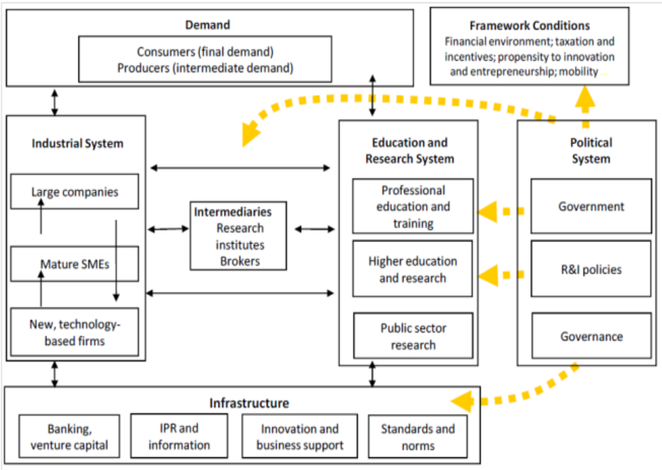


Figure 1 - Sectoral System of Innovation
[Source: Deliverable 1.1]

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

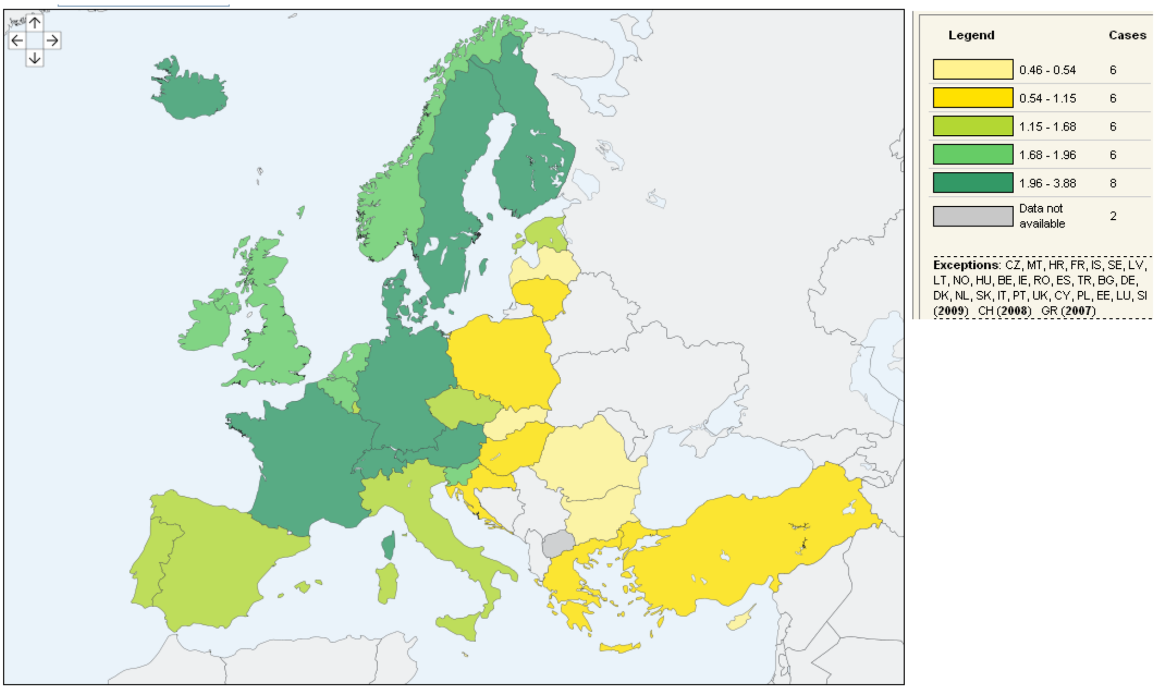


Figure 3 - Research and development expenditure, as % of GDP
[Source: Eurostat, 2011]

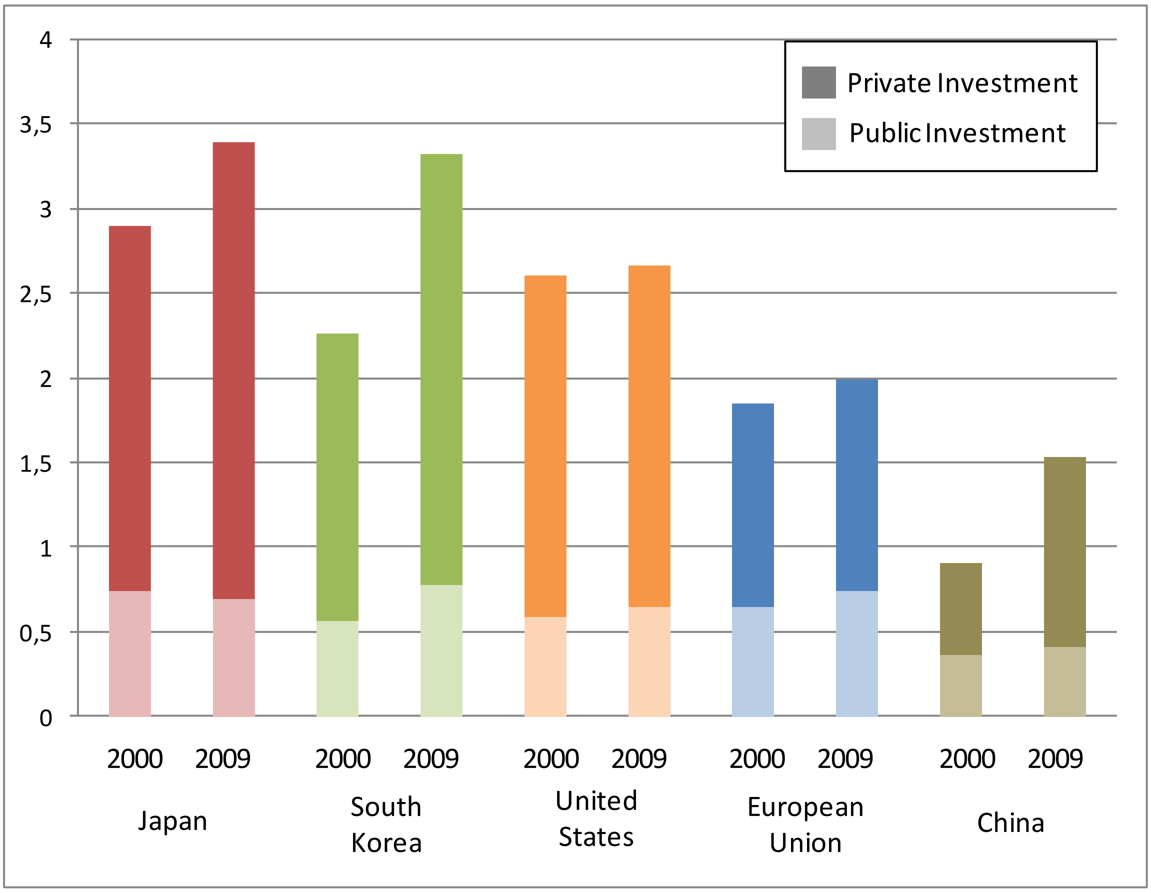


Figure 4 - Public and Private R&D expenditure as % of GDP, 2000 and 2009
[Source: Market up, based on data from EC, 2011c]

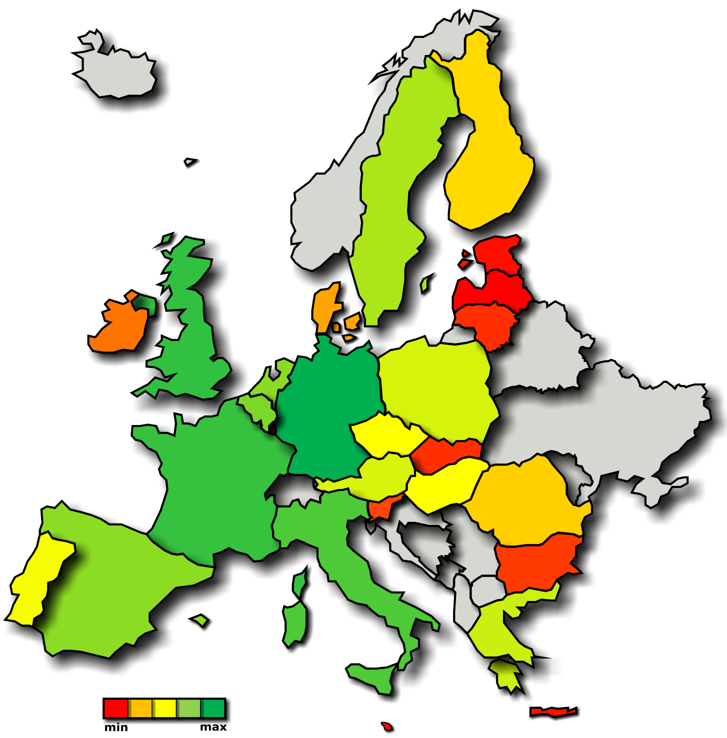


Figure 5 -Distribution of competencies in transport research

Table 1 - Ranking of barriers

Impact duration Impact severity	Short	Long
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

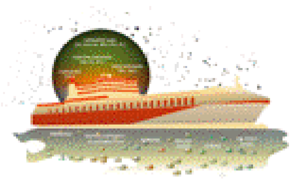
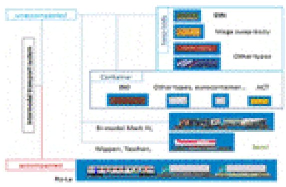
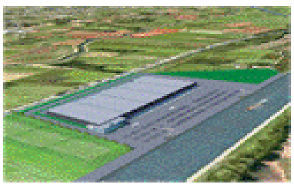
Impact duration Impact severity	Short	Long
Low	• Secure or increase market share • Existing regulations	Economic outlook Good business partners Technological and management capabilities Expected new regulations Good cooperation
High	Current high energy prices Current high material prices Access to information, 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 Impact severity	Short	Long
Low	• Lack of monitoring system for SMEs • Lack of Information on FP7	• IPR and exploitation of results of FP7 project • Time of evaluation,

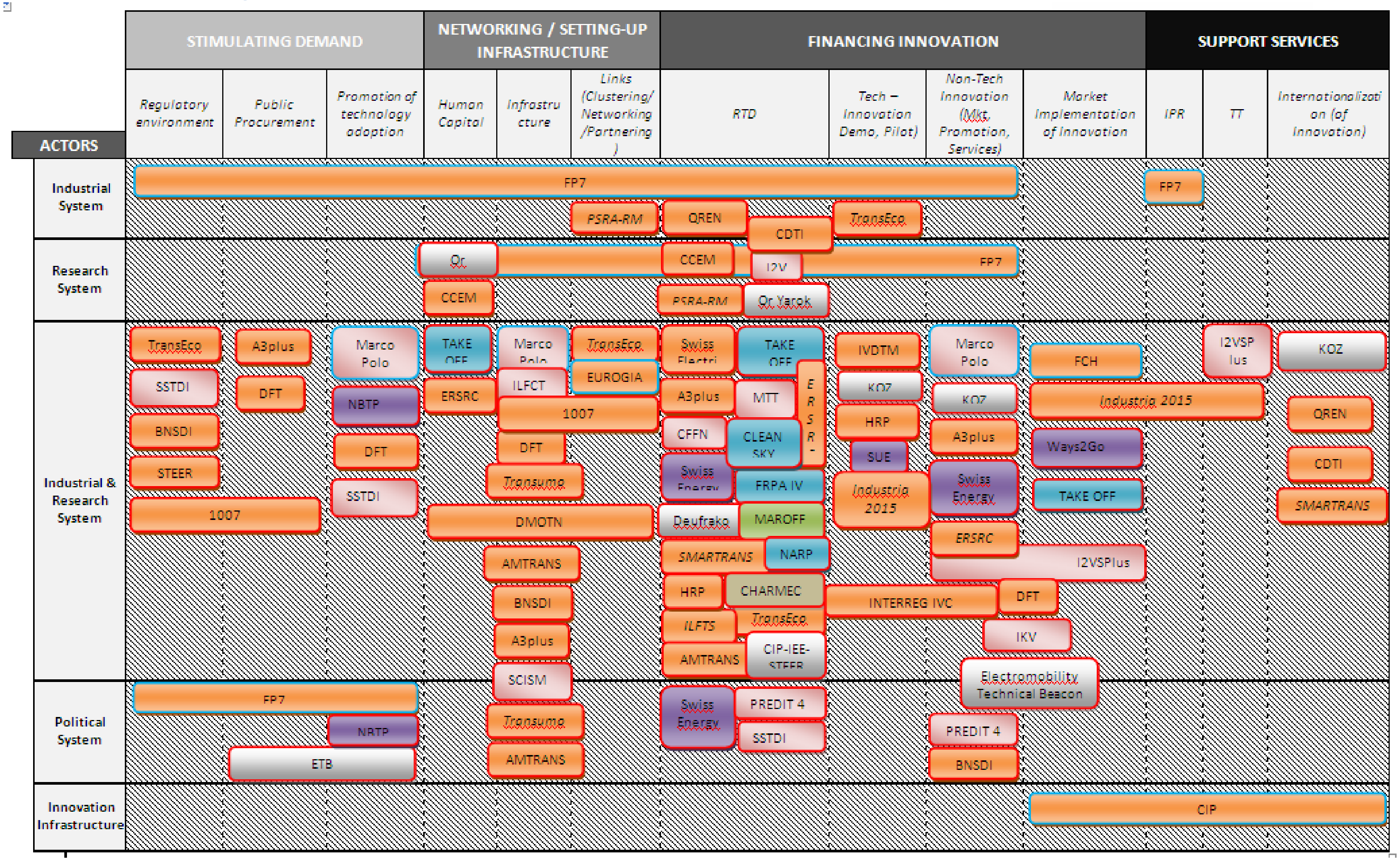
	• Language barriers for European funds • SMEs Profile as potential partners for FP7 projects	acceptance and implementation for FP7 RTD projects is too extended: • Lack of qualified personnel IPR and exploitation of results
High	• Access to finance and problems of cash-flow • Appropriateness of FP7 to 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



7 Case Studies

Electro mobility

Maritime and IWT

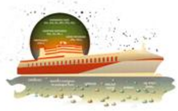
Container Transferium

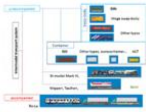
Aviation Bio fuels

Rail

Cargo Sprinter: rail door to door solutions

Deployment of Green Technologies within the Maritime Sector: SO2 Abatement Technology





Intermodal

VEL Wagon: versatile, efficient and longer wagons

Bio fuels for Land Transport

Consortium

TiS.PT — consultores em Transportes, Inovação e Sistemas (PT)
www.tis.pt

Fraunhofer ISI — Fraunhofer Institute for Systems and Innovation Research (DE)
www.isi.fraunhofer.de

Universiteit Antwerpen — University of Antwerp (BE)
www.ua.ac.be/tpr

University of Zilina / Centre for Transport Research (SK)
http://www.cetra.uniza.sk

Budapest University of Technology and Economics (HU)
www.bme.hu

INNOVA — INNOVA S.p.A (IT)
www.innova-eu.net

European Marine Equipment Council (BE)
www.emec.eu

CLEPA — European Association of Automobiles Suppliers (BE)
www.clepa.eu

INOVA — Inovamais SA (PT)
www.inovamais.pt

Stay informed

Find out more by registering at

www.market-up.org

For more information, please contact

market-up@tis.pt

market-up

Market uptake of transport research results

October 2010–September 2012

www.market-up.org

Market-up is funded by the European Commission DG Research under the 7th FP

SEVENTH FRAMEWORK PROGRAMME

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:

a) that research results are uptake by the market and

b) 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 hampers 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

Innovation

Establish a theoretical understanding of the processes of innovation, and in particular the role and mechanisms of action for research policy, taking into account the results from previous and on-going projects looking forward for cooperation activities

Trends

Identify relevant present and future trends and context for RTD initiatives per transport sectoral areas

Assess progress of the industrial research in transport through a mapping of existing capacities in the EU-27

Barriers & drivers

Identify and assess barriers and drivers for the market uptake of transport research results in Europe

Analyse barriers and weak RTD players as applied to transport SMEs

Evidence & Funding

Assemble evidence on transport innovation along the different modes through case studies

Assess research-funding instruments available and other innovative financial and policy instruments and its potential for wide adoption

Text Box

Explore the synergies and interdependencies across the various public and private R&D funding mechanisms and potentially identify some strengths and weaknesses of existing schemes

Actors & Roles

Produce targeted recommendations for different transport actors on roles for an easier uptake of transport results

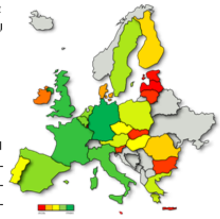
Networking

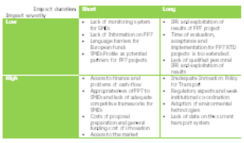
Look forward to the conditions and mechanisms necessary to built up a market-oriented infrastructure of services after 2013

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)





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

Figure 7 - Market-up review workshop

Figure 8 - Market-up special session at TRA 2012

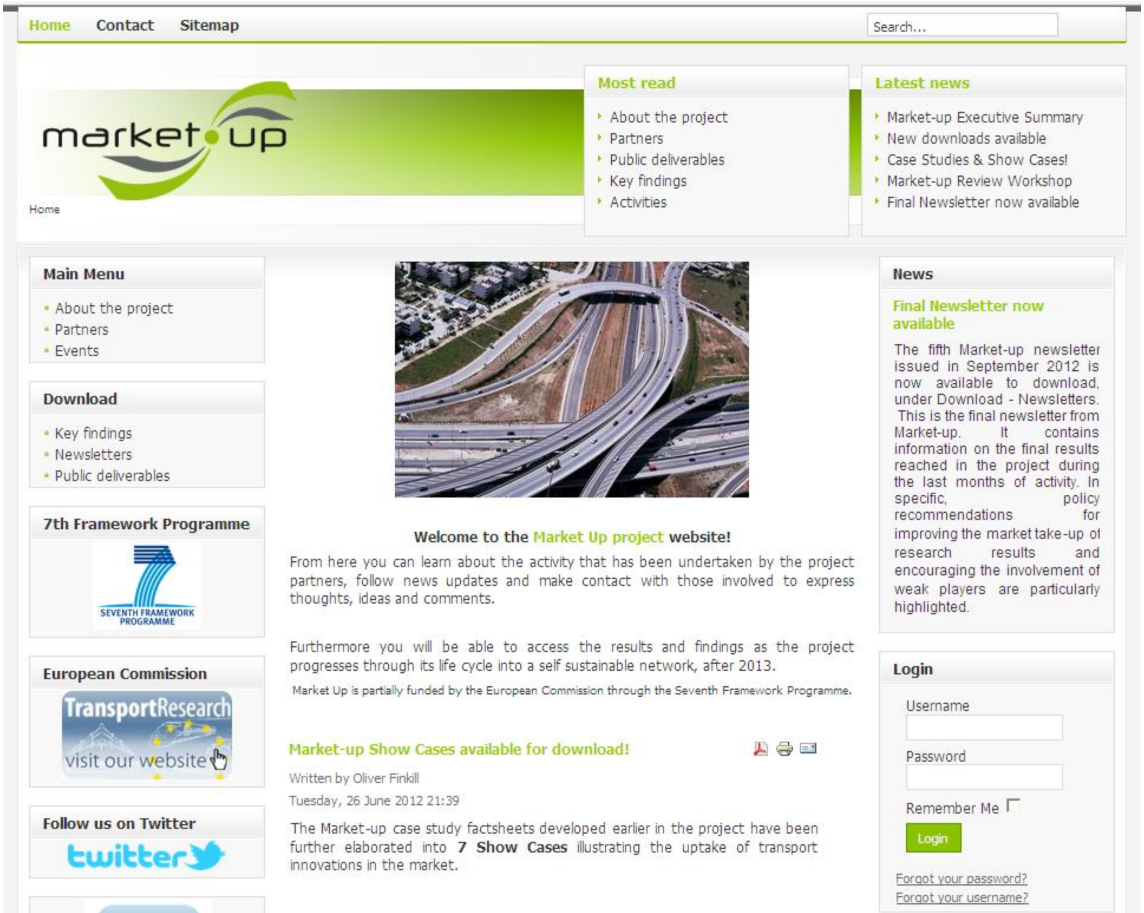


Figure 9 - Market-up website

Figure 10 - Market-up partners & contacts