

## Additional explanation to the Memorandum of Understanding

*(Planned procedures of the network TRANS<sup>3</sup>net)*



## 1 TRANS<sup>3</sup>NET Profile

### 1.1 Vision of the future development of the region

The basis of the network activities is the following vision of the region for the year 2025:

*"In the year 2025, the tri-national border region Saxony, Poland and Czech Republic is characterised by a lively exchange of knowledge and new technologies. Polish, Czech and German universities and research institutes are jointly working together to bring the latest scientific findings and technologies into practice and industrial use in SMEs. The digitally connected and minded economy as well as the science institutions are supported by a functional transnational innovation system. A network of transfer promoters provides a wide service portfolio to initiate new projects and cooperation across the borders."* [Strategy for a transnational network of transfer promoters, 2018]

To reach that vision, we aim to establish until 2020 a functioning and self-sustaining cooperation network of transfer promoters in the border triangle Poland, Czech Republic and Germany. We aim to bring transfer promoters in a **network** together to make the process of knowledge and technology transfer more effective and comprehensive.

### 1.2 Our understanding of transfer

Knowledge and technology transfer is a target-oriented, conscious transmission of innovative knowledge, idea and / or innovative technologies between technology providers and technology takers and its economic exploitation. From our point of view, the transfer process of innovative knowledge and / or innovative technologies ends with their market entry.

The science sphere - research institutions and universities - is usually the supply-side of knowledge and technology transfer (technology provider). The enterprise - or economy side - is usually the demand-side of transfer (technology taker). The work of the network focuses mainly on small and medium-sized enterprises.

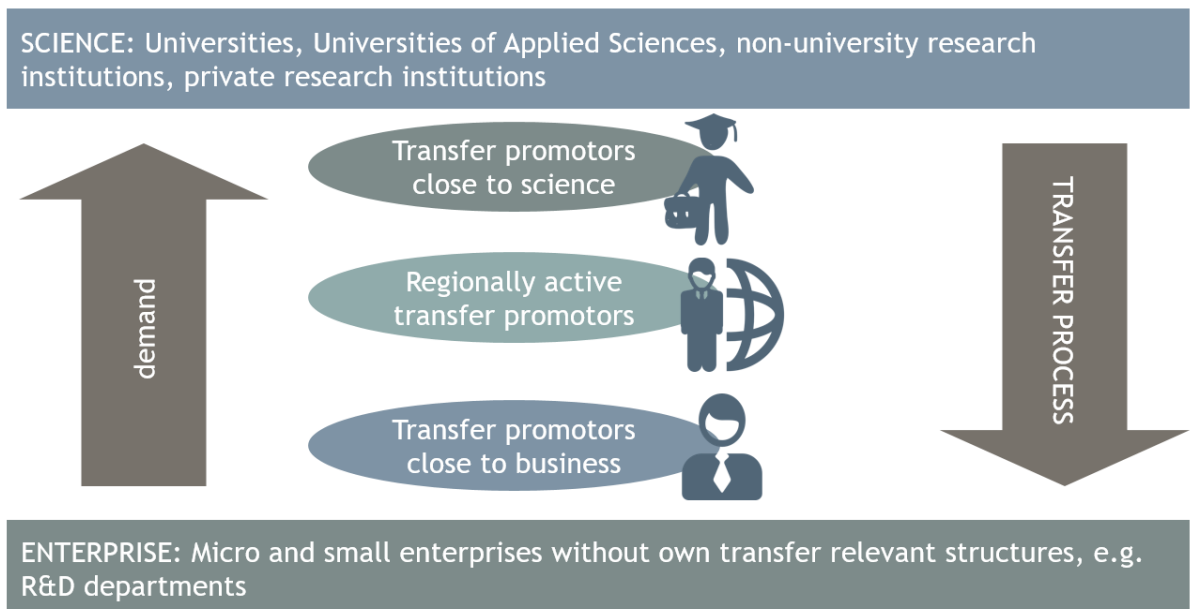


Figure 1: Actors involved in the transfer process of research results

### 1.3 Objectives of network TRANS<sup>3</sup>Net

- Supporting the successful implementing knowledge and technology in business;
- Supporting the strengthening of companies on the regions by a faster transfer of usable results
- unique selling point: promoting of transnational knowledge and technology transfer.

The services of TRANS<sup>3</sup>Net are focussed on professionalisation and the initiation of transnational transfer processes.

The implementation of concrete transfer projects remains in responsibility of each individual transfer promotor.

## 2 Clients of the network „TRANS<sup>3</sup>Net“

On the one hand, the products and services of TRANS<sup>3</sup>Net are addressed to the network members. These are transfer promotors or networks, which already realize technical or regional transfer. They should reach their "customers" better and network services in order to be able to perform their concrete transfer services more effectively. External customers on the other hand include enterprises, in particular micro and small enterprises without own transfer support structure (e.g. R&D departments), private and state research institutions, colleges and universities, as well as regionally oriented or topic-specialized networks.

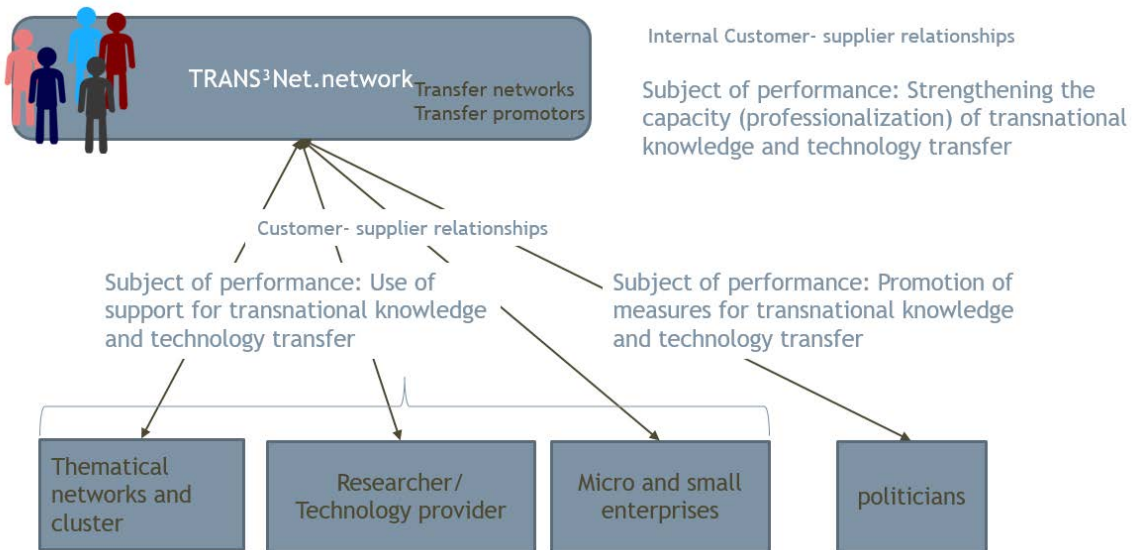


Figure 2: Clients of TRANS<sup>3</sup>Net

### 3 Service Portfolio

#### 3.1 Overview

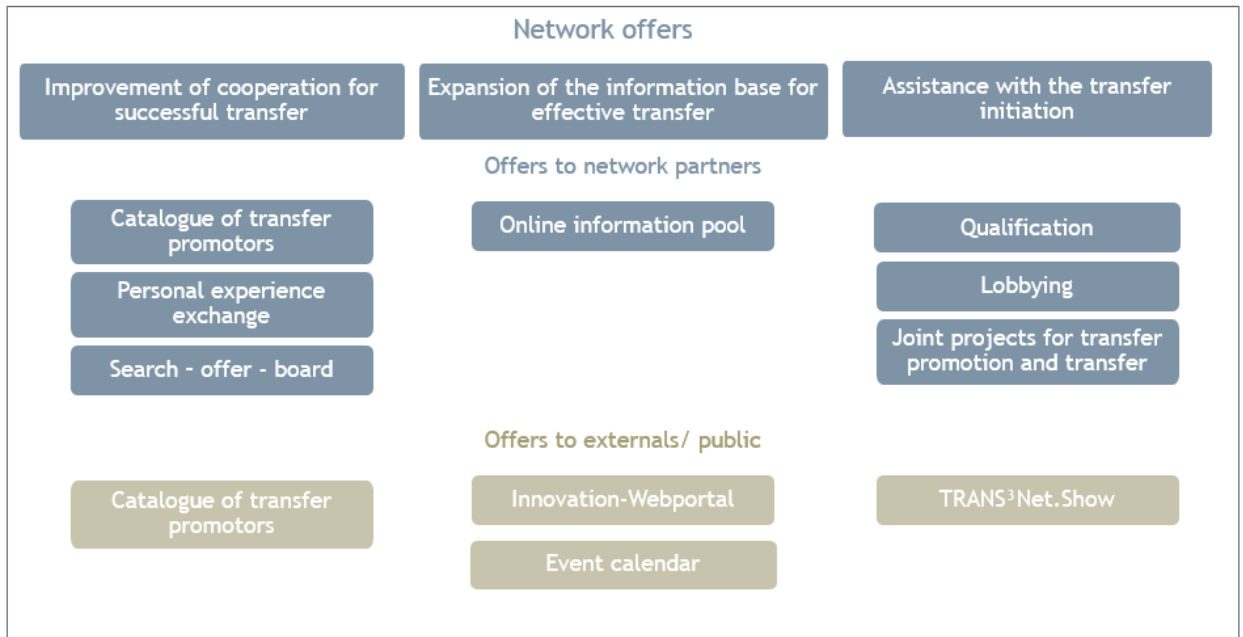


Figure 3: Service portfolio

#### 3.2 Services offered for network members (internal customers)

##### 3.2.1 Catalogue of transfer promotors

The catalogue contains contact information, technical profiles, competencies and references of the transfer promotors in the region. It supports the cooperation between transfer promotors, especially the search for potential cooperation partners.

The information is prepared in geographical terms (map) or clustered in terms of content (catalogue).

##### 3.2.2 Search - offer - board

A network internal search - offer - board supports the initiation of concrete cooperation between network members, e.g. the common contribution of transfer activities or the common event implementation. The target is to increase the number of cooperations and in particular to promote cross-border cooperation.

##### 3.2.3 Personal exchange of experience

For the initiation of cooperation and the exchange of experience, great importance is attached to personal contact. Therefore, opportunities for the personal exchange of experience are regularly offered. Round tables or jour fixes in different cities of the network region, as well as the at least annual general assembly are planned.

##### 3.2.4 Online Information Portal

The network continuously develops and maintains an internal information portal in order to provide network members with an information advantage in transfer-relevant subject areas.

Topics/content

- Information about interesting persons (politics, companies, associations, other transfer promotors)

- Planned and newly launched funding programs (topic, contact person, link to detailed information)
- Indications of events in the network region (beyond transfer) that may be of general interest for the transfer community
- summaries and contact information on exploitable research results (technology profiles) from research institutions and universities in the region (full access to the innovation-web-platform)
- Lessons learned: Field stories on realised transfer projects (prepared by the network members, supported by a pre-structured form)

### 3.2.5 Event calendar

Offer to network members to disseminate information about their own events through the network.

### 3.2.6 Qualification offers for transnational transfer participants

The target is to ensure quality (professionalism) of transnational transfer and its further development. Two areas of action are defined for this purpose:

- Organisation of workshops for training in transnational transfer themes, for the development of transnational project ideas and for the exchange of current projects and work results.
- Development and provision of working papers on topics from the workshops or generally important topics on transnational transfer (e.g. checklists) in order to continuously improve the knowledge base on transnational transfer for the members.

### 3.2.7 Initiation of transnational transfer projects

TRANS<sup>3</sup>Net initiates and coordinates transnational transfer activities in the network region. For this purpose, the skills of several network members for the realisation of projects for transfer organisation in the cross-border area (e.g. testing of new forms of transfer, initiatives "transfer via heads") are bundled.

### 3.2.8 Lobbying for transnational transfer

Through the existing contacts of individual network members to representatives of the political-administrative level, information is regularly introduced into the legislative-political field in order to improve the framework conditions for the transnational transfer between science and industry. The network participates in public discussions and hearings and initiates regular exchanges with representatives of the political level (e.g. through meetings).

## 3.3 Services offered for external customers (public)

### 3.3.1 TRANS<sup>3</sup>Net.catalogue + Map

In the public area of the website, the transfer promoters of the region are displayed and listed with their services in the transfer process. This helps research institutions and companies to find supporters of a transfer process. In addition, the services offered by the transfer actors are disseminated.

### 3.3.2 Innovation-web-Portal

The Innovation-web-portal on the website trans3net.eu contains excerpts of the technology profiles of exploitable research results. On this basis, enterprises can contact network members for details or for assistance in contacting the technology provider.

The portal offers technology providers from research institutions and universities the opportunity to disseminate information on exploitable research results in the network region via the portal.

### 3.3.3 TRANS<sup>3</sup>Net.Show

The TRANS<sup>3</sup>Net.show takes place at least once a year as a flagship event of the network. It is an innovation market or fair on a regional relevant, cross-sectoral and interesting topic. It serves for the dissemination of exploitable research results as well as for the simple initiation of contacts between business and science. Participants are research institutions as technology providers, companies as technology purchasers and transfer promoters as intermediaries between industry and science.

## 4 Focus of TRANS<sup>3</sup>net

The network object is strategically directed towards the situation in the region.

## 5 Marketing for Service Portfolio and TRANS<sup>3</sup>Net membership

The objective of the marketing activities is to raise awareness of science and business and of the offerings via the network. The aim is to win new members for the network and new clients.

The website TRANS<sup>3</sup>net.eu serves this purpose. In addition, publications in regional media and presentations of the network at various events are realised. An essential part of the marketing strategy is to develop TRANS<sup>3</sup>Net as a brand for transnational transfer in the tri-national region Saxony, Poland and Czech Republic. A Certificate for the network members, for example, is planned for this purpose.

Information about Project:

## TRANS<sup>3</sup>Net - Increased effectiveness of transnational knowledge and technology transfer through a transnational cooperation network of transfer promoters

### Consortium

#### Germany (Saxony)

- Technische Universität Dresden, CIMTT Centre for Production Engineering and Organisation (LP)
- Bautzen Innovation Centre GmbH
- Wirtschaftsförderung Erzgebirge GmbH

#### Poland (Lower Silesian Region)

- Lower Silesian Voivodeship
- Wrocław Regional Development Agency
- Wrocław University of Science and Technology, Faculty of Mechanical Engineering in cooperation with CAMT Fraunhofer Project Center



#### Czech. Republic (Ústí Region)

- Economic and Social Council of the Ústí Region
- District Chamber of Commerce Děčín
- J. E. Purkyně University in Ústí nad Labem, Faculty of Science

### Contact

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