

# SCCER Mobility KTT Concept

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## Introduction

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The SCCER Mobility KTT concept aims to provide a framework for all activities carried out within the SCCER Mobility framework particularly dedicated to reach companies, governmental institutions, associations and individuals, who could contribute to the commercial exploitation, implementation or application of the technologies and knowledge resulting of the SCCER Mobility research activities. This concept complements the SCCER Mobility communication concept, which provides a general framework for all communication activities carried out by the management office.

The concept will address the following topics:

- Target community
- Goals of the KTT activities
- Measures, tools and activities

The proposed KTT portfolio of measures and activities should support the achievement of the program expected benefits:

- 1) Contribution to increase energy efficiency
- 2) Sustainably strengthening energy research
- 3) Buildup of research capacity on energy related topics
- 4) Optimization of the structures within energy research
- 5) Intensify applied research

The knowledge and technology transfer activities should particularly support the points 1), 2), 4) and 5) because the impact of the research portfolio can only be realized when technologies and knowledge is implemented into solutions and new products.

With the measures proposed in this document, we would like to:

- 1) Promote and facilitate the **acquisition of high impact implementation projects**
- 2) Develop cooperation with industry in terms of acquiring new research partners and research projects
- 3) Improve the **competence of practitioners** in the areas where SCCER Mobility is active (knowledge transfer)
- 4) **Strengthen cooperation with industry** and with other research groups

## Target audience KTT activities

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Potential implementation partners require specific information about obtained results and orientation about possible implications in their field of action. While most of the audience coincide with the audience of our communication concept, communication in this case is more specific. The specific message covered by KTT concept will be typically not covered at least in its specificity by the general communication activities described in the communication concept.

### *Internal target addressees*

- **Researchers** contributing to SCCER Mobility research (financed by SCCER Mobility or by third party funds)
- Governing bodies of SCCER Mobility (**industry partners, and governmental institutions represented in the Advisory Board** and the SCCER Board, Executive Committee)
- **Cooperation partners** of SCCER Mobility (formal members of the Advisory Board and project partners not formally involved in the SCCER Mobility Governance)

### *External target addressees*

- Scientific community
- External stakeholders from industry, governmental agencies, relevant associations
- CAS / MAS participants

## Communication goals

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### *Internal target addressees*

- **Researchers** contributing to SCCER Mobility research (financed by SCCER Mobility or by third party funds)
  - Goal 1: inform about results of other groups, which may find application in their own work
  - Goal 2: discuss potential implementation partners
  - Goal 3: general sensitization about the need to generate relevant solutions for the energy transition and Swiss industry/institutions
- Governing bodies of SCCER Mobility (**industry partners and governmental institutions represented in the Advisory Board** and the SCCER Board, Executive Committee)
  - Goal 1: update about current competences within SCCER Mobility
  - Goal 2: keep engaged and motivated to contribute thank to the dissemination of success histories (successful R&D Projects)
  - Goal 3: better understand current praxis needs
- **Cooperation partners** of SCCER Mobility (formal members of the Advisory Board and project partners not formally involved in the SCCER Mobility Governance)
  - Goal 1: integrate these partners in activities (to get further involved as in goal 1/2 in previous group)

### *External target addressees*

- Scientific community
  - Goal 1: bring energy topics to transport engineering/logistics
- External stakeholders from industry, governmental agencies, relevant associations
  - Goal 1: identify potential implementation partners and incorporate them in our network
  - Goal 2: present relevant results, inform about competences
- CAS/MAS Students
  - Goal 1: present relevant results, inform about competences

## Key Messages

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For the scope of this KTT Concept, specific messages will be defined based on the area relevant for the addressee or the particular results we want to promote.

General message:

- SCCER Mobility wants to support your business/your institution to solve specific technological problems and/or provide knowledge and insights necessary for adequate decisions/policies
- Relevant knowledge, expertise and capacity is available for you
- We want to know what the issues of your industry/business are in order to focus (if possible) our research and efforts in areas that are more relevant

## Strategy

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To achieve the communication goals and convey the key messages to the various audiences, both internal and external, a strategy must be devised.

### *Tonality, content depth and language*

Content will be technical, preferably German if necessary. Generally, the language will be tailored to the target audience.

### *Structure*

Existing communication tools and activities will be extended to address specific KTT needs if possible. If this is not possible, specific meetings and/or communication material will be developed.

### *Resources*

**Management and implementation** by the KTT Officer supported by Project Manager Communications and Administrative Support. Will be one of the main activities of the SCCER MO in phase II. Most proposed tools are also used for other, more general communication purposes (see communication concept).

KTT activities carried out by research partners cannot be quantified easily, but represent a major contribution to KTT efforts within SCCER Mobility.

### *Communication measures, tools and activities*

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The main KTT activity within SCCER Mobility occurs via the established **R&D projects with industry**. These projects are an intrinsic part of the research work of the involved partners and is not part of this concept. Additional Potential to indirectly improve the KTT performance of the SCCER Mobility lies in motivate our members to reflect on implication of their research for the praxis and possibilities to apply their results. Again this important issue is partly covered here but is also considered in the development of the Young Talent Development project in phase II. A first workshop in June this year was designed based on this idea.

What we propose in the following table are support activities by the MO/ SCCER Mobility to promote and support contact with industry leading to more high impact implementation projects by developing current partnerships or trying to acquire new ones. The premise we use here is that an adequate engagement and development of the current network of cooperation partners will lead to more implementation projects and therefore to more commercial products and solutions.

Internal target addressees	Goal	Instruments / activities	Responsible
Researchers contributing to SCCER Mobility research (financed by SCCER Mobility or by third party funds)	inform about results of other groups, which may be applicable to their own work	Annual Conference, posters, thematic meetings, CA Coordination meetings	MO, CA Coord.
	Identify characteristics and examples of potential implementation partners	RG, CA Coordination meetings If appropriate, Interview with KTT office and establish action plan	CA Coord KTT Officer
	<b>General sensitization about the need to generate relevant solutions for the energy:</b> Promote and provide tools and information about institution transfer offices, support for entrepreneurship and open positions in relevant industries, relevant funding opportunities and open calls.	Workshops Web- KTT rubric e-mails/Newsletters:	KTT Officer
Industry partners and governmental institutions represented in the <b>Advisory Board</b> and the <b>SCCER Board</b>	update about current competences within the SCCER Mobility	Board/Advisory Board Meeting	MO
	Further engage in the cooperation and support	Board/Advisory Board Meeting other networking events, Industry Dialogues, Public Events, Involve in Annual Conference	MO
	Better understand current needs in practice	Board/Advisory Board Meeting	MO
Other Cooperation partners of SCCER Mobility	Further engage in the cooperation and support	other networking events, Industry Dialogues, Public Events, Involve in Annual Conference	MO

External target addressees	Goal	Instruments / activities	Responsible
Scientific community (knowledge transfer)	Intensify integration of energy consumption /CO2 emissions into transport engineering/logistics discussion (so far limited)	SCCER contribution to Swiss Transport Research Conferences (2017,2018,2019 and 2020)	RGs (MO)
External stakeholders from industry, governmental agencies, relevant associations,	identify potential implementation partners and incorporate them in our network	Intensify PR in high potential circles: digitalswitzerland, avenir mobilität, SwissCleanTech, Post, Stadt Zürich, AXA Winterthur, Kanton Zürich, Flughafen Zürich, Swisscom, BMW, Coop, Migros Swisstopo, Metall Zug, SBB Cargo, swissmem (Data Base of target audience will be updated regularly and activities planned in regular MO Meetings)	KTT Officer, RG, Head /Deputy Head
	present relevant results, inform about competences	Whitepapers, presentations, flyer, Energieia.	MO
CAS/MAS Students	Further engage in the cooperation and support	Integrate into the program summary of SCCER Mobiltiy (Basics) Whitepapers, presentations, flyers	MO