

TransBonus

Transport EU-Western Balkan Network for Training, Support and Promotion of Cooperation in FP7 research activities



This is an extract from:

Ideas Generation Events

Final Evaluation Summary Report

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INTEGRATED RESOURCES MANAGEMENT



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Executive Summary

This report provides a consolidated overview of the results of 11 Ideas Generation Events (IGEs) organised by the 5 West Balkan partner countries participating in the TransBonus Project Lab (Albania, Bosnia & Herzegovina, FYR of Macedonia, Serbia and Bulgaria). The purpose of the TransBonus Ideas Generation Events was to facilitate knowledge transfer and to create a critical mass of innovative ideas, which could then be developed into potential FP7 research proposals in the field of surface transport. The Ideas Generation Events formed an integral part of the TransBonus Project Lab which was designed as a ‘learning by doing exercise’ that simulates the creation, preparation and (internal) evaluation of innovative project proposals. Two sets of IGEs were strategically planned to coincide with the TransBonus Open Calls and the 2010 and 2011 Calls on Surface Transport in FP7.

Furthermore, the report describes the impact of these IGEs for the respective partner countries by analyzing the results from different perspectives.

Following a brief introduction explaining the purpose and objectives of the TransBonus IGEs, Chapter 2 provides a general overview of the Ideas Generation Events, which succeeded in attracting 273 participants which were provided with practical, hands-on training on ideas generation, creative thinking and FP7 proposal writing. The role of these events within the context of the TransBonus Project Lab is also outlined in this second chapter, as well as the outcome of an overall evaluation of the IGEs by the organizing partners and the participants themselves.

The third chapter brings a brief outline of the TransBonus IGE Methodology developed by IRMCo¹ and reviews the feedback which was obtained on the creative thinking techniques as well as on the training aids that were developed for the purpose of the IGEs. Feedback on the methodology proved extremely positive with participants specifically commending the effectiveness of the techniques selected.

The next chapter reviews the expertise that was mobilized during these events. Analyzing the background of the participants (universities, public and private research organizations, governing bodies and industry) is evidently important as it is essential to the success of a project proposal submission that the research is conducted in a highly

¹ Full details of the IGE Methodology developed by IRMCo are provided in the document “*Ideas Generation Events – Methodological Guidelines*” issued in June 2009 on the occasion of a Training Workshop on Ideas Generation Events, organized in Malta by IRMCo.

multi-disciplinary environment. The organizing partners provided valuable insights on the challenges faced in creating such a multi-disciplinary environment.

In Chapter 5, the research themes of the ideas which were consolidated as a result of the IGEs are compared with the specific research priorities in the respective partner countries as presented in the individual Country Reports and Consolidated Mapping Report which were compiled in WP1. Several important deviations – i.e. the ideas which emerged as a result of the IGEs - do not always reflect the stated ‘national’ priorities – can be observed. These are then discussed in more detail by examining the deviations in a wider context, including e.g. current level of institutional capacity, legislative framework and the (current) national expenditure on research and innovation in the respective partner countries.

A set of recommendations are provided in the final chapter with the objective to assist partners in their continuous development towards improving their research capacity and consequently their participation in EU RTD initiatives.

Overall, the report concludes that the Ideas Generation Events enabled the TransBonus Project Lab to succeed in achieving its longer-term objectives of enhancing the readiness of the West Balkan transport research community to participate in European RTD programmes, encouraging knowledge transfer, and facilitating networking in order to build research partnerships and collaborative initiatives. The Idea Generation Events have proved to be a unique, informative and valuable exercise for all participating WBC partners.

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