

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

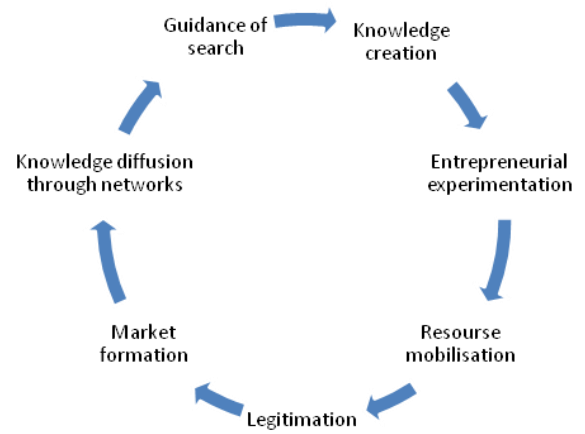


Figure 2 - The reinforcing feedback between functions of the Sectoral System of Innovation
[Source: Market-up project deliverable 1.1]

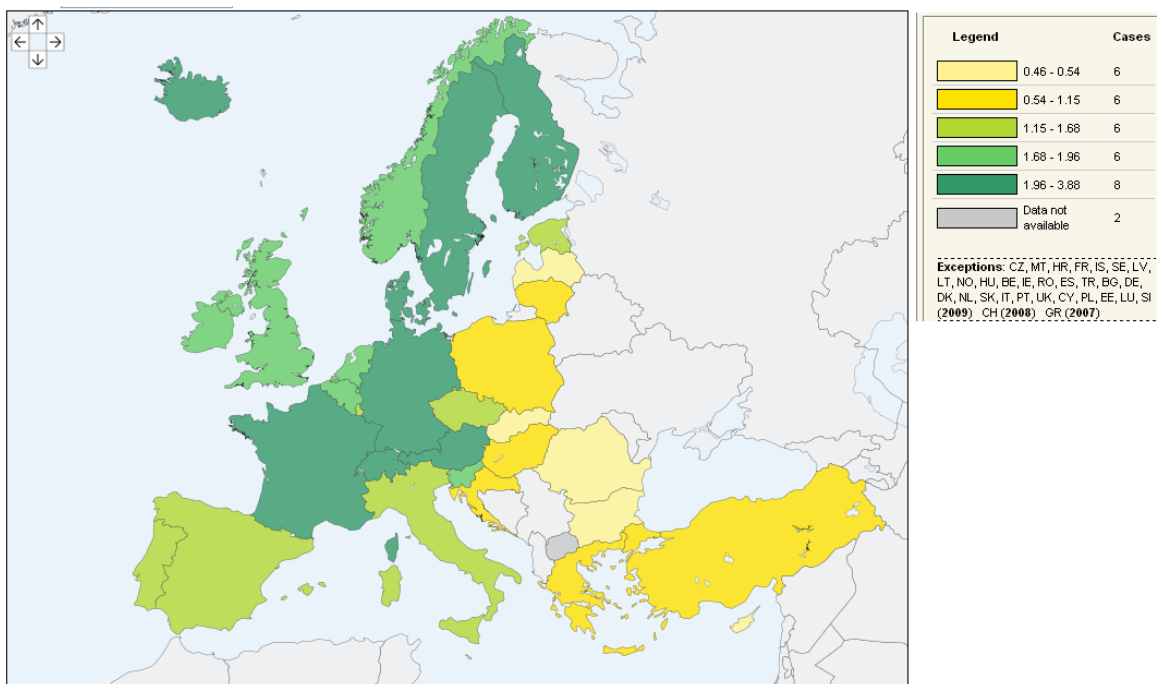


Figure 3 - Research and development expenditure, as % of GDP
[Source: Eurostat, 2011]

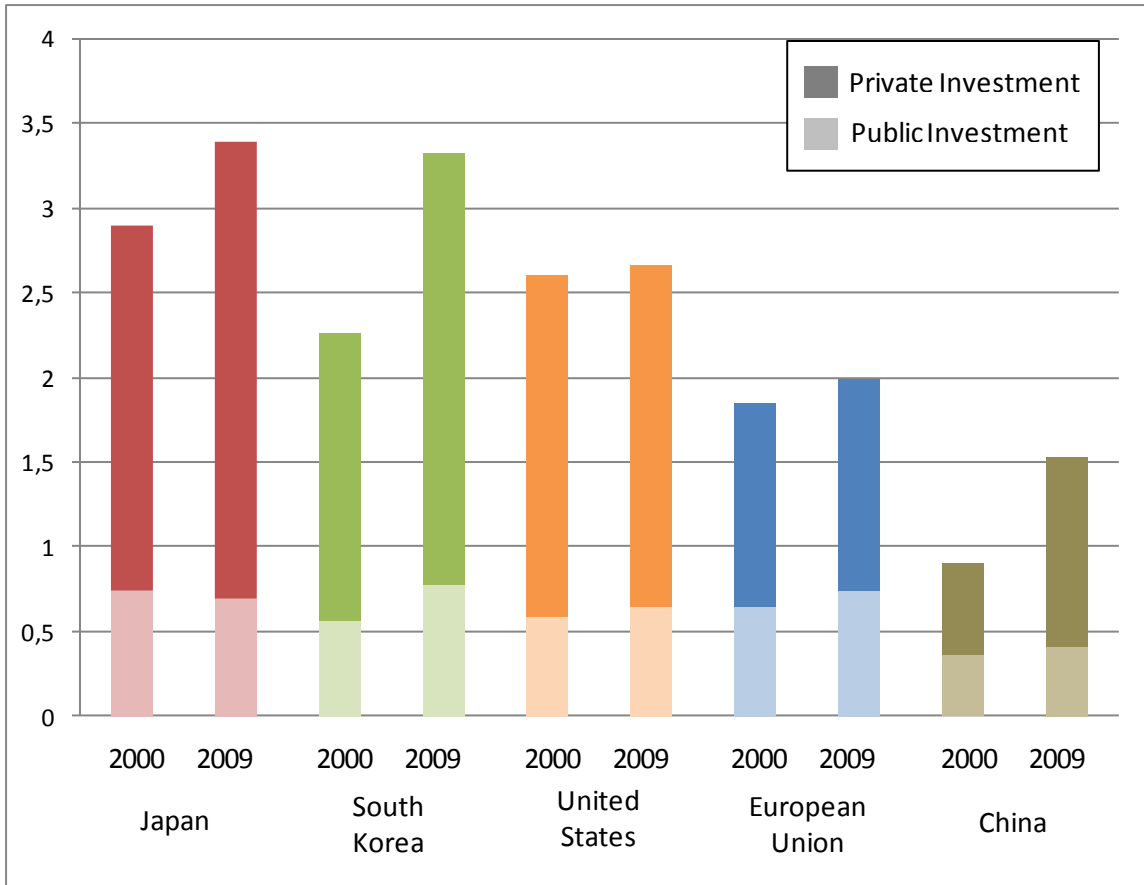


Figure 4 - Public and Private R&D expenditure as % of GDP, 2000 and 2009
 [Source: Market up, based on data from EC, 2011c]

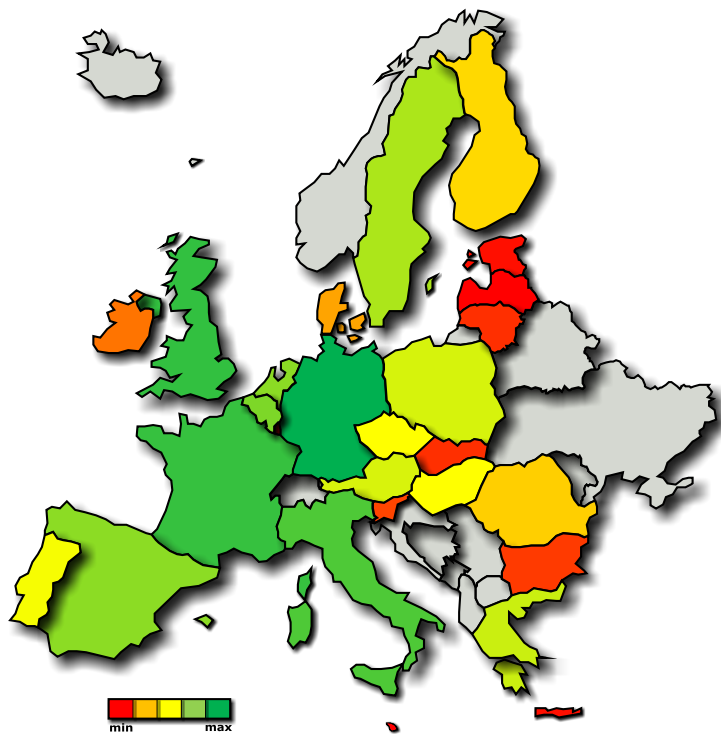


Figure 5 -Distribution of competencies in transport research

Table 1 - Ranking of barriers

Impact duration	Short		Long	
Impact severity				
Low	<ul style="list-style-type: none"> • Uncertain market demand • Uncertain ROI 		<ul style="list-style-type: none"> • Lack of qualified personnel, technology • Long lead times • Lack of business partners • Lack of cooperation 	
High	<ul style="list-style-type: none"> • Economic outlook • Legal background lacks incentives • Limited access to information, technological support 		<ul style="list-style-type: none"> • 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



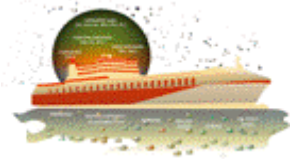

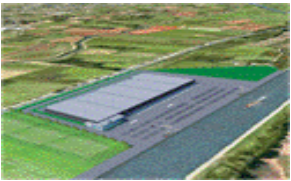
Impact duration	Short		Long	
Impact severity				
Low	<ul style="list-style-type: none"> • Secure or increase market share • Existing regulations 		<p>Economic outlook Good business partners Technological and management capabilities Expected new regulations Good cooperation</p>	
High	<p>Current high energy prices Current high material prices Access to information, tech support</p>		<p>Expected energy price increases Access to subsidies, incentives Increased demand for green products Future material scarcity Limited access to materials</p>	

Table 3 - Ranking of barriers to SME

Impact duration	Short		Long	
Impact severity				
Low	<ul style="list-style-type: none"> • Lack of monitoring system for SMEs • Lack of Information on FP7 		<ul style="list-style-type: none"> • IPR and exploitation of results of FP7 project • Time of evaluation, 	

	<ul style="list-style-type: none"> • Language barriers for European funds • SMEs Profile as potential partners for FP7 projects 	<ul style="list-style-type: none"> • acceptance and implementation for FP7 RTD projects is too extended: • Lack of qualified personnel IPR and exploitation of results
High	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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

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



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www.ua.ac.be/tur

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

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

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

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

European Association of Automobile Suppliers (BE)
www.easa.eu

Inovamais SA (PT)
www.inovamais.pt



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



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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

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

Evidence & Funding
Assess research-funding instruments available and other innovative financial and policy instruments and its potential for wide adoption
Explore the synergies and complementarities across the various public and private R&D funding mechanisms and potentially identify some strengths and weaknesses of existing schemes

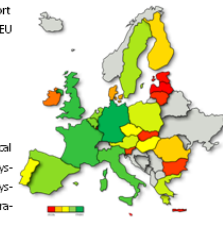
Actors & Roles
Produce targeted recommendations for different transport actors on roles for an easier uptake of transport results

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)



Impact indicator	Short	Long	Barriers & Drivers
Short capacity	<ul style="list-style-type: none"> Lack of funding capacity Lack of industrial R&D Lack of industrial R&D Lack of industrial R&D Lack of industrial R&D 	<ul style="list-style-type: none"> High concentration of research in EU-27 High concentration of research in EU-27 High concentration of research in EU-27 High concentration of research in EU-27 	<ul style="list-style-type: none"> In general SME specific
Long	<ul style="list-style-type: none"> Access to research Access to research Access to research Access to research 	<ul style="list-style-type: none"> Access to research Access to research Access to research Access to research 	



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@tts.nl

More information available at www.marketup.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



Transport Research Arena • Europe 2012

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

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Welcome to the Market Up project website!

From here you can learn about the activity that has been undertaken by the project partners, follow news updates and make contact with those involved to express thoughts, ideas and comments.

Furthermore you will be able to access the results and findings as the project progresses through its life cycle into a self sustainable network, after 2013.

Market Up is partially funded by the European Commission through the Seventh Framework Programme.

Market-up Show Cases available for download!   

Written by Oliver Finkill
Tuesday, 26 June 2012 21:39

The Market-up case study factsheets developed earlier in the project have been further elaborated into **7 Show Cases** illustrating the uptake of transport innovations in the market.

News

Final Newsletter now available

The fifth Market-up newsletter issued in September 2012 is now available to download, under Download - Newsletters. This is the final newsletter from Market-up. It contains information on the final results reached in the project during the last months of activity. In specific, policy recommendations for improving the market take-up of research results and encouraging the involvement of weak players are particularly highlighted.

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Figure 9 - Market-up website



The market uptake of transport research and
the role of actors and regions

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Figure 10 - Market-up partners & contacts