

EUROPEAN SUPPORT Technology and Innovation



The aim of the project EUROPEAN SUPPORT, financed by the EU Leonardo da Vinci program - transfer of innovative measures, is to disseminate the results of the Leonardo-project SUPPORT to other partners in Europe.

The project developed a new course to foster an environment friendly new product development. The Support training course can fit every industrial sector and is devoted mostly to small and medium enterprises.

The main focus is on the TRIZ methodology (Theory of Inventive Problem Solving) currently applied in leading companies as Procter&Gamble, Motorola and many others.

The conference "Technology and Innovation" will present the outputs of the European Support project and illustrate some of the most efficient methodologies to foster creativity and innovation, ease new product development and promote a more efficient innovation management. Several case studies of successful innovation and technology transfer from several European countries will be presented and discussed.

Info and registration:

Phone +39 040 375 5268/5277

E-mail formazione@area.trieste.it

Web: www.area.trieste.it

PARTNER

University of Leoben (Austria)
AREA Science Park (Italy)
CNIPMMR (Rumania)
Creax (Belgium)
EBS (Estonia)
First Elements (Cyprus)
Fraunhofer IPT (Germany)
LTC (Sweden)
TECOS (Slovenia)
University of Maribor (Slovenia)



PROGRAM

REGISTRATION

■ 9.00-9.30

WELCOME SPEECHES

■ 9.30-9.40

M.C. Pedicchio, *AREA Science Park*
R. Cosolini, *Regione FVG*

PROJECT EUROPEAN SUPPORT

■ 9.40-10.00

J. Jantschgi, *University of Leoben*

The aim of the project European SUPPORT is to disseminate the results of the Leonardo da Vinci project SUPPORT (training course on environmental-friendly product development to other partners in Europe. To reach this aim, several tasks are done in the project (working out training examples, Certification, TTT-course, platform on innovation and technology transfer).

"WHY COMPANIES SHOULD BE INNOVATIVE?"

■ 10.00-10.10

W. Schabereiter, *University of Leoben*

Innovation – the successful finding and exploitation of new ideas – incorporating new technologies, design and best practice is the key business process that enables businesses to compete effectively in the global environment.

"INNOVATION NETWORKS: A STRATEGIC ISSUE FOR SCIENCE AND TECHNOLOGY PARKS"

■ 10.10-10.20

G. Gatti, *AREA Science Park*

Science & Technology Parks (STPs) help small scale industries to actively interact with research institutions and make possible a more market oriented offer of knowledge and research from academia to meet the innovation requirements from industry. The network structure is the foundation of STPs but, in order to compete in the globalized market, the network model demands to be territorially extended by setting up STPs-based innovation networks.

"SME'S AND INNOVATION-PRESENTATION OF A TOOL-BOX"

■ 10.20-10.40

J. Jantschgi, *University of Leoben*

Presentation of the EU- 5th framework project "SME's Innootool". The project has the aim to develop a practical, proved toolbox (mainly for SME's), which contains tools for product- and/or process development.

COFFEE BREAK

"TRIZ - THEORY OF INVENTIVE PROBLEM SOLVING"

■ 11.10-11.30

S. Ikoenko, *MATRIZ*

TRIZ is a methodology for solving technical problems, which is based on the analyse of patents in different branches. Large and small companies are using TRIZ on many levels to solve real, practical everyday problems and to develop strategies for the future of technology. TRIZ is in use at Ford, Motorola, Procter & Gamble, Eli Lilly, Jet Propulsion Laboratories, 3M, Siemens, Phillips, LG, and hundreds more.

"SYSTEMATIC BREAKTHROUGH BUSINESS INNOVATION"

■ 11.30-11.50

D. Mann, *CREAX*

This presentation will report the output of an 8 year programme of research distilling what determines success in business and management. The focus will be on the systematic challenge and elimination of trade-off and compromise in a business context, and will include a number of real case study experiences of the new business conflict-elimination toolkit.

PRESENTATION OF SUCCESSFUL TRIZ EXAMPLES

■ 11.50-12.10

J. Kurg, *EBS*

DISCUSSION

■ 12.10-12.25

LUNCH

"CLEANER PRODUCTION"

■ 13.30-13.50

J. Fresner, *STENUM*

Cleaner Production (CP) is the international term for reducing environmental impacts from processes, products and services by using better management strategies, methods and tools. CP is supporting companies on the one hand by increasing the economical output and on the other hand by decreasing environmental impacts.

"TECHNOLOGY INTELLIGENCE"

■ 13.50-14.10

M. Grawatsch, *Fraunhofer IPT*

Technology intelligence is used to identify promising or dangerous technological approaches to show its potential as well as its limits and to prepare appropriate arrangements to react on the predicted evolution of these technologies.

"PEZ- A PRODUCT DEVELOPMENT CENTRE IN STYRIA"

■ 14.10-14.25

B. Kriszt, *University of Leoben*

The aim of the project PEZ-„Product development centre“ in Styria/ Austria is to develop a methodology for successful product development which offers companies an efficient and successful support in product development. This centre is presenting a network of institutions, which related to innovation to companies (research, simulation, economist, etc.) .The centre can be seen as a one-stop-shop for product development for companies.

"INNOVATION NETWORK"

■ 14.25-14.35

P. Cattapan, *AREA Science Park*

The regional network of AREA Science Park for dissemination of innovation and knowledge transfer.

"NEW PRODUCT DEVELOPMENT IN THE FURNISHING SECTOR"

■ 14.35-14.50

P. Glerean, *Chenna s.p.a.*

Chenna s.p.a. develops manufactures made by recycled composite materials (mostly plastics and wood for the chair-making industry). In order to widen its market Chenna developed a wholly totally new product prototype in cooperation with the "Animazione Udinese" project carried out by the Technology Transfer Department of AREA Science Park

"ADVANTAGES OF SIMULATION IN THE PRODUCT DEVELOPMENT PROCESS – A COMPANY EXAMPLE"

■ 14.50-15.05

B. Smuc, *TECOS*

It will be spoken in this speech from TECOS about palette in the automatic store house. It has been simulated behaviour in the mould and also elasto-mechanical during exploitation.

DISCUSSION

■ 15.05-15.20

COFFEE BREAK

"FUNDING OF INNOVATION IN THE 6TH/7TH FRAMEWORK"

■ 15.50-16.10

F. Mazzariol, *EIC Veneto*

Innovation is important, but funding innovation is even crucial to SME's and research centres. The 6th and 7th Framework Programmes for Research and Technological Development of the European Union represent a huge opportunity to get innovative projects and ideas funded.

"EUROPEAN PLATFORM ON TECHNOLOGY AND INNOVATION"

■ 16.10-16.30

J. Jantschgi - W. Schabereiter, *University of Leoben*

The main goal of these conference is to establish the "European platform on Innovation and Technology Transfer". You will get an overview over the services of this platform, which will be a basis of interested organisations/companies in Europe in order to exchange know-how on common issues on product development and technology transfer and to promote together future EU-projects.