

May 2014

INTRODUCTORY WORD



Dear readers,

We are happy to inform you that a **new AMIRES website** has been launched. You can find there sections on our services, clients, running projects or essentials with useful links and materials. Further, references given by our clients are to be found there too. Last but not least, you can learn more about AMIRES team in About us section. You can check it on

www.amires.eu and we would be glad to hear your feedback on the website.

Among others, in this issue you can read about our presence at the Industrial Technologies 2014 conference or about a new product (RISE Microscope) that was launched in one of our projects. Enjoy the reading.

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NUMBER OF THE MONTH MAY



(first project's dissemination video)

Within AMIRES portfolio the first video for dissemination purposes was prepared in the AMBASSADOR project during its M12 meeting in Neuchâtel. The video was presented for the first time at the Industrial Technologies 2014 conference at the project's booth – please see more in the section [From our Portfolio](#). The project's vision is presented in the video with inputs from project's partners. You can watch it on the home page of AMBASSADOR project on www.ambassador-fp7.eu

WHAT'S NEW IN EUROPEAN R&D



JIC Platinn

South Moravian Innovation Centre (JIC) based in Brno in the Czech Republic runs a new programme called JIC Platinn which foundation was inspired by running Swiss programme PLATINN (the Swiss Innovation Platform). It enhances the innovation capacity of the technology-oriented companies in the South Moravian Region. A **methodology developed by the FP7 project smE-MPOWER (Empowering SMEs for Business Innovation)** and applied in francophone Switzerland as a highly recognized pillar of the regional innovation support system is being used. This methodology is a practice proven coaching approach to empower SMEs to be the driving force in collaborative business innovation projects and stresses the mutual long term benefit of strategic partnerships. **AMIRES CEO Rudolf Fryček** is among the **JIC experts** helping companies to create strategic partnerships for technological innovations. **AMIRES consultants are either accredited by PLATINN as innovation coaches or follow smE-MPOWER methodology** for business innovation through cooperation.

HORIZON 2020



Fact sheet on IP Management in H2020

European IPR Helpdesk published a fact sheet titled “IP Management in Horizon 2020: **at the proposal stage**”. It intends to assist applicants in Horizon 2020 with the management of intellectual property (IP) in the proposal stage of their project. It is the first of a series of three fact sheets dealing with the management of intellectual property in the different stages of a Horizon 2020 project. It covers topics such as identifying and protecting IP, assessing the state-of-the-art or considering third parties’ rights. The document is available [here](#).



DESCA 2020 model CA

DESCA 2020 (Development of a Simplified Consortium Agreement), a comprehensive Model Consortium Agreement for Horizon 2020, was launched in March 2014. It was initiated by key FP7 stakeholders and **updated for Horizon 2020**. This version replaces DESCA 3.0 for FP7. You can download it [here](#).

FROM OUR PORTFOLIO



Projects’ booths at Industrial Technologies 2014

Industrial Technologies conference took place from **9 to 11 April 2014 in Athens**, Greece in Megaron Conference Centre under the Greek Presidency of the Council of the EU. More than 1300 people from over 60 countries participated in the event.

As a part of the conference the IndustryTech 2014 **exhibition** was held where three projects, which AMIRES participates in, were promoted: **AMBASSADOR**, **TRIBUTE** and **UnivSEM** project. At a joint booth of AMBASSADOR and TRIBUTE projects **Schneider Electric and NXP sensors** measuring and evaluating temperature, humidity and light were exhibited. The stand was a success as it was chosen to be **among 10 finalists for the most innovative exhibitor award**. UnivSEM booth presented the **stage of TESCAN microscope** which is compatible with several analytical tools that can be integrated into it. Projects’ fact sheets and other materials were distributed there.

On 10 April AMIRES organised together with the Swiss Center for Electronics and Microtechnology (CSEM) a small **apero** in front of the booths focused on industrially-driven projects with great impact stressing the importance of Swiss participation in European research projects. Swiss NCP for ICT and NMP, Ms **Marion Tobler**, gave an introduction speech with up-to-date information on Swiss position towards Horizon2020 programme. Representatives of all three projects briefly introduced their projects: **Alfredo Samperio**, AMBASSADOR’S coordinator and Programme Manager for Strategy and Technology Department of Schneider Electric; **Jaroslav Klíma**, CEO of TESCAN ORSAY HOLDING, a.s., a company coordinating UnivSEM project; and **Václav Smítka**, Project Manager of TRIBUTE project.



CEITEC: synergism of EU regional and research policies

A microscope, unique even by world standards, is one of the outcomes of the scientific research at CEITEC (Central European Institute of Technology) BUT (Brno University of Technology), which also serves as an example of how to access European funds. Thanks to well-chosen instruments and technology acquired through the targeted support of the ERDF (European Regional Development Fund) for large infrastructures and approved by the Czech government, they have been able to obtain and implement research projects awarded directly by the European Commission. The result of the synergy of national and European grant policy is exemplified by the participation of CEITEC BUT scientists in the FP7 scientific research project **UnivSEM**. A press release on this topic was issued and is available [here](#). The information was electronically published also in French and is to be found [here](#). You can

also check a spot on Brno TV about CEITEC BUT and UnivSEM (in Czech) [here](#).



Product launch within UnivSEM project

As part of the UnivSEM project, TESCAN ORSAY HOLDING, a multinational company experienced in charged particle optics and WITec, a distinguished German specialist in Raman and scanning probe microscopy, successfully introduced a correlative microscopy technique which **combines electron microscopy with Raman** microscopy. The resulting **RISE** (Raman Imaging and Scanning Electron) Microscopy technique **enables for the first time ultra-structural and chemical imaging with one microscope**. The press release which was published on the occasion of the product launch of RISE is available [here](#).

WHERE YOU CAN MEET AMIRES



National Research
Council of Italy

A talk on EU projects and trends at CNR

AMIRES CEO Rudolf Fryček was invited by the **Department of Chemical Science & Material Technologies (DSCTM)** of the Italian National Research Council (CNR) and the Italian National Institute of Biostructures and Biosystems to give a talk on EU projects and trends followed by a personalized discussion. The talk will be part of 3-day DSCTM-CNR training course focused on Opportunities and synergy in the EU research environment. The event takes place from **20 to 22 May 2014** at CNR, Area della Ricerca, **in Bologna, Italy**. The event is by invitation only.



SOVVA

Workshop on FP7 projects implementation

Slovak Organization for Research and Development Activities (SOVVA) organizes on **22 May 2014 in Bratislava, Slovakia** a workshop on FP7 projects implementation. AMIRES CEO Rudolf Fryček was invited to give a presentation on his experience with projects reviewing and his previous work at DG Research and Innovation's Directorate for Industrial Technologies. The workshop will be held in Slovak and Czech. You can register for the event [here](#).



ECTP-E2BA Conference

ECTP-E2BA Conference '**Construction and Built Environment - Future Horizons**' takes place from **17 to 19 June 2014 in Brussels, Belgium**. It is organized by the European Construction Technology Platform (ECTP) jointly with ENCORD (European Network of Construction Companies for Research and Development) and ENBRI (European Network of Building Research Institutes), and with the support of ECCREDI (European Council for Construction Research, Development and Innovation). This event co-locates with Building Test Expo 2014. **AMBASSADOR's and TRIBUTE's roll-ups** will be presented at the event by Václav Smítka. More information on the event is available [here](#).



LET'S 2014 Conference - registration

During the **Italian Presidency of the European Union** in the second half of 2014, **Leading Enabling Technologies for the Societal Challenges** conference will take place from **29 September to 1 October 2014 in Bologna, Italy**. The aim is to discuss the role of the Key Enabling Technologies pinpointed by Horizon 2020. The conference will especially investigate how to take advantage of research results and technological developments in the field of nanotechnologies

and advanced materials, manufacturing, processing and biotechnology, through support of excellence science and key enabling technologies, in order to face societal challenges. The **registration** is already open and the early bird registration closes on 16 May. You can register via the conference website [here](#).

AMIRES CEO Rudolf Fryček was invited as one of the **members of the High Level Steering Committee of this conference**.

AMIRES SERVICES



AMIRES as your long term partner

The long term cooperation consultancy model is **intended for partners or coordinators with most demanding requests and multiple projects participation**. The model includes **all services standardly provided by AMIRES** (e.g. strategic partnering, project proof reading, full project preparation including project management and administration). AMIRES consultant(s) will show proactive effort to get client into strategically defined projects and support their preparation, technology scouting, including training of internal staff, ad-hoc problems solving as well as EU lobbying.

Please find detailed information on our consultancy models [here](#).

If you would like to take advantage of our services, **please do not hesitate to [contact us](#) for more information.**

www.amires.eu