

## Task 1.2 Organization of the participation of industry - AMICI kick-off meeting - Pairs - 18 January 2017

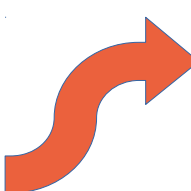
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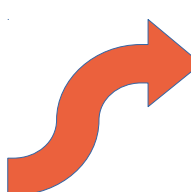
# AMICI and industry

The interaction with European Industry is a fundamental ingredient of the AMICI project

Engagement is expected to start quite soon



| Milestone number | Milestone name                                                       | Related work package | Due date (in month) | Means of verification |
|------------------|----------------------------------------------------------------------|----------------------|---------------------|-----------------------|
| M1.1             | Installation of the Advisory Group                                   | 1                    | 1                   | Report                |
| M1.2             | Website software ready                                               | 1                    | 2                   | Report                |
| M1.3             | Industry days and consultation of industry representatives completed | 1                    | 3                   | Report                |



| Deliverable (number) | Deliverable name                            | Work package number | Short name of lead participant | Type   | Dissemination level | Delivery date (in months) |
|----------------------|---------------------------------------------|---------------------|--------------------------------|--------|---------------------|---------------------------|
| D1.1                 | Minutes of the Kick-off Meeting             | 1                   | CEA                            | Report | Public              | 2                         |
| D1.2                 | Definition of the participation of industry | 1                   | INFN                           | Report | Public              | 4                         |

# Issues related to industry engagement

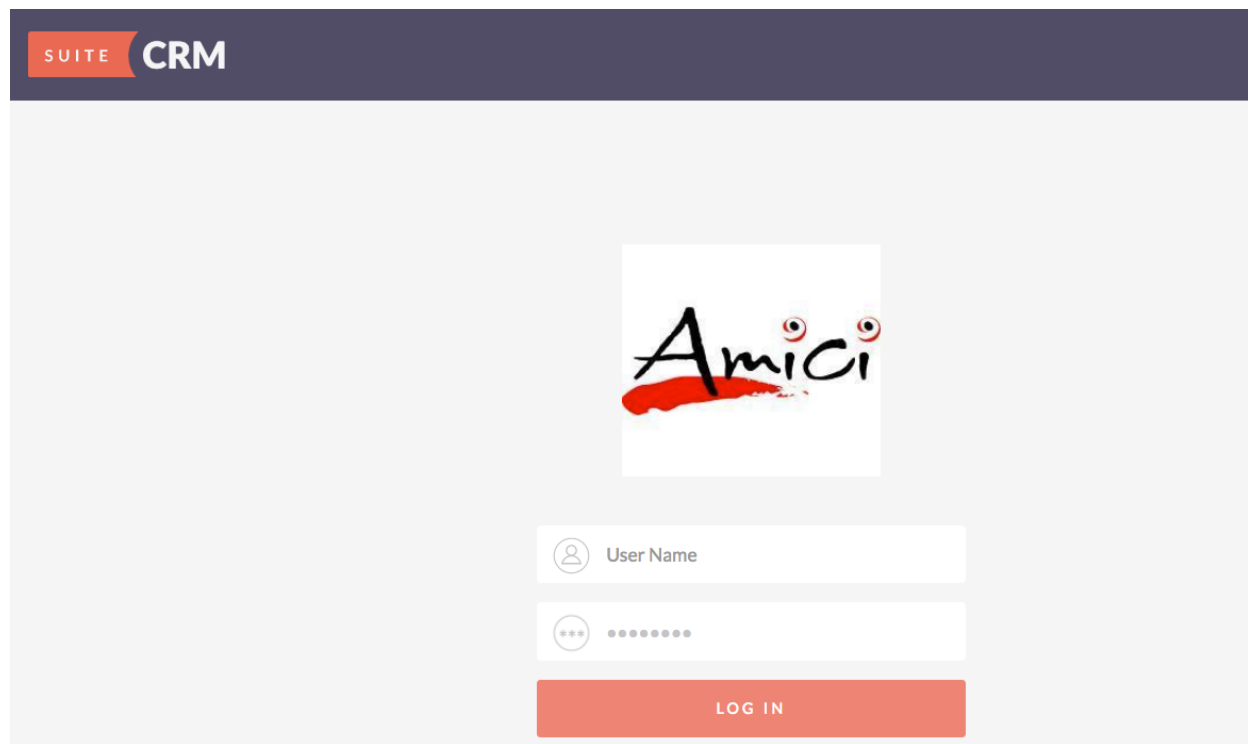
- In Amici, Industrial companies are not beneficiaries of the AMICI project
- this was a deliberate choice motivated
  - on one one hand, by the desire of not introducing any bias, from the very beginning, **towards specific industrial sectors or regions**, thus preserving the widest openness of the project to the industrial world
  - on the other hand, by the intention of managing in a more effective way the engagement of Industry by **allocating specific efforts and time** in the project itself
- and it brings some consequences, i.e. :
  - the **level of commitment and effort** that will characterize the companies involved in Amici activities will more strongly depend on
    - **our efficacy** in contacting and organizing the interactions with them
    - and, especially, on **the added value** that they will recognize in the activities we are proposing
  - we should also be ready **to adapt and improve** our program in an open discussion with the companies willing to get involved

# first actions

- before starting to contact industry we need to:
  - to **assemble a coherent picture** of the activities that we propose should be carried out in contact or in collaboration with Industry
  - to prepare a **technical document** that
    - describes in detail what we mean by Technological Infrastructures (including personnel competences and skills),
    - demonstrates the important roles they may have in future scientific projects to be developed in collaboration with Industry
    - outlines possible exploitations of the T.I. for supporting innovation and commercial applications development
  - to define the **list of industrial sectors** that are relevant for our Technological Infrastructures
  - to prepare **tools for managing** the industrial contacts project-wide
  - to establish **communication channels** towards the European accelerator and SC magnet industry at large
- as part of task 1.2 we have worked so far on the last two items

# WP1.2 Initial actions

- **a tool to manage the project contacts** have been setup (Customer Relationship Management system)
  - basically a specialized web interface to a database, designed to support collaborative usage



# the AMICI groups in CRM (structures)

The screenshot shows the 'STRUCTURES' page in a CRM system. The top navigation bar includes 'STRUCTURES', 'MAIN', 'ACTIVITIES', and 'ALL'. A 'CREATE' button and search, notification, and user icons are on the right. The left sidebar has 'Report Structure', 'View Structures', and 'Import Structures' buttons, followed by a 'Recently Viewed' list containing 'ILO group', 'Mr. Mauro Mo...', 'Mr. Manuel M...', 'Paolo Acunzo', and 'Francesco Da...'. The main content area is titled 'SEARCH STRUCTURES' and features a search bar with 'Name' and 'My Items' checkboxes, and 'Open Items' checkbox. Below the search bar are 'SEARCH', 'CLEAR', and 'ADVANCED SEARCH' buttons. A table lists the structures with columns for 'Subject', 'Contacts', and 'Website'. The table has 11 rows of data, each with a checkbox, a small icon, and a link icon.

|                          | Subject                           | Contacts              | Website |
|--------------------------|-----------------------------------|-----------------------|---------|
| <input type="checkbox"/> | Advisory Group                    | -                     |         |
| <input type="checkbox"/> | Steering Committee                | Olivier Napoly        |         |
| <input type="checkbox"/> | General Assembly                  | -                     |         |
| <input type="checkbox"/> | ILO group                         | -                     | http:// |
| <input type="checkbox"/> | Project Coordination Team         | Olivier Napoly        |         |
| <input type="checkbox"/> | Scientific Institutional Contacts | -                     |         |
| <input type="checkbox"/> | WP1                               | Sylvie Leray          |         |
| <input type="checkbox"/> | WP2                               | Walid Kaabi           |         |
| <input type="checkbox"/> | WP3                               | Hans Weise            |         |
| <input type="checkbox"/> | WP4                               | Anthony Gleeson       |         |
| <input type="checkbox"/> | WP5                               | Pasquale Fabbricatore |         |

# WP1.2 Initial actions

- with this tool, **contacts with the ILOs** as possible collaborators and gateways to companies have been activated
  - a message was sent to the CERN, ESS, ESRF, F4E ILOs from the participating countries, (CH, DE, FR, IT, PL, SE, GB) plus some additional ones (AT, BE, DK, ES, NL, NO) - 40 people in total
  - asking for interest in participating and/or providing contacts with industries
  - received positive feedback from a few of them so far
- also the AMICI national + CERN representatives have been asked to indicate possible **contacts of TT offices**
  - received feedback from most people
  - TT offices will be contacted soon
- it's clear however that, although it's important to get ILO's and TT offices involved, nothing can be as effective in engaging companies in AMICI as the **personal relationship** that AMICI members have established with Industrial partners over the years: we should not overlook this asset

# What we should do next

|                       | Task  |       |      |     |     |     |     |     |       |       |       |       |       |     |
|-----------------------|-------|-------|------|-----|-----|-----|-----|-----|-------|-------|-------|-------|-------|-----|
|                       | 2.1   | 2.3a  | 2.3b | 3.1 | 3.2 | 3.3 | 4.1 | 4.2 | 4.3   | 5.1a  | 5.1b  | 5.2   | 5.3   | 5.4 |
| Survey at large       | how ? |       |      |     |     |     | OK  | OK  |       |       |       |       |       |     |
| Collab/Industry Input |       | how ? | ?    | ?   | ?   | ?   |     |     | how ? |       |       | how ? | how ? | OK  |
| Training/Seconding    |       |       |      |     |     |     |     |     |       | how ? | how ? |       |       |     |

- we can envisage to proceed with the following three steps
  - **collect the input from the WPs** on the activities involving industry
    - by middle February ?
  - build by iteration a **coherent and feasible plan** that prioritizes, harmonizes and optimizes the proposed set of activities, taking advantage of the feedback we can get during the process from the **Advisory Group**
    - by end of March
  - **present the plan** at the Industry Day
    - middle April

# Collecting WP input

- it would be important that each WP defines:
  - what activities industrial companies should be involved
  - what the time schedule (start time and foreseen duration) and milestones are for the activities
  - which and how many companies should participate in each activity
  - how activities will be organized/coordinated
  - what level of efforts participating companies are expected to provide
  - what the (at least potential) return for the companies could be
  - ....

# Industry day (18-19 April 2017)

- two half-day meeting
  - dates discussed in the core meeting at CERN; should be nailed down this week
  - traveling on the morning of the 18th
- goals of the meeting
  - present the AMICI project and the mutual benefits it may bring to the European Research and Industrial ecosystem:
    - by exploiting the technical knowledge AMICI will make available
    - by using the collaboration tools and frameworks the project will set up
    - by supporting commercial products developments, also through the exploitation of external funding opportunities that are available for private-public collaborations on innovation at local, national and international level
  - strengthening the competitive capabilities of the European Industrial ecosystem in the global market
  - creating a solid vision for future collaborative actions aimed at supporting the widest exploitation of the T.I.
- present and discuss the proposed activities

# First ideas for the agenda

- Overview [14:30-16:00]
  - Presentation of the AMICI project [25']
  - The European Technological Infrastructures [20']
  - Collaborating with the industrial partners in the AMICI project [15']
  - Cooperation with T.I.: success histories [25']
- Coffee break [16:00 - 16:30]
- WP activities and Industry engagement opportunities [16:30 - 18:30]
  - WP2 [20']
  - WP3 [20']
  - WP4 [30']
  - WP5 [30']
- Working groups [8:30 - 10:30]
- Coffee break [10:30-11:00]
- Working groups [11:00 - 13:00]
- Summary and outlook [...]

We should also evaluate carefully the opportunity of providing a synthetic yet effective overview of the developments program at the main European accelerator labs.

It may take a few hours of presentations but it may represent good “added value” to the Industry Day

# Organizational aspects

- the proposed venue for the Industrial Day is **Padova**
- verified the availability of suitable hotels
- ready to proceed with booking

