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Report on Innovation Workshop

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Comments	<i>This report describes efforts and activities to target potential industry users for TNA visits and other types of collaborations.</i>

Report on Innovation Workshop

An Innovation Workshop was included in the original work plan to help promote new research collaborations with industry users. However, based on advice from the Innovation Advisory Board and following discussions within the consortium, it was decided that promoting EUROCHAMP-2020 at a range of popular industry events would enable this objective to be achieved more effectively. This slight change in the plan was received very positively by both the Project Officer and External Evaluator and is documented as such in the mid-term review report. As a result, this report focuses on the five industry events that were targeted in 2017 and 2018.

1st EU Environmental Research Infrastructures–Industry Joint Innovation Partnering Forum

This event, held in Grenoble (18-19 May 2017), facilitated fruitful discussions on the way forward for industry-academia partnerships within the environmental research infrastructures (ENVRI) framework. It also provided excellent networking opportunities and face-to-face meetings with potential industry users. The programme was based around the following themes:

- Emerging technologies: opportunities for new public-private partnerships and projects in the European Research Area in air, water and earth environmental monitoring instrumentation, technologies and data value-added applications market.
- Standardization, conformity and certification: Research Infrastructure value-added services to industry to help shortcut compliance with EU and international environmental directives and standards and access global markets.
- Sharing of Research Infrastructure–Industry innovation cooperation best practices, case studies and success stories.
- Cooperation in new EU research programs and projects addressing climate change, geohazards, pollution, energy efficiency and resource recovery.

The programme was made up of a combination of platform presentations, focused “Pico” sessions led by private partners, exhibitions with interactive display stands and networking events. Further details of the programme can be accessed through the meeting webpages:

<http://www.envriplus.eu/2017/01/26/1st-eu-environmental-ris-industry-forum/>.

Representatives from over 70 private sector companies attended the event, along with a similar number of delegates from the environmental research infrastructures. John Wenger (UCC), Paolo

Laj (UHEL) and Matilde Oliveri (Project Office) represented EUROCHAMP-2020. The event was the first opportunity to present EUROCHAMP-2020 to a targeted group of potential industry users/collaborators and was successful in promoting the atmospheric simulation chamber facilities and calibration centres to a new audience. It also helped grow our network of industry contacts and resulted in two private companies successfully applying for Associated Partnership (National Physical Laboratory, Babcock Noell GmbH).



Figure 1. Overview of the 1st EU Environmental Research Infrastructures–Industry Joint Innovation Partnering Forum.

AXELERA - "Nouvelles Technologies de Surveillance de la Qualité de l'Air"

AXELERA (<https://www.axelera.org/>), a cluster operating at the crossroads of the chemical, environmental and energy sectors, supports innovation and international development initiatives to enhance the competitiveness of industrial companies. AXELERA's 345 membership encompasses businesses of all sizes, research laboratories and institutes, providers of education and training to students, as well as professionals in the chemical and environmental sectors.

EUROCHAMP-2020 participated as an exhibitor in a day-long forum on new technologies for air quality monitoring in Lyon on 22 March 2018. With more than 90 participants, mostly from the private sector, this led to very productive discussions and presentation of the infrastructure to a large number of SMEs. It is important to underline that this event facilitated initial contact with companies that later successfully applied for TNA to EUROCHAMP-2020 facilities.

Analytica 2018

EUROCHAMP-2020 was an exhibitor at the 26th Analytica event, held in Munich, 10-13 April 2018. Analytica is the world's largest international trade fair for laboratory technology and analysis, which also hosts the Analytica Conference. In 2018, the fair had 35,800 visitors and 1,164 exhibitors, while over 2,000 people attended the Conference. More details on the 2018 meeting are provided in this link:

https://www.analytica.de/press/newsroom/press-releases/press-releases-detail_160640.html

Christian George (CNRS) and Mathieu Riva (CNRS) represented EUROCHAMP-2020 at the display booth, Figure 2. The trade fair was very diverse and included attendees from a wide range of industry sectors, as well as academia and the public sector. Over the course of the four days, more than 25 people visited the booth to discuss the services provided by the infrastructure. The EUROCHAMP-2020 representatives also made significant efforts to engage directly with potential industry users, by visiting other booths and attending networking events. The event enhanced the visibility of EUROCHAMP-2020 within the analytical instruments sector and also helped to establish a number of very useful contacts with industry users. TNA visits were discussed in correspondence with two private sector companies following the event and it resulted in one TNA project, with a French company (Blue Industry and Science) visiting the EUPHORE chamber (Spain).



Figure 2. Engaging with potential industry users at the EUROCHAMP-2020 booth during Analytica 2018.

Pollutec 2018

EUROCHAMP-2020 was also an exhibitor at the 40th Pollutec event, held in Lyon, 27-30 November 2018. Pollutec is a large-scale international trade show for environmental equipment, technologies and services. In 2018, the fair had over 70,000 visitors and 2,200 exhibitors from all over the world. More details on the 2018 meeting are provided in this link:

<https://www.pollutec.com/en/home/>

EUROCHAMP-2020 was part of the large-scale AXELERA display area along with around 20 other small companies, Figure 3 (<https://www.axelera.org/retour-evenements/axelera-et-ses-adherents-sur-pollutec-lyon-2018-retour-en-images/>). AXELERA is a French umbrella organisation for companies working in the area of environmental technology and being part of this co-operative ensured high visibility of EUROCHAMP-2020 in a cost effective manner. Each co-operative member had a small display and could make good use of shared meeting rooms, open area for social events and promotions.



Figure 3. The large-scale AXELERA display area at Pollutec 2018.

John Wenger (UCC) and colleagues from CNRS-IRCELYON (Christian George, Matthieu Riva, Sebastien Perrier) represented EUROCHAMP-2020 at the display booth, Figure 4. The trade show

Integration of European Simulation Chambers for Investigating Atmospheric Processes. Towards 2020 and beyond

was very diverse and included attendees from a wide range of areas in both the private and public sector.



Figure 4. Promoting EUROCHAMP-2020 at Pollutec 2018 in person and via Twitter.

Over the course of the four days, more than 60 people visited the booth to discuss the services provided by the infrastructure. The EUROCHAMP-2020 representatives also made significant efforts to engage directly with potential industry users by making targeted visits to around 15 display stands and attending networking events. On day 3 of the event, the promotion team was joined by two colleagues from CNRS-LISA – Jean-Francois Doussin and Matthieu Cazanau – and Christian George gave a presentation on EUROCHAMP-2020 at a pre-advertised event in Air Quality Village, Figure 5. This event was attended by 35-40 people and the promotional team were busy discussing with attendees afterwards. At least four companies expressed a strong interest in applying for a TNA visit and two companies were also interested in becoming an Associate Partner. The WP4 and WP6 leaders will follow up on these discussions with the aim of maximising the benefits of attending this popular event.



Figure 5. Christian George (CNRS) promoting EUROCHAMP-2020 in the Air Quality Village at Pollutec 2018.

AXELERA - “La recherche d’aujourd’hui pour les solutions de demain”

EUROCHAMP-2020 partner CNRS-IRCELYON, led by Christian George, was co-organiser of another AXELERA networking event held in Villeurbanne, France, on 18 December 2018. The event focused on addressing new needs in atmospheric sciences and innovation and gathered ca. 75 participants, among which 50% were from the private sector. CNRS-IRCELYON presented details of the research infrastructure to a range of potential new industry users and also highlighted the opportunities for TNA and research collaboration.