

## How to Bridge the Gap between Research and Industry?

**Caterina Rehm-Berbenni, Dr.**  
Chief Executive Officer

**FUTUR**E**tec - Gesellschaft für angewandte Informatik mbH**

Hauptstraße 188, D - 51465 Bergisch Gladbach (Köln)

Tel.: 0049 2202 2826 0, Fax: 0049 2202 932166

eMail: [crehm@futuretec-gmbh.de](mailto:crehm@futuretec-gmbh.de)

www: <http://www.futuretec-gmbh.de>

## Profile

Since 1994, operating mainly in the field of Information Technologies, as well as European Technology Transfer and International Marketing from research to industry.

ICT technical sectors of specialisation:

- Cultural Heritage
- Environment
- Health&Safety
- Health Care & Medical Applications
- Micro- and Nanotechnology

## The Problem

Research and industry, two very different worlds, need to get together and merge their capabilities and potentials to build up synergies, to find innovative solutions for the European Cultural Heritage and for the future of our society.

## Some of the Benefits

- ❖ To enlarge their fields of activities
- ❖ To optimize processes, avoiding redundancies
- ❖ To increase their economy
- ❖ To fulfill education/training goals
- ❖ To learn from each others, thus becoming real interdisciplinary teams

## The Solutions

1. Technology Transfer
2. Communication
3. Education / eLearning



## 1. Technology Transfer

**A mechanism, whereby practical knowledge  
passes from one party to another**

Source: European Commission DG XIII/ Innovation

## Technology Transfer



## 2. COMMUNICATION...

...include:

- Identification of elements of common problem definition and common language for clear communication;
- Identification of win-win situations to support co-operation;
- Readiness to accept own limits and recognize the potential of the co-operating partners;
- Readiness to work with teams coming from different backgrounds;
- Readiness to transfer knowledge and expertise bothsides;
- Readiness to work with all involved stakeholders, even those whom – at that moment- we might not understand the role they have;
- High status of participation by SMEs professionals, stakeholders and also lay people in the consultative as well as realization processes. Sharing of the reasons and justifications;
- Skill development and professionalisation of the participants in new deliberative processes.



## From Decision Support Systems to ... Tools to Inform Dialogue, Decision and Deliberation

... information tools are no longer viewed as means to provide information and legitimate *decisions* but rather to initiate and *debates, dialogues or deliberations*.

There is hence, a big opportunity for developing new common ground platforms based on different flows of *knowledge and wisdom...*

## Problems addressed by the Tools

The TIDDD are designed to support participatory processes through presenting information, policy scenarios, and evaluation indicators in an accessible way.

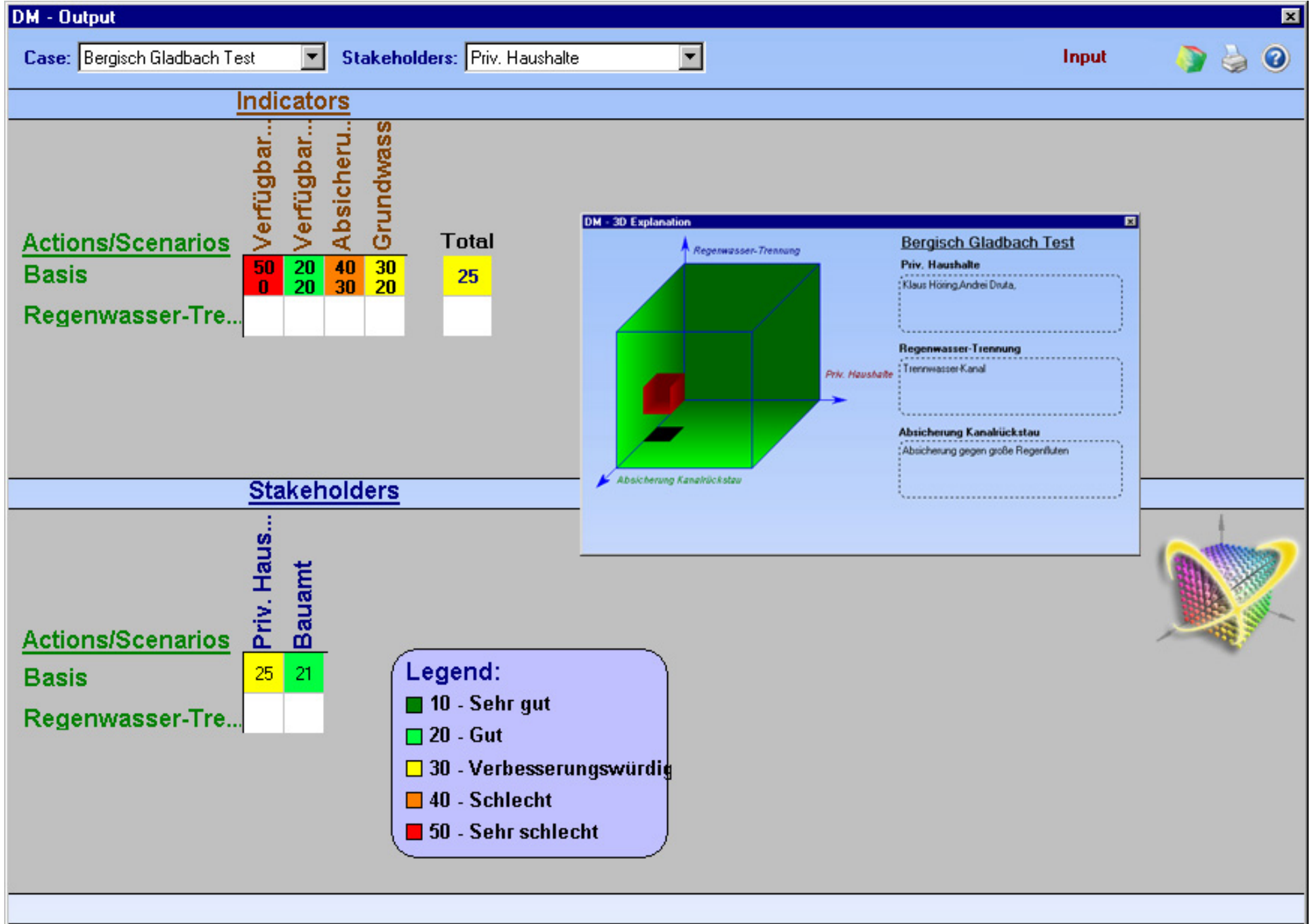
They address aspects related to communication of science to non-scientific audiences, the use of these types of tools in participatory contexts and, to the extent possible, co-operative conflict resolution.

## Human-Centred Technology

The most innovative elements of ICT and eLearning tools nowadays, must be the combination of the representation of ICT tools and systems with social science.

Having an interdisciplinary approach, they merge the knowledge from different sectors and disciplines and offer very good possibilities for high user-interaction.

**Discussion & Deliberation Support Tools are more "brainware" than "software"**



## 3. Education

What is eLearning?

eLearning implies that human minds  
focus their concentration in absorbing  
Knowledge with means of  
technological tools and methodologies



## Collaborative eLearning and eTraining

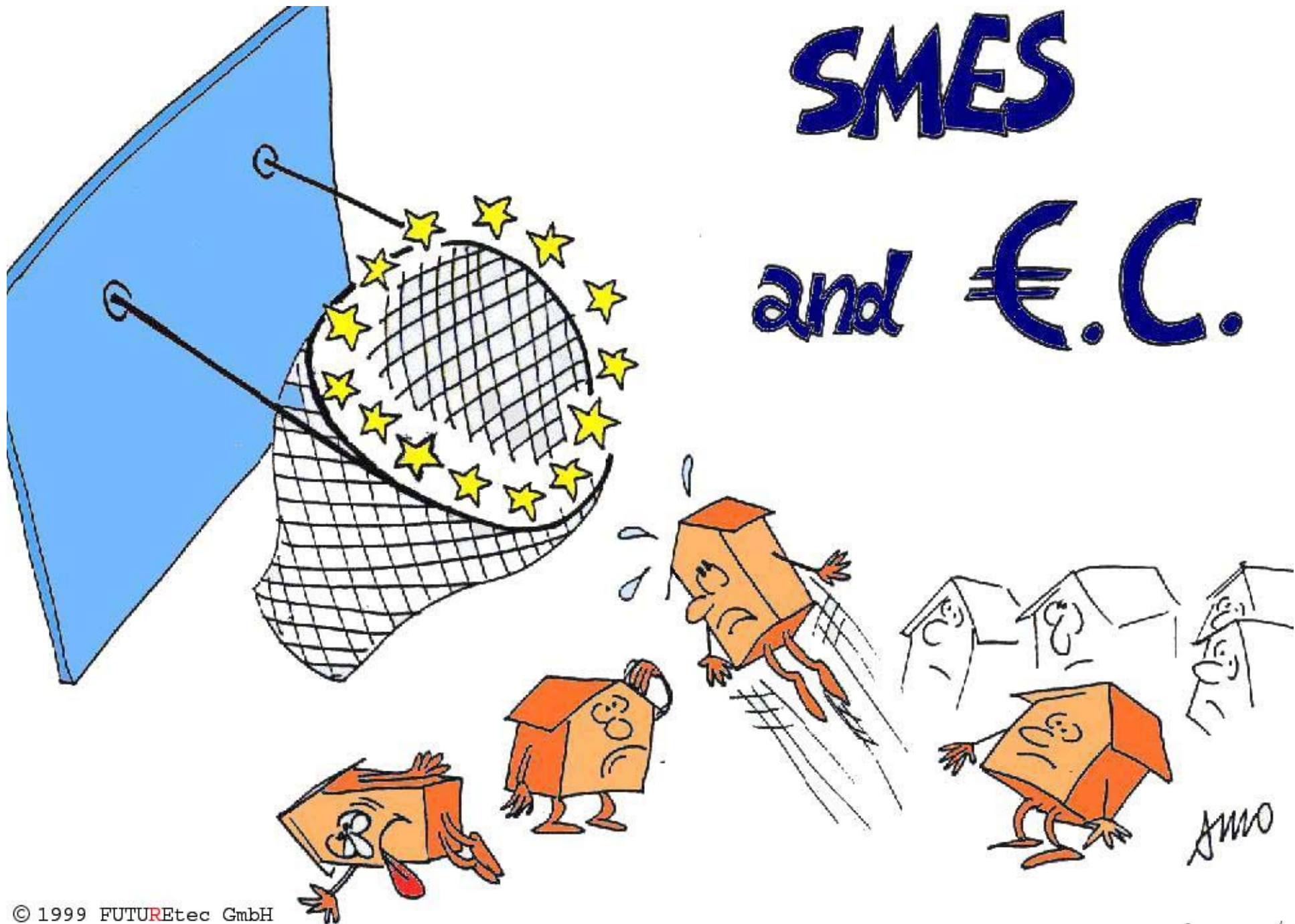
- In particular during eTraining, SMEs increasingly consider the participation as a process through which exchange of knowledge is produced.
- With the desired outcomes of participation now being stated in terms of dialogue, knowledge exchange, and social learning, we are confronted by a radical and challenging design specification of interfaces and tools.

## What is essential in interdisciplinary co-operation?

- Innovative technologies, processes and services
- Solid team work
- Building respect and trust
- Sharing knowledge and expertise
- Strategic visions
- **Human Potential**

# SMES

## and €.



**Please do involve SMEs and industry in the scientific community following Benjamin Franklin's wise saying:**

**Tell me and I forget...  
Teach me and I remember...  
Involve me and I learn !**



## Thank you for Listening !

**Caterina Berbenni-Rehm, Dr.**

Chief Executive Officer

**FUTUREtec GmbH**

Hauptstrasse 188, D - 51465 Bergisch Gladbach (Cologne)

Tel.: 0049 2202 2826 0

eMail: [crehm@futuretec-gmbh.de](mailto:crehm@futuretec-gmbh.de)

WWW: <http://www.futuretec-gmbh.de>