

An aerial photograph of a city at sunset. The sky is a warm, golden yellow. In the foreground, there is a large, modern research facility with several large, circular buildings and a central courtyard. The city extends into the distance, with a bridge visible on the right side. The overall scene is bathed in the soft light of the setting sun.

RESEARCH *for* BUSINESS

Impact of Baltic TRAM project on collaboration of industry and large-scale research infrastructures

Baltic TRAM Project



- Project period: 2016 -19
- Partners engaged: 15 contracted + 5 associated partners
- Budget: 4,2 M EUR, part financed by the Interreg Baltic Sea Region programme

Main Idea

Industrial Research Centres (IReC)

- Complementary Lab infrastructure / services within network
- Fitting to regional demand (Smart Specialisation)
- IReC can be at universities, Analytical Research Facilities or companies
- IReC network is a common marketing tool, knowledge exchange tool and common service tool

Baltic TRAM Project

Work packages structure

- WP 3: Smart Specialisation / cluster
- WP 4: Industrial Research Centres, local and transnational cooperation, usage of findings
- WP 5: Calls, test of market (demand, offers) and structures developed in WP4
- Open Data Access pilot

Experiment

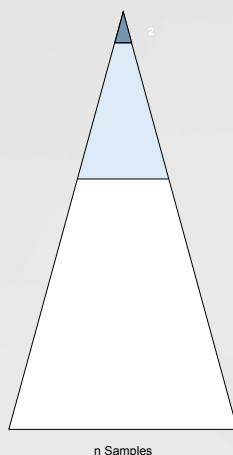
Calls

- Practical test of developed collaboration
- Check demand (compared to cluster analyse)
- Analyse offers (by other Analytical Research Facilities and companies)
- Test Open Data Access in cooperation with industry

Identified gaps to be solved by Baltic TRAM

Science Link (2012 - 14)

- Common Marketing
- Calls as tool
- Branding



Baltic TRAM

- Public Intermediaries
- Sales network

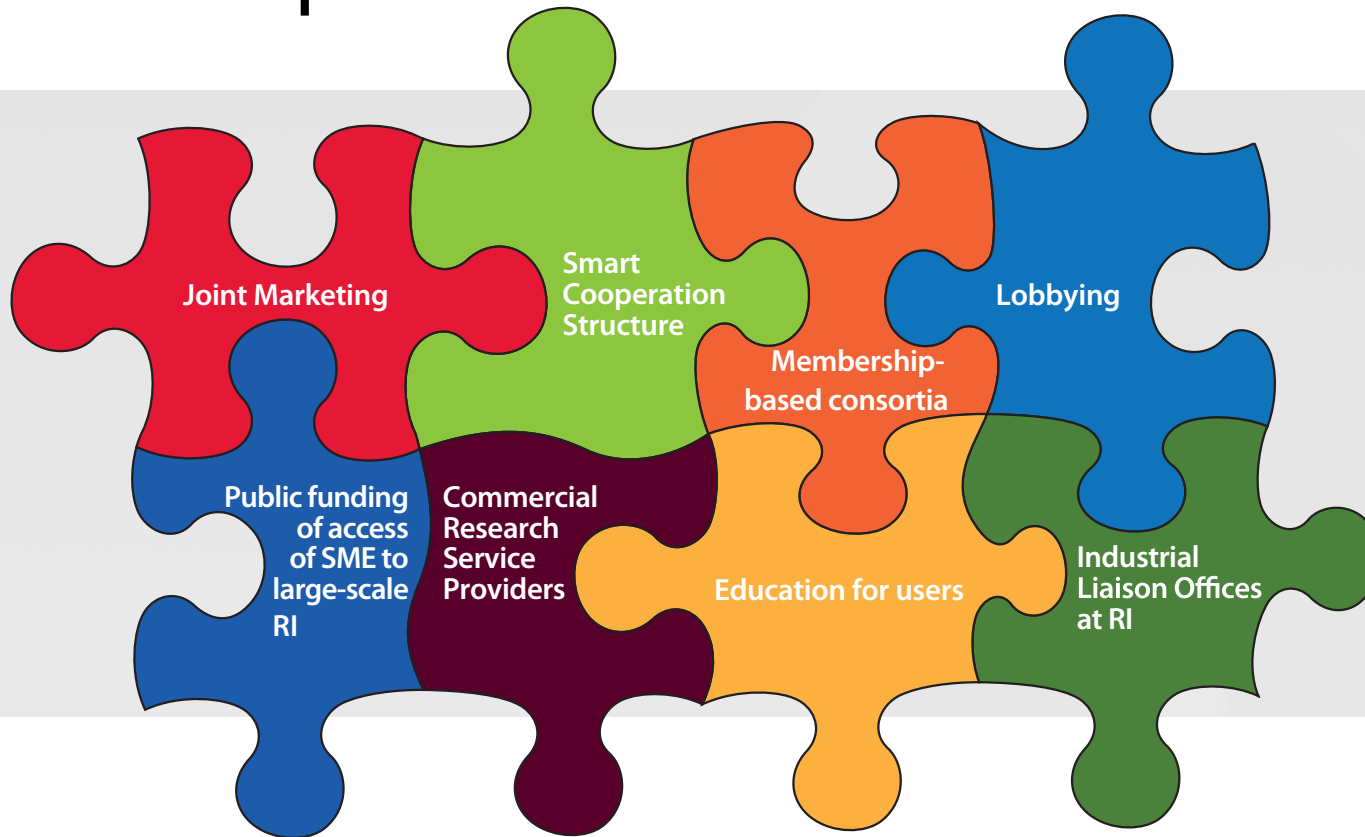


Joint Marketing

Usage partly in work packages of

- SINE 2020, Industry Consultancy programme
- Calipso PLUS, WP TamaTA
- Baltic TRAM

Attempt of an overview



Examples of activities

Joint marketing	SINE 2020, Calipso Plus, Baltic TRAM
Smart corporation Structure	Baltic TRAM, ESRF
Membership-based Consortia	Linx
Funding of access to RI	ISIS, JASIRI
Commercial research service providers	CR, Excelsius
Education for (industrial-) users	MAX IV, CR
Industrial Liaison Offices	ESRF, DESY, MAX IV etc.
Lobbying	LEAPS, Calipso Plus

Future Ideas

Science Link

- Common Marketing
- Calls as tool
- Branding



Baltic TRAM

- Public Intermediaries
- Sales network



Carots

- Private Intermediaries (Business Model)

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- Case-based Training courses as marketing tool

