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Strategic Guide to Successful Use and Dissemination of the Results of Research and Development Projects

**Make European research
work for your company**



... for busy professionals

Imprint

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Foreword

This Guide is intended to provide Small and Medium Sized Enterprises (SMEs), as well as Universities, Institutes and other Research Technology Development organisations (RTDs) with practical, useful and easy to follow advice on how to maximize the impact of Research and Development projects involving SMEs by ensuring that the results are effectively used and disseminated. The information and advice contained in this Guide is relevant not only for projects that are funded under the Cooperation Programme of the European Commission's 7th Framework Programme (FP7), but the Capacities Programme as well (Research for SME/Research for SME Associations projects).

The Guide has been produced as part of Coordination and Support Activities being carried out in the "USEandDIFFUSE" Project (Support of dissemination and exploitation of results obtained in research projects realized with the participation of the SME sector), that is funded under FP7, and more specifically under "Research for the Benefit of SMEs".

Input for the manual has been based on an analysis carried out in 2008 of Research and Development projects from the Health and ICT sectors. It is likely that these findings are equally applicable for other sectors too. Neither the authors nor any person acting on their behalf may be held responsible for the use that may be made of the information contained therein. At the time of publication all web links provided in this Guide are active, however the authors cannot guarantee the validity of web links in the future.



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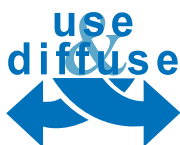
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About the USEandDIFFUSE project

The USEandDIFFUSE project aims to support the dissemination and exploitation of results of research projects involving SMEs, based on an analysis of current practices in the use of RTD results in projects involving SMEs in order to draw upon best practice and guidelines that can be carried forward and disseminated to benefit existing and future R+D efforts involving industry.

In addition to this Guide, the project website offers a good source of information about using and disseminating RTD results and also provides the contact details of the Project Coordinator and the consortium of partners:

www.useanddiffuse.eu



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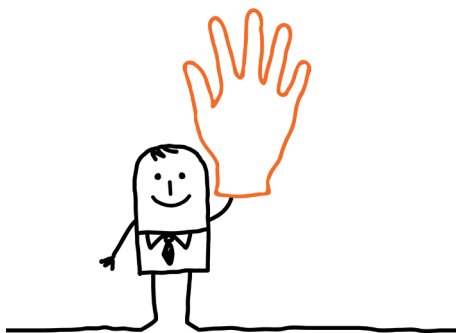
Table of Contents

Chapter One – Preparing for EU research collaboration	11
1.1 Investing in R&D for Business Success – What’s in it for you?	13
1.2 Understanding your partners – You are not in this alone	17
1.3 Be aware of your obligations – Know your destination	21
 Chapter Two – Project success factors	 23
2.1 Success: What do we really mean?	23
2.2 What roles did SMEs play in successful projects?	26
2.3 Issues that really matter: Intellectual Property Rights (IPR)	28
2.4 Dissemination of Intellectual Property (IP)	33
2.5 The highs and the lows	35
2.5.1 Key success factors	35
2.5.2 Barriers to success	37
2.6 Still up for it?	41
 Chapter Three – Process of research collaboration step by step.....	 42
3.1 Proposal stage – Agreeing the destination	43
3.1.1 Selection of the right funding programme – Choosing the right vehicle	44
3.1.2 Building the consortium and indentifying your role – Your travel companions.....	45
3.1.3 The project outputs you desire – Agree on the destination with travelling companions	47
3.1.4 A few words about the work plan – Plan your journey with travelling companions and protect your valuables at home...	48
3.2 Negotiation stage – Protecting the valuables you brought along, contingency for delays	50
3.2.1 The Consortium Agreement – Don’t travel in the dark	51
3.3 Implementation stage – Sending postcards	54
3.3.1 Protect your results – Know what valuables you left at home, what you are taking with you and what you might acquire along the way	55

3.3.2	Use your results – Tell people about your journey, promote the destination to others, use the travel knowledge to get to a better destination next time.....	59
3.3.3	Disseminate your results – Tell potential travellers about the destination	61
3.3.4	Plan for the Use and Dissemination of the Foreground (PUDF) – The traveller’s diary	65
3.4	Post project stage – A new journey begins	68
3.5	Checklist	69
Chapter Four – USEandDIFFUSE Success Stories		72
Glossary		95

Chapter One – Preparing for EU research collaboration

Are you a Small and Medium sized Enterprise (SME) interested in **strengthening your market position, improving your existing products or acquiring new skills** by getting involved in a Research and Development (R&D) project funded by the European Commission's Research Framework Programme? If so, we can help you to get the most out of your R&D project. Alternatively, if you are a research performer currently working in a project with SMEs, or considering doing so in the future, then this Guide will also be of use to you.



... Anyone for research funding?"

Is this Guide for you?

Essentially the Guide has been produced in order to equip and prepare SMEs to make better use of the results of European R&D projects so that they can be of **benefit to their businesses by having a tangible impact on profits, competitiveness and company growth**. SMEs from previously identified 24 Best Practice R&D projects were asked how they used and disseminated their research results in order to identify **the real benefits** that companies can obtain from European R&D projects and how to go about it. This knowledge and experience has helped to shape the contents of this Guide. So whether you are thinking of joining a European R&D project in the near future, or whether you are already involved in a project that is underway, if you want to **get the most out of your participation**, then this is the Guide for you.