Pilot Action Plan Cluj-EWE

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Executive Summary

- **Main objective**

Technology transfer unit in solar- energy field

- **Main activities**

Prototyping
Developing of new technologies
Market analysis
Advanced testing
Technical support
Quality evaluation

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Executive Summary

- **Expected results and outcomes** Developing a new, hi-tech, competitive solar-thermal product
- **Direct and indirect beneficiaries** CONTHERM, UTCN-CCSTI
- **Implementing organisation** CONTHERM
- **Partner(s)**

UTCN Technical University of Cluj Napoca

- **Duration**

18 months

- **Estimated budget**

75,000 EUR

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1. Problem identification

Region	Key factors explaining the weaknesses	Key needs in terms of innovation and the knowledge economy
Cluj	•Lack of innovation infrastructures; •Lower public expenditure on R&D •Lack of cooperation between large companies and SME	•Incentives for strengthening the cooperation between business sector and research institutions •Improving the knowledge for attracting more public R&D funding •Incentives for creating clusters

Leading Knowledge Region-North West Region	Opportunities	Threats
Strengths	•High potential of developing ICT and Renewable energy sectors due to highly qualified HR and S&E graduates and very good research institutions.	•Still insufficient business infrastructure and services support (S&T and Technology Parks, Business Incubators, Technology Transfer Centre). •Obsolete R&D and technologies in most cases
Weaknesses	•High potential for developing clusters and innovation poles provided that there is a support through the Structural Funds	•Low potential for financing •Low potential for elaborating the RIS in the Region

Pilot Project Focus

- Implementation of an advanced technologies programme, to encourage research and technology transfer in the respective area and to increase national and international competitiveness
- Enhance technology transfer infrastructure and create mechanisms to commercialise R&D results
- Increase funding and staffing in this particular technology transfer institution and improve quality of provided services.
- Promote innovation in processes, services and products

2.Pilot action specification

Objectives

- Enhance technology transfer infrastructure and create a mechanism to commercialise R&D results
- Increase funding and staffing in this technology transfer institution and improve quality of provided services
- Promote innovation in processes, services and products
- Facilitate the mobility of skilled researchers and technicians between science and industry

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Approach: tools and methods

- Analysing the current technologies
- Contact with other Research Institutes in Europe
- R&D of the product
- Testing for obtaining the KeyMark
- Launching the product

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Implementing body

CONTHERM

- Private company founded in 1992, activity began in the field of thermal controllers both production and Research and development
- In 2004, Contherm entered the Renewable Energy Market (Selling and Installing Solar Systems)
- Has several locations in Romania (Resita, Cluj-Napoca, Baia-Mare, Eforie-Sud) and one in Bruxelles.

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Partner

Technical University of Cluj-Napoca

- Technical University of Cluj-Napoca trains specialists in the technical field through long and short term education programmes, postgraduate and PhD studies. It has over 12,000 students.
- The most important projects regarding scientific research are those with CNCSIS, ANSTI, and PNCDI as well as those financed by the European Union Commission: EUREKA, COPERNICUS, COST, FP5 and FP6.
- The University's correlation to European standards is reflected by the international conventions it is part of and by its participation in a wide range of European education programs: TEMPUS-PHARE, SOCRATES, ERASMUS, LEONARDO, CEEPUS
- Since 2003 TUCN has been a member of the European Association of Universities

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Policy context

Policy objectives	Opportunities	Constraints
Innovation friendly environment	•Development of more market driven funding mechanisms such as venture capital, guarantees or loans. •Improve the awareness for using the Credit Guarantee fund •Increase the efficiency and quality of public services by increased usage of ICT •Build entrepreneurship friendly attitudes in schools and universities	•Regulatory environment still considered insufficient. •Introduction of ICT requires an adjustment reengineering of public services •Low awareness and interest of the banking system in co-financing RDI projects
Knowledge transfer and technology diffusion to enterprises	•Enhance technology transfer infrastructure and create mechanisms to commercialise R&D results •Increase funding and staffing in technology transfer institutions and improve quality of provided services. •Support innovation in processes, [illegible] products through ICT	•Lack of coherent and professional strategy regarding technology transfer mechanisms. •Low R&D demand by firms •Low management capabilities in SMEs •Lack of qualified personnel •Low visibility of the existing technology transfer organisations

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Policy context

Policy objectives	Opportunities	Constraints
Innovation poles and clusters	•Develop critical mass in sectors active in the poles (e.g. ICT) •Support the alignment of SMEs in supplier networks of big corporations (including multinational companies).	•Low R&D demand by enterprises •Lack of capability of management structures
Support to creation and growth of innovative enterprises	•Facilitate access of newly established firms to business services. •Support organisational and business innovations. •Increasing application of ICT in enterprises.	•Lack of international perspective in SMEs and weak management capabilities. •Due to the transversal nature of most measures they do not sufficiently promote the establishment of new business activities in high value added sectors. •State aid rules are a barrier in providing fiscal incentives to innovative companies

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Monitoring and evaluation systems

- Implemented in the first stage of the project

- Indicators
- Contract signed
- Minutes of the meetings
- Prototype
- Testing results.
- Installation installed
- Technical Description of the new product

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3. Duration and detailed action plan

- 18 months

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4.Management and Human Resources

- One project director and one project officer from CONTHERM
- 2-3 researchers from TUCN

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5. Budget

- 25,000 EUR for Human Resources
- 50,000 EUR for equipment and materials

Source of funding:

1. Own funds
2. SF

6.Dissemination

- Website
- Press articles and regional radio/TV
- Articles in technical magazines
- Workshops and presentations within the TUCN

7. Sustainability

Ensured by the results of the research