



SCIENCE  
LINK

# Joint Marketing of RIs – Lessons learned by Science Link



# Science Link Project

- 1 DESY, Hamburg
- 2 Helmholtz-Zentrum Berlin für Materialien und Energie GmbH
- 3 Helmholtz-Zentrum Geesthacht Zentrum für Material und Küstenforschung
- 4 Kainuu Etu Oy
- 5 University of Turku
- 6 Tartu Science Park Foundation
- 7 University of Tartu
- 8 Institut of Solid State Physics University of Latvia
- 9 State Regional Development Agency, Riga
- 10 Riga City Council, City Development Department
- 11 Agency for Science, Innovation of Technology, Vilnius
- 12 Semiconductor Physics Institute of Center for Physical Science and Technology, Vilnius
- 13 Institute of Physics, Polish Academy of Science, Warsaw
- 14 Foundation of Innovative Initiatives, Krakow
- 15 Invest in Skane, Malmö
- 16 University Lund, Max-lab, Lund
- 17 Technical University of Denmark, Roskilde
- 18 Petersburg Nuclear Physics Institute [Associated Partner]
- 19 European Spallation Source [Associated Partner]
- 20 European XFEL [Associated Partner]



**NEW CATALYSTS FOR CLEAN, GREEN CHEMISTRY**

Important challenges of the 21st century include the reduction of CO<sub>2</sub> emissions to combat climate change, as well as the development of new materials for hydrogen storage for future energy technologies.

The Polish research company AMMO in Danzberg produces chemical products for industrial processes. They have the expertise to synthesize green and efficient catalysts for hydrogen storage and other chemical processes.

Key words: catalysis, hydrogen storage, green chemistry, clean energy, CO<sub>2</sub> reduction, industrial processes.

DESY

ACCESS-BRILLIANCE

Duration: 3 years

Funding: 2.8 M€

Budget: 3.8 M€

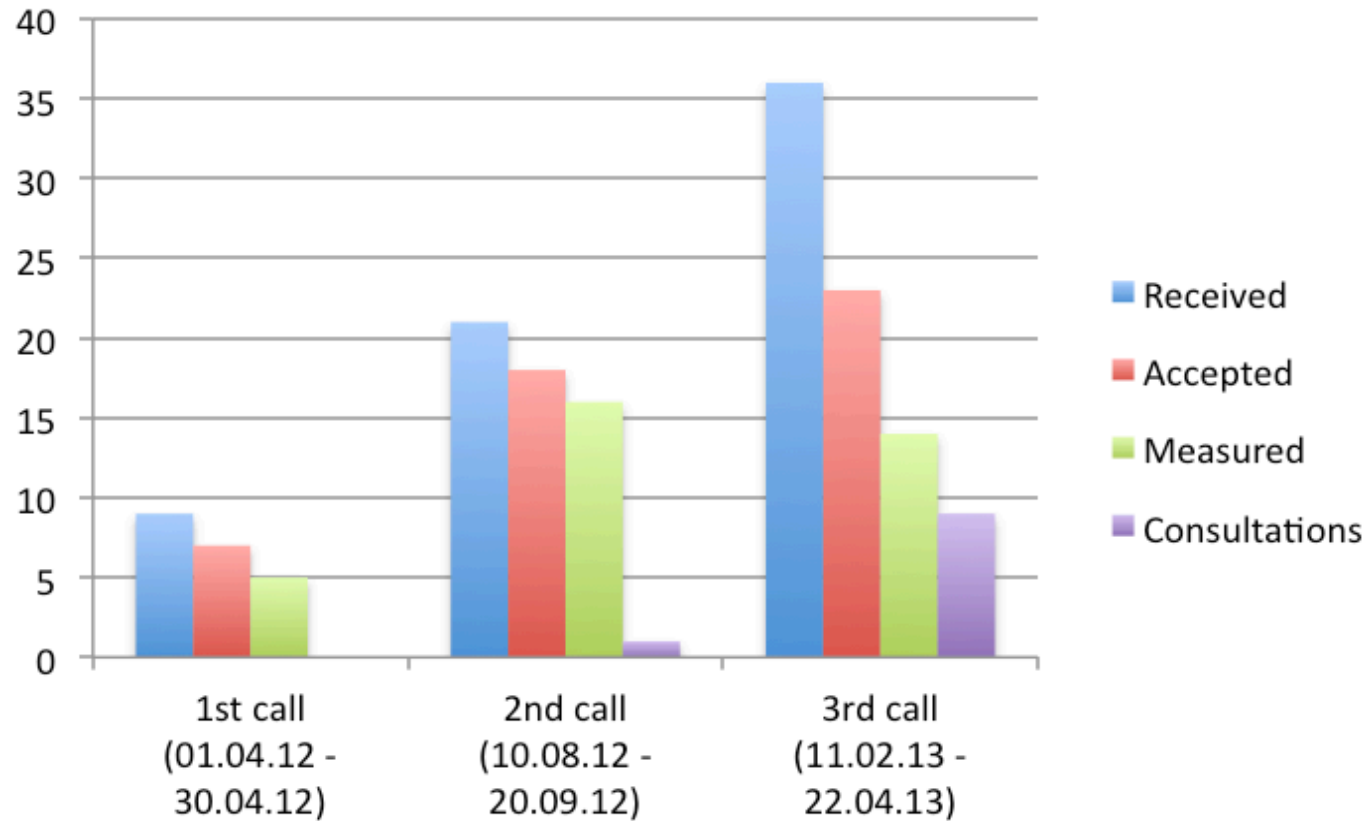
17 Partners

3 Calls for Proposals





# Lessons learned: Demand exists





# Lessons learned: **Calls for Proposals** are cost-efficient

Science Link

Call

RI

U

RI

U

RI

Higher visibility by common activities  
“Pulling” commercial users





# Lessons learned: **Bottlenecks exists**

- Knowledge of engineers and scientists at enterprises is rather limited
- Financial help to SME accessing services in fundamental research needed





# ScienceLink Network: permanent

- 17 Partners
- Common public relation and lobbying
- Calls for feasibility studies financed by network partners
- Joint future projects planned





# Marketing Definition

*„Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.“*

Source: American Marketing Association, <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>, 2014-11-17





# Marketing: **customer-focused**

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Source: American Marketing Association, <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>, 2014-11-17







# Customer-focused approach

- Product → Solution
- Promotion → Information
- Price → Value
- Place (Distribution) → Access

Source: Dev, Schulz: In the Mix: A Customer-focused approach can bring the current marketing mix into the 21th century, Marketing Management 14 (2005), p 18





# Customer-focused approach

## Solution

- Solution-oriented approach
- Cooperation (complementary offers) by RI, private service providers and universities





# Customer-focused approach

## Information

- Education: Project “Ready to Research”
- Calls (similar to “European Heritage Days” or “Museum Night”)
- Branding / Visibility





# Customer-focused approach

## Value

Value = Effect – (own activities + external costs)

- Lowering customers activities → Service (ILO)
- Lowering price → public funding (e.g. Eurostars)





# Customer-focused approach

## Access

- Local networks (local information, contact, service)
- Networks in Meta-regions





# Customer-focused approach

## Joint activities

SIVA	Activities	ScienceLink Network
Solution	Complete offer	<ul style="list-style-type: none"><li>• Cooperation in the Baltic Sea Region</li><li>• Complementary offers</li></ul>
Information	Education Calls Visibility	<ul style="list-style-type: none"><li>• Joint teaching programs</li><li>• Joint calls</li><li>• Common brand</li></ul>
Value	Service Public funding	<ul style="list-style-type: none"><li>• Networks</li><li>• Joint lobbying</li></ul>
Access	Local access	<ul style="list-style-type: none"><li>• Networks</li></ul>





# ScienceLink Network

## Common activities

- Local networks: Baltic Sea project TRAM
- Education: Baltic Sea project R2R
- Meta-regions: Cooperation with Central-Europe project ARISE
- Calls: SL calls for feasibility studies
- Lobbying: Meeting in Brussels
- Public funding: Usage of national programs supporting SME



Our call for feasibility studies will open  
now.

[www.science-link.eu](http://www.science-link.eu)

