



EPISODE



EPISODE Project Presentation

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EPISODE is...

- a **project**
 - financed by the European Commission's Framework Programme 7, as a “**Regions of Knowledge**” initiative
- a **partnership**
 - between **government, academia, and industry** in the regions of Tuscany, Berlin-Brandenburg, and Campania
- an **opportunity...**
 - to create a strategy for new routes between scientific research and economic growth
 - to ensure that the regions' resources are **sustained** and fully **exploited**

Regions of Knowledge

The European Commission's **Regions of Knowledge** initiative aims to strengthen the research potential of European regions by encouraging and supporting the development of regional **'research-driven clusters'** of universities, research centers, enterprises and regional authorities with a transnational dimension

EPISODE research-driven cluster

- **EPISODE** is composed of eleven protagonists, including regional authorities, research institutes, and biotech companies, that form the initial research-driven cluster

- **Regional Authorities:**

- Regione Toscana (Tuscany)
- Florence Chamber of Commerce (Tuscany)
- BioTOP Berlin-Brandenburg (Berlin-Brandenburg)

- **Research Institutes:**

- Magnetic Resonance Center at the University of Florence (CERM) (Tuscany)
- Fondazione Toscana Life Sciences (Tuscany)
- FiorGen Onlus (Tuscany)
- Leibniz Institute for Molecular Pharmacology (Berlin-Brandenburg)
- Molecular Diagnostics and Pharmaceuticals Scarl (Campania)

- **Industry:**

- ProtEra Srl (Tuscany)
- Jerini AG (Berlin-Brandenburg)
- RiNA GmbH (Berlin-Brandenburg)

- Ten of the partners are from the regions of **Tuscany** and **Berlin-Brandenburg**, while the eleventh is from Italy's **Campania** region



Objectives of EPISODE

- To create **research-driven clusters** of regional authorities, research entities, and business/industry and identify **synergies** among them
 - with a special emphasis on opportunities resulting from services and opportunities that the partner infrastructures can provide
- To foster transnational and interregional **cooperation** and **learning** and “**mentor**” regions that are less-developed in EPISODE's subject area
- To **develop a Joint Action Plan** for concrete actions that will increase regional economic competitiveness

EPISODE' s primary goal

To maximize the benefits of research infrastructures for regional economic development

The final deliverable of the project will be a Joint Action Plan with an associated Business Plan

Complementarity of the regions

- ❁ Tuscan partner CERM has a long tradition as a **research infrastructure** that provides **transnational access** to its instrumentation and expertise (FP funding since 1994) in NMR and associated technologies for structural biology...
- ❁ Berlin-Brandenburg has had enormous success in creating a **biotech industry**...
- ❁ Campania is considered to be a “Convergence region” and was thus eligible to be part of EPISODE’s “mentoring” activities
 - ❁ ...but it is clear that this region also boasts a number of important resources and is an **invaluable partner for future initiatives**

Highlights from the EPISODE JAP

- 1. Serving industry
- 2. Direct revenue generation
- 3. Complementary skills
- 4. “Social” approaches

Serving industry

- Background: Industry does not use research infrastructures enough
- Strategy: Exploit the fact that the equipment and expertise that are at the heart of our infrastructures are also expensive for industry
- Actions:
 - (i) Develop **draft contracts** and modalities in collaboration with industry that can be used to promote access
 - (ii) Creation of a regional **Expert Center** in Tuscany
- Plan for implementation:
 - (i) Being developed also in collaboration with FP7 Capacities project Bio-NMR
 - (ii) Application made to regional government
- Expected impact: contribution to running costs of infrastructures, increase in use of our services leading to general increase in industrial activity
- Potential synergies: broadening of network, transfer of lessons learned

Direct revenue generation

- Background: Infrastructures do not necessarily generate revenue
- Strategy: Market the results of our infrastructures
- Action: Efforts at selling services, products, and encouraging new spin-off companies and new commercial activities
- Plan for implementation:
 - Sale of NMR services to industry (pre-existing, under expansion)
 - Establishment of a “commercial division”, including a “Products and Services” portion of institutional websites (already begun), system of indicators and bonuses
 - Sales agreement between FMP and CERM (in progress)
 - Application to Italian ministry for the foundation of a new spin-off company in which the infrastructure itself is a shareholder
- Expected impact: contribution to running costs of infrastructures, creation of new industry
- Potential synergies: transfer of lessons learned, new sales agreements

Research Products and Services

brought to you by
the **Interuniversity Consortium for
Magnetic Resonance (CIRMMP)**
and the **Scientific Campus
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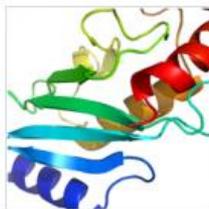
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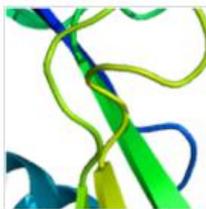


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Complementary skills

- Background: There is a lack of adequately trained human capital and their mobility
- Strategy: Provide increased availability of and access to complementary skills
- Actions:
 - Net-DDD Network for Drug Discovery in Berlin-Brandenburg
 - IMPATTO (EUR 1.2M) developed by EPISODE partners also in collaboration with new incubator and Confindustria
 - COFUND-Tuscany
 - Cooperation agreement between BioTop and TLS on improving technology transfer mechanisms in both regions
- Plan for implementation: Net-DDD and IMPATTO already financed by regional/national governments, application for COFUND-Tuscany submitted in February 2011
- Expected impact: increased quality and competitiveness of initiatives
- Potential synergies: sharing between regions

“Social” approaches

- Background: Resources are often present but new means for their integration can be found in innovative web-based platforms
- Strategy: Use “social networking” approaches to encourage collaboration between academia and industry
- Action:
 - www.biotechknows.com
 - IMPATTO
- Plan for implementation:
 - Continuation for www.biotechknows.com foreseen within Bio-NMR
 - IMPATTO funded by Italian government
- Expected impact:
 - Greater access to services and expertise
- Potential synergies:
 - Inclusion of participants from outside our regions