



Unión Europea
FEDER
Invertimos en su futuro



PROGRAMA
COOPERACIÓN TRANSFRONTERIZA
ESPAÑA ~ PORTUGAL
COOPERAÇÃO TRANSFRONTEIRIÇA
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The REAL project

The platform for collaboration between companies and university research units in North Portugal and Spain

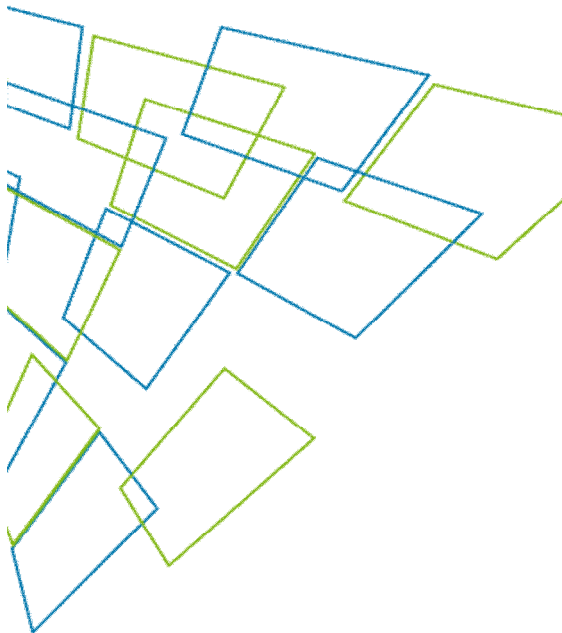


Eduardo Rosa
Universidade de
Trás-os-Montes e Alto Douro

European Regional Development Fund
Cross-border Cooperation Operative Program
Spain – Portugal 2007-2013

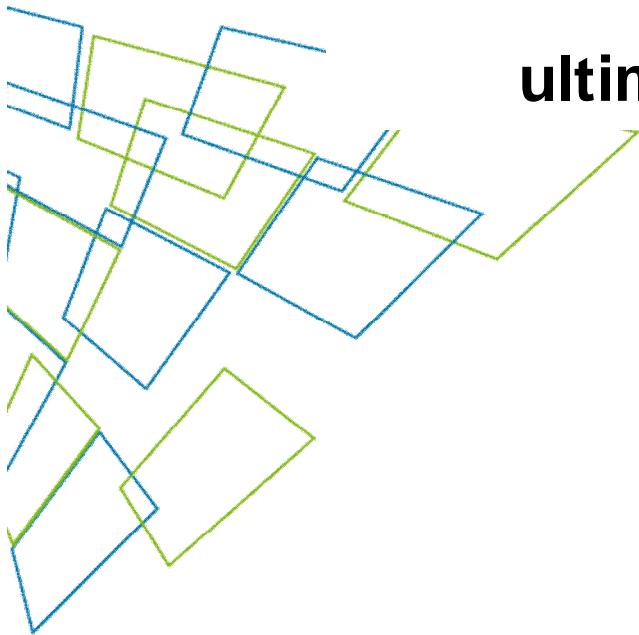
Summary

- 1 - The rationale**
- 2 - Two systems- Univ vs Comp**
- 3 - Actions for a possible approach between the two systems**
- 4 – Our action- The REAL Project**
- 5 - Other goals**

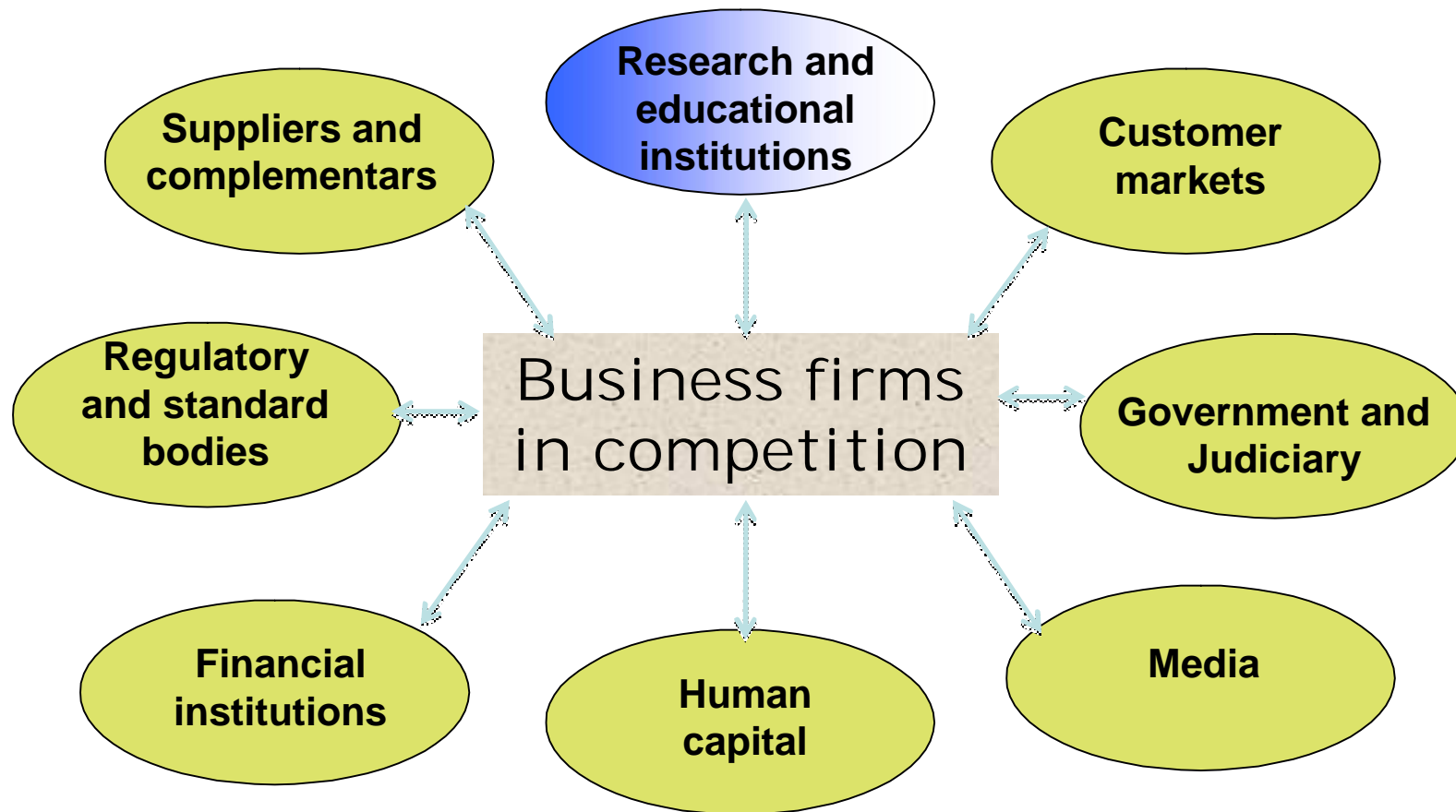


1 - The rationale

- **The challenge** for higher **competitiveness** of the **Universities, Companies** and ultimately at **country** level



The business ecosystem





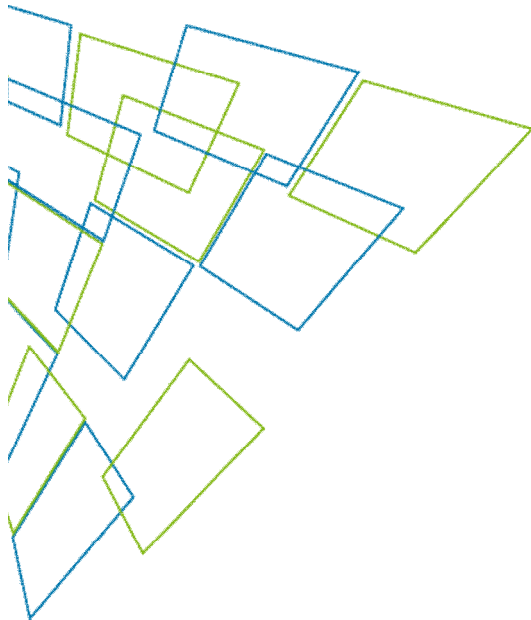
REAL

REDE DE INNOVACIÓN ALIMENTARIA
NORTE DE PORTUGAL-GALICIA
REDE DE INOVAÇÃO ALIMENTAR
NORTE DE PORTUGAL-GALIZA

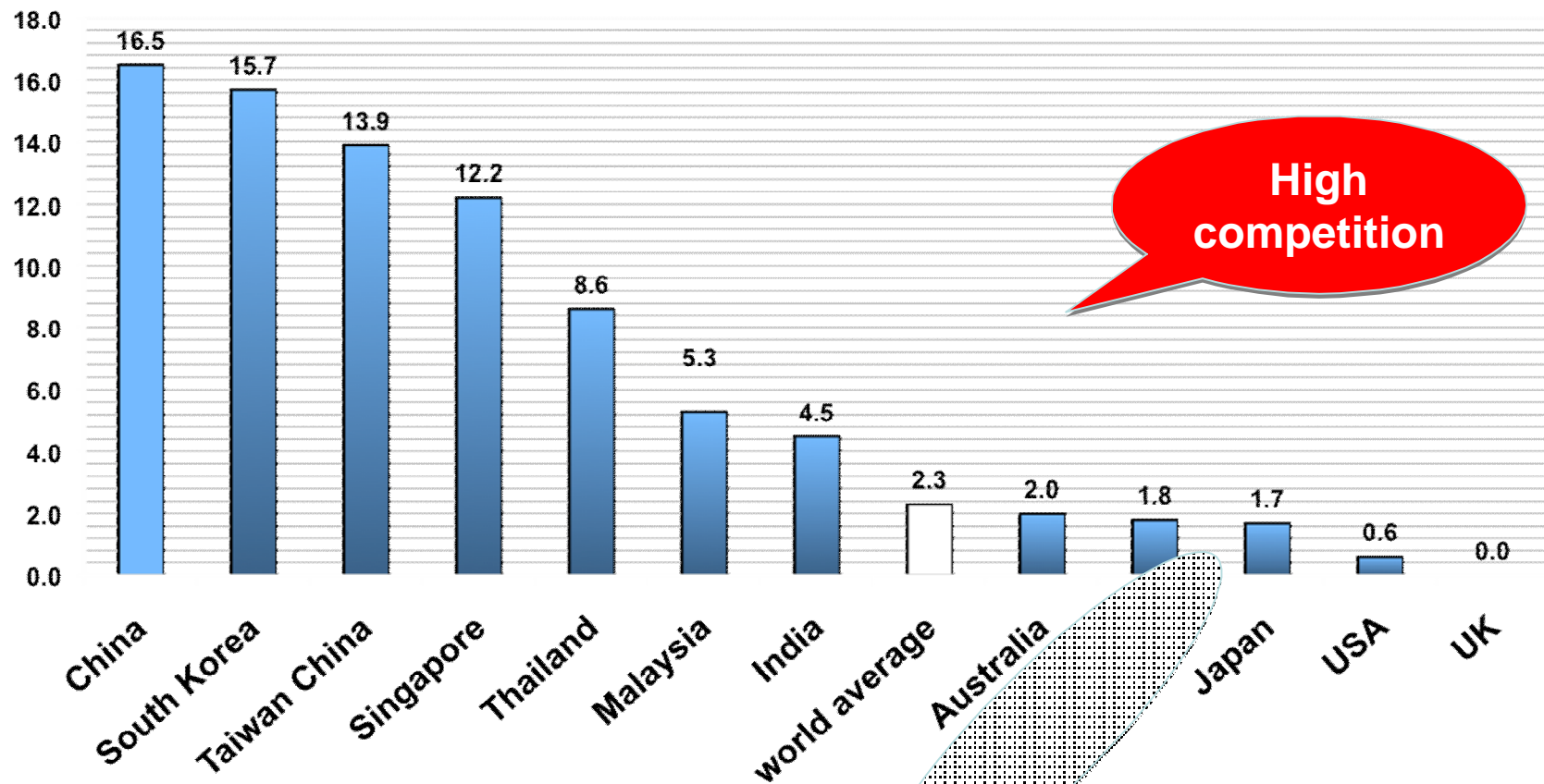
**Innovation and science based
knowledge economy are becoming
the centre of all governance policies
in the world**



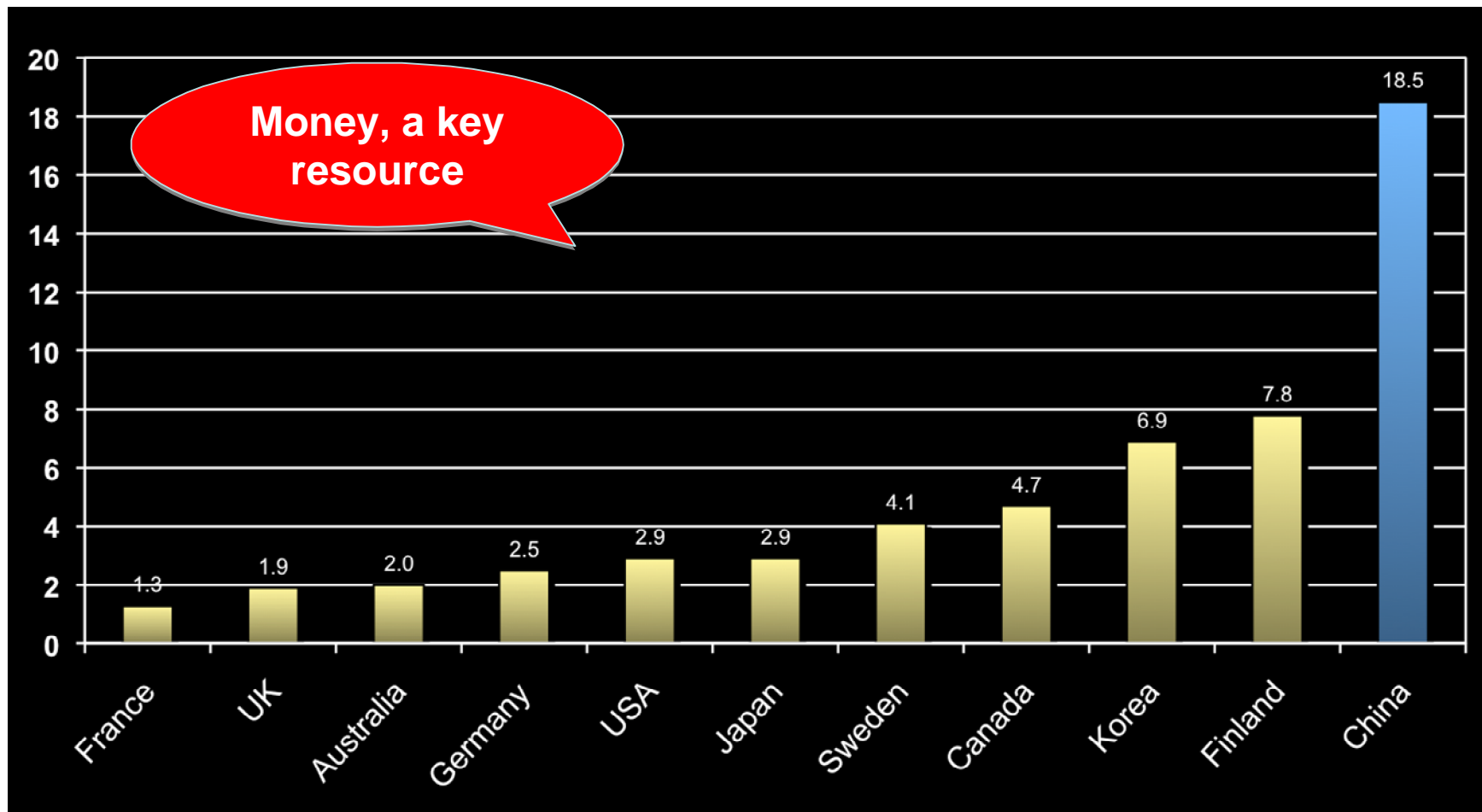
**Emergency to run after the
investments in innovation**



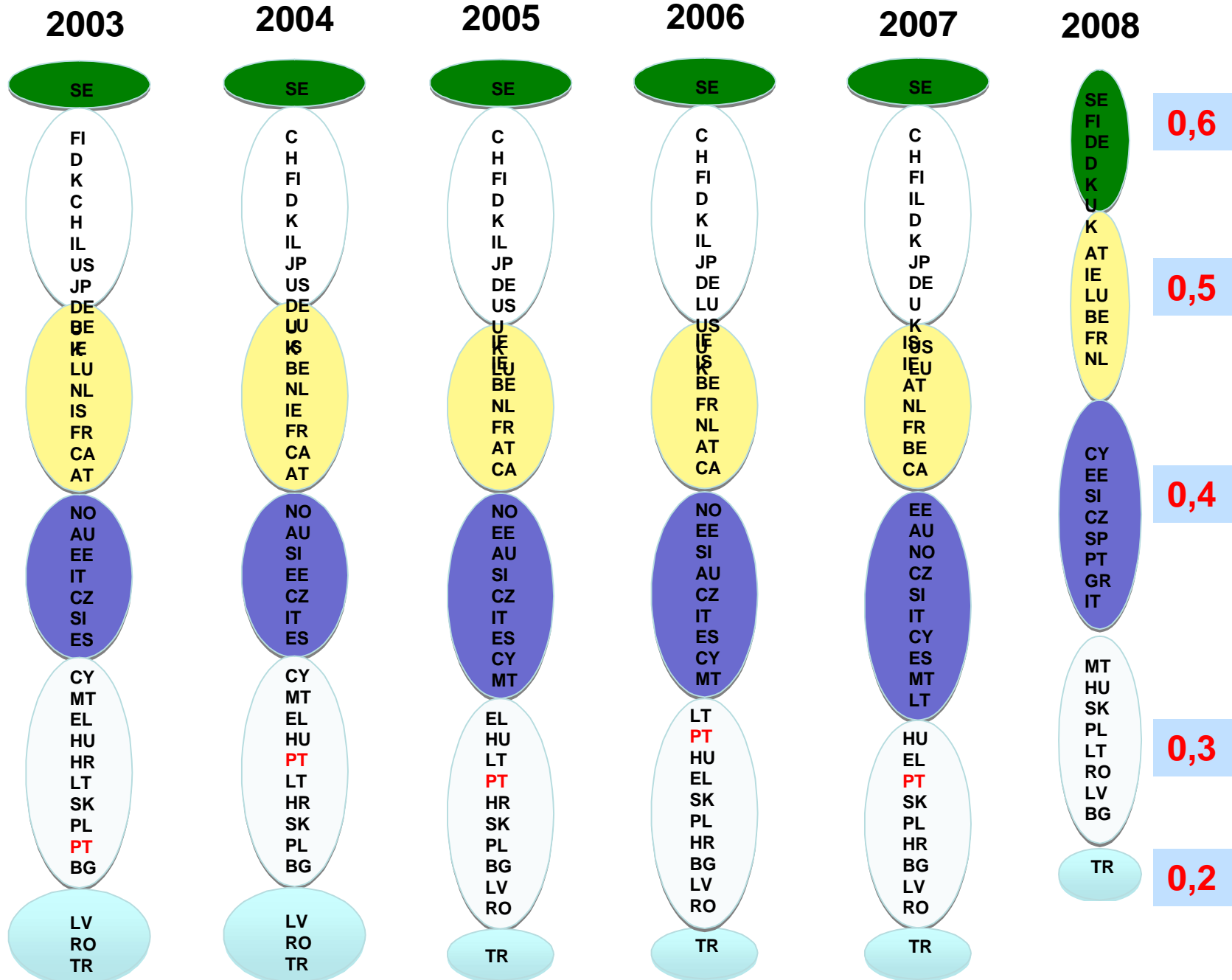
Annual growth rate of the scientific publications, 1995-2005



Annual average growth of expenditure in research 1995-2005 (%)

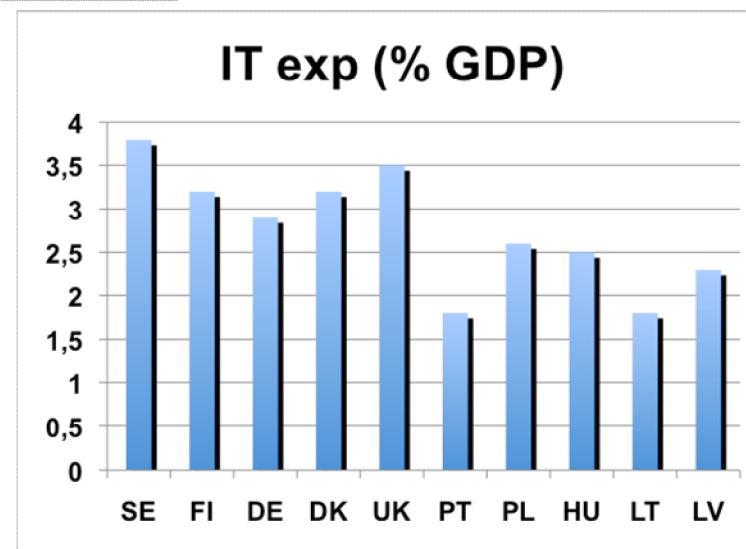
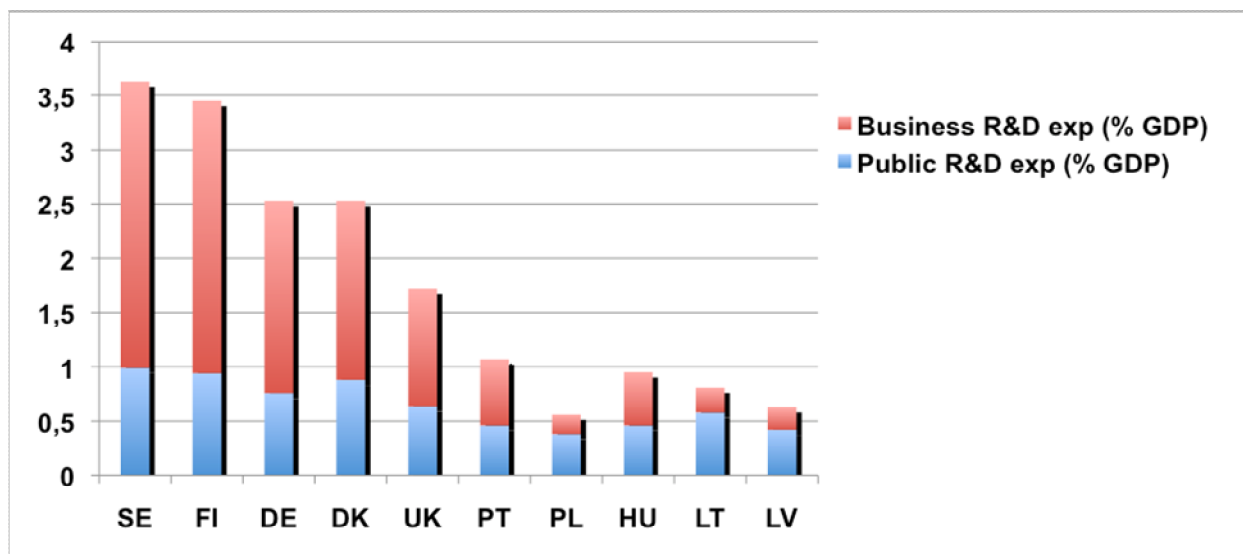


Innovation performance



Leaders Followers Moderate Catching up

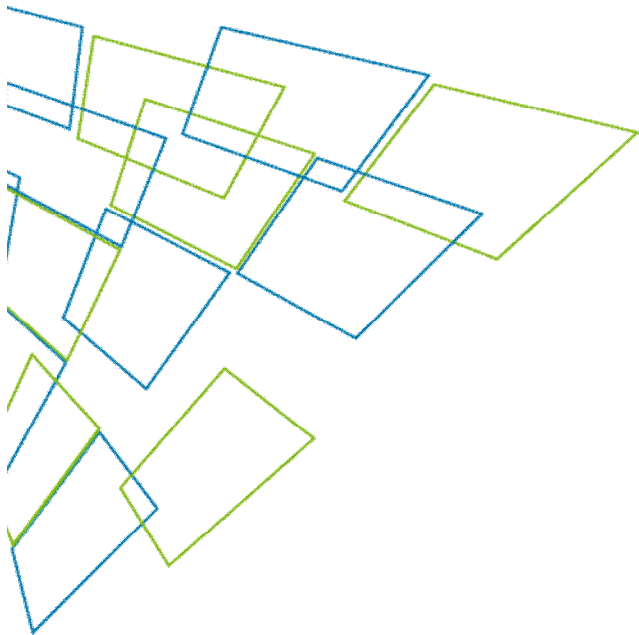
2008





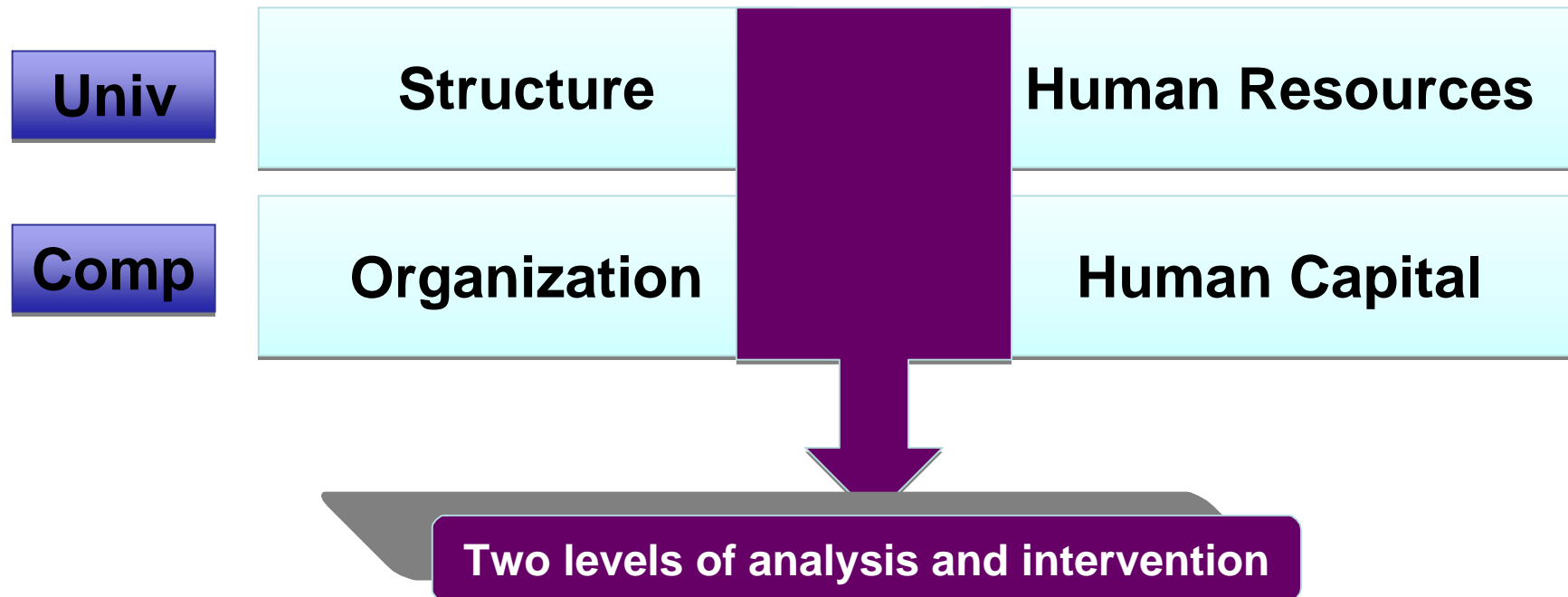
2 – Two systems

➤ The **Universities** versus **Companies**



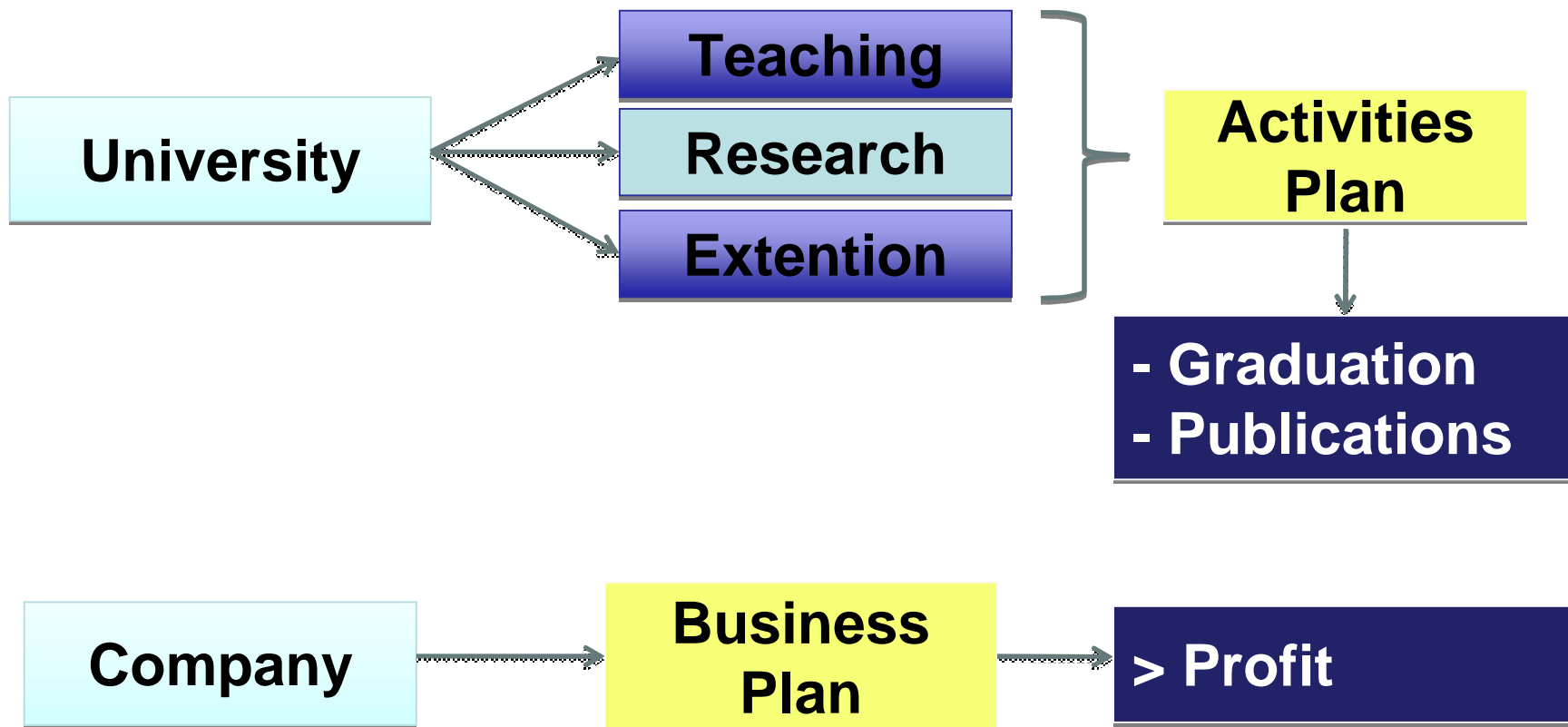
How is the offer and demand of knowledge positioned?

2 systems, 2 different realities, 2 objectives



How is the offer and demand of knowledge positioned?

2 systems, 2 different realities, 2 objectives



How is structured the offer of knowledge?

Teacher/Researcher



Research is just part of the activity



Research Group



Dispersion of knowledge
&
Usually no multidisciplinary



Research Unit



Company benefits from
the multidisciplinary
approach



School/Faculty/Dep



- Poor marketing
- Difficulties on transfer knowledge
- Entrepreneurship (not common on teaching staff)



University



The demand of knowledge (Company)

Organization



Own research resources (Material & Human Capital) ?

Objectives



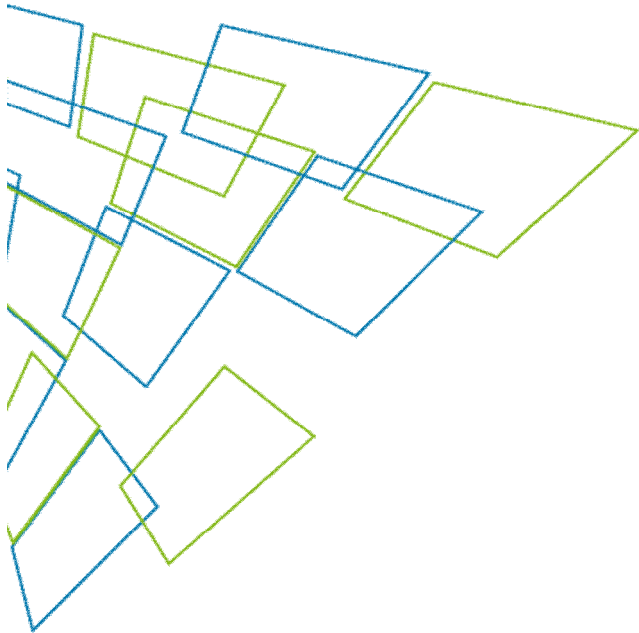
**Constant up-grade, creativity, innovation?
(Plans a product or process and is already thinking ahead?)**

We should not be system reproducers

Timings



3 - Actions for a possible **approach between the two systems**



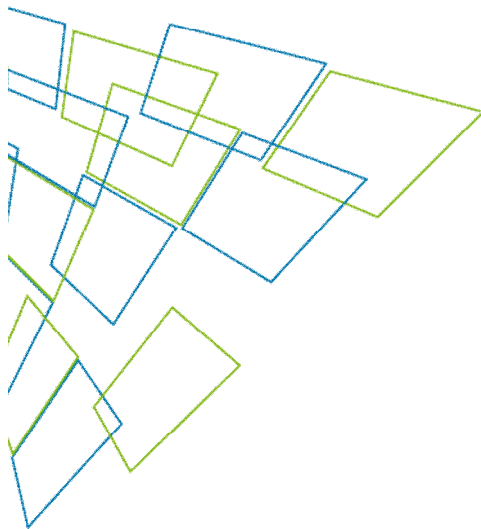
The steps and major key actions to the approach U-C

1st Step (Typical personel)

➤ **Mutual knowledge**

➤ **Integration of objectives**

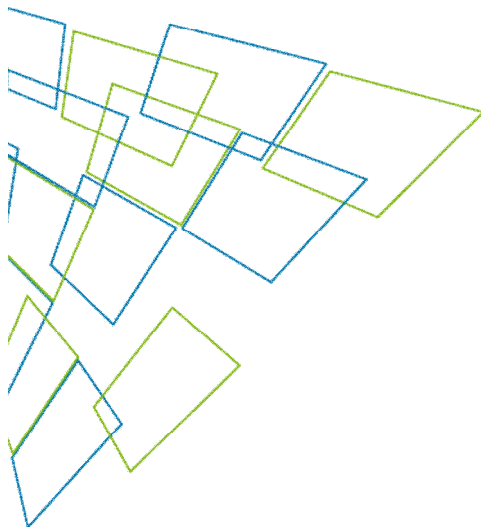
➤ **Credibilization/trust**



The steps and major key actions to the approach U-C

2nd Step (The open up of the Univ)

- **Portfolio**
- **Workshops**
- **Offer short stay to staff of the C**
- **Sectorial open days to C**
- **Joint activities** (projects, leaflets, marketing of research, ...)

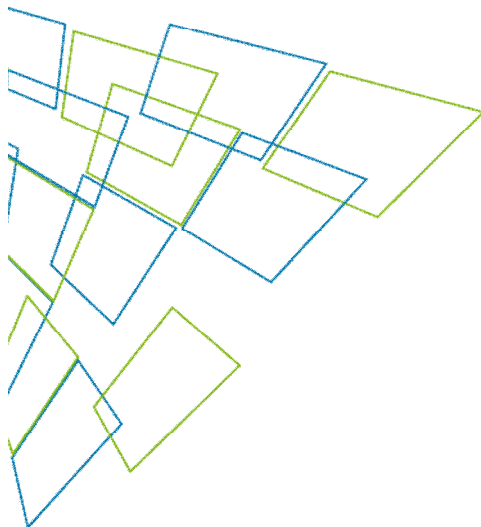


The steps and major key actions to the approach U-C

3d Step (Teaching/Training market oriented)

- **Curriculum (Graduate & Pos-graduate)**
 - **Taylor-made courses with input of the companies** (definition of competences)

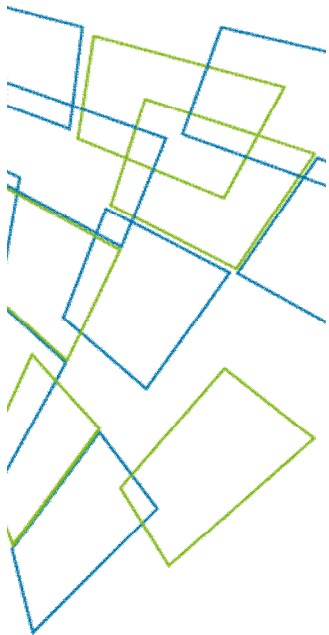
- **Short intensive training**
 - **Up-grade of the company's staff**
 - **Bench training**
 - **Knowledge recycling**





4 – Our action- The REAL Project

- **Scope**
- **The problem**
- **Objectives**
- **Major actions**
- **Other purposes**





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NORTE DE PORTUGAL-GALICIA
REDE DE INOVAÇÃO ALIMENTAR

Where we are?



- ★ University
- Technological Centre
- Governement
- △ Business Association



research
connection join us 09

The problem to solve...

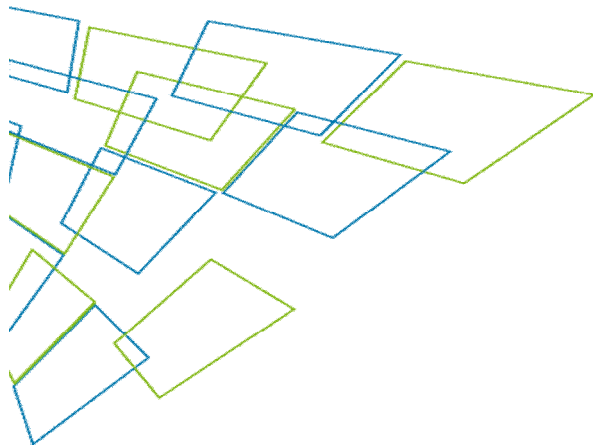
We are **far** from the average **levels** of **well-being** of European Union

Companies in **Agro-Sea-Food** sector are **small**, **atomized** with **limited** **innovation aptitude**

Not effective impact of **R&D** activities was achieved until now

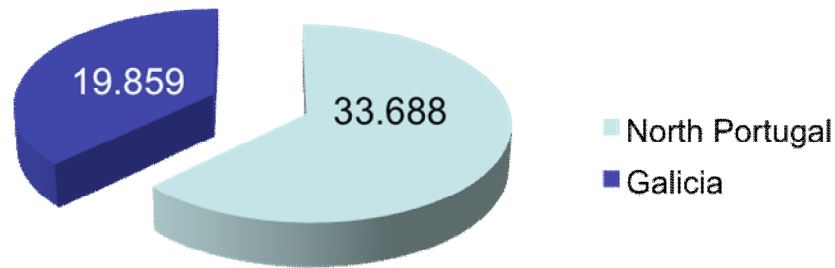


	North Portugal	Galicia	Total
Population	3.745.236 (37%)	2.772.533 (7%)	6.517.769
Area	21.285 km ²	29.574 km ²	50.859 km ²

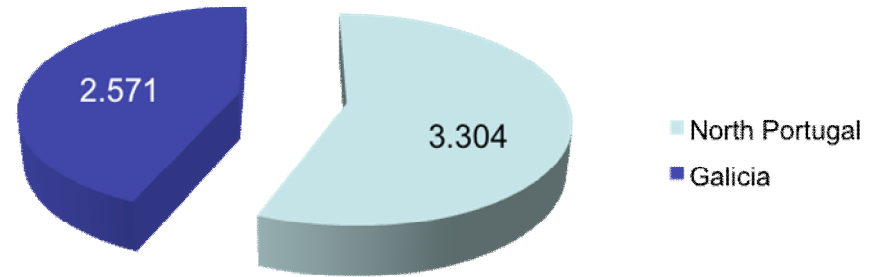




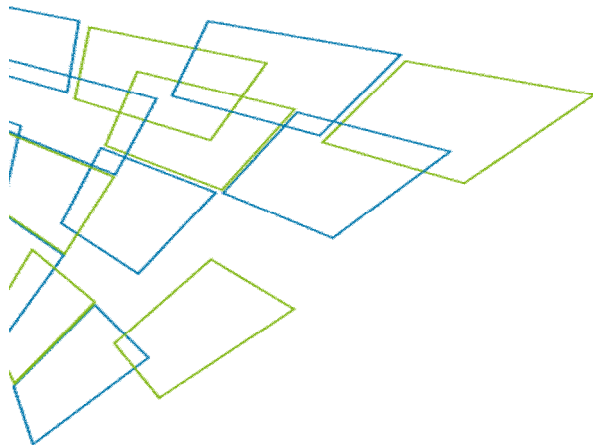
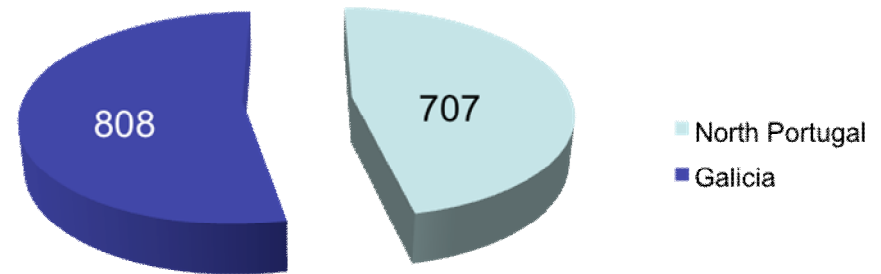
Employment in F&B companies



Number of companies in the food and beverages sector



Gross Value Added by F&B companies (Million Euros)



Objective

To perform a structured cooperative
knowledge network;

To **promote the innovation** in the **food sector**
in the euro-region **North Portugal–Galicia**

Technological development
Increase of competitiveness
Internationalization



Major actions

1: To built a **net of collaboration** between **Universities and Research Centres** and **Companies**

2: To built a **catalogue of services** (Technological, Consultancy, Formation) from the **expertise** of partners

Major actions

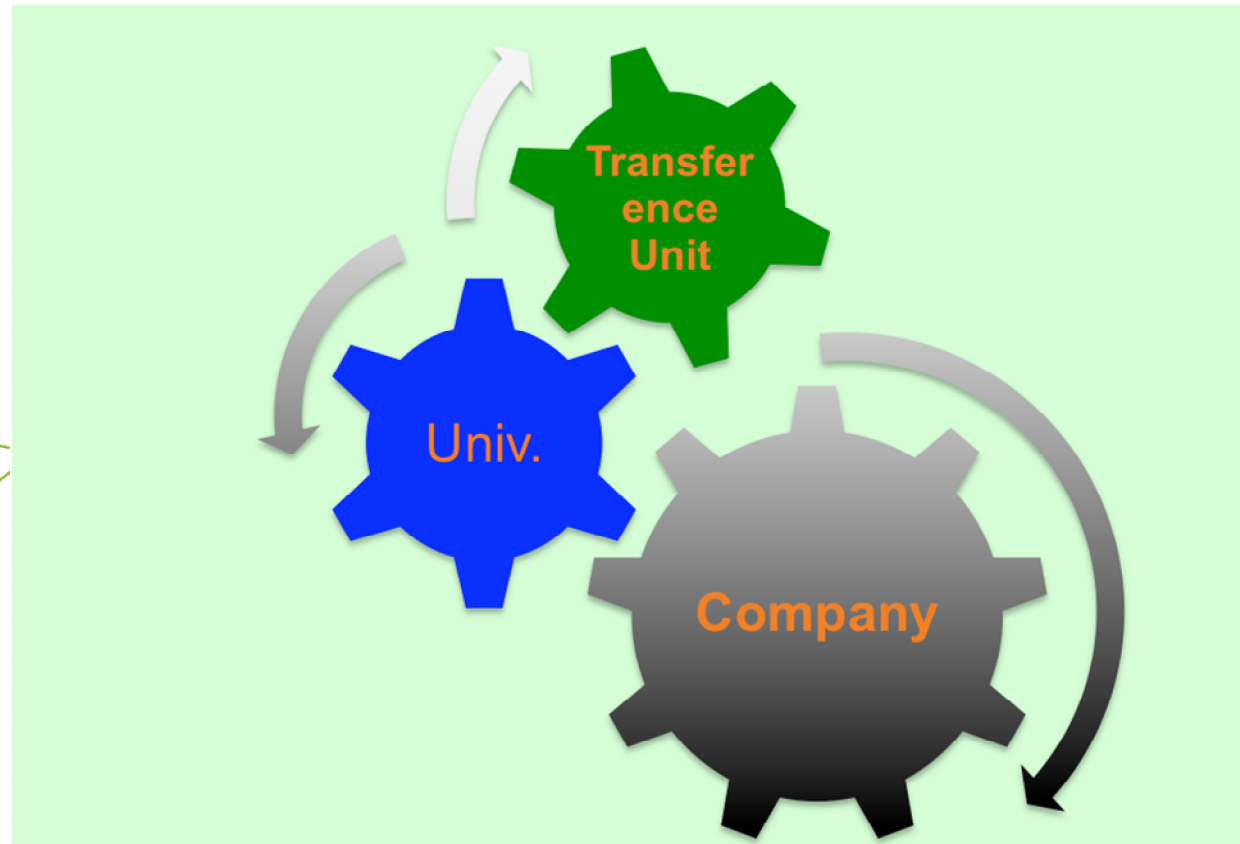
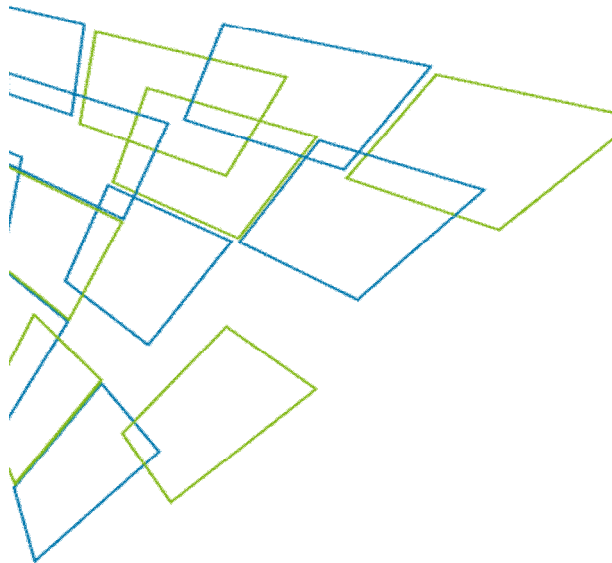
3: To carry out sectorial and intersectorial **Workshops** and **short term training mobilities** between industries and R&D centres

4: To promote the **technological transference** by means of **collaborative R&DT projects**

Other purposes

- ┌ To achieve **critical mass** in the food sector
- ┌ Improve **SMEs access to research centers**
- ┌ **Promote R&D activities** in order to improve competitiveness in the border areas
- ┌ Create an **Obervatory** for the transfer of innovation towards **SMEs and microenterprises**
- ┌ **Promote the innovation** in the differentiation of local products
- ┌ **Transfer technical and scientific knowledge** to the companies

The **Transference** of **Knowledge**



Science Knowledge Observatory National & International

**Knowledge
producers**

IDE+I

**Offer and promotion of
knowledge and incentive to
innovation**

Raw material

Processing

**Technical &
Scientific
Support**

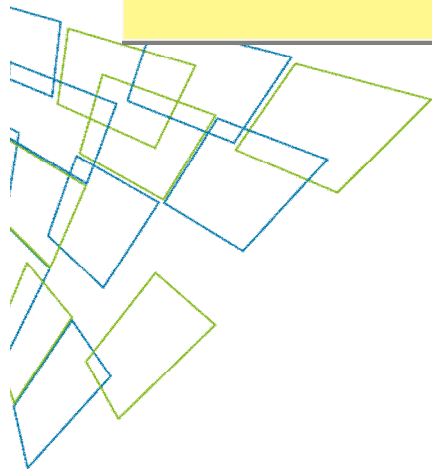
**Transference
of
knowledge**

**Marketing
&
Comercialization**

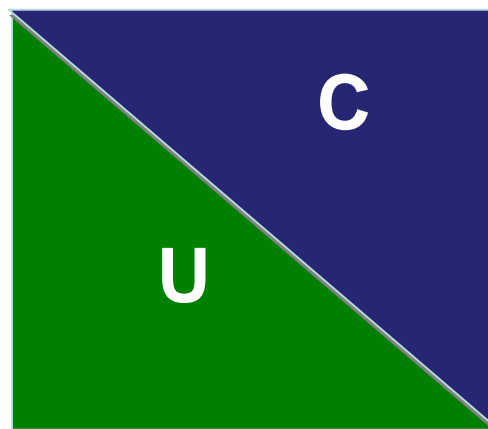
Consumer

Information

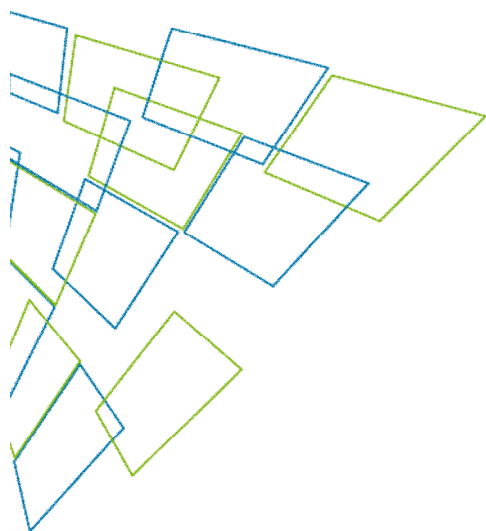
Training



**Research more oriented towards the thematics
of the companies**



**STRONGER LINKS
COMPLEMENTARITY
COLECTIVE INTELIGENCE**





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• **THANK YOU VERY MUCH**



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EUROPEAN COMMISSION



European Research Area

FOOD CLUSTER initiative



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**Is the organizational structure of the Univ
adequate for cooperation with C?**

Are the professors marketeers?