>“Bringing the EU-EECA cooperation and policy dialogue in ICT in the HORIZON 2020 era”</b> (Contract No 610793)
<b>Duration:</b>	February 1, 2014 – July 31, 2016 (30 months)
<b>Website:</b>	<a href="http://www.eeca-ict.eu">http://www.eeca-ict.eu</a>
<b>Coordinator:</b>	Q-PLAN INTERNATIONAL ADVISORS Ltd (Greece, <a href="http://www.qplan-inll.com">www.qplan-inll.com</a> )
<b>Person responsible:</b>	<b>Mr Kostas BOUGIOUKLIS</b> (+30-2310-411-191 – <a href="mailto:bougiouklis@qplan.gr">bougiouklis@qplan.gr</a> )
<b>Project Overview:</b>	<p>The main aim of the project is to <b>reinforce the development of strategic and mutually beneficial partnerships in ICT between the EU and the East Europe and Central Asia (EECA) countries</b>. The goal is to strengthen links and boost cooperation among the research and industrial communities of both regions to exploit emerging opportunities for international partnerships (under EU and EECA RTD&amp;I programmes) and jointly address common societal challenges. The partners will:</p> <ol style="list-style-type: none"> <li>1. <b>Create a knowledge sharing and collaboration environment</b> (“<i>EU-EECA Virtual Collaboration Breeding Environment in ICT</i>”) to facilitate interaction and support collaboration among ICT research and industrial actors from both regions towards the formation of strategic partnerships.</li> <li>2. <b>Link and bring together leading ICT research and industrial actors from both regions</b> in areas of mutual interest and added value for EU - EECA cooperation. This will be based on 2 pillars:             <ol style="list-style-type: none"> <li>a. <b>RTD&amp;I actors:</b> sustainable cooperative “<i>ICT Communities</i>” will be created focusing on specific ICT sub-areas; and</li> <li>b. <b>Technology Platforms:</b> strengthen interaction and cooperation among ICT-oriented ETPs and similar structures and interested stakeholders from the EECA countries.</li> </ol> </li> <li>3. <b>Reciprocity in collaboration</b> by identifying and promoting RTD&amp;I national programmes and initiatives from the EECA countries that are open to the participation of EU research teams and/or individual researchers, with a view to support the international cooperation under these EECA programmes.</li> <li>4. <b>Support dialogue between the EU and the EECA countries on enhancing their cooperation in ICT</b> and thus contribute in shaping HORIZON2020 research orientation regarding the participation of the EECA ICT research and industrial actors.</li> <li>5. <b>Organise a series of increase awareness and networking / twinning events in both regions</b> to promote and facilitate collaboration among ICT actors.</li> </ol>
<b>Partners:</b>	<ol style="list-style-type: none"> <li>1. Inno TSD (France)</li> <li>2. National Association of Research and Educational e-Infrastructures "a-Arena" (Russia)</li> <li>3. Non-governmental organization “Agency of European innovations” (Ukraine)</li> <li>4. Belarusian Institute of System Analysis and Information Support of Scientific and Technical Sphere (Belarus)</li> <li>5. Institute for Informatics and Automation of the National Academy of Sciences of the Republic of Armenia (Armenia)</li> <li>6. Regional Innovative Technologies Academy (Azerbaijan)</li> <li>7. Centre of International Projects (Moldova)</li> <li>8. Georgian Research and Educational Networking Association (Georgia)</li> <li>9. National Agency for Technological Development JSC (Kazakhstan)</li> </ol>

## EAST-HORIZON project identity

<b>Title:</b>	<b><i>“Fostering Dialogue and Cooperation between the EU and EECA in the HORIZON 2020 perspective”</i></b> (Contract No 611063)
<b>Duration:</b>	February 1, 2014 – July 31, 2016 (30 months)
<b>Website:</b>	<a href="http://www.eeca-ict.eu">http://www.eeca-ict.eu</a>
<b>Coordinator:</b>	Q-PLANET S.A. (Greece, <a href="http://www.planet.gr">www.planet.gr</a> )
<b>Person responsible:</b>	<b>Mr Raphael KOUMERI</b> (+30-210-690-50-85 – <a href="mailto:rcoum@planet.gr">rcoum@planet.gr</a> )
<b>Project Overview:</b>	<p>EAST-HORIZON aims to assist ICT R&amp;D policy dialogue between Eastern Europe and Central Asia (EECA) partner countries and the European Commission, paving the path for EU-EECA successful strategic partnerships. EAST HORIZON will inspire ideas and influence policies to help the Dialogue between the EU and the EECA, which will lead to the best possible benefits for both sides and in parallel will support organisations from both sides to prepare successful proposals for joint projects in collaborative ICT R&amp;D, within the Horizon 2020 and in national EU/EECA ICT R&amp;D programmes. <b>The specific objectives of the EAST-HORIZON project are to:</b></p> <ol style="list-style-type: none"> <li>1. <b>Support the Dialogue between EU and EECA countries at all levels.</b> The partners will mobilize the most influential and knowledgeable people and Institutions and will provide the necessary tools for an efficient continuous collaboration.</li> <li>2. <b>Raise awareness among EECA organizations about H2020</b> through focused events which will provide a deep insight into H2020 challenges and priorities, Information Society (IS) Policy Co-operation activities, and how this fits into the Digital Agenda for Europe.</li> <li>3. <b>Adopt a holistic approach towards ICT R&amp;D.</b> This will bring together ICT research institutions, Information Technology Industrial companies and key ICT Users in each country, to maximize impact in ICT research collaboration and foster the wider and more holistic promotion of innovation. It will link tri-partite (Research, Industry, Users) focus Groups with ICT R&amp;D policy makers to influence policies and to shape or strengthen business links between the EU and the EECA countries Information Technology Communities.</li> <li>4. <b>Create permanent structures and mechanisms, sustainable after the end of the project.</b> The partners will establish a permanent communication and collaboration platform, an environment where all ICT Research players can meet and work together to raise ideas for joint Research projects.</li> </ol>
<b>Partners:</b>	<ol style="list-style-type: none"> <li>1. European Framework Program Consulting (Israel)</li> <li>2. Athens Technology Center S.A. (Greece)</li> <li>3. Engineering Ingegneria Informatica SpA (Italy)</li> <li>4. Computing Centre Russian Academy of Sciences (Russia)</li> <li>5. Belarusian Institute of System Analysis &amp; Information Support of Scientific &amp; Technical Sphere (Belarus)</li> <li>6. Centre for Scientific and Technical Information and Innovation Promotion of Ukraine (Ukraine)</li> <li>7. Information Society Technologies Centre (Armenia)</li> <li>8. Regional Innovative Technologies Academy (Azerbaijan)</li> <li>9. Center for International Projects (Moldova)</li> <li>10. International Center for Advancement of Research Technology and Innovation (Georgia)</li> <li>11. Independent Expert Consulting Board to Promote Scientific Research Activity in Kazakhstan (Kazakhstan)</li> <li>12. Indo-Uzbek Centre on Promotion of S&amp;T Cooperation (Uzbekistan)</li> <li>13. Osh State University (Kyrgyzstan)</li> </ol>

The present guide has the form of Frequently Asked Questions towards the involvement of EECA teams into the activities of the European Technology Platforms (ETPs). The aim is to explain how to strategically cooperate with ETPs and what to expect out of this cooperation in the short/mid/long terms.

## 1. What are the European Technology Platforms (ETPs)?

European Technology Platforms (ETPs) are industry-led stakeholder fora recognized by the European Commission as key actors in driving innovation, knowledge transfer and European competitiveness.

## 2. What do ETPs do ?

ETPs develop research and innovation agendas and roadmaps for action at EU and national level to be supported by both private and public funding. They mobilise stakeholders to deliver on agreed priorities and share information across the EU. They also help deliver solutions to major challenges of key concern to citizens such as the ageing society, the environment and food and energy security.

## 3. What kind of activities do they perform?

- ✓ developing industry-focused strategic research and innovation agendas including technology roadmaps and implementation plans;
- ✓ encouraging industry participation in Horizon 2020, the EU's framework programme for research and innovation, and cooperating with networks in Member States;
- ✓ fostering networking opportunities with other ETPs and other partners along the value chain to address cross-sectoral challenges and promote the move towards more open models of innovation;
- ✓ identifying opportunities for international cooperation;
- ✓ acting as one of the channels of external advice for the programming and implementation of Horizon 2020; notably, ETPs have been a key driving force behind the launch of high profile public-private partnerships under the programme.
- ✓ aligning European research and national research through a single Strategic and Innovation research Agenda shared and validated by all stakeholders.

## 4. What is their structure?

ETPs are independent and self-financing entities. They conduct their activities in a transparent manner and are open to new members. Most of them are managed by a Steering Board elected through members' general assembly. As open organizations they are comprised by members who vary from industry, SMEs, academia, organizations and institutions public and private working on the domain of interest. The ETPs meet regularly and its members are encouraged to actively participate in events and contribute to activities.

## 5. What is their relation with the European Commission?

The Commission does not own or manage ETPs – they are independent organizations. However there is an established cooperation between them since the Commission wishes ETPs to be a key element in the promotion of the European innovation ecosystem that will help turn Europe into an Innovation driven force. The EC engagement with the ETPs takes a number of forms:

- ✓ provision of a central contact point with overall coordination responsibility in DG Research and Innovation
- ✓ a dedicated contact point for individual ETPs in the relevant Directorate-General
- ✓ participation in ETP-organised events
- ✓ consultation on implementation aspects of Horizon 2020
- ✓ organisation of cross-ETP workshops

## 6. How many ETPs are there?

There are numerous ETPs according to subjects of interest such as, Energy, Environment, ICT, and Transport. In each subject specialized ETPs are developed focusing in specific areas of interest. For the ICT domain there are 7 ETPs<sup>1</sup> ([ESCEL](#), [EPoSS](#), [ETP4HPC](#), [NEM](#), [NESSI](#), [Networld 2020](#), [Photonics 21](#)) with interest varying from Nanoelectronics to integration of smart systems, high performance computing to photonics and new media to software and service.

Individual ETPs ([http://ec.europa.eu/research/innovation-union/index\\_en.cfm?pg=etp](http://ec.europa.eu/research/innovation-union/index_en.cfm?pg=etp))

Bio-based economy	Energy	Environment	ICT	Production and processes	Transport
<a href="#">EATIP</a>	<a href="#">Biofuels</a>	<a href="#">WssTP</a>	<a href="#">ARTEMIS</a>	<a href="#">ECTP</a>	<a href="#">ACARE</a>
<a href="#">ETPGAH</a>	<a href="#">EU PV TP</a>		<a href="#">ENIAC</a>	<a href="#">ESTEP</a>	<a href="#">ALICE</a>
<a href="#">FABRE TP</a>	<a href="#">TP OCEAN</a>		<a href="#">EPoSS</a>	<a href="#">EuMaT</a>	<a href="#">ERRAC</a>
<a href="#">Food for Life</a>	<a href="#">RHC</a>		<a href="#">ETP4HPC</a>	<a href="#">FTC</a>	<a href="#">ERTRAC</a>
<a href="#">Forest-based</a>	<a href="#">SmartGrids</a>		<a href="#">euRobotics [AISBL]</a>	<a href="#">Manufuture</a>	<a href="#">Waterborne</a>
<a href="#">Plants</a>	<a href="#">SNETP</a>		<a href="#">NEM</a>	<a href="#">Nanomedicine</a>	
<a href="#">TP Organics</a>	<a href="#">TPWind</a>		<a href="#">NESSI</a>	<a href="#">SMR</a>	
	<a href="#">ZEP</a>		<a href="#">Networld 2020</a>	<a href="#">SusChem</a>	
			<a href="#">Photonics 21</a>		

<sup>1</sup> [http://ec.europa.eu/research/innovation-union/index\\_en.cfm?pg=etp](http://ec.europa.eu/research/innovation-union/index_en.cfm?pg=etp)

## 7. What are the benefits of participating in the ETPs ?

Among the benefits of becoming a member of an ETP are the following

- ✓ Have a chance to contribute: Participate in the definition and formation of R&I strategies and policies, influence the definition of the SRA and its updates
- ✓ Have direct access to key stakeholders through established relations with stakeholders and European Institutions
- ✓ Increase the visibility and the voice of your organization on the national and EU research arena
- ✓ Increase networking capabilities
- ✓ Pool your actions with those of the other members: Tune internal research and innovation strategies with research programmes within Europe
- ✓ Release relevant information

## 8. What is a member expected to do within the ETP?

There are different members' participative channels with the ETPs (depending on the structure of each ETP). Some of them include working groups (group of members and partners around a specific goal and delivery), research projects (created through European, national and regional funding opportunities), participation in networking events, ETP meetings, contribution of ETP communication tools, participation in ETP survey's and researches etc.

## 9. What are their operational principles?

- ↪ **Openness and transparency:** every ETP must ensure that it is open to all interest groups and that it is not dominated by narrow interest groupings or lobbies. In December 2004 a voluntary code of conduct was formulated to ensure the openness and transparency of ETPs
- ↪ **Awareness-raising:** the objectives and activities of the ETPs should be disseminated to all stakeholders involving a wide range of actors such as policy makers, regulators, the business sector; but also consumers and endusers as ETPs focus also on the identification of future market needs and developments.
- ↪ **Financial Engineering:** although funding schemes for collaborative research can be used to finance the activities of ETPs, other funding sources have to be sought as well. The ETPs are therefore expected to identify additional financial sources, e.g. national and regional programmes, financial institutions such as the EIB (European Investment Bank), etc
- ↪ **Internationalization:** the involvement of non-EU countries is considered as beneficial, especially for particular platforms in which interaction and collaboration with countries outside EU is vital, e.g. in topics such as health, and water sanitation.

## 10. Can EECA Countries be part of ETPs?

ETPs urge EECA companies and organizations to be involved in the ETPs so as to foster new funding and business opportunities for the EECA ICT field, to influence the vision and the strategy of the ETPs that consequently will influence the EC Work Programme, foster international cooperation, foster the creation of business ecosystem in the East Countries.

## 11. What is the NEM about?

The NEM Initiative (Networked and Electronic Media Initiative) was established as one of the European Technology Platform under the Seventh Framework Programme, aiming at fostering the convergence between consumer electronics, broadcasting and telecoms in order to develop the emerging business sector of networked and electronic media. In order to respond to new need and requirements of the Horizon 2020 programme, the NEM initiative enlarged its focus towards creative industries and changed its name to New European Media.

NEM focuses on an innovative mix of various media and creative content forms, delivered seamlessly over technologically transparent networks, to improve the quality, enjoyment and value of life. NEM represents the convergence of existing and new technologies, including broadband, mobile and new media, including creativity, across all sectors, to create a new and exciting era of advanced personalised services. A key focus of NEM is on innovative services and applications that constitute different media forms and creative content. These services are delivered over a wide variety of complementary access and transport networks – so called delivery networks. The services are delivered in a seamless and interactive way to a variety of end-user terminals and devices, including fixed and handheld terminals. Improving the quality, enjoyment and value of the user experience is at the heart of NEM. A main goal is to empower end-users in creating their media and communication environments, including user-generated content, in which the quality of access to value-added and creative content as well as services is the key enabling factor.

## 12. What are NEM's areas of interest?

The following areas have been identified in the past as main NEM research and innovation drivers. In the scope of its enlargement towards the creative industries, the NEM Initiative is currently in process of establishment of its new Vision (see NEM SRA <http://nem-initiative.org/documents/sra/>), which will also include review of the listed innovation areas below.

- ⇒ **Immersive and Interactive content:** Immersive and interactive content will offer novel experiences aiming to improve connection, information, control, cooperation and interaction. Integration, immersion, emotion, aesthetics, entertainment and experience have become the key words of our existence. Immersion and Interactivity with content and technology is possible by encouraging users to take a more active role, involving them in more advanced and interactive experiences, even if they have no skills or technical knowledge.
- ⇒ **Big Data for Media:** Media companies collect reams of data every minute from every area of their organizations: advertising/sales, usership /membership, content, accounting and more. Media companies also produce stockpiles of data in the form of videos, photos, text and graphics. Big data services offer enormous opportunities to manage media data, defining a value added synergy for the European R&D and Business sectors.
- ⇒ **Digital Content** Design of rich media content by professionals and non-professionals supported by open and standardised tools for content creation, storage, representation, and indexing, ensuring interoperability of various content formats, including efficient search and selection engines, and creation of new innovative media applications.
- ⇒ **Distributed Media Applications** Realization of integrated multi-content communications, integration of classical and new media applications, and creation or adaptation of content dedicated to specific user groups, supported by novel open software and tools for integration of multimedia communications applications.
- ⇒ **Future Media Delivery Networks and Network Services** Establishment of autonomous networking and communications architectures, multidimensional network interoperability, universal and seamless

service provisioning, Quality of Service and Quality of Experience in future service aware networks for media transport.

- ⇒ **New User Devices and Terminals** Integrated, scalable, and modular multimedia devices and gateways for home, portable and mobile devices with auto-configuration and auto-maintenance features and application programming interfaces for new media applications including man-machine communications devices and innovative audio, visual, and haptic user interfaces.

### 13. Who is part of NEM?

The NEM includes all major European organisations working in the networked and electronic media area, including content providers, creative industries, broadcasters, network equipment manufacturers, network operators and service providers, academia, standardisation bodies and government institutions. Those actors share a common Vision and have been producing a Strategic Research and Innovation Agenda (SRIA) as well as position papers, in order to accelerate the innovative development of the new sector in a harmonised and fruitful way and to place European industry at the forefront of the information era.

### 14. How can I become a member of NEM?

Membership is free and open to all and members will be encouraged to actively participate in NEM events and contribute to NEM activities.

Information on registration can be found at: <http://nem-initiative.org/structure-membership/join-nem/>

### 15. Where can I find more information on NEM?

More information regarding the NEM ETP can be found on the official website: <http://nem-initiative.org/>

### 16. What is NESSI about?

NESSI, the Networked European Software and Services Initiative, provides input to the EU Institutions on research actions and technology matters of particular importance to the software domain, and the overall aim is to enable the software and services sector help vitalize the great potential of the European economy and society.

NESSI takes an active role in addressing future challenges of Europe, by offering research oriented software and services based solutions, while at the same time working for ensuring that enough resources are invested in leading-edge industrial and academic research for innovative technologies in the software and service domain. Europe has to turn its outstanding R&D potential, its infrastructure and its technological environment into successful product development and marketable products in order to maintain its competitive edge.

Europe has to master the innovation cycle for key technologies that will allow people, businesses and governments to succeed and to seize the opportunities of the future. Enterprises in Europe are constantly facing challenges such as structural changes and will have to rely on innovative and advanced software in order to be able to adapt to these changes. It is part of NESSI's vision to play an important part in this process.

## 17. What are NESSI's areas of interest?

NESSI focuses its work on several issues of digital environment such as Big Data Value, Cloud Computing and Software Engineering. It perceives Software, software-based services and data as the key facilitators for Technologies such as telecoms and infrastructure, software and services as well as information and content.

## 18. Who is part of NESSI?

Members are at the heart of NESSI, working across all dimensions from research to standards, from application domains to consultations. Today, the 490 NESSI members represent major stakeholders from the ICT services provider domain, and are split equally between industry and academia. The 490 members include 237 members from industry of which 164 are SMEs, and 235 members from academia.

## 19. How can I become a member of NESSI?

Membership in NESSI is free and open to organisations that meet following criteria:

- being a legally established corporation, individual firm, partnership, university or research institution (further referred to as organization);
- having a legal presence in the European Union member states or associated countries for a purpose other than sale, distribution, or maintenance of products engineered and manufactured outside of the European Union;
- making a statement of support for the mission and vision of NESSI through a provided Letter of Intent; and
- belonging to one of the following four categories: ICT SME (in accordance with EC rules on SME definition), ICT Large, Academic & Research, Users

Information on registration can be found at: <http://www.nessi-europe.eu/default.aspx?Page=joining>

## 20. Where can I find more information on NESSI?

More information regarding the NESSI ETP can be found on the official website: <http://www.nessi-europe.eu>