

EFFECT PROJECT

Creating effects through communication
and engagement in Future and Emerging
Technologies

Deliverable 4.1

Report on impact of Infodays on FET funded research
and related Brokerage Events

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PU = Public

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Executive Summary

In the framework of the EFFECT project, several activities aim at enhancing the visibility and awareness on FET-funded projects. One of the EFFECT objectives, among others, is to support the exploitation of the FET research and innovation results through the organization of dedicated events engaging the business community.

The goal of WP4 is to stimulate public debate, collaborative learning and networking among multiple players of the FET domain: researchers, scientists, policy makers, business community and the broader public. The present Deliverable 4.1 “Report on impact of Infodays on FET funded research and related Brokerage Events” describes the methodology adopted by EFFECT consortium on the organization of the first project event.

By providing a first overview of the concept at the basis of the first FET Meet & Match event, a detailed description on the agenda, the organized sessions, the engagement approach developed and the event promotion has been defined.

The participation rate, the participation details and the feedback analysis give a detailed overview able to identify major challenges and strengths on the FET participation on business-related events.

Based on the feedback received on EFFECT organization and support, EFFECT will design the 2018 support to engagement activities of FET projects in a more customized and direct way.

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1 About EFFECT

EFFECT is a H2020 FET-funded CSA aiming to enhance visibility and impact of FET research in a wide variety of actors (researchers, industry, policy makers, civil society organisations, citizens etc.) and to stimulate debate and collaboration among multiple stakeholders through dedicated community building and public engagement activities.

1.1 Objectives

As part of the EFFECT strategic goal, two specific objectives are related to the engagement of business community on the basis of the Description of the Action:

1. enhance knowledge transfer and raise visibility on FET funded research in research and innovation ecosystems, marketplace and society and
2. foster innovation potential awareness of FET funded research in business community and policy makers.

The abovementioned specific objectives will enhance networking and collaborative learning between business and FET R & I communities through the organisation of dedicated events where FET funded research projects can present their achieved and expected results in terms of scientific and innovation opportunities.

1.2 Engagement strategy

EFFECT aims at identifying and selecting the stories that are most interesting to be communicated in videos, articles and interviews and to be used as an inspiring baseline for the debate and participation of the stakeholders involved in EFFECT communication and engagement activities.

Beyond social media channels, where an online community will be created and engaged, physical meetings, active participation in events and organization of special initiatives, workshops and webinars will further support the creation of a collaborative research and innovation framework.

The business community represent a specific target group of EFFECT engagement strategy. Beside the mentioned articles, videos, news releases and social media campaign, EFFECT approach identifies in the Meet & Match event the offline engagement campaign needed to enhance the emergence of a research and innovation ecosystem around a future technology addressed from partnerships with high potential actors in research and innovation. Thus the offline engagement campaign aimed at fostering cross-fertilisation and emergence of unexplored areas of research investigation and social and economic innovation by: i. expanding the range of disciplines; ii. stimulating an informal exchange in a silo-breaking R & I collaboration approach; iii. establishing a knowledge baseline of FET funded research and its open opportunities.

2 Event Concept

Future and Emerging Technologies (FET) projects often generate new and sometimes unexpected opportunities for commercial or societal application.

The take out of the lab of a promising result or proof-of-concept or a radical social or economic innovation originated from a FET-funded project usually lacks supporting measures for the establishment of new entrepreneurship or the business mindset needed for the exploitation of the research result.

Correcting measures are established by the European Commission to furtherly support the exploitation of FET funded research and the creation of a fertile ground for the responsible and dynamic collaboration between different and far research and innovation communities, e.g. the FET Take up, FET Exchange and FET Innovation Launchpad Call for Proposals.

To this purpose, EFFECT is acting as a facilitator for FET projects in order to open new and outstanding collaboration within the business community through the organization of events devolved to the entrepreneurs, industries, intermediary organizations and early-stage investors.

Thanks to the two Meet & Match events, FET projects had and will have the opportunity to present their consortia, their project's activities as well as their main results and ensure the very first realization of a collaborative environment where innovative and business oriented stakeholders had the opportunity to explore opportunities of collaboration with FET funded projects.

2.1 “Synergies among FET CSAs” and FET2RIN established collaboration

As detailed in the Description of the Action, EFFECT sought synergies with different CSAs in order to differentiate the supporting measures dedicated to the different FET funded projects, whenever in an overlap between each other, and cooperate to the establishment of fertile ground for the support of FET funded research.

Thus, an established collaboration has been ensured with the FET2RIN Coordination and Support Actions (www.fet2rin.com) from the very beginning of the project.

The collaboration has been also fostered by the European Commission, through the organization of an internal workshop, held on 13th March 2017 in Brussels at DG CNECT's premises, dedicated to the different Coordination and Support Actions where EFFECT has participated.

The “Synergies among FET CSAs” workshop has been a relevant opportunity for EFFECT consortium to discuss with the different Coordination and Support Actions, among the others, about the major event to be organized by EFFECT during the first year of its implementation.

As deeply emphasized during the workshop, the relevance of the absence of a FET related event during the project implementation of the different Coordination and Support Actions affected the implementation of several tasks. Several apotheoses have been evaluated in order to enrich the major number of business-oriented stakeholders, as well as of FET funded projects.

Thus, EFFECT and FET2RIN proposed the opportunity to jointly organize a FET oriented event in the framework of European Business Innovation Centers Network Congress and its 2017 edition to be held in Enghien-les-Bains (France) on 5th-7th of July 2017.

The Congress, held each year during the summer, enriched the presence of more than 400 delegates composed by entrepreneurs, intermediate organisations, business angels and early investors, with the aim to foster international collaboration and discuss major trends and innovative paths on business development.

2.2 Event objectives: a business perspective

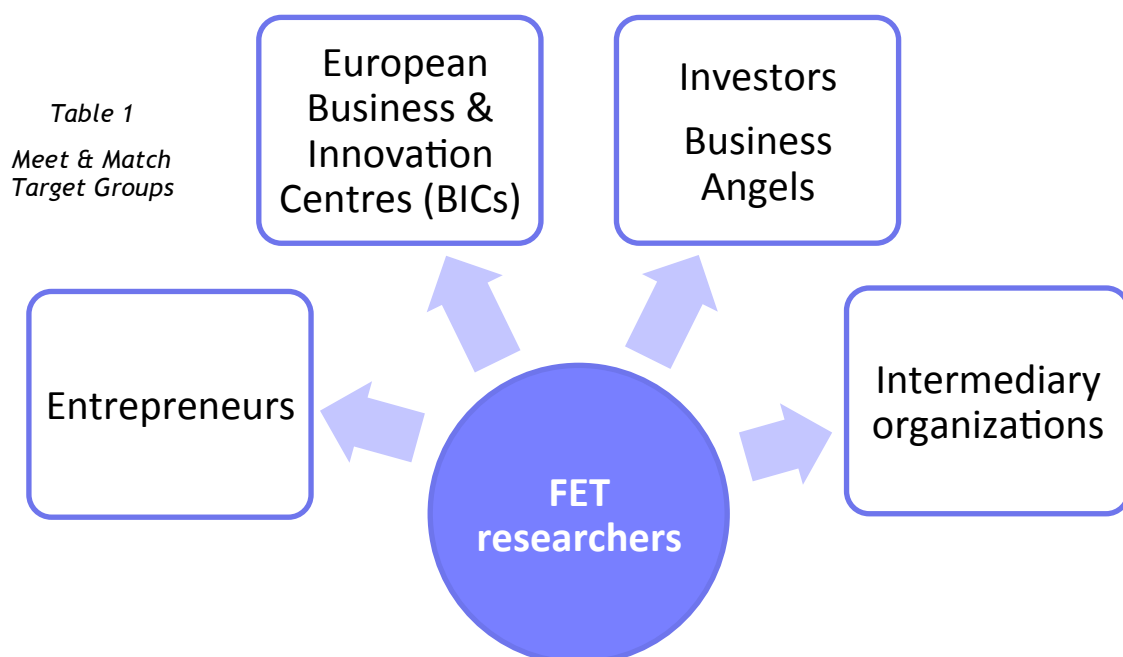
The event fosters the creation of an informal relationship between FET funded research and innovation communities and entrepreneurs, business innovation centers and incubators, as well as early investors, in order to feed the very first entrepreneurial mindset able to foster the exploitation of FET results.

The specific objectives of the event can be defined as follows:

- Getting “out of the lab”
- Matching know-how and technology at a geographical level to find new paths and sustainability at the end of R&D projects
- Pitching to a business audience new ideas, technological developments and future trends
- Initiating cross-border contacts with relevant stakeholders
- Boosting exploitation opportunities

Aimed at facilitating the exploitation opportunities, the event has been organized in order to ensure the connection and potential collaboration between different business-related stakeholders.

Acting as networking opportunity, the event fosters the creation of an informal relationship between FET funded research and innovation communities and entrepreneurs, business innovation centers and incubators, as well as early investors, in order to feed the very first entrepreneurial mindset able to foster the exploitation of FET results.



3 The FET Meet & Match Event



Figure 1 Enghien-les-Bains, France, 5th of July 2017

The first FET Meet and Match event, organized in collaboration with the European Business and Innovation Centres Network and FET2RIN Coordination and support action, has been held on the 5th and 6th of July 2017, Enghien-les-Bains (France).

Taking advantage of the EBN Congress (<http://ebncongress.eu/>), the FET Meet and Match event has been tailored in order to foster collaboration primarily with Business Innovation Centres, ensuring the visibility of FET research results and foster the innovation potential among early investors and entrepreneurial actors.

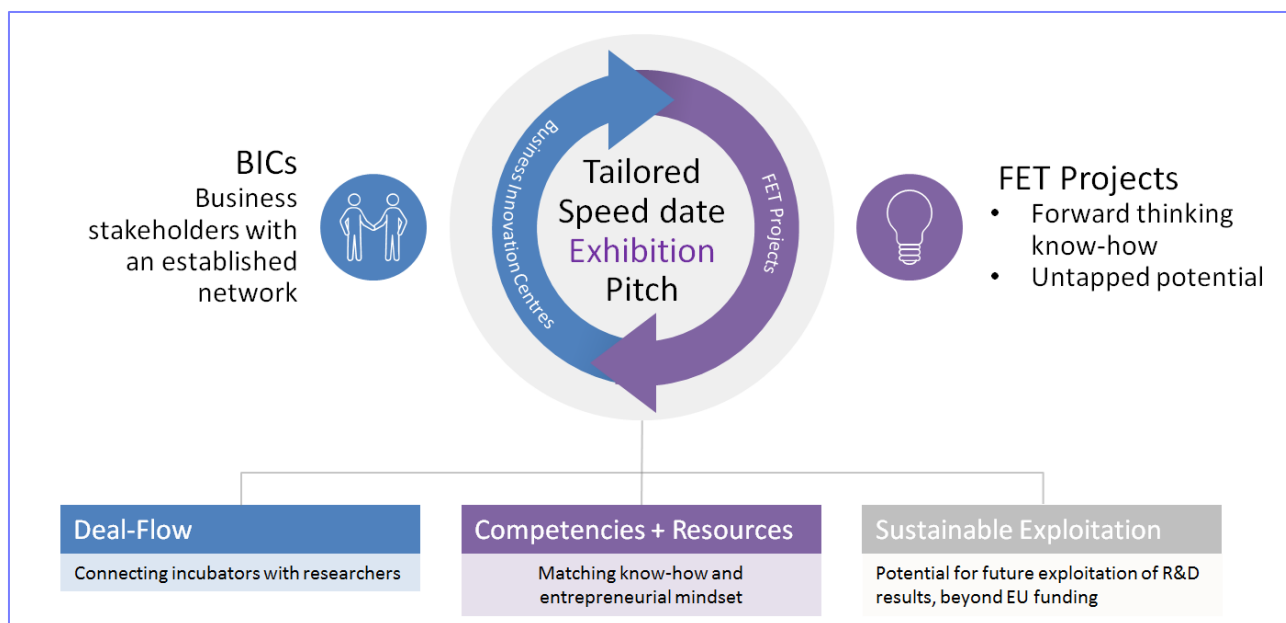


Figure 2 Meet and Match approach

3.1 Agenda, Session Structure and detailed description

The event has been organized into two main technical sessions, the tailored matching session and speed-date with Business Innovation Centres and the Pitch Session to early investors (see Annex 1 Agenda). The two main sessions have been also enriched by two separated sessions of speed dating with the participants of the EBN Congress and the Exhibition Area, where FET projects had a dedicated booth.

Day 1 - 5th of July 2017



Figure 3 Matchmaking Session with BICs

Matchmaking Session with BICs

The first day was opened by the Matchmaking session, where FET funded projects were invited to present their preliminary and final results to a different set of Business Innovation Centres. The BICs participating at this session had been selected on the basis of the geographical and technical pertinence of the FET project participant. To this purpose, a pre-selection of the BICs has been jointly implemented by FET2RIN and EFFECT projects (see Annex 2).

Main objective of this session was matching interests and technology and setting up the ground for future collaboration, as well as giving major insights on the entrepreneurial mindset on the basis of the individual need and a prior technology assessment, in order to act also as a capacity building activity and very first connection with potential stakeholders interested on the exploitation of the FET result.

The session was structured in two main moments: the presentation made by the FET projects detailed on the following aspects: their research, competencies, consortium members and presence of SMEs and a detailed description of the results of the project. Thus, the support given from the BIC. The identified BIC has been asked to explain the different services dedicated to its clients as well as explain a possible exploitation path to be followed in order to exploit the result of the project.

Speed Date Session



Figure 4 Speed Date Session

The first day has been enriched with the session dedicated to the Speed Date with the different delegates participating during the EBN Congress 2017. At the session have been participated more than 60 delegates plus the FET funded projects.

The session has been set up as a structured opportunity to meet accomplished professionals by sharing first contact details and presenting in two minutes him/her self. The session was an important opportunity for the projects to establish first contacts to be used or shared with their consortium members in order to open further opportunities for collaboration.

The session has been also followed by the Networking Cocktail, where FET projects were able to continue their specific speed date in an informal manner.

Day 2 - 6th of July 2017

Exhibition Area

The first session of the morning was related to the Exhibition of FET projects by the setup of an exhibition corner where FET participants were invited to present their activities and results to incubators, entrepreneurs, and business angels.



Figure5 Exhibition Area

Pitching Session

The last session of the event was related to the Pitch Session of selected FET projects in front of earlier investors and business angels.

The session has been moderated by FET2RIN project, which supports FET projects to reach out investors and make a larger impact on society.



Figure 6 Pitching Session - FET projects

The session has been structured as follows:

- Short introduction of the session, speakers, projects and investors - L. Lecci (EBN) - 2'
- Key note speech: EC's commitment in recognising the social impact of FET projects and the ongoing initiatives - T. De Martino (EC) - 10'
- Pitching Intro and moderation: the role of initiatives as FET2RIN and EFFECT - A. Melasecche (META) and M. Calderaro (APRE) - 10'
- Pitching session 30' - each project had 5' to pitch its innovation. Each presentation had been followed by 5' Q&A from investors.

The three speakers identified to be able to present their project results had been selected on the basis of their prior participation in FET2RIN Training Course and the technology readiness level of the exploitable result. The FET selected projects have been guided on the preparation of their Pitching Session through a different set of material and guidance, sent prior the event (see Annex 3).

Five investors had participated at the pitching session, giving advice during the Pitch session and establishing first contacts with FET projects in order to explore exploitation opportunities related to the FET projects' results:

Table 2 Business Angels invited to participate to the Meet & Match event

Investor	Organization	Country
F. Richardson	Femmes Business Angels	France
H. Helwegen	BANN	The Netherlands
K. Wallace	BANN	The Netherlands
R. Weaver	Syllion Ventures	The Netherlands
N. Jonk	Crowd Science	UK

3.2 Engagement of FET Projects

EFFEKT approach on engaging the different FET stakeholders has been based on the assumption that different target groups able to access exploitation opportunities, such as BICs and investors, might be interested in tangible results to be assessed as close-to-the-market or with higher Technology Readiness Levels to be embraced with further innovation-oriented activities.

Thus, the dissemination of the FET Meet & Match event had prioritized completed FET projects or finalized ones. The event Invitation had been sent and carefully distributed to EFFEKT engaged projects, as part of the analysis taken during Work Package 2.

A specific analysis, and contact details research has been also implemented regarding the 16 FET Innovation Launchpad on-going projects, available at the following website: <https://ec.europa.eu/programmes/horizon2020/en/news/fet-innovation-launchpad-first-cut-16-projects-chosen>

A total number of 86 projects have been invited to participate at the event.

The involvement of Idealist ICT NCP network has been enriched through a specific email sent to the ICT/FET NCPs as well as the related dissemination through the Idealist website to an enlarged international ecosystem.

Despite the invitation has been sent to the EFFEKT mailing list and specific targeted projects such as the FET Innovation Launchpad funded projects and FET projects interested in participating at the event, the participation in the event has been reduced to **nine projects**, for a total participation of **twelve individuals**.

3.3 Registered Participants

Despite the little number of participation, relevant information is available on the different aspects related to the type of action participating at the event, type of legal entities and number of female/male delegates, or FET2RIN former trained projects.

The nine projects, registered and participating at the FET Meet & Match, are detailed in the table below:

Table 4 Registered FET Projects

Registered FET Projects	Topic Call	Starting Date	Closing Date
ABIOMATER	FETOPEN RIA	01/11/2015	31/10/2018
MAGicSky	FETOPEN RIA	01/09/2015	31/08/2018
FEMTOTERABYTE	FETOPEN RIA	01/03/2017	29/02/2020
ICARUS	FETOPEN RIA	01/09/2016	31/08/2019
DIACAT	FETOPEN RIA	01/07/2015	30/06/2019
CF-Web	FETOPEN INNOVATION LAUCHPAD	01/06/2017	30/11/2018
DMS	FETOPEN INNOVATION LAUCHPAD	01/04/2017	30/09/2018
White Rabbit	FETOPEN INNOVATION LAUCHPAD	01/04/2017	31/07/2018
BrainHack	FETOPEN CSA	01/01/2016	31/12/2017

Despite the dissemination has been distributed to the FET funded projects under the different areas of FET Work Programme (FET Open, FET Proactive, FET High Performance Computing and FET Flagship), the participation has been restricted to the FET Open scheme funded under Horizon 2020. The table shows the different type of actions, summarized in:

- 5 on-going FET Open Research and Innovation Actions;
- 3 on-going FET Open Innovation Launchpad;
- 1 on-going FET Open Coordination and Support Action.

Two of the nine registered projects were previously involved and trained in FET2RIN Coordination and Support Action training.

The twelve delegates were represented by 9 males and 3 females.

According to the Description of Action, the participation from EU 13 countries has been assured by a specific dissemination, which ensured a participation of two EU 13 countries of the seven involved in the FET Meet & Match event.

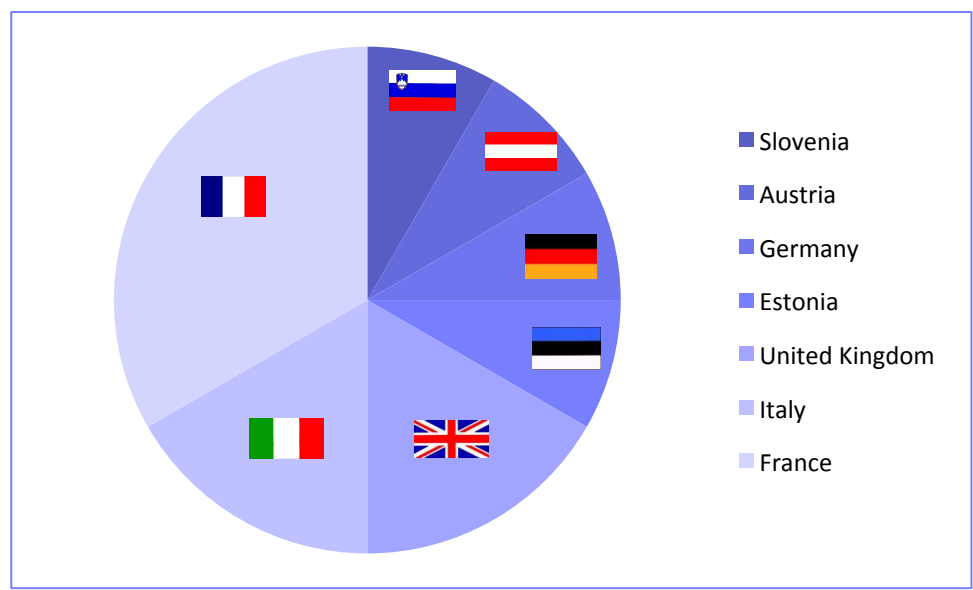


Figure 8 FET Meet & Match country participation

Regarding the type of legal entity represented by the twelve individuals, it has to be underlined the balanced participation of entities related to the research and innovation ecosystem, with a 25% rate of Small and Medium Enterprise participation.

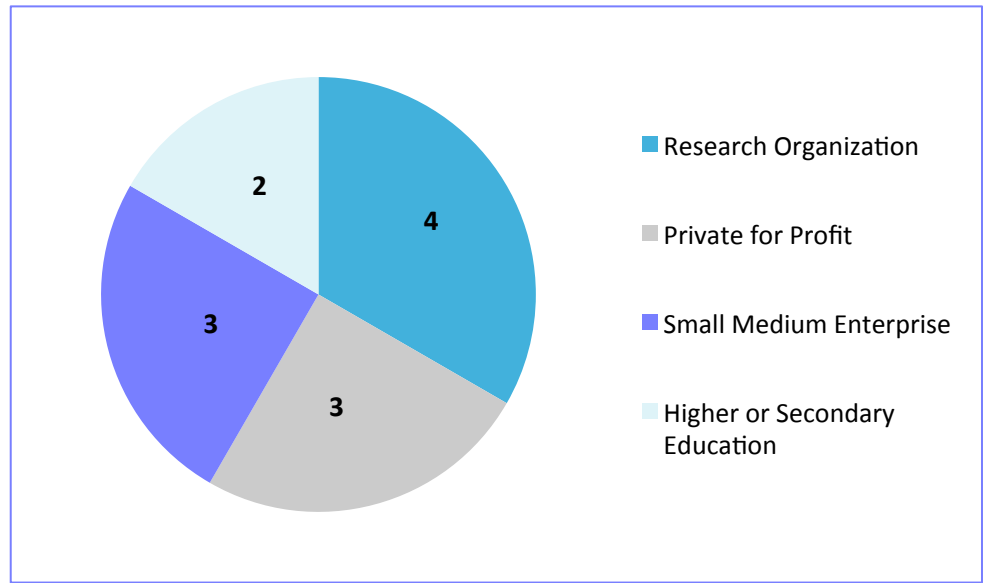


Figure 9 FET Meet & Match involve type of entities

3.4 Event Promotion

The event promotion has been extensively done prior, during and after the event, by the different beneficiaries of the consortium through the available communication channels. Beside the FETFX available channels, mainly managed by Youris.com, the three beneficiaries had developed a communication campaign targeting the beneficiaries' networks:

- Mailing sent to Zabala's main clients;
- Mailing and information provided by APRE's to its clients and associates;
- Social media campaign supported through the three beneficiaries' social media accounts.

3.4.1 Social Media campaign

The event was intensively promoted on social media through the FETFX Twitter account (@FETFX_eu) with 7 original tweets. The use of **mentions and tags** to the FET projects taking part into the event - and with a presence on Twitter - allowed to raise the engagement of the users. The live posting of photos taken during the session served at this purpose as well. At the same time, the use of **the official hashtag** of the EBN congress (#EBNcongress) and of the FET programme (#FET_eu) enabled the reach of a wide and well targeted audience. A demonstration of the engagement of the Twitter community is that, during the Meet & Match event, the @FETFX_eu account was mentioned **18 times** by projects and individuals attending the session, thus obtaining **274 interactions** (likes, retweets) to the abovementioned tweets. The average interaction rate of the tweets made from @FETFX_eu on the event was of 2% (higher than 1,2%, the average value of the interaction rate of the account)¹.

The following table shows the trend of the 7 tweets made on the Meet & Match event from @FETFX_eu.

Tweet text	Impressions	Interactions	Interaction rate
From research to innovation: chronicles of the Meet&Match event #FET_eu	855	12	1,4%
#FET Future Emerging Technologies challenges and opportunities for investors @fet_eu speech at #EBNCongressMeet&Match event	647	6	0,9%
Pitch event to early investors Meet & Match at #EBNcongress taking place now! #fet_eu	482	9	1,9%

¹calculated in a time span from June to August 2017. Source Twitter Analytics

@MagicskyF and @DIACAT_EU enhancing exploitation opportunities #EBNCONGRESS #FET_eu	932	18	1,9%
Work in progress for #FET_eu projects and BICs! #EBNCongress	552	10	1,8%
On our way to #EBNCONGRESS! @EUBIC	623	32	5,1%
Today #FET_eu projects will take part in the "Meet & Match" event at the #EBNCONGRESSfetfx.eu/images/meet-ma...@EUBIC	1116	17	1,5%

3.4.2 Communication Campaign at the EBN Congress 2017

A different set of services and materials has been developed during the event, ensuring the visibility of the FET participants during and after the event.

Beside the brochure of the event, the promotion of EFFECT services, and the promotion of the projects through an onsite Exhibition area dedicated to the FET projects, an online campaign has been assured during the event. This was ensured by the EBN Congress mobile application where FET projects were indicated during and after the event, ensuring the visibility event, through the EFFECT web platform, and EBN Congress 2017 website (<http://ebncongress.eu/>) and its dedicated section related to the startups.

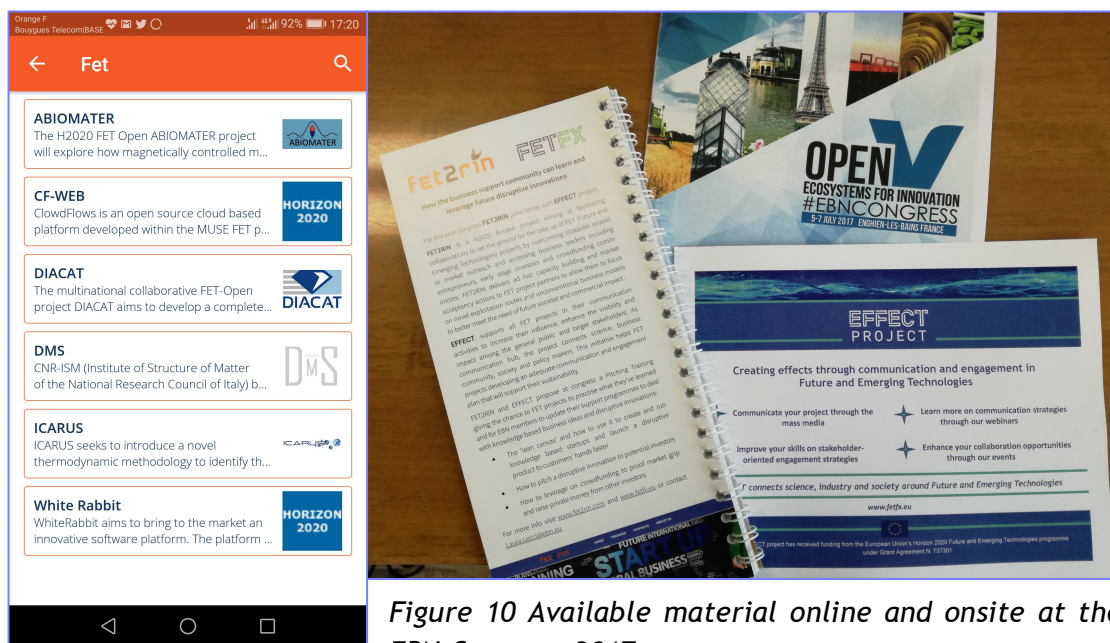


Figure 10 Available material online and onsite at the EBN Congress 2017

The nine projects had access to a total number of more than 400 European delegates, taking part of the European Business Network Congress through the different sessions held during the FET Meet & Match event, held during the European Business Network Congress 2017.



Figure 11 EBN Congress 2017 Startups webpage

3.4.3 FETFX web platform

Due to the setting-up of fetfx.eu website, EFFECT's main communication platform, the Meet & Match event has not been promoted on the website prior the event. A dedicated news release was written on fetfx.eu after the event, see [here](#). The news release presents the event in an extended way, with information on the projects' participation and the overall feedback as well. The text is written in a fresh and engaging way to ensure high readability. The page has been posted on the fetfx.eu home page to maximize its visibility among the website's visitors.

4 Evaluating the action

A feedback interview was carried out with the involved projects, giving an overall positive feedback on the approach used by EFFECT consortium before, during and at the final phase of the implemented activity under Task 4.1.

Different conclusions are summarized below on the effectiveness of the task and related concerns on the further approach to be used.

4.1 Feedback analysis

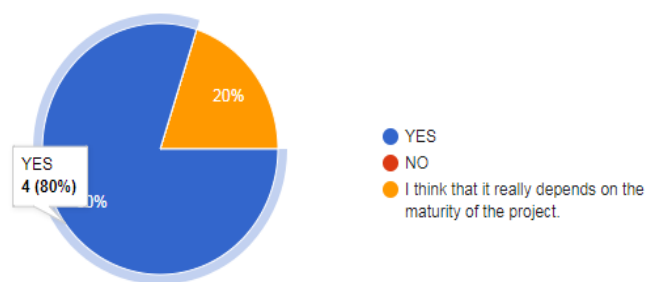
“It is an interesting glimpse into the BICs world...”

“The organization of FET Meet & Match faced a few challenges on the spot (space availability), but everything was being sorted out in a way to make the event as useful as possible for the participating FET projects. Also, the FET Meet & Match staff was available for helping out and getting the most from the meeting before, during and after the event. We believe it was useful for us to participate.”

Quotes from the FET Meet & Match event anonymous feedback form

In order to get feedbacks related to the participation to the FET Meet & Match event, EFFECT carried out a remote interview based on a feedback form in order to evaluate the activities performed. A total of five forms have been collected, corresponding to five different projects involved during the event, for a rate of 55,5% of response rate.

Thanks to a feedbacks collection, it has been highlighted the relevance and the valid opportunity that the Meet & Match Event participants had. Results come from three on-going FET Open projects and two FET Innovation Launchpad.



In particular the:

- the “Match Making Session” with selected Business Innovation Centers has been rated **very useful (3 participants)** and **useful (2 participants)**
- the “Speed Date” session has been rated **useful (3 participants)** and **intermediate (2 participants)**
- the “Exhibition” on the 6th of July has been rated **useful (4 participants)** [one participant declared to have not participated to the second day of the event]
- the “Pitch session” and bilateral meetings with investors has been rated **very useful (4 participants)** [one participant declared to have not participated at the Pitch session as speaker, one participant declared have not participated to the second day of the event]
- **15(on average)** Business and Innovation Centres had been met by the participants

- **3 of 5 projects** have identified a **very urgent** need to enhance communication and exploitation skills after the event

The high percentage and the positive feedbacks proves the relevance of this kind of events.

Based on this feedback a few considerations have been taken into account in order to better perform in the future.

4.2 Conclusions

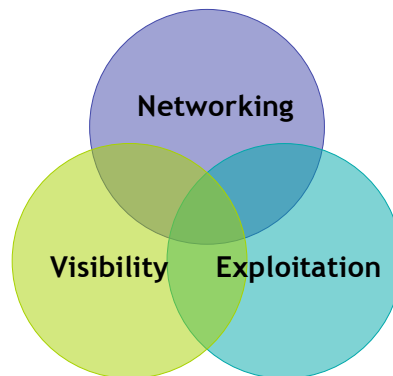
The first event organized in the frame of Task 4.1 “Organisation of two Infodays on FET funded research and related Brokerage Events” needs to be considerate as a very first step acting as a bridge connecting FET projects to a business-related mindset and ecosystem.

EFFECT truly believes that the first *Meet and Match Future and Emerging Technologies* has been a successful trial to identify major challenges and strengths related to the exploitability of FET results.

The lower participation identifies the FET behavior to be reluctant to participate in such events.

Detailed comments highlighted the need to enhance opportunities for collaboration and sharing of information within the Business Innovation Centres ecosystem due to the lower Technology Readiness Levels of the FET projects, specifically targeted during the first half of the day.

The three final objectives of the event have been successfully achieved ensuring an enhancement of networking and visibility opportunities through the participation at the FET Meet & Match event.



Key reflections have to be done in order to provide services and support the future exploitation of FET projects:

- FET projects needs to be furtherly supported on the exploitation of their research results through events able to aggregate a different set of stakeholders around the FET themes;
- a business-related mindset is necessary in order to build a research and innovation ecosystem around a theme;
- the Technology Readiness Level and the maturity of the project is the major aspect to be taken into account in order to access exploitable opportunities within these events;
- trade fairs and specific industry events have been highlighted of interest of the participants in order to share their results and future exploitation paths;
- getting out-of-the-lab remains a key aspect to be undertaken in order to foster the exploitation of FET projects, namely based on consortia composed by research organization and higher and secondary education entities.

5 Annexes

Annex 1 Invitation and Agenda



Meet & Match

Future & Emerging Technologies

5th -6th July 2017,
EBN Congress, Barrière Business Centre, Enghien-les-Bains, France

Would you welcome entrepreneurship stemming from visionary science and technology research?

Would you invest in new companies bringing disruptive technologies and business models across Europe?

In collaboration with the European Business and Innovation Centres Network, FETFX and FET2RIN foster your participation to the next **FET Meet & Match** event, to be held in Enghien-les-Bains on 5th- 6th July 2017 during the EBN Congress, a unique opportunity to attract investments on promising technologies and expand incubators programmes to examine new and burgeoning topics.

A two-days event where FET funded researchers, engineers and high tech SMEs will have a valuable opportunity to meet and discuss advances, challenges and opportunities regarding their research results.

By matching know-how and technology at a geographical level to find new paths and sustainability at the end of FET projects, the FET Meet & Match event will be organized in two different session, aimed at a) meeting Business and Innovation Centres, b) FET Corner and Networking Sessions - Exhibition area and c) Pitching to a business audience new ideas, technological developments and future trends.



The diagram illustrates the event's structure. At the top, two main components are shown: 'BICs Business stakeholders with an established network' (represented by a handshake icon) and 'FET Projects' (represented by a lightbulb icon). The 'FET Projects' section lists 'Forward thinking know-how' and 'Untapped potential'. These two components feed into a central circular process labeled 'Speed date + Pitch Geographical match', which is also associated with 'Business Innovation Centres'. Below this central process, three boxes represent the outcomes: 'Deal-Flow' (Connecting incubators with researchers), 'Competencies + Resources' (Matching know-how and entrepreneurial mindset), and 'Sustainable Exploitation' (Potential for future exploitation of R&D results, beyond EU funding).





These projects have received funding from the European Union's Horizon 2020 Future and Emerging Technologies programme.





Meet & Match

Future & Emerging Technologies

5th -6th July 2017,
EBN Congress, Barrière Business Centre, Enghien-les-Bains, France

DAY 1 - FET Meets BICs
5th July 2017
17:00- 19:00

17.00 – 18.00	Welcome and registration Match making among FETs and BICs
18.00-18.45	Speed – date session _ EBN Congress 2017
19.30 – 21.30	Welcome opening and cocktail

DAY 2 - FET Match VCs
6th July 2017
09:00- 15:00

09.30 - 12.45	FET Corner - Exhibition area
12.45 - 14.00	Networking lunch
15.15 - 16.15	FET Projects pitch

FETFX
 Creating effects through communication
 and engagement in
 Future and Emerging Technologies
www.fetfx.eu
 Contact Email: calderaro@apre.it

FET2RIN
 Supporting FET Projects to Reach Out
 Investors and Make a Larger Impact on
 Society
www.fet2rin.com
 Contact Email: d.mazzella@meta-group.com

Registration is required at: <https://fet-meet-match.eventbrite.co.uk>

Eligible Travel costs under Horizon 2020 Future and Emerging Technologies





These projects have received funding from the European Union's Horizon 2020 Future and Emerging Technologies programme.

