

1. Publishable summary



Profile of the CITT project:

Project name: „Centrepe ICT Technology Transfer“ (“CITT”)

Project is co-financed within the FP7: capacities – coordination and support action / regions of knowledge

Project duration: 1.1.2008 – 31.3.2010, reporting period I: 2008; reporting period II: 2009/10

Project coordinator: Vienna Business Agency – Platform Vienna IT Enterprises (“VITE”)

Project partners: Austria: [VITE](#); [Ceconsult](#); [Alaris](#) was replaced by [ISL](#) in 2009; Slovakia: [BITERAP](#); Czech Republic: [First innovation park](#); Hungary: [Pannon Business Network](#)

Project website: www.centrope-itt.eu

Weblog: www.noweurope.com

Information on Centrepe: <http://centrope.info/baerstart/>

The CITT project aimed at enhancing territorial cooperation in the bordering regions of Austria, the Czech Republic, Slovakia and Hungary – the so called Centrope Region in the ICT sector in general and at the commercialisation of academic research and involvement of businesses (especially SMEs) in R&D in particular. The core goal was laying the ground for a “Centrepe ICT Network” with a strong focus on Technology Transfer by the end of the project.

During the project it became evident that CITT is doing pioneering work. It is the first transregional project that - in order to present a comprehensive “Centrepe ICT network action plan” – deals with essential and innovative topics such as the mapping of the whole ICT Centrope sector, building up a virtual ICT community; an ICT cluster study, a Technology Transfer Channel Tool, and business support measures in detail.

Because of this some goals were quite ambitious and therefore more difficult to reach than expected as each single topic mentioned would be worth being treated in a separate project. Nevertheless, considering the work plan and the complexity of the project it was successful.

In **Work package 1** “Mapping of the ICT Centrope sector” the partners were facing difficulties when gathering quantitative survey data, due to a genuine reluctance to disclose company data and participate in the comprehensive survey. The mapping also showed that all of the four participating countries (with a partial exception of Austria) have little data available concerning the IT-industry which differs within the various regions and could deliver help when monitoring transnational projects and their impact on the whole industry. The consortium therefore had to take statistical data into consideration and to continue to collect data during the whole project duration. The survey of

the ICT sector in the Centrope region, however, provides the country-specific parameters and delivered a good basis for the partners to develop their strategy and provided an optimistic conclusion: *The CITT partnership is dedicated to establish a cluster of Centrope ICT players. The future cluster members, team players, which are willing to learn and grow, will be the ones, who benefit of the ICT Strategy – ICT companies; and of course ICT R&D institutions, which are willing to co-operate and have know-how to share.*



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Work package 2 “Building up a virtual ICT community” provided cutting-edge insights: The weblog noweurope.com has been developed and a “real” CENTROPE community of ICT players and R&D experts has been initiated. The purpose of the weblog is to disseminate results & ideas, to network with SMEs and researchers and to enable readers to provide feedback easily. The website traffic of the blog website clearly stresses the existence of a “Centrope group”: Users who are interested in complementary services, homely IT-transfer, venture capital, EU-supported programmes as well as transnational cooperation and news regarding the industry. Comparative user analysis of the large number of participants (in total 58.498 pageviews, 34.901 visits and 27.904 unique visitors from 165 countries and territories) shows a clear deviation from usual country-specific website surfing behaviour pointing to a nascent Centrope community - and market- which moves beyond the old lines of the “iron curtain” (Eastern Europe dominated the traffic and the Centrope region was the most active, engaged audience). Partners were making all effort to create and keep the momentum regarding the weblog and the dissemination by writing 215 posts over a period of May 2008 till January 2010. Therefore it can be stated that web traffic and content quality clearly exceed the levels of websites offered by similar projects.

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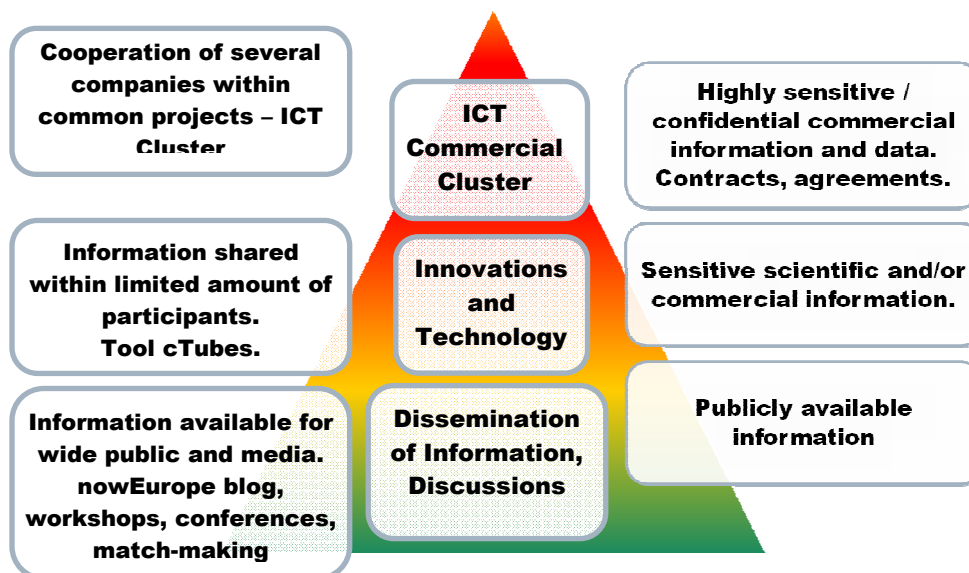
In **Work package 3** “Technology Channel Transfer (TCT)” an R&D platform-software has been identified and custom-tailored in order to satisfy customers’ apparent desire for safe communication channels, creating the cTubes for service trade as envisaged. The platform CETEX can be found at www.cetex.org in 4 languages (English, German, Czech/Slovakian and Hungarian):

CETEX is the platform for establishing a community of users interested in technology and know-how exchange. It supports technologies and know-how description, data storage and exchange using its own communication environment utilizing Internet connection.

CETEX contains information such as the list of organisations, companies or institutions divided by field of interest to the group of contributors ('owners of technologies or know-how'), the group of consumers ('subjects looking for technology or know-how'), the areas of research results and innovations ('offers') and demands for cooperation, ideas development concerning innovations, know-how, patents, research results and other topics regarding technology transfer ('requests'). The set of diverse search and selective techniques of CETEX enable users to find the proper information stored comfortably and quickly and allows matching of offers and requests of proposed and desirable technological or business solutions.

CETEX has been extensively tested and is ready for use. Also a Quick Start Guide is available for download.

Work package 4 "Centrope ICT Network Action plan" offers a clear vision of a future Centrope ICT cluster including the comprehensive three level "pyramid" business structure:



The SWOT analysis of possible cluster alternatives is accurate and its academic level is excellent. Also several other existing ICT clusters in Europe have been analysed. Based on this in-depth market research an ICT network strategy and business plan for the first 6 years of operation have been developed. The ICT Cluster will be organised with a central headquarter (limited liability company), local regional subsidiaries and local associations as owners and a Board of Directors as well as an Advisory Board. Finally a Centrope ICT Network Action Plan has been elaborated that describes in detail how the cluster will be set-up in 3 phases over a period of 3 years.



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In **Work package 5** “Mentoring, Business support measures, Dissemination activities” the project partners have been able to market the CITT project to more than 70 third party media outlets and 8 events; including print media publications within different countries supra-regional print media outlets such as e.g. the Austrian “Presse” or on various conferences and FP7 presentations that included interested parties and representatives of the Commission. In addition a very comprehensive webpage including an Expert’s Pool, a Matchmaking Forum, an online survey and a periodic newsletter as well as the noweurope.com blog contributed substantially to bring the project to the attention of more than 10.000 experts in this field. It can also be stated that by means of the project several other FP7 projects have been generated, since it is among the first projects within FP7 and served as a flagship project in the Centrope region. It should be mentioned as well that CITT was honoured by the FFG (Austrian Research Promotion Agency) as “Austrian Champion in European Research” on April 2nd 2008.

Another deliverable describes a selection of ICT related best practice examples for Technology Transfer in Centrope. In an initial phase the partners identified 41 companies for more detailed research. Out of those 41 a shortlist of 17 has been compiled and finally 7 cases have been selected and described in detail and evaluated.

Finally on March 16th 2010 a final conference “1st ICT Clustering & Technology Transfer Conference in Centrope” gathered around 100 experts from the region in a lively discussion in the Media Tower in Vienna.



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The CITT project has been successfully managed in Work Package 6 by



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