



Developing tools for knowledge transfer to food SMEs

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WP8 Dissemination, training and technology transfer**

Final TRUEFOOD Conference

*New roots for traditional European foods:
Possibilities for success and sustainability*

Brussels, 13 April 2010





Principles of knowledge transfer activities to TFP SMEs

- SMEs need training, information on their mother tongue
- Trust has to be established
 - in feasibility of innovation
 - in researchers, TDUs,
 - collective activities
- Assistance is necessary for SMEs to apply research results
 - raising awareness of new results
 - collaboration with researchers
 - trainings
- Parallel use of more than one method



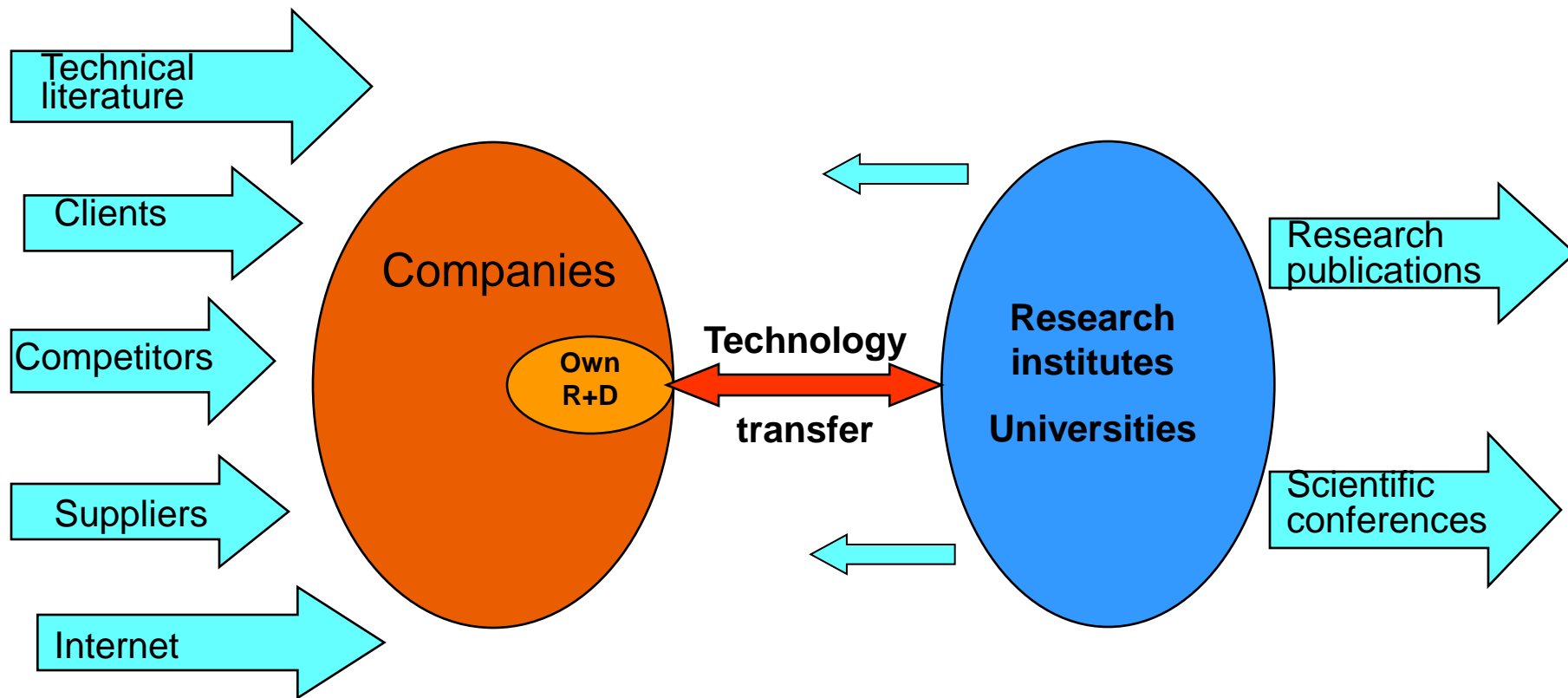


Principles of knowledge transfer activities to TFP SMEs

- Assistance is necessary for researchers in talking to SMEs
- Research results have to be converted to practical solutions – integration of new results into the state of the state of the art
- Following a general strategy, which is adjusted to national needs, culture and conditions
- Integration with other activities of the participants outside the project – more efficient use of resources
- Assistance to SMEs in commercialisation covered by other projects – ENFFI, National Technology Platform activities

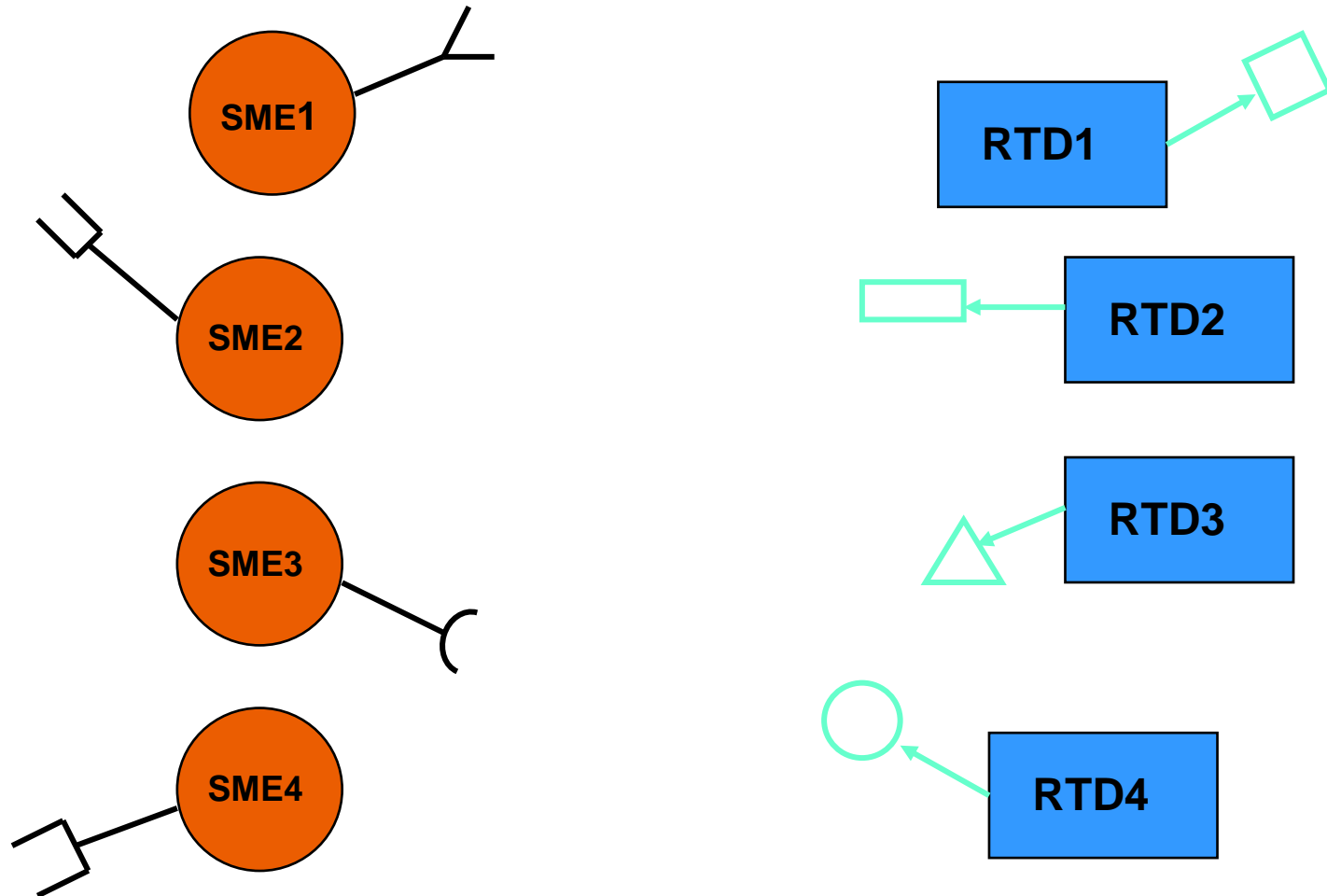


Sources of innovation

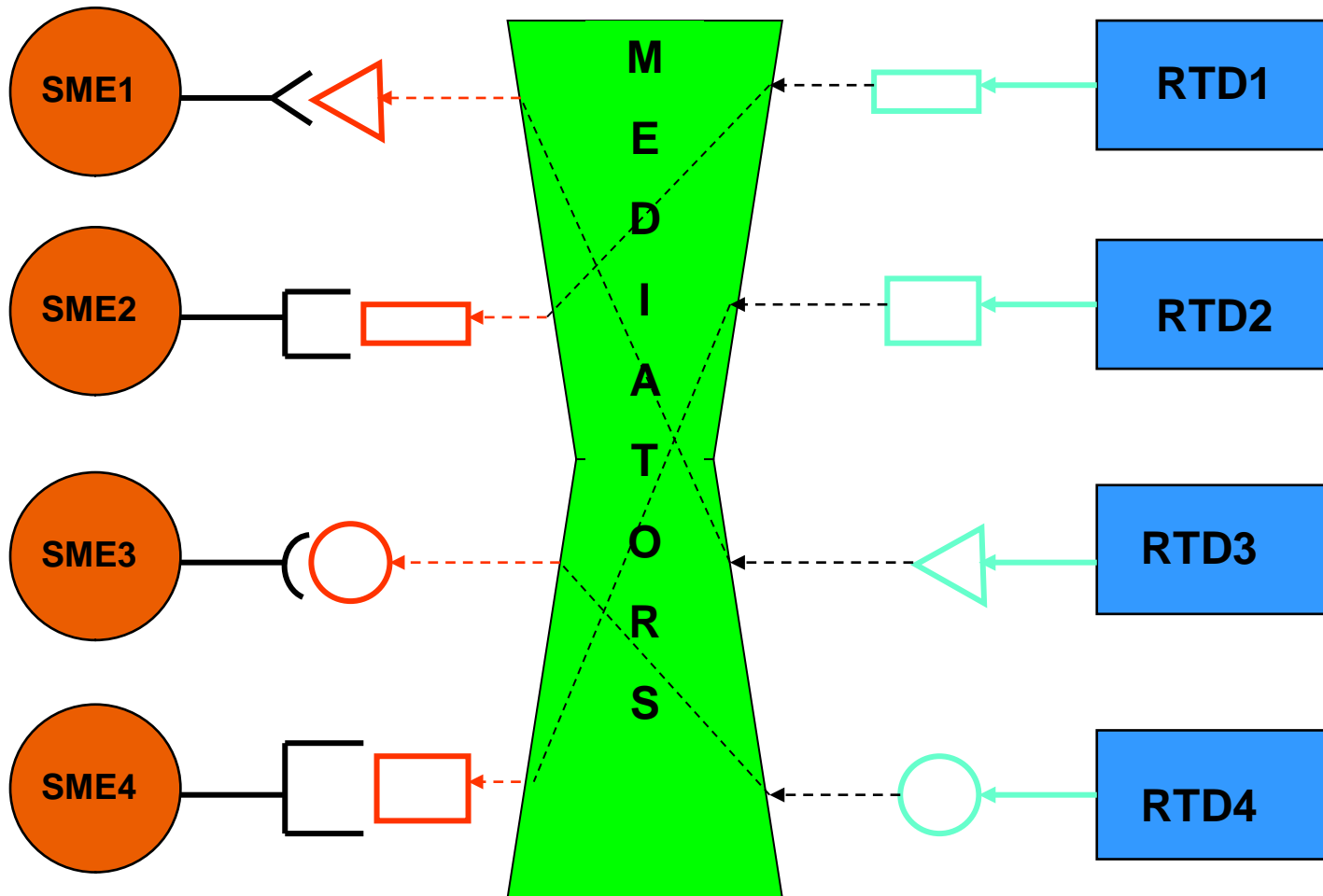




Technology Transfer – Technology push

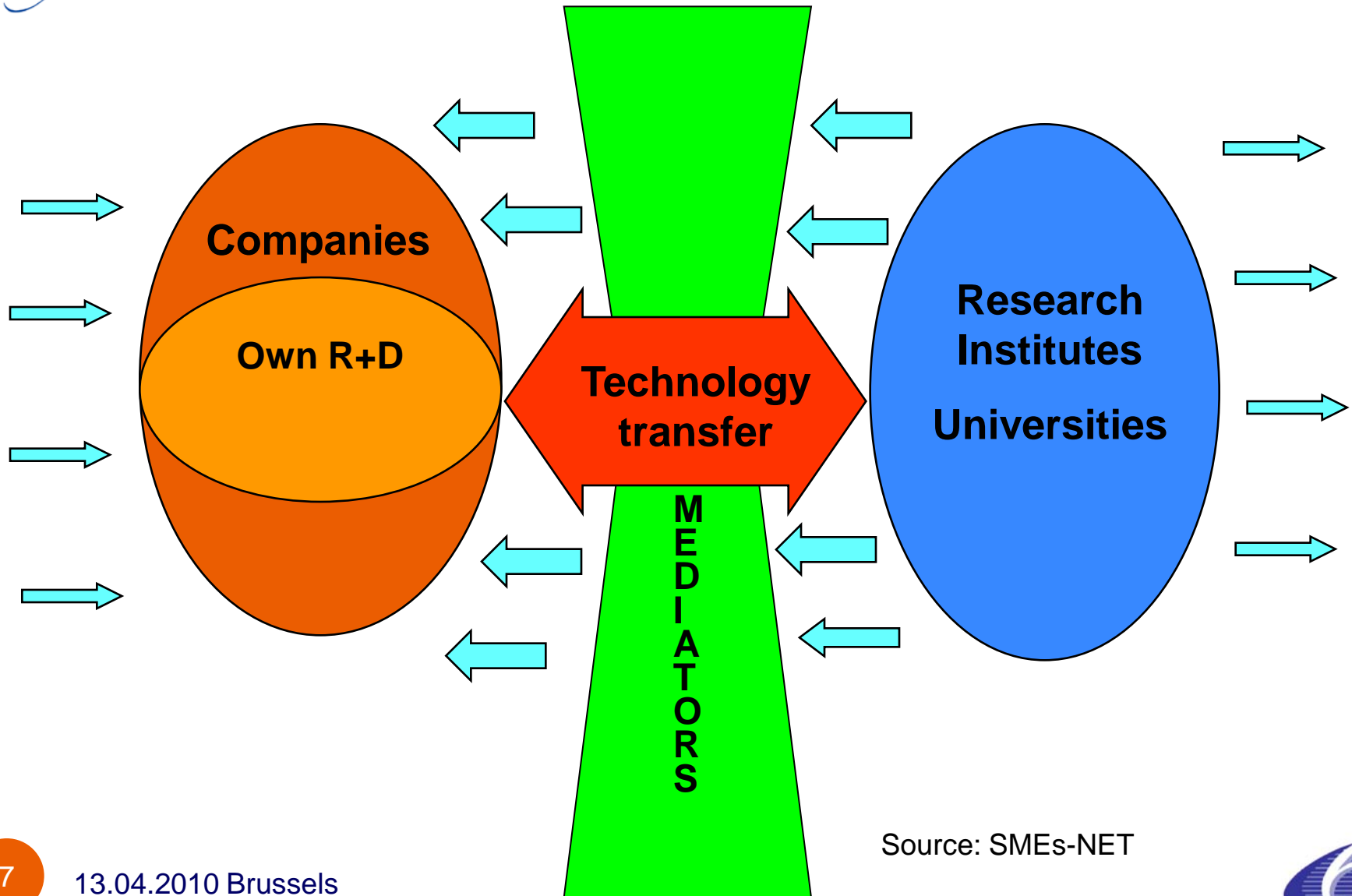


Technology Transfer – Demand pull





The solution



Source: SMEs-NET





Concept of techno-scientific mediators

- Industry based mediators can be very effective in knowledge and technology transfer
 - understanding the needs, expectations, language of the industry
 - ability to convert research results into solutions
- Establishing a "Training and Dissemination Unit" (TDU) at national food industry federations
- Additional benefits: capitalisation on
 - the existing network of SMEs/food businesses
 - the existing communication channels
 - the trust of the SMEs in their own trade associations





Establishing sustainable infrastructure (1)

- TDUs, TSMs in 11 countries (S)
 - long term commitment; functions, jobs at food industry federations
 - Maintaining the SPES consortium (12 food industry federations)
- Innovation networks with the industry and the researchers built up, strengthened in 11 countries (S)

(S) Sustainable beyond the project





Establishing sustainable infrastructure (2)

- Collaboration, integration with the National Technology Platforms (NFTPs) of the ETP Food for Life(S)
 - TSMs and research partners in the management in 8 countries
 - These served as models for Europe – 36 NTPs established/in progress
 - Dissemination of the results to other countries
 - Concept of using mediators to improve knowledge transfer to SMEs is built in the SRA + Implementation Plan of the ETP and several NFTPs





TRUEFOOD

Traditional United Europe Food

Guideline on effective knowledge and technology transfer activities to SMEs in the food sector with particular focus on traditional food manufacturers





Booklet on effective knowledge and technology transfer activities to SMEs in the food sectors with particular focus to traditional food manufacturers (1)

- An overview of the key practices for effective knowledge and technology transfer for TFP SMEs
- Collecting and structuring practical experiences, successful practices of TSMs, industry based food research partners
 - summaries with references to the available guidelines
 - considering specific aspects for food SMEs
- Process analysis approach
- Viewpoint of industry /SMEs users
- Assistance to reduce cultural barriers.





Booklet on effective knowledge and technology transfer activities to SMEs in the food sectors with particular focus to traditional food manufacturers (2)

- Flow chart of the knowledge transfer process
- Identifying needs, hidden needs of food SMEs
- Importance of personal contacts with SMEs
- Methods for structuring information
- Role of mediators / Dialogue with the industry
- Converting research results into solutions for industrial problems
- Knowledge and technology transfer tools
- Implementation of projects





Booklet on effective knowledge and technology transfer activities to SMEs in the food sectors with particular focus to traditional food manufacturers (3)

- Managing the knowledge and technology transfer process: management and knowledge transfer practices for SMEs and research organisations:
 - complementary support services for SMEs,
 - contracting,
 - protection of IPR
- Success stories
- More than 85% of SMEs prefer to be followers in innovation:
 - reduce risks
 - follow successful examples of the real "entrepreneurs"





Progress in other knowledge transfer tools within the TRUEFOOD (1)

- Systematic, combined use of SME focused tools
- Info-sheets
 - aspects of practical application
 - regularly updated with the progress
- Guidelines
 - knowledge transfer
 - conduction of chain surveys
- Inventory of success cases
 - food chain management and marketing management
- Transferring new knowledge integrated to state-of-the-art practical knowledge





Progress in other knowledge transfer tools within the TRUEFOOD (2)

- Network and collaboration of TDUs-NFTPs
- Recommendation targeted to different stakeholders (WP5)
- New training courses: chain management, predictive microbiological modelling and risk assessment, salt reduction for meat products, sustainable development for TFPs, etc.





Impact of the knowledge transfer and dissemination in Hungary

- Establishing a basic understanding for food chain management (other than logistics management) among the food SMEs and creating an interest
- Modelling: according to the survey in the DREAM FP7 project the industry knowledge on models was mainly on predictive microbiological modelling (similar result in France)
- Links with traditional manufacturers on
 - Joint event with the Hungarian Pálinka (Hungarian traditional spirit) Manufacturers' Association
 - Exploring potential exploitation opportunities, Association of Soda Water bottlers, a traditional cake manufacturer, a drink manufacturer, a frozen food manufacturer (chain management)





Thanks for your attention!

