

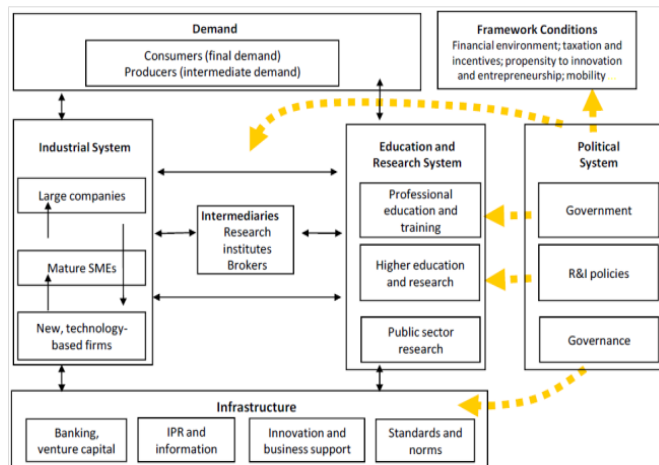


Figure 1 - Sectoral System of Innovation
[Source: Deliverable 1.1]

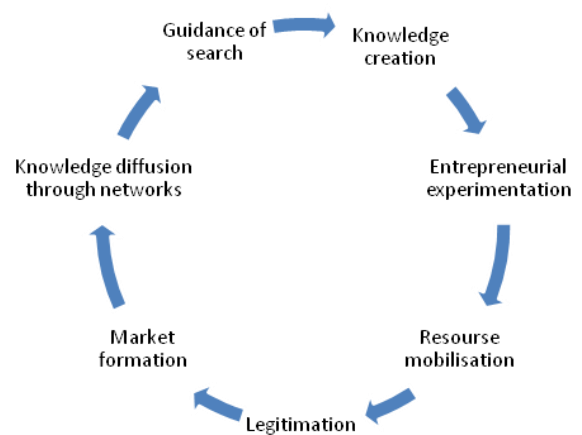


Figure 2 - The reinforcing feedback between functions of the Sectoral System of Innovation
[Source: Market-up project deliverable 1.1]

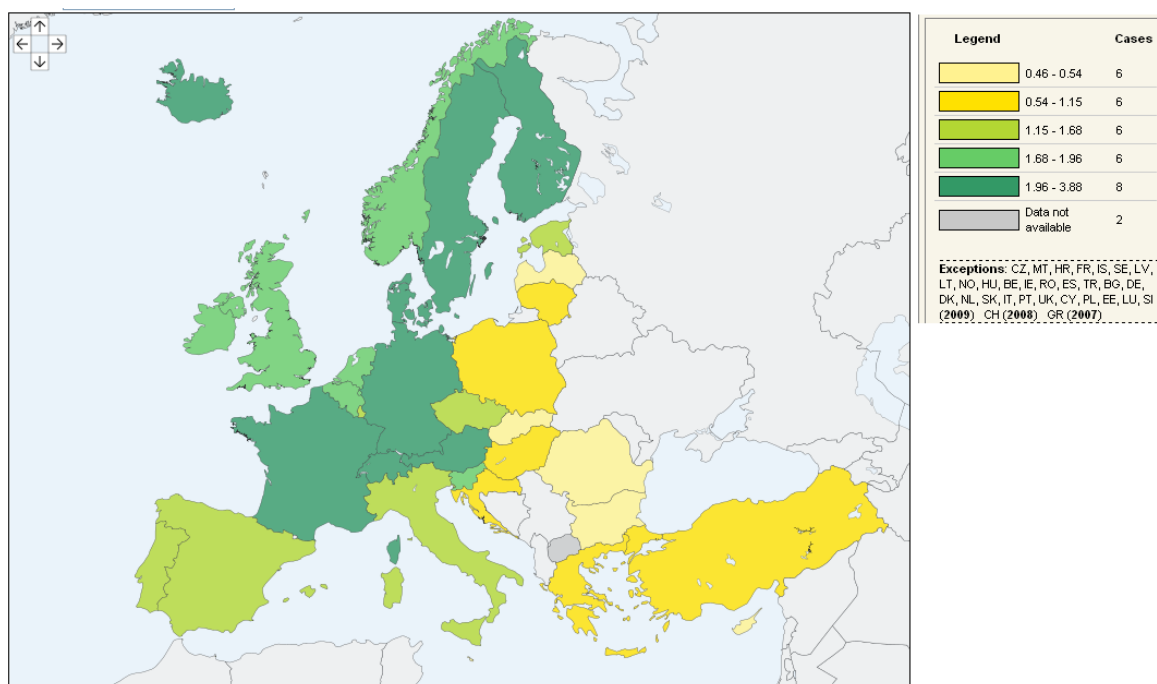


Figure 3 - Research and development expenditure, as % of GDP
[Source: Eurostat, 2011]

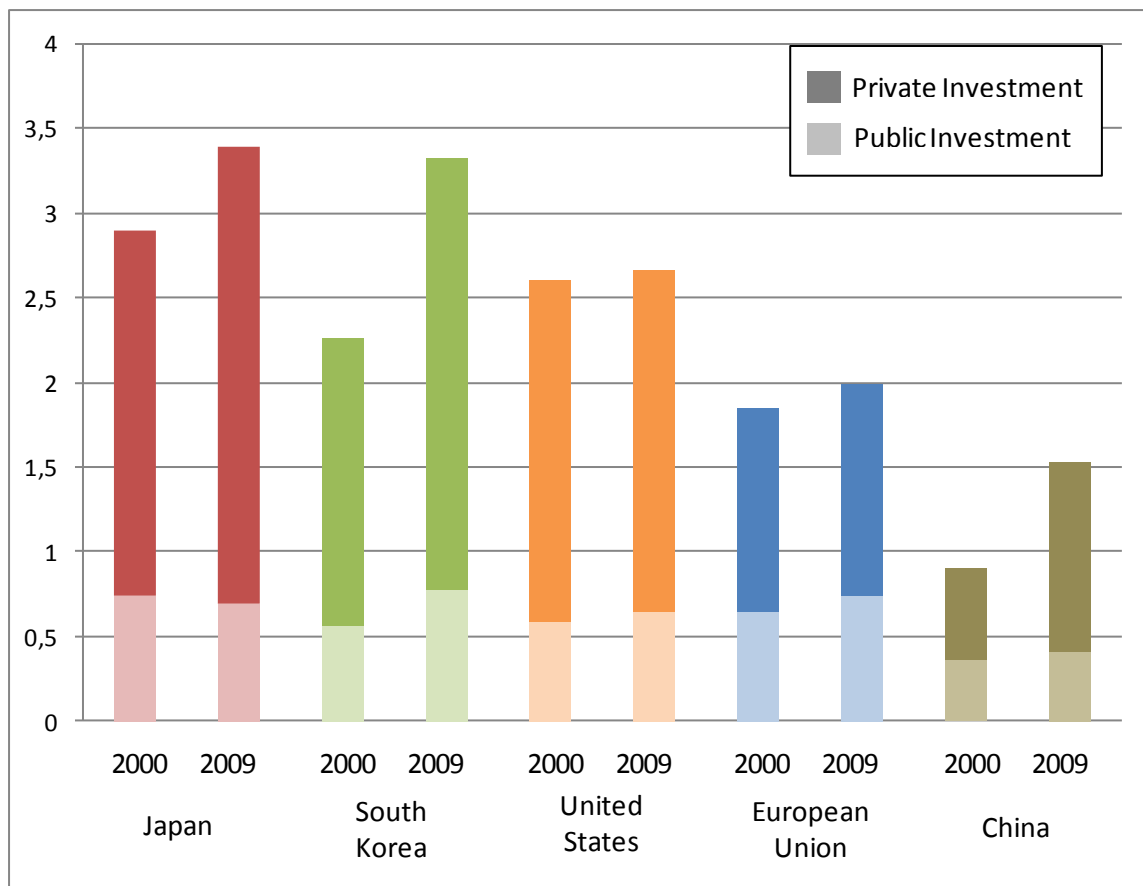


Figure 4 - Public and Private R&D expenditure as % of GDP, 2000 and 2009
[Source: Market up, based on data from EC, 2011c]

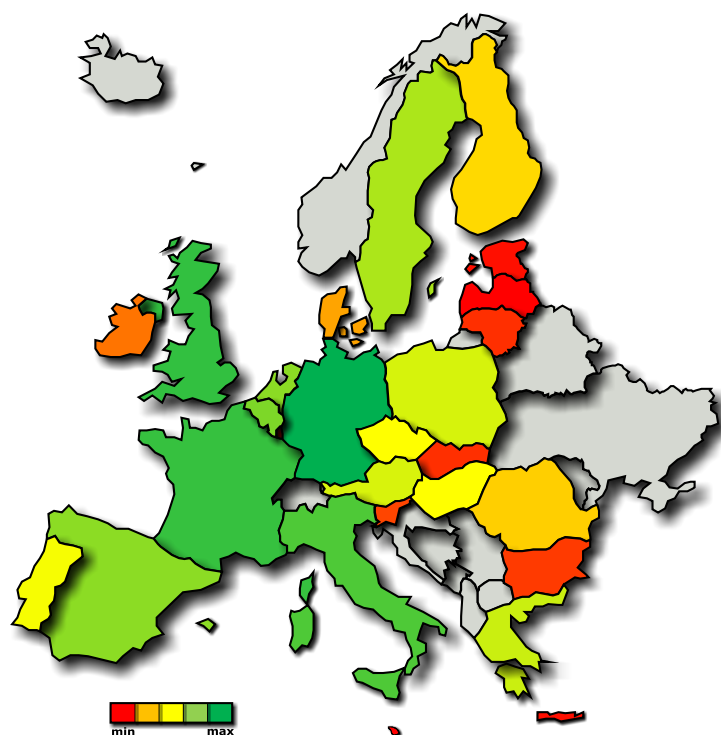


Figure 5 -Distribution of competencies in transport research

Table 1 - Ranking of barriers

Impact duration	Short		Long	
Impact severity				
Low	- Uncertain market demand - Uncertain ROI		- Lack of qualified personnel, technology - Long lead times - Lack of business partners - Lack of cooperation	
High	- Economic outlook - Legal background lacks incentives - Limited access to information, technological support		- Lack of funds - Insufficient access to subsidies - Lack of external financing - Lock-ins - Domination of established enterprises - Lack of the mutual recognition of standards	

Table 2 - Ranking of drivers

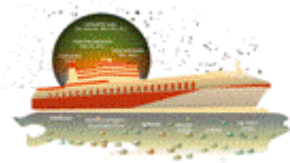
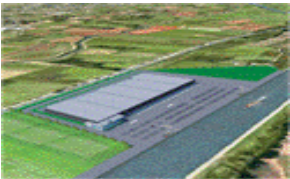
Impact duration	Short		Long	
Impact severity				
Low	- Secure or increase market share - Existing regulations		Economic outlook Good business partners Technological and management capabilities Expected new regulations Good cooperation	
High	Current high energy prices Current high material prices Access to information, tech support		Expected energy price increases Access to subsidies, incentives Increased demand for green products Future material scarcity Limited access to materials	

Table 3 - Ranking of barriers to SME

Impact duration	Short		Long	
Impact severity				
Low	- Lack of monitoring system for SMEs - Lack of Information on FP7		- IPR and exploitation of results of FP7 project - Time of evaluation,	

	• Language barriers for European funds • SMEs Profile as potential partners for FP7 projects	• acceptance and implementation for FP7 RTD projects is too extended: • Lack of qualified personnel IPR and exploitation of results
High	• Access to finance and problems of cash-flow • Appropriateness of FP7 to SMEs and lack of adequate competitive frameworks for SMEs • Costs of proposal preparation and general funding cost of innovation • Access to the market	• Inadequate Innovation Policy for Transport • Regulatory aspects and weak institutional co-ordination • Adoption of environmental technologies • Lack of data on the current transport system

Table 4 – Selected case Studies in Market-up

	Topic of Case study	Abbreviation
	Electromobility	EM
	Biofuels for surface transport	BF
	Deployment of Green Technologies within the Maritime Sector: SO _x Abatement Technology	SO
	Intermodal versatile efficient and longer wagons	LW
	Maritime and IWT Container Transferium	CT



Cargo sprinter: rail door to door solutions

CS



Biofuels in aviation

BA

Table 5 – Matrix of funding instruments

[illegible]



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Market uptake of transport research results

October 2010–September 2012

www.market-up.org

Market-up is funded by the European Commission D.G. Research under the 7th FP



Objectives

Market-up aims to identify barriers (both social and technical) and drivers for the market uptake of transport research results.

Via this identification process the project aims to contribute to the increased role of the transport sector in delivering a low carbon economy, in the search of tools to achieve two main goals:

- that research results are uptake by the market and
- that European research supporting covers all actors, including the weakest ones

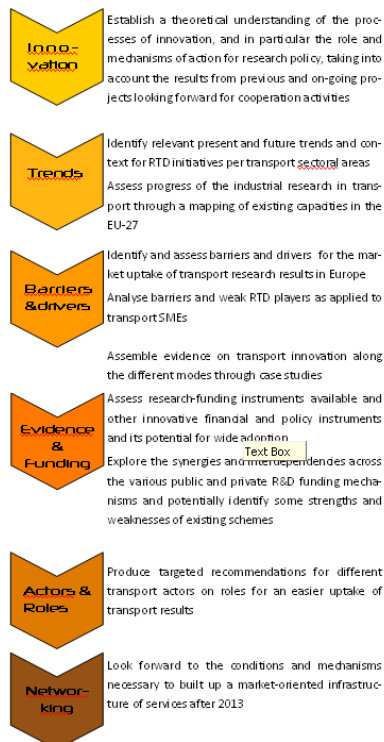
The overall project objectives include:

- to improve the understanding of the context in which research funding for transport takes place in Europe
- to identify drivers and hamperers to the uptake of transport technologies
- conclude on policy instruments to respond to drivers and address barriers
- identify and define roles of actors and regions

Key questions and inputs for EU policy

- Are there problems/issues in innovation and market take up that are transport-specific?
- How can the public sector help the transport manufacturing and service industry in better managing innovation cycles?
- How can innovation and market take-up in the transport sector be better focused towards transport policy objectives?
- Which funding instruments better promote market uptake?

Market-up blocks

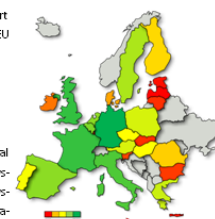


Market-up outputs

Mapping of transport RTD capacities in the EU 27

- All countries
- All modes

- RTD actors (political system, industrial system, education system, innovation infrastructure)



Impact	Short	Long
Short	- Set of monitoring system - Set of indicators and KPIs - Language barrier for transport research - Language barrier for transport research - Language barrier for transport research - Language barrier for transport research - Language barrier for transport research	- Set of monitoring system - Set of indicators and KPIs - Language barrier for transport research - Language barrier for transport research - Language barrier for transport research - Language barrier for transport research - Language barrier for transport research
Long	- Set of monitoring system - Set of indicators and KPIs - Language barrier for transport research - Language barrier for transport research - Language barrier for transport research - Language barrier for transport research - Language barrier for transport research	- Set of monitoring system - Set of indicators and KPIs - Language barrier for transport research - Language barrier for transport research - Language barrier for transport research - Language barrier for transport research - Language barrier for transport research

Barriers & Drivers

- In general
- SME specific



Funding instruments available to SME
Innovative economic and financial instruments

Policy recommendations on potential for uptake of innovation in transport sector, focusing in particular on transport results and technologies and involvement of actors (encouraging weak players)

Figure 6 -Market-up leaflet



Market uptake of transport research and role of actors and regions

Workshop

How transport research in Europe is driving the market uptake of
innovative products and services

Brussels, 26th October 2011

There is a broad recognition that a strong market uptake of innovative solutions and technologies will be necessary if the transport sector is to successfully address the challenges it is currently facing, notably in areas such as GHG and air pollutant emissions, energy dependency, safety, security or congestion. However, it is common to observe that innovative solutions to tackle these problems frequently fail to reach consumers in the market.

Market-Up project is revising the framework under which European transport research is anchored and is mapping European research capabilities, competences and funding instruments across the various modes. Based on a detailed characterization of the transport innovation system, it aims to understand how the market uptake of new products and services can be improved, identify barriers and bottlenecks for innovators to be successful in the market and which role SMEs can play in both developing new solutions and making them available in the market.

This workshop will present mid-term project results and give opportunity to stakeholders of the transport innovation sector to express their views on which barriers and drivers to ensure R&D efforts effectively contribute to better and more efficient transport.

Participation is free of charge but registration is mandatory

Please send an e-mail to marketup@is.nl

More information available at www.market-up.org

Venue: The International Auditorium, Boulevard du Roi Albert II, No. 5 / 2; B-1210
Brussels



Market Up is partially funded by the European
Commission through the seventh framework
programme.

Figure 7 - Market-up review workshop

TRA 2012 - Special Session - 20
THURSDAY, 26 APRIL 2012 13:45 - 15:00
ROOM NIKOS SKALKOTAS HALL



Research and Innovation Policies to enhance uptake of Sustainable Transport Solutions

The session SPS20, will present results from various EU projects working on innovation, research policies and agendas to foster discussions on how such policies can contribute towards sustainable transport. From a policy perspective the session will be a very important opportunity to promote discussion between policy makers and researchers on the new strategy for European transport research that will be guided by two key documents which details will be known by then: the Horizon 2020 framework and the Transport Technology Plan (STTP).

Speakers:

- Ms. Daniela Carvalho, TIS.pt, Coordinator of the Market-up project
- Mr. Wolfgang Schade, ISI Fraunhofer, Coordinator of the GHG-TransportD project
- Mr. Thierry Vanelslander, University of Antwerp, Coordinator of InnoSuTra transport project.
- Ms. Elisabete Arsenio, LNEC, representing the OPTIMISM project.

The presentations will focus on various aspects related with transport research, ranging from: the linking R&D efforts with other policies and measures to achieve substantial GHG emission reductions in transport that are in line with the overall targets of the EU, to how the innovation process in transport markets evolves, analysing how the market take-up of beneficial innovative concepts can be improved as well as barriers (both social and technical) and drivers for the market uptake of transport research results along Aeronautics, Air, Road, Rail and Waterborne transport.

Participants in this session will be made aware of Coordination and Support Activities in this area granting a better knowledge on transport innovation and research theory and trends and how they can impact transport sustainability. Existing strategic research agenda and the mapping of EU competences and funding mechanisms in this field are to be discussed. In addition future EU policies will be presented at an early stage allowing them to contribute to shaping future transport innovation and research policy instruments.



Figure 8 - Market-up special session at TRA 2012

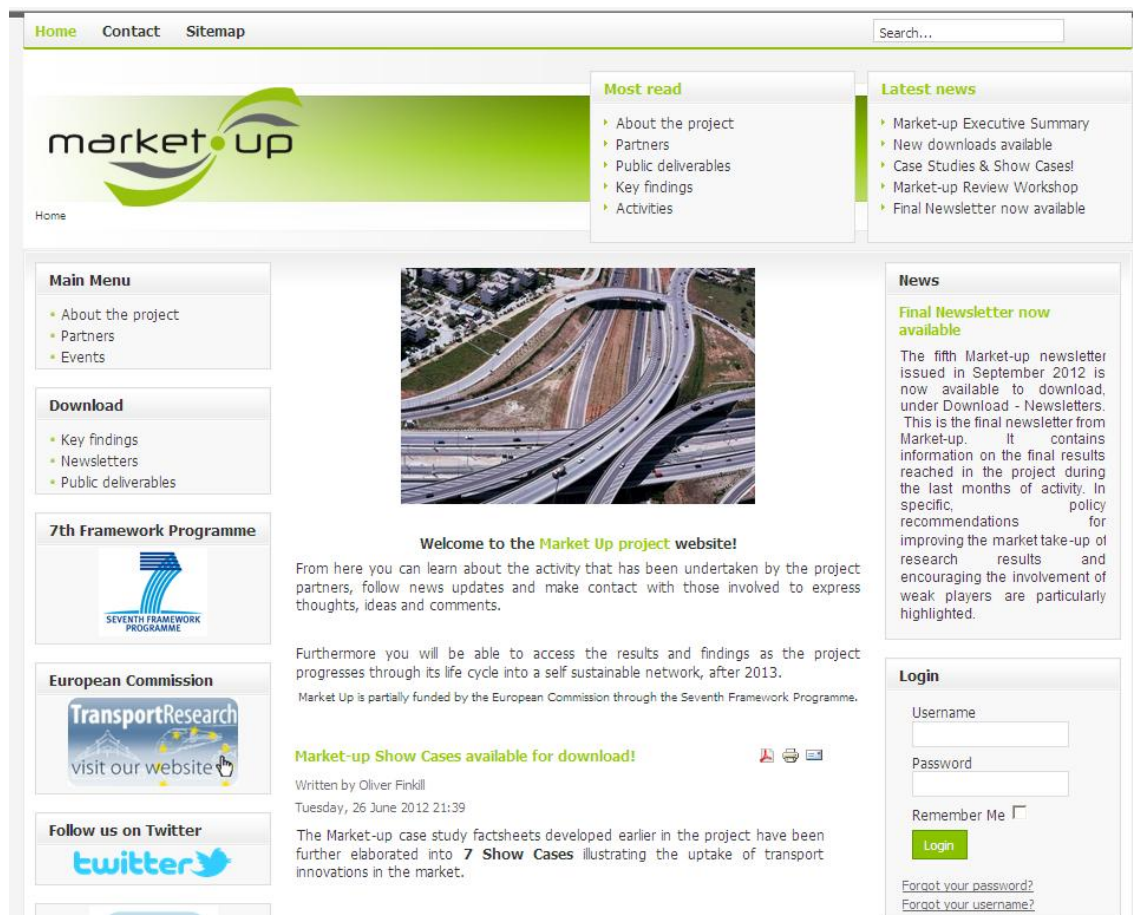


Figure 9 - Market-up website



Consortium

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Figure 10 - Market-up partners & contacts