



**Green Solutions to reduce Europe's Ecological Footprint**  
**Best practices of Exploitation of Innovation Results In the Field of Energy and Environment**

**20 November 2009, SYMA Sport- and Event Centre ((Hall B, 1<sup>st</sup> Floor)**  
**1146 Budapest, Dózsa György út 1., Hungary**

**9:30-10:00 Registration**

**10:00 – 13:30 Morning session**

10:00 - 10:10 **Opening** – Dr. Dora Groó, Hungarian Science and Technology Foundation

10:10 - 10:25 **Project presentation of ECOINNO2SME – experiences and services** (how ecoinno2sme can support commercialisation and exploitation) – Emese Karácsonyi, Hungarian Science and Technology Foundation

10:25 – 11:00 **Exploitation of RTD-project results of SMEs in Europe** – an overview on funding possibilities – European Commission

11:00 – 11:30 **Commercialisation – Turning a good idea into a great opportunity** - Role of an exploitation plan – what have successful exploitation plans in common? – Alastair Macnaughton, Targeting Innovation Ltd.

**11:30 – 11:50 Coffee Break**

11:50 – 12:10 **Typical strengths and weaknesses / tips and tricks for successful exploitation** (sectorial (Environment / Energy) and regional comparison) - Alberto Sciuto, INNOVA

12:10 – 13:10 **Best practices on exploitation and commercialisation** (Environment /Energy) – Case studies from Germany, Hungary and Italy (Promis Gmbh., TerraHumana Ltd.)

13:10 – 13:30 **Discussion with speakers and recommendations for other policy makers, service providers and RTD providers** – moderator: Hartmut Welck, Steinbeis-Europa-Zentrum

**13:30 – 14:30 Networking lunch**

**14:30 – 15:30 Afternoon session**

**Further legal/ financial assistance in Hungary**

Intellectual property right issues, additional financial sources for SMEs: venture capital programmes, bank credit; floor for discussion, questions and answers

**15:30 - Visit to the fair**

During the morning session English-Hungarian consecutive interpretation will be provided, while the afternoon session will be in Hungarian with no translation. Participation is free of charge, more information on registration will follow soon. Please note that the organizers reserve the right to make changes to programme.

For more information about ECOINNO2SME, visit [www.ecoinno2sme.eu](http://www.ecoinno2sme.eu)

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