



# The Importance of University- Business Collaboration

**MSCA – bridging business and  
Research**



Dr David Docherty – 18<sup>th</sup> February 2015

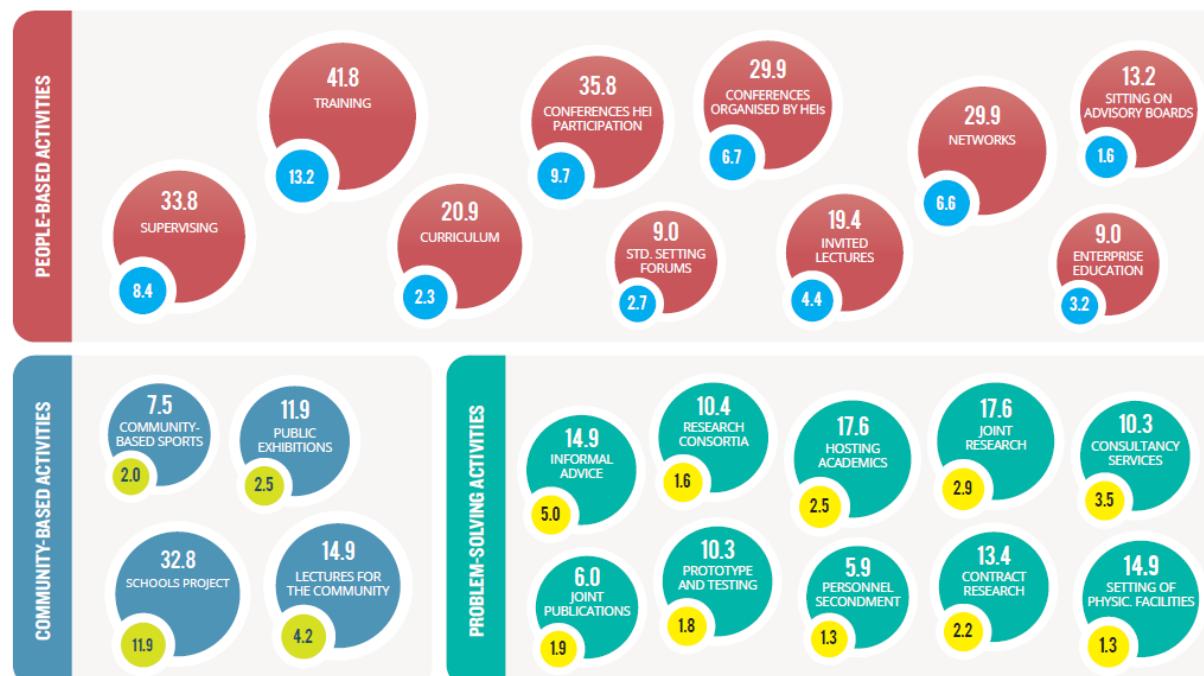
# A Vision for the UK

To achieve world leadership in business-university collaboration.

*Wilson Review 2012*

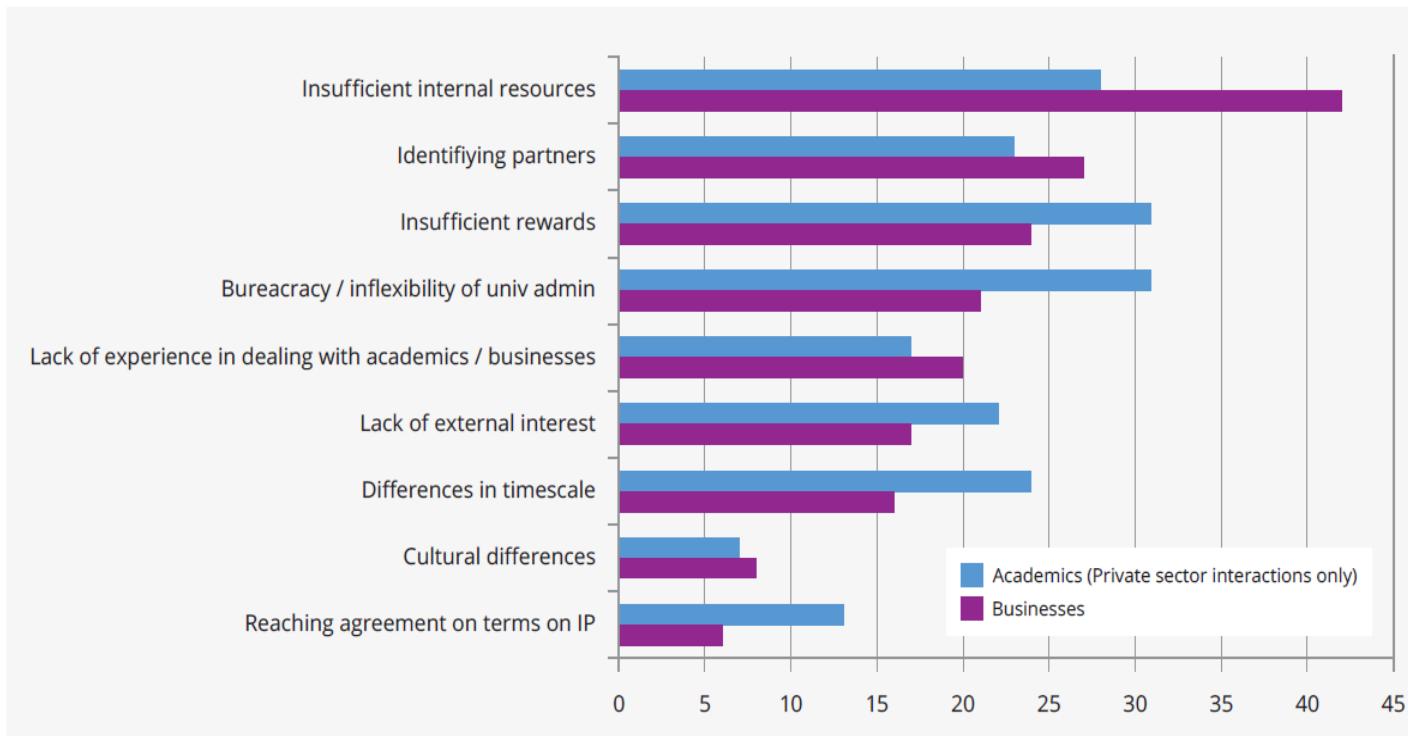
# The sheer range of connectivity is impressive

Figure 2: Percentage of UK businesses citing different interaction pathways with the university sector



# But there are constraints

Figure 3: Constraints on interactions: businesses and academics engaged with private sector only (per cent of respondents).



Source: Hughes and Kitson (2012)<sup>4</sup>

# What is the National Centre for Universities and Business?

The NCUB is a **networked** centre of excellence driving more successful graduate talent and business innovation through analysis, action, and collaboration.

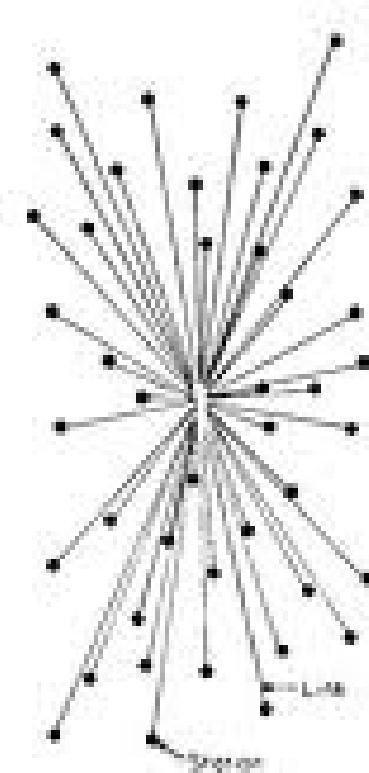


# Areas of Focus

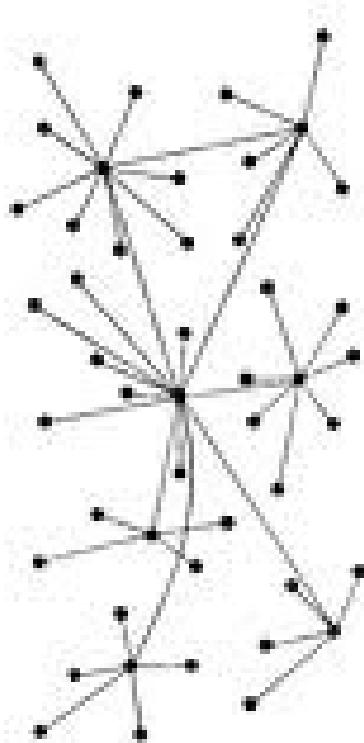
- Brokering and facilitating world class collaboration
- Working together to build the high-level talent base for the UK's future prosperity and well-being.
- Translating inventiveness into innovation

All underpinned by high quality research and analysis.

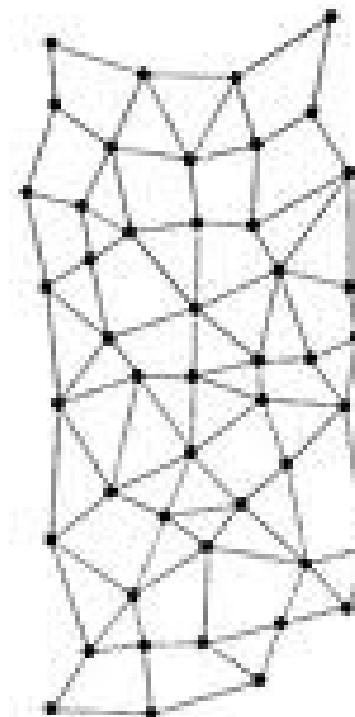
# Distributed networks



CENTRALIZED  
(1)



DECENTRALIZED  
(2)



DISTRIBUTED  
(3)

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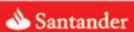
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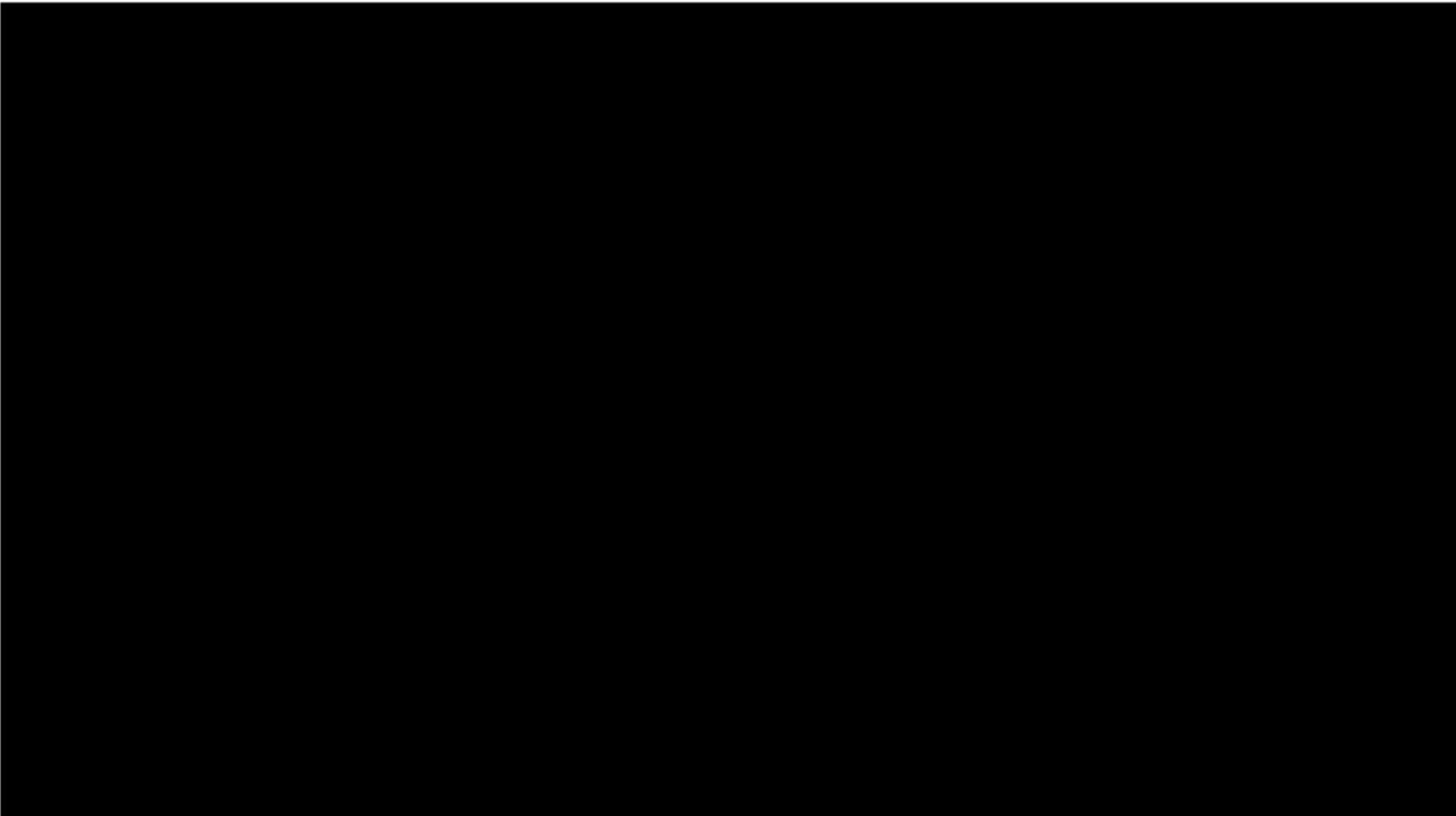
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# Support the Vision and Mission



# Role of the NCUB

**Led by Leaders:** A unique UK-wide network of business, university and innovation leaders.

**Digital Innovators and Inspirers:** Curators of digital platforms that create opportunity for all universities, research institutes, businesses, employers and students.

**Trusted Analysts:** Repository of good practice and guidance; independent myth-busting analysis and robust intelligence gathering for better business-university collaboration.

**Change and Programme Managers:** Create, coordinate and develop programmes to strengthen strategic partnerships between business, universities and the publicly-funded innovation system.



# Current NCUB website resources

- Success Stories  
Case studies of university-business collaboration across the UK, to inspire and share best practice across the world.
- Blogs  
Personal experiences of collaboration.
- Quality Placements online report  
Showing the benefits through participants quotes and myths busted.
- KTP Summary reports  
Re-producing NCUB research for business and academic audiences.
- NCUB Students section  
Placement listings, 'my placement experience', and 'what we're looking for' from employers



# Overcoming barriers

- Reducing the information and guidance gaps for small and mid-sized companies through a Digital Portal with widely-distributed high-quality free information, advice and guidance.
- Overcoming size inequality and privileged access *through digital brokerage*.
- Increasing trusted sector-specific intelligence and change management for sectors not sufficiently skilled at university-business collaboration, analysis and change management.
- *Creating regionally-specific collaboration support* through digital platforms and smart specialisation.
- *Creating cross-sector skills and talent development programmes* within a coordinated approach to collaboration on tough, long term challenges (e.g. women into engineering, placements), and emerging industries (e.g. interdisciplinarity in digital and biological sciences).
- *Supporting student work experience programmes* with information, advice guidance and brokerage.

# London Creative and Digital Fusion

London Fusion provides a fully-funded package of support in three phases. These aim to help businesses to collaborate, develop, and innovate.

- Phase 1: **Inspire** Collaboration and Innovation
- Phase 2: **Fuse** business knowledge, creativity and technology
- Phase 3: **Create** new products and services



# London Fusion Results

Since July 2012, the project has supported 426 SMEs with over 11000 worth of business support, [and] created over 100 new jobs.



# Thank you!

Contact us at  
[david.docherty@ncub.co.uk](mailto:david.docherty@ncub.co.uk)

[www.ncub.co.uk](http://www.ncub.co.uk)

# **The SME instrument and other opportunities for UK business**

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## Horizon 2020 - significant opportunity

..... but funding is only part of the story

Most relevant when aligned with vision and strategic direction, to maximise benefit from:

- generation of new knowledge
- building networks
- developing relationships with collaborators and potential customers
- creating opportunities for market growth

## Innovate UK support for participants in Horizon 2020

Innovate UK  
BRU

National Contact  
Points

Knowledge  
Transfer  
Networks

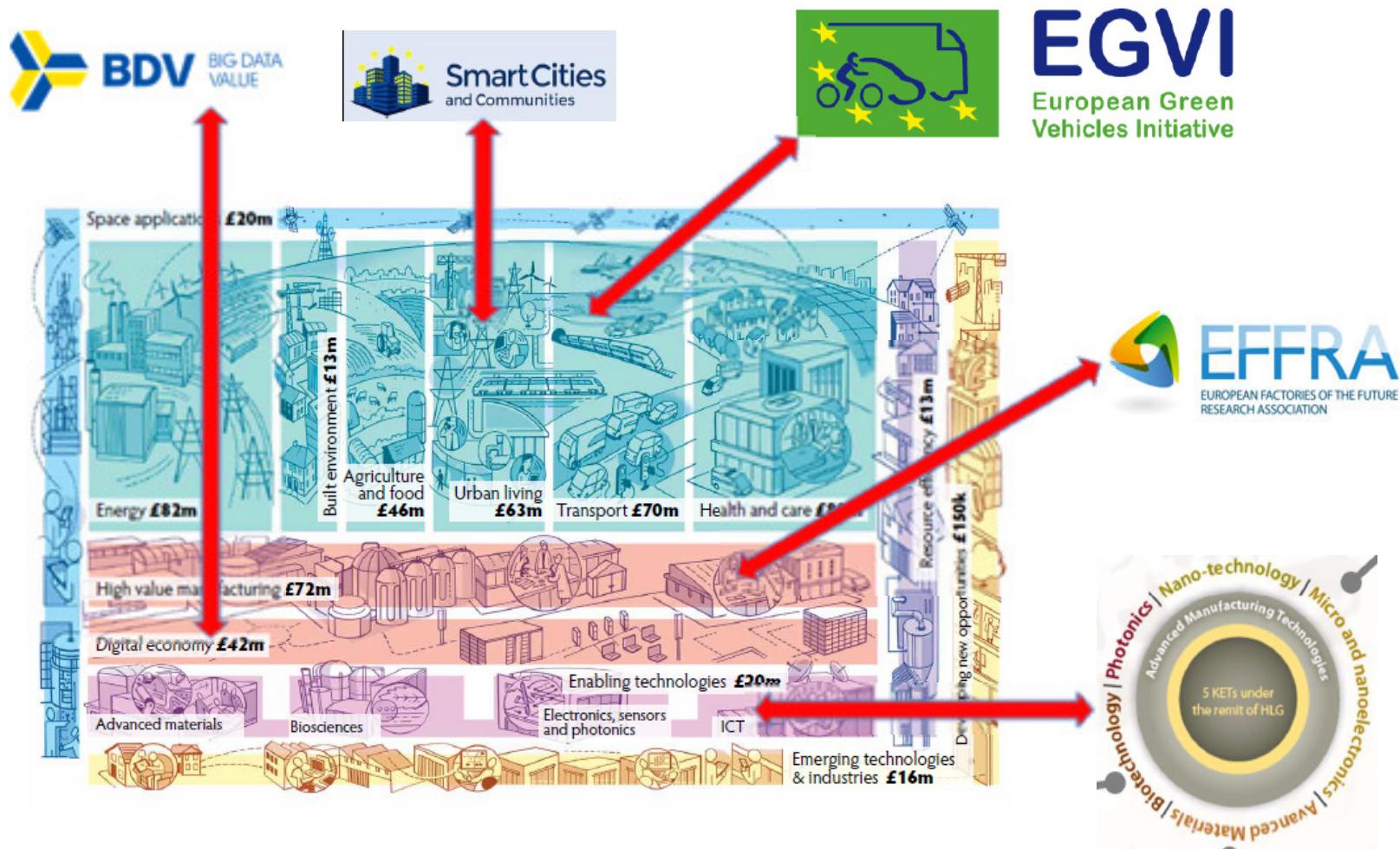
<https://www.h2020uk.org/home>



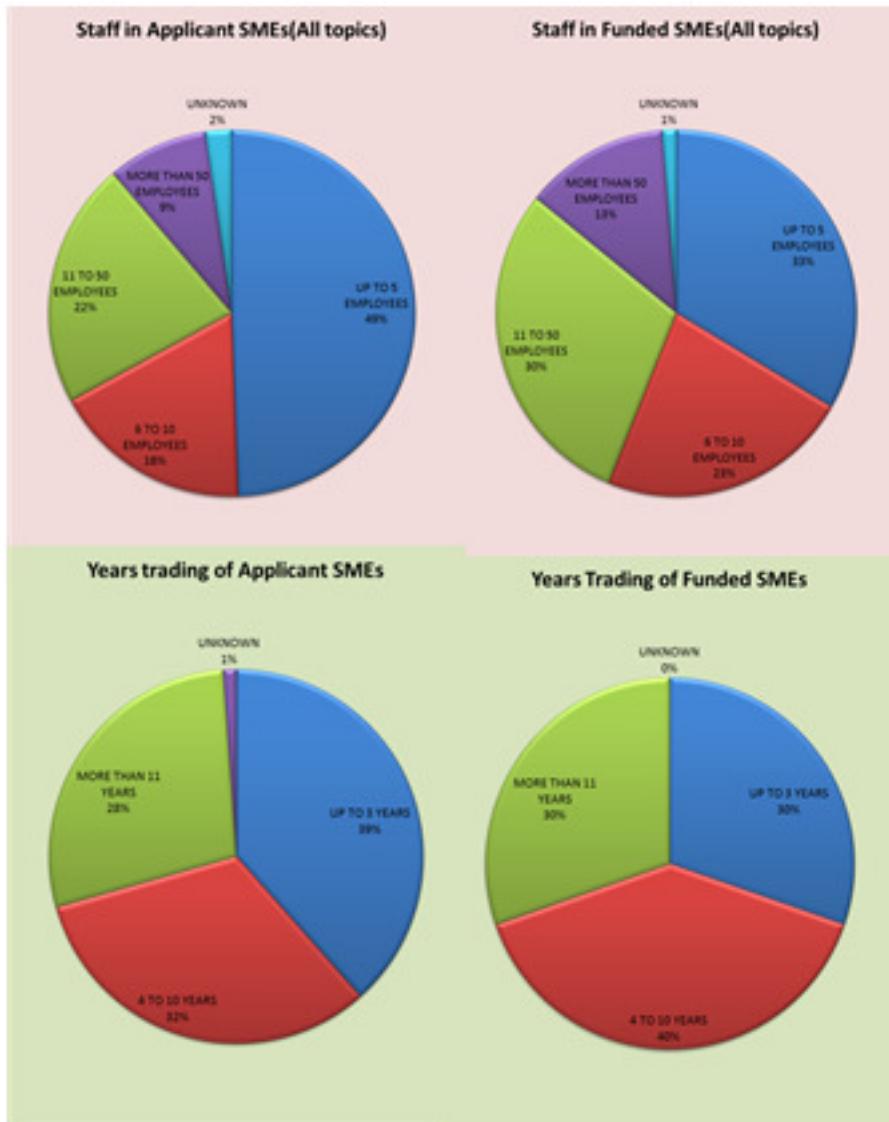
*Business Support on Your Doorstep*

connect

# Priorities



## SME Instrument



- ~ 50% of projects above threshold will be funded
- > 60% of SMEs appear to be newcomers to Framework Programmes
- > 75% projects single company
- Best "country success rates":
  - Ireland: 20%
  - Austria: 15%
  - United Kingdom: 11%

# Fast Track to Innovation – 2015 launch

## Objectives:

- Increase the participation of industry, SMEs and first time applicants in Horizon 2020
- Stimulate private sector investment in research and innovation

## Characteristics

- Permanently open call with three cut-off-dates per year - proposals relating to any technology field under LEITs and Societal Challenges
- Open to any legal entity - consortia of 3 to 5 participants
- Proposals shall include a business plan and initial market take-up no later than 3 years after submission.
- At least 60% of the overall budget of the proposal must be allocated to consortium partner(s) from industry, or
- The minimum number of industry participants must be 2 in a consortium of 3 or 4 partners, and 3 in a consortium of 5 partners
- Funding of innovation actions (close-to-market)

## Reflections following first set of calls

### Work Programme 2014-2015

- More support for innovation, activities close to market and demand side approaches
- €2 billion allocated to 100 topics for Innovation Actions (IA) in Societal Challenges and LEITs; €120+ million for innovation procurement (PCP/PPI); five inducement prices (2015)

### Engagement of industry

- €800 million for contractual Public-Private Partnerships; €516 million for SME instrument topics; more than €1.7 billion investment in JTI; €630 million goes to debt and equity facilities; substantial investment in P2Ps

### First calls

- Increased industry participation
- Good uptake of IA, other new innovation instruments to be monitored



# Marie Skłodowska-Curie actions

Bridging Business and  
Research



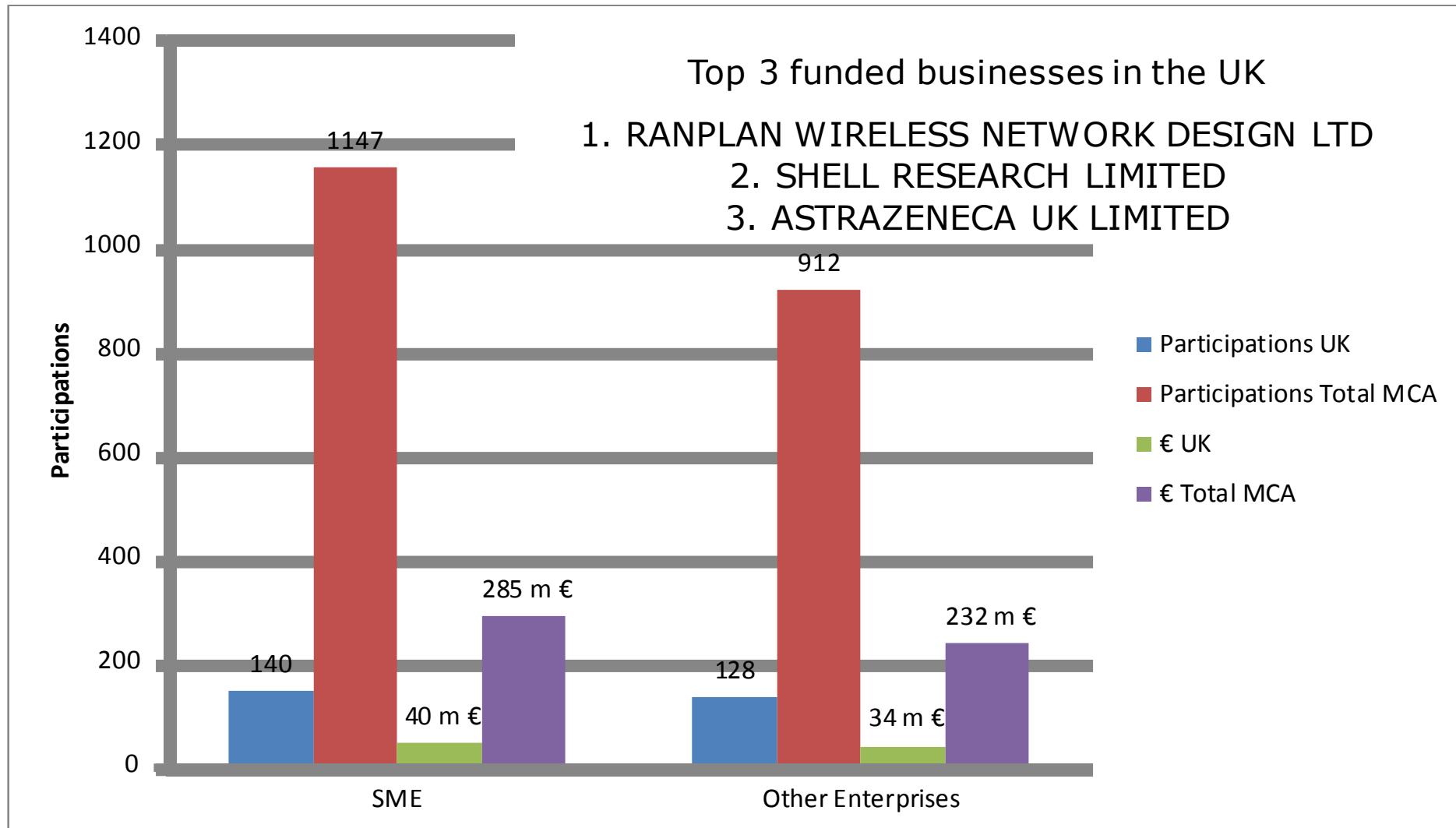
Paul Harris  
Directorate-General for Education and  
Culture  
Edinburgh, 16 February 2015  
Birmingham, 18 February 2015

# Outline

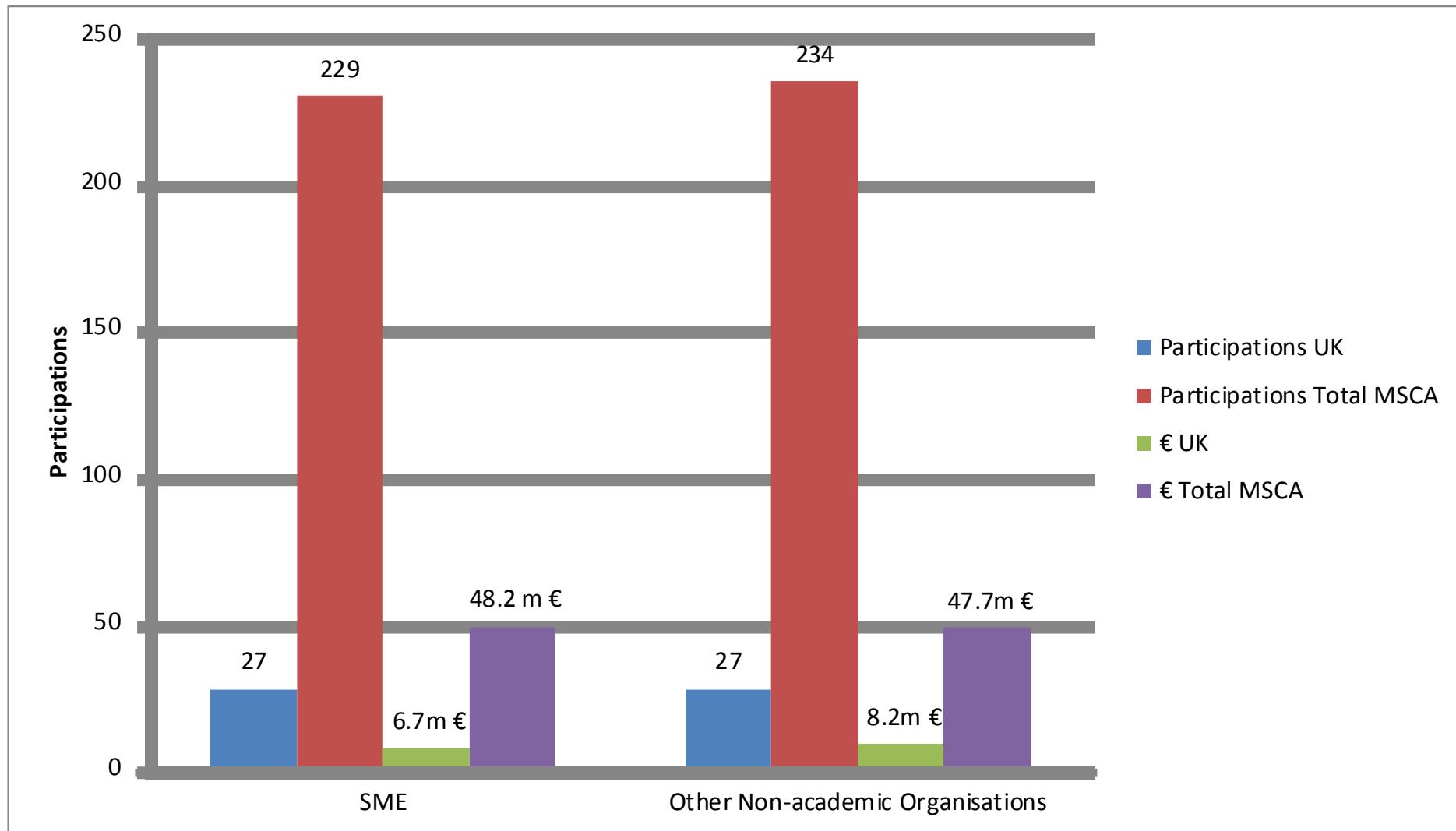
- 1. WHY do businesses apply to the MSCA?**
- 2. WHAT opportunities do the MSCA offer?**
- 3. WHICH MSCA should you choose?**
- 4. PRACTICAL information**

# **WHY do businesses apply to the MSCA?**

# 2007-13 Marie Curie actions



# 2014 completed calls of Marie S. Curie actions



Researcher training,  
influences the future  
direction of research

Full funding for  
ANY\* research  
OR innovation  
projects

Work with  
research talents  
and leading  
centres

Funding for PhDs,  
fellowships, and  
short stays by  
researchers

For early-stage  
AND experienced  
researchers

Researchers  
come from and  
go to the world

**MSCA can fund  
YOUR R&I  
& meet  
YOUR needs**



Dedicated Actions to link  
business & research

\*Except nuclear energy covered by EURATOM

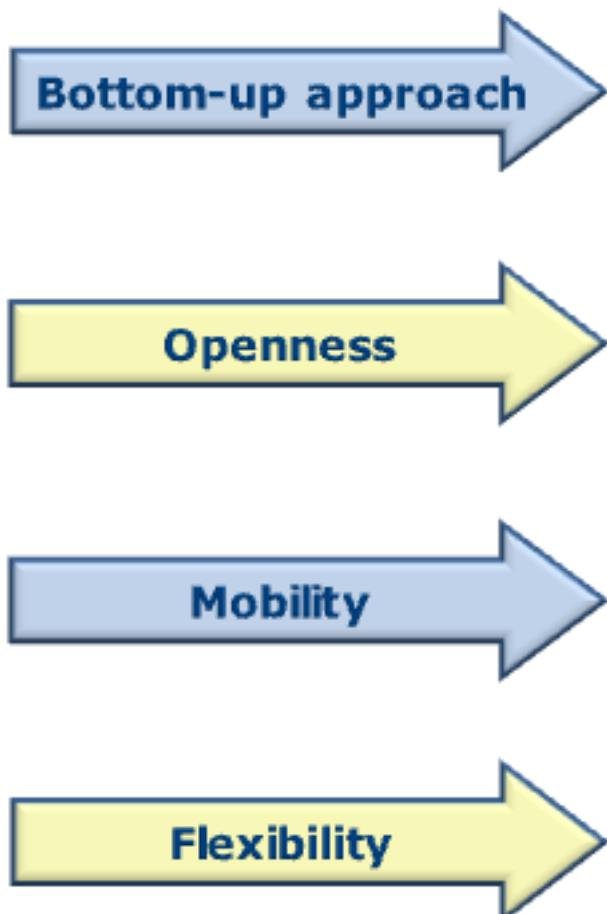


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and Culture*

# **WHAT opportunities do the MSCA offer?**

# Key Advantages



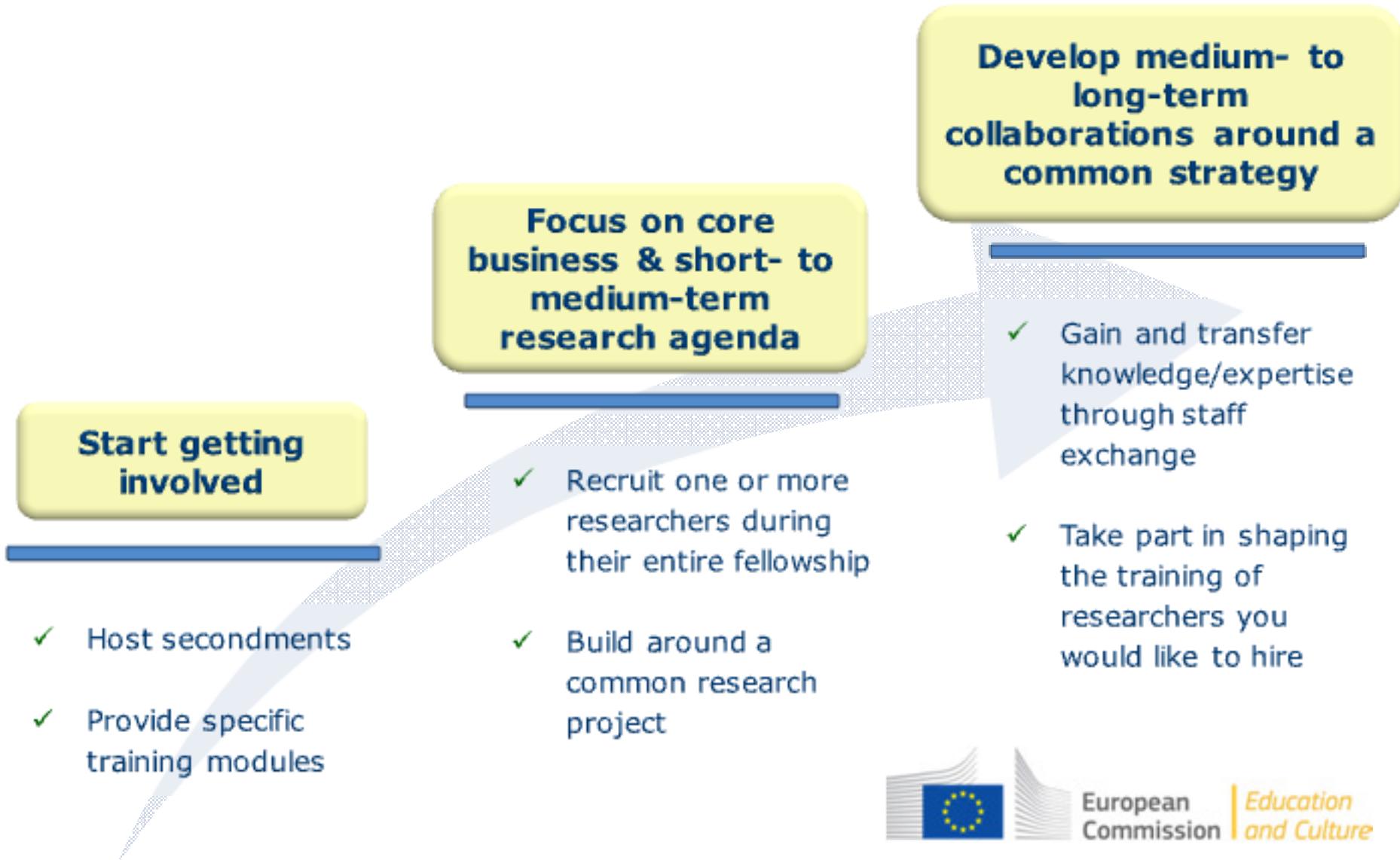
Includes all domains of research and innovation

Strong accent on participation of industry, SMEs and non-academia overall

A global scope with trans-national mobility required and often cross-sector mobility as a key component

Level of involvement is proportional to the participant's needs

# Choose your level of involvement



# Participant organisations

## Academia

Public or private **HEI**  
awarding academic degrees

Public or private **non-profit  
research organisations**

International **European  
interest** organisations

Universities

Non-profit  
research  
institutes

IEIOs

## Business and non- academia

*Broad definition:*

Any socio-economic actor  
not included in the  
academic sector definition

Industry

SMEs

Other  
socio-  
economic  
actors

# Marie Skłodowska-Curie actions

**2014-2020: EUR 6 162 million  
(GBP 4 824 million)**

**Innovative Training Networks -  
ITN**

**Individual Fellowships - IF**

**Research and Innovation Staff Exchange -  
RISE**

**COFUND regional, national, and  
international programmes**

**European Researchers' Night -  
NIGHT**

# MSC actions

## – Financial Overview

**RISE**

Research, networking, training costs	1800 €	Top-up allowance	2000 €
Management and indirect costs	700 €		

**ITN**

Research, networking, training costs	1800 €	Living allowance*	3110 €
Management and indirect costs	1200 €	Mobility allowance	600 €
		Family allowance	500 €

**IF**

Research, networking, training costs	800 €	Living allowance*	4650 €
Management and indirect costs	500 €	Mobility allowance	600 €
		Family allowance	500 €

**COFUND**

Management costs	325 €	Living allowance Early-stage researchers	1855 €
		Living allowance Experienced researchers	2625 €

\* The living allowance base rate is multiplied by Country Correction Coefficient

# **WHICH MSCA should you choose?**

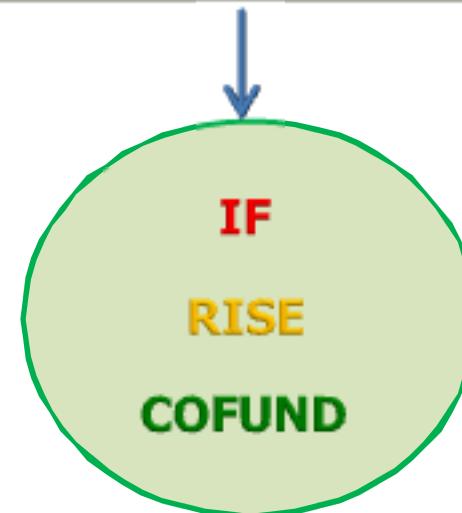
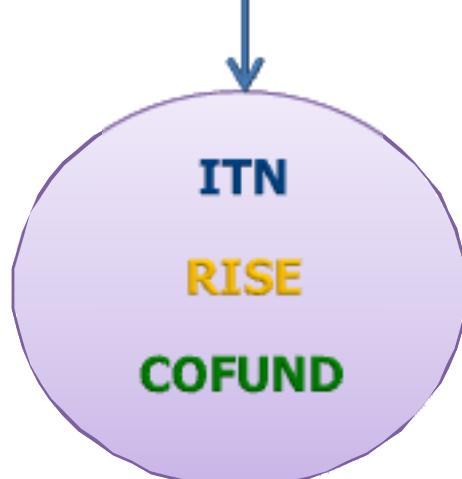
# Who do you want to host/recruit?

## Early-stage Researchers (ESR)

Less than four years of research experience and No doctoral degree

## Experienced Researchers (ER)

At least four years of research experience and / or A doctoral degree



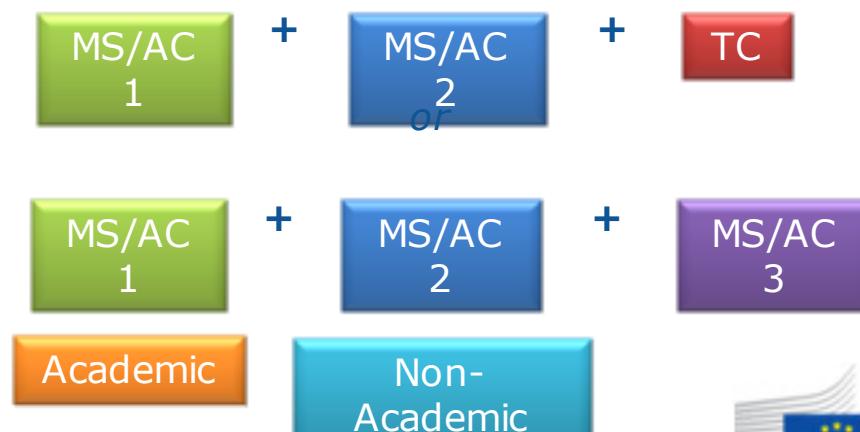
# Research and Innovation Staff Exchange (RISE)

- ✓ Strengthen the interaction between academic and non-academic organisations, and between Europe and third countries, through **research and innovation staff** exchanges
- ✓ International and inter-sector **transfer of knowledge** and sharing of ideas and of R&I culture
- ✓ Common **research and innovation project**
- ✓ Highly skilled research and innovation staff **move for 1-12 months**
- ✓ **Budget: € 80 million** in 2015

# RISE – Eligibility Conditions

- ✓ At least 3 independent participants in 3 different countries
- ✓ At least 2 participants from 2 different MS/AC
- ✓ If all in MS/AC: at least 1 academic and 1 non-academic

*In practice, 2 possible minimum settings:*



# Innovative Training Networks (ITN)

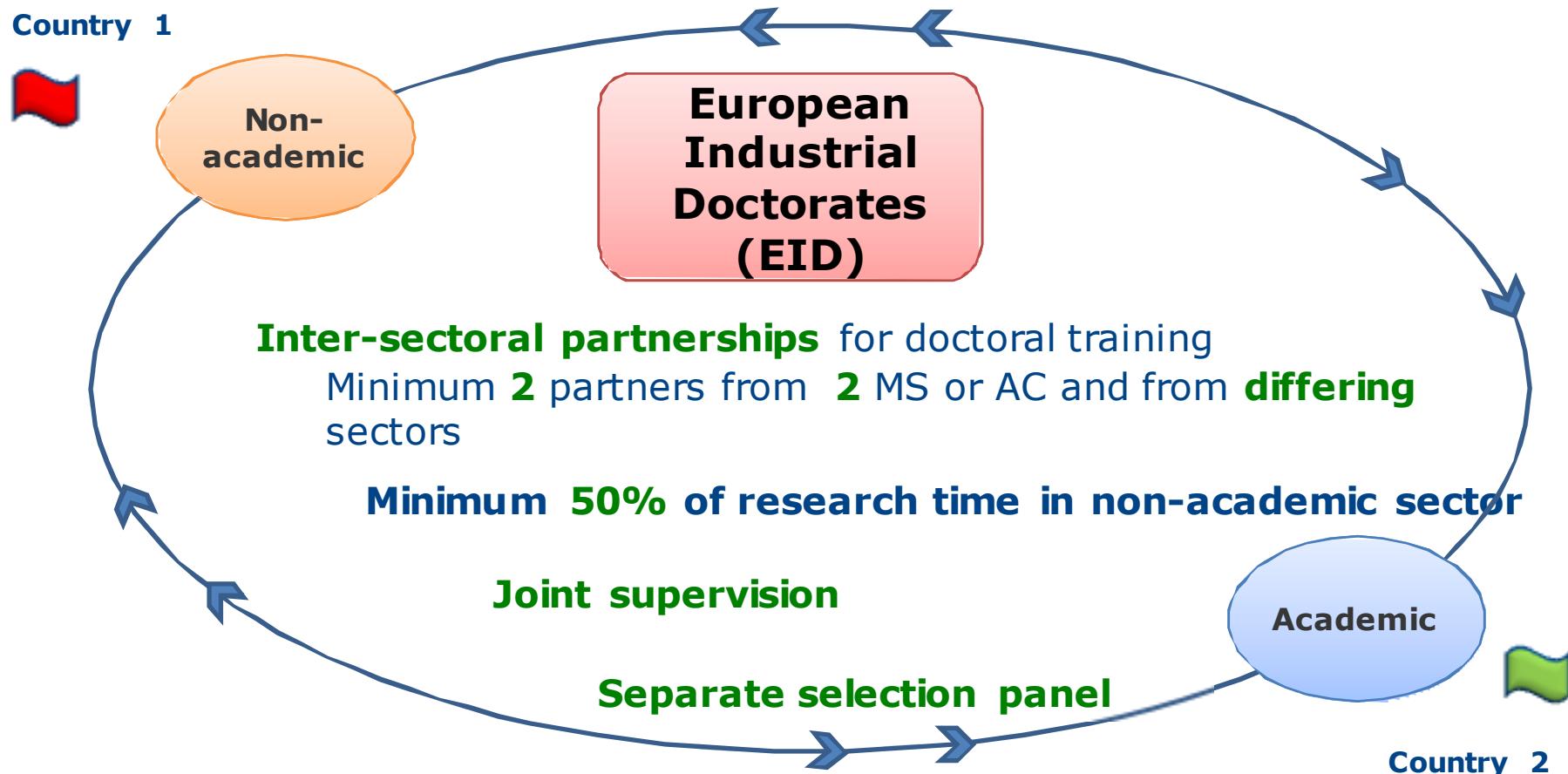
- ✓ **Raise excellence and structure research and doctoral training**
- ✓ Train a new generation of **creative, entrepreneurial and innovative early-stage researchers**
- ✓ Trigger **cooperation and exchange of best practice** among participants
- ✓ **Enhance researchers' employability** and provide them with new career perspectives
- ✓ **Triple 'i' dimension** of mobility and particular **focus on innovation skills**

**European  
Training  
Networks  
(ETN)**

**European  
Industrial  
Doctorates  
(EID)**

**European  
Joint  
Doctorates  
(EJD)**

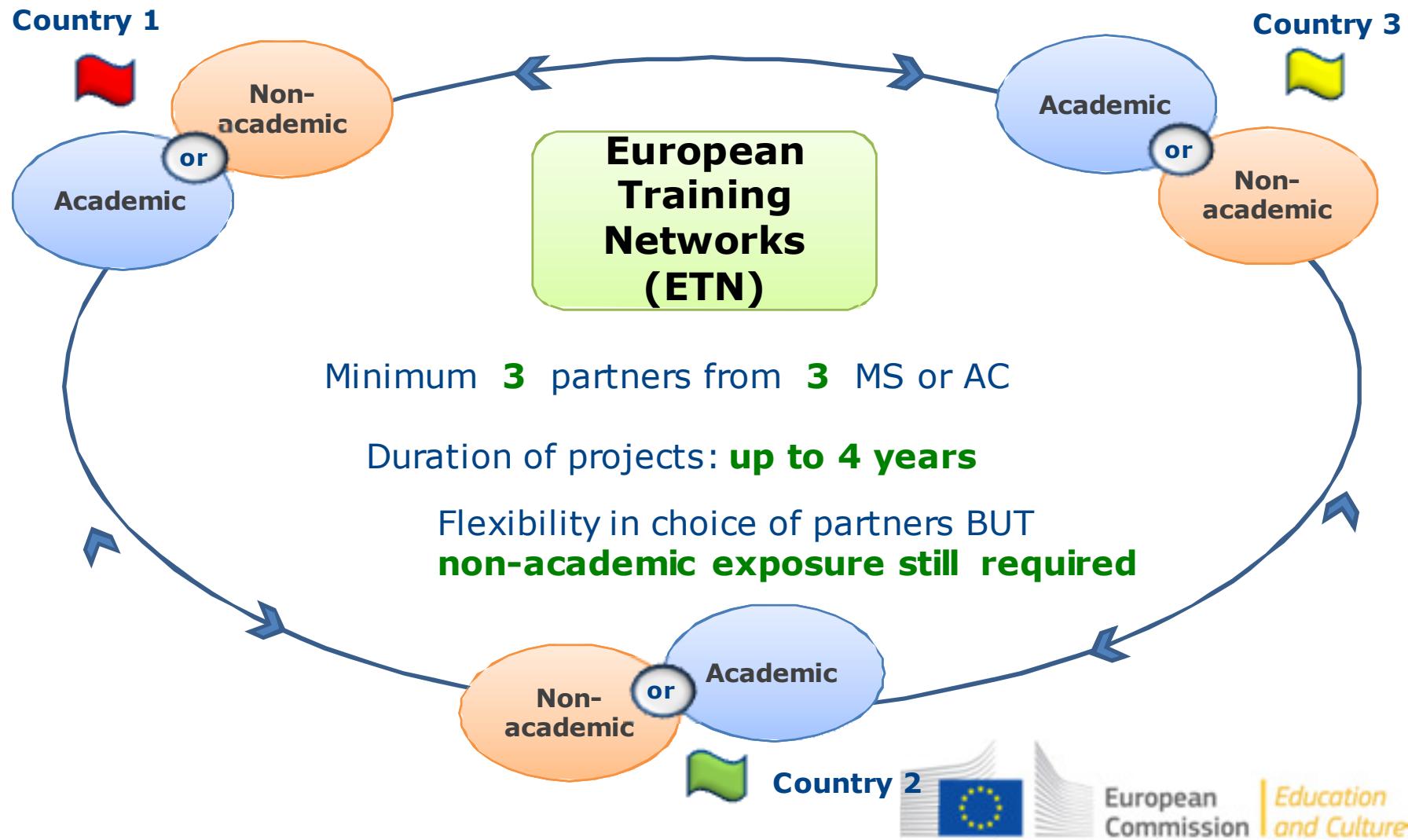
# Innovative Training Networks (ITN)



Presentation on EID experience by GSK Spain at 2014 MSCA Italian EU Presidency Conference:

<http://www.msca2014.eu/wp-content/uploads/2014/12/Pomar.pdf>

# Innovative Training Networks (ITN)



**Country 2**

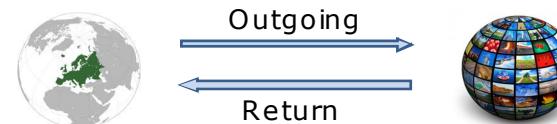
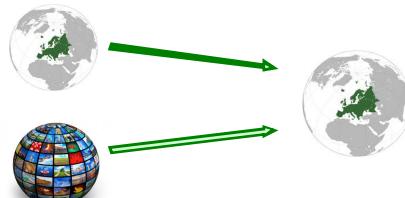
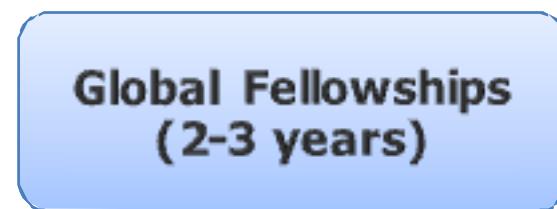


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# Individual Fellowships (IF)

- ✓ Enhance the creative and innovative potential of **experienced researchers**
- ✓ Provide opportunities to **acquire new knowledge, work on research projects in a European context or outside Europe**
- ✓ Catalyse significant **development in their careers** in both sectors
- ✓ **Optional 3-6 month secondments** anywhere in Europe to increase fellowship impact, especially on non-academic sector
- ✓ **Budget: €215 million** in 2015 (Global Fellowships: €27 million)



# COFUND

- ✓ Promote **international, intersectoral and interdisciplinary research training**, as well as transnational and cross-sector **mobility** of researchers at all stages of their career by **co-funding new or existing regional, national, and international programmes**
- ✓ Mono-beneficiary: organisation funding or managing doctoral or post-doctoral programmes
- ✓ **Leverage funding** and combat fragmentation (possible synergies with ESIF)
- ✓ **Spread MSCA best practices**
- ✓ **Budget: €80 million** in 2015 (Doctoral Programmes: €30 million)

**Doctoral  
Programmes**

ESR

**Fellowship  
Programmes**

ER



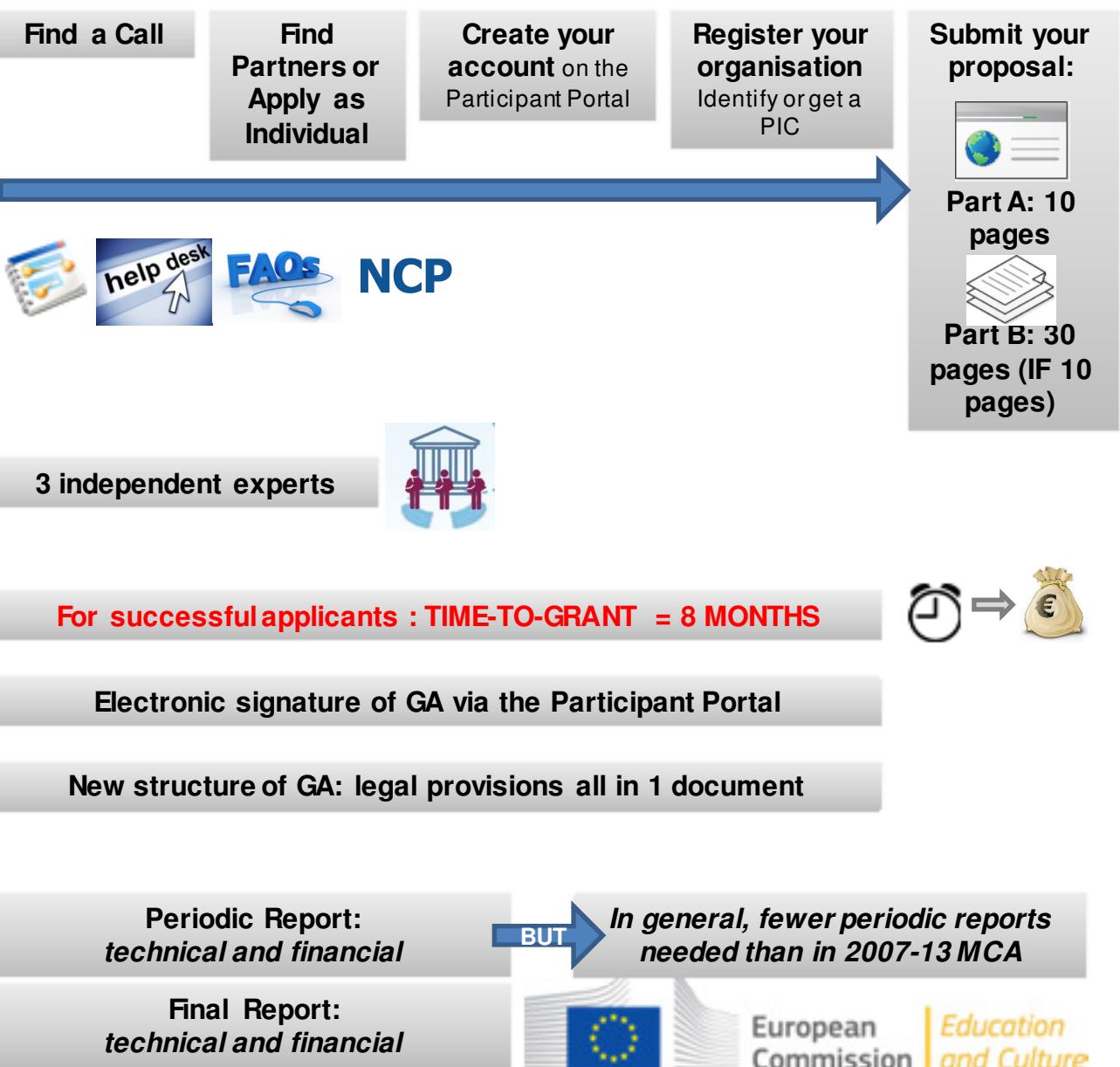
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# PRACTICAL information

# MSCA Calls

<b>IF</b>	12/03/2015 – 10/09/2015	EUR 215 million
<b>RISE</b>	6/01/2015 – 28/04/2015	EUR 80 million
<b>COFUND</b>	14/04/2015 – 1/10/2015	EUR 80 million

# MSCA Workflow



# The IPR Helpdesk can help you for IPR-related issues in H2020

<https://www.iprhelpdesk.eu/>



- ✓ Aims to provide **feedback** within a few days
- ✓ Regular events around Europe (**subscribe** for news alerts)
- ✓ **MSCA approach very similar** to rest of H2020 + access rights for researchers
- ✓ IPR aspects of Grant Agreements are explained in non-legal terms in **Annotated Grant Agreements:**  
[http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/amga/h2020-amga\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf)

# The EEN can help you including to find partners

<http://een.ec.europa.eu/>



The screenshot shows the 'Services' page of the Enterprise Europe Network. At the top, there are two European Commission logos: a blue one with yellow stars and a grey one with horizontal lines. The text 'ENTERPRISE EUROPE NETWORK' is displayed in blue. Below this, a blue navigation bar contains links for 'Home', 'About', 'Services', 'Events', 'Success stories', and 'News & Media'. The main content area features a large, stylized word 'services' in orange. To the right, there is a small illustration of a crowd of people walking in a line. On the left, there is a sidebar with links for 'Share Success Stories', 'Success Stories Feed', 'Embed Success Stories', and 'Services' (with sub-links for 'Going international' and 'Technology'). The central text area says 'Learn more about what we can do for your company in the following areas:' followed by a list of services: 'Going international', 'Technology transfer', 'Access to finance', 'Research funding', 'Advice on EU law and standards', 'Intellectual property and patents', and 'Speak up on EU law'. To the right of this text is the 'enterprise europe network' logo, which consists of yellow stars arranged in a circle around the text 'enterprise europe network'. Below the logo, the tagline 'Business Support on Your Doorstep' is visible. At the bottom of the page, there is a footer with the European Commission logo and the text 'European Commission Education and Culture'.

# Marie Skłodowska-Curie UK National Contact Point Helpdesk



- ▶ Free advice to the UK on all MSC actions, including:
  - Calls
  - Eligibility
  - Application help
  - Results
  - Contractual issues
  - Social security and tax
  - Contractual issues
- ▶ Helpdesk contact details:
  - [mariecurie-uk@bbsrc.ac.uk](mailto:mariecurie-uk@bbsrc.ac.uk)
  - Tel: +32 2 230 0318
  - UK information event announcements:  
**<http://www.ukro.ac.uk/mariecurie/index.htm>**

# Useful Links to help you

## **Where to get more information?**

- ⇒ MSCA website: [ec.europa.eu/msca](http://ec.europa.eu/msca)
- ⇒ Horizon 2020 website: [ec.europa.eu/programmes/horizon2020](http://ec.europa.eu/programmes/horizon2020)

## **How to apply for MSCA?**

- ⇒ Participant Portal: [ec.europa.eu/research/participants/portal](http://ec.europa.eu/research/participants/portal)

**THANK YOU FOR YOUR ATTENTION!**

[paul.harris@ec.europa.eu](mailto:paul.harris@ec.europa.eu)

*This presentation represents solely the views of its author and cannot in any circumstances be regarded as the official position of the Commission*

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# **Marie Skłodowska-Curie Actions: Bridging Business and Research**

**Experiences of engaging in European collaboration with  
businesses and academia.**

**An SME perspective on how EU funding changed their business.**

**Peter Laybourn**  
**Chief Executive**  
**International Synergies Limited**  
**Wednesday, 18<sup>th</sup> February 2015, University of Birmingham**

# Introducing International Synergies Limited

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- Birmingham-based SME with under 20 employees
- Offices in Birmingham, Brussels and Belfast
- Specialists in Industrial Ecology Solutions  
**(World leader in industrial symbiosis)**
- Clients from public and private sector
- **Experience working in over 20 countries across five continents**

# International Synergies – what we provide

---

- Innovation (in the field of industrial ecology/circular economy)
- Business networks (e.g. National Industrial Symbiosis Programme in the UK)
- ICT tools such as Synergie®
- Capacity building across **5 continents**
- Training materials

# Access / Influence / Convening Power

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International Synergies  
industrial ecology solutions

# Access / Influence / Convening Power

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# Impact on European Policy & Recommendations

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- European Waste Framework Directive - Best Practice (**2009**)
- Roadmap to a Resource Efficient Europe (2011) – exemplar case study
- DG Enterprise: Sustainable Industry-Going for Growth & Resource Efficiency (2011) – exemplar case study
- DG Regions: Connecting Smart and Sustainable Growth through Smart Specialisation – exemplar case study (2012)
- DG Environment: Priority for industrial policy in (2013) recommendation
- DG Enterprise: Communique on Green Entrepreneurship (2013)
- Commissioner Potocnik launches EUR-ISA (2013)
- Horizon 2020 (2014) included to deliver circular economy
- European Resource Efficiency Platform key recommendation (2014)
- Eco-Innovation Library – Innovation Seeds (2014)
- DG Innovation and Research – Short guide to assessing environmental impacts of research and innovation policy (**2014**)

# European Commission programmes

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- FP7
- Climate Knowledge and Innovation Community (C KIC)
- European Regional Development Fund
- Life+
- Marie Curie
- Intelligent Energy
- Switch Asia

Countries – UK, Poland, Romania, Germany, Hungary, **China**

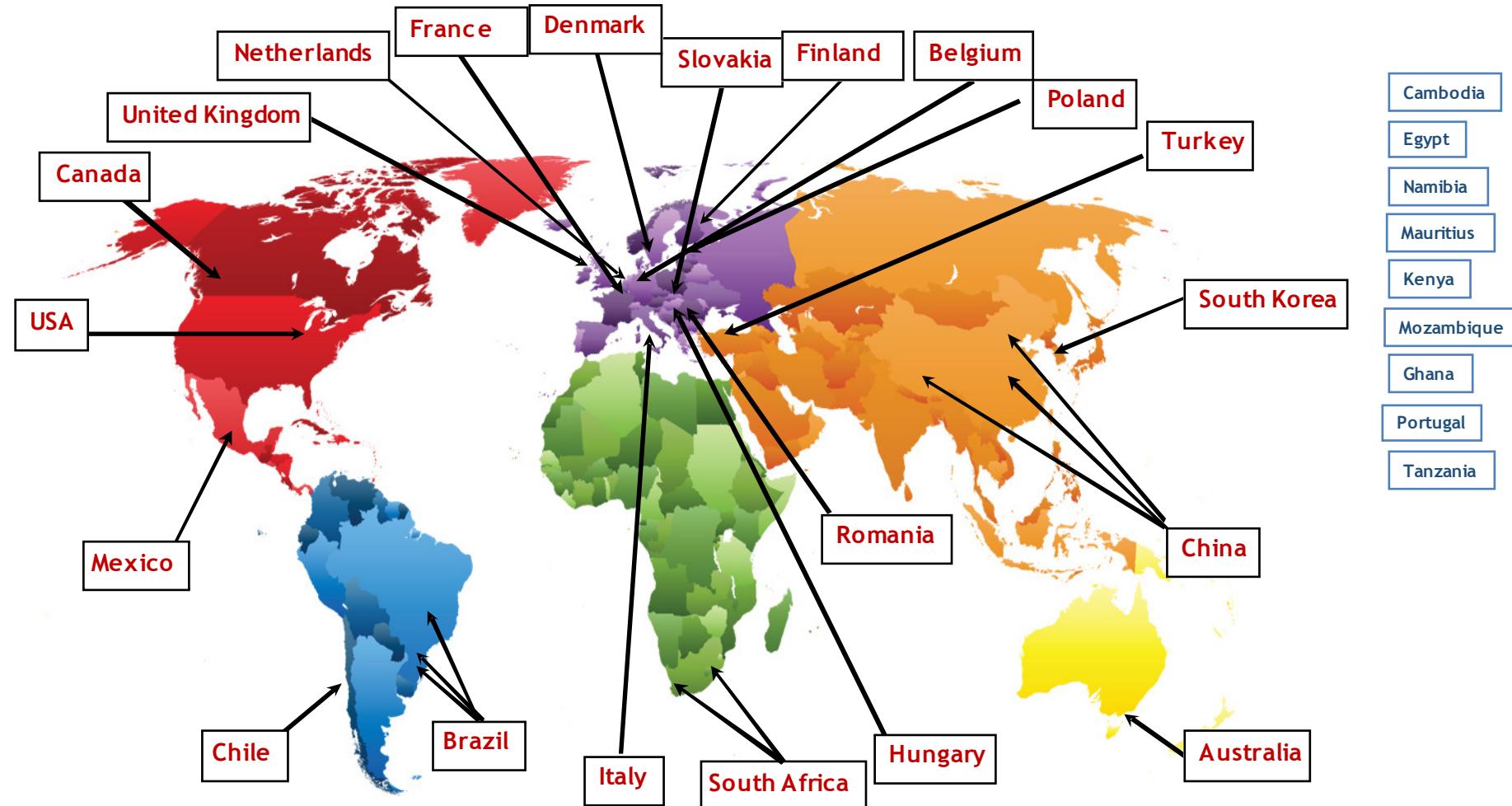
Value - **€6 million** ... cutting teeth on above programmes has led to ...

**€650,000** – Turkey, France, Netherlands, Finland, Italy, Denmark

**€1.1 million** – Brazil, Mexico, China, Canada, Chile, S. Africa, USA

# International Synergies' Global Experience 2014

## Expressions of Interest



# Horizon 2020

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- Factories of the future 3: Global Energy and other resources efficiency in manufacturing enterprises  
(Greece led, Ireland, Italy, Spain, UK)
- WASTE – 1 Moving towards a circular economy through industrial symbiosis  
(UK led, Denmark, France, Netherlands, Sweden, South Africa)
- SPIRE – 6 Energy and resource management systems for improved efficiency in the process industries  
(Spain led, France, Germany, Greece, Netherlands, UK)
- Waste 4d, Waste 6a, Waste 6b, Waste 7
- Total potential for International Synergies **c€2-7million**

Key points:- **invited** into 11 consortia so far and **universities present** in all consortia

# Universities (non-exhaustive)

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- University of Birmingham
- University of Warwick
- Institute for Manufacturing (Cambridge)
- Herriot Watt
- University of Surrey\*
- University College London (UCL)
- Imperial College London
- University of Hull\*
- Paris Tech\*, TU Delft, Wuppertal, Troyes, Monterrey, Copenhagen

Engaged to be innovation partners, bid writers, provide technical solutions, delivery, experience, networks, credibility etc.

\*interns (more later!)

# Tips for SME newcomers ...

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- Long term strategy (persevere and expect some failures)
- Don't lead bids (initially)
- Languages (we're lucky) consider interns in short term
- Invest time in systems (everything straightforward after that)
- Build up networks and use them
- Many sources of help - Universities, EC sites, Innovate UK, UKTI
- Universities need YOU! (H2020, SME Instrument) now reciprocal

# Thank you for listening...

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**Peter Laybourn**  
Chief Executive  
**International Synergies Limited**

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e: [peter.laybourn@international-synergies.com](mailto:peter.laybourn@international-synergies.com)  
[www.international-synergies.com](http://www.international-synergies.com)

@IntlSynergies  
@NISPnetwork  
@peter\_laybourn

# Corporate Presentation



**rinicom**  
**generation wireless**

# Company Overview

- Incorporated in September 2002;
- Based on expertise in wireless communications and digital TV;
- Privately owned and profitable;
- Winner of Queens Awards for Excellence in Business 2013;
- Excellent working relations with leading edge technology Companies and major customers;
- Strong management and development teams;
- Research cooperation with the leading UK Universities

# Partners and Customers



Empowered by Innovation



A company of ST Engineering



West Yorkshire Police Authority



Nous veillons sur vos intérêts

Case postale 40 - 1000 Lausanne 6 - Tel. 41-21/601 25 25 - Fax 41-21/601 25 26  
Internet: www.securicom.ch - e-mail: info@securicom.ch

# Rinicom Products and R&D Projects

## Communications



## Surveillance and C2



## R&D Projects

- Data Mining
- Biometric Identification
- Video Analytics
- Thermal imaging analytics
- Large Data
- Secure Data Bases
- Ethical Data Storage and Search

# Our Project

- We identified a problem by talking to customers
- The problem was too big to be resolved by us
- We went to EU networking event and presented the idea and the challenges
- Had to make hard choices and select only the most relevant partners
- We deliberately withdrew from being a coordinator, in order to make consortium stronger
- The project was a success and commended by the Commission
- We have a new product and new customers (some of them are consortium members) as a result

# How to start?

- Understand your USP
- Attend as many networking events as possible
- Don't play numbers game – joining many proposals doesn't increase your chances of success.
- Join good and solid consortium with innovative idea which matches objectives of the call
- If unsure, talk to experts (UK NCP, Universities)

# Thank You!

Questions?



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