

EM Newsletter



FP7-WINTER ACADEMY

3,5 days exclusive training 7-10 February 2012, Velence, Hungary

The FP7-Winter Academy offers excellent learning opportunities about the EU projects while enjoying the relaxing surroundings of Lake Velence and the Spa Resort. Beginners, junior and experienced project managers alike can benefit from the course and have a clear understanding of the full project cycle.

 Details: <http://www.eutrainingsite.com/123n>

from Tuesday to Friday
exclusive training without
the stress of everyday life

**Breakfasts, lunches, social events
and accommodation are included.*

...it's all taken care of.



Play our Winter Academy Game

and win a free participation in this unique training course plus accommodation and subsistence during the event for 4 days!

Your Challenge: Try to put the EU project phases in chronological order!



www.eutrainingsite.com/game.php

Theme – Innovation

WHAT IS INNOVATION?

Innovation can be defined as an exploitation of new ideas leading to the creation of a new product, process or service. The term derives from the Latin word *innovatus*, which is the noun form of *innovare* "to renew or change," stemming from *in* —"into" + *novus* — "new".



www.wikipedia.org

Innovation also means exploiting new technology and employing out-of-the-box thinking to generate new value and to bring about significant changes in society.



<http://www.paggu.com/getting-into-roots/what-is-innovation-why-innovation-is-important/>

Nowadays we also come across the term "reverse innovation", which puts the developing world in focus. The goods are developed as inexpensive models to meet the needs of these nations. Some examples of reverse innovation from Wikipedia: Nokia is testing new business models for classified ads in Kenya, Procter & Gamble found that a honey-based cold remedy created for Mexico also had a profitable market in Europe and the United States, etc.

"The idea of reverse innovation stems from the concept of 'jugaad' that is inherent to India. This is not innovation in the true sense, but an inspiration to adapt existing solutions using low-cost technology. And it is a phenomenon that emerging markets such as BRIC countries (Brazil, Russia, India, Indonesia and China) are increasingly exhibiting" – explains Anuraj Gambhir in Project Magazine.



India is already a microcosm of the world of scarcity, diversity, liberty and connectivity that will be the future of all nations. Due to its inherent environmental and social constraints, India is a place where the need to get more value for less cost has been felt for a long while now – and this need is often a matter of sheer survival. Increasingly, this scarcity has combined with India's mind-boggling diversity (of religions, languages, and cultures), its relative liberty and growing connectivity (India is adding over 15 million cell phone subscribers each month), to turn it into a large-scale, living laboratory where a large number of people across the social spectrum are daily coming up with inventions.



[Read the entire article in Project Magazine](#)

Theme – Innovation

WIN A MASTERCLASS AT EUROPEAN COMMISSION'S Innovation Convention Brussels on 5-6 December 2011

Are you a young innovator with a great idea? Tell about it and you could win an exclusive Masterclass with Ryanair's CEO Michael O'Leary at the European Commission's Innovation Convention in Brussels on 5-6 December 2011!

IT'S EASY TO ENTER: just send a short video or written summary explaining your idea, and you could be one of only young innovators selected by the jury to be on stage with Michael O'Leary, as an active participant in his Masterclass on innovation!



[Click here](#) to participate

EUROPEAN INNOVATION SUMMIT – Stronger innovation for a stronger Europe

"Innovation is the way out of the current economic crisis. We await the outcomes of the summit with great hope."

European Parliament President Jerzy Buzek

Innovation and research are high on the European agenda. However, innovation needs more than just research to help Europe move forward. This was the main message of the third edition of the European Innovation Summit, held from 10 to 13 October. The event, whose motto was 'Towards a European Innovation Ecosystem', was split in two parts: in the European Parliament in

Brussels, Belgium and as a ministerial conference and one of four flagship Polish Presidency events in Warsaw, Poland.

The outcome of the conference sessions that brought together over 100 expert panellists from Europe and abroad will be presented at the European Commission 'Innovation Convention' event on 6 December.



[Click here for further information](#)

 Projects in Focus

1. EU-India S&T Cooperation



The EU-India Cooperation Initiative is the single entry point to all available support measures for the promotion of EU-India S&T Cooperation. The approach is two-fold:

- Offer scientists, policy makers and other stake-holders structured and comprehensive information through the EU-India Window;
- Assist projects to cooperate to ensure a harmonised approach, sharing of information and joint planning of activities.

EU-India S&T Coop Days

– Biotechnology and Health

1-2 December 2011, Vienna



Scientific conference, policy dialogue & networking event.

A unique opportunity to meet the major players and become part of India-Europe cooperation in the field of science, technology and innovation!

Interact with more than 200 participants from science, academia, industry, SMEs and policy makers to shape the future cooperation between India and Europe.



Participation is free of charge upon registration.

2. Next Generation

– *Learning conference*

How to Integrate Social Media in Vocational and Adult Training



The conference is organised in the framework of the EU's SVEA project. It offers a unique chance to discuss the new opportunities arising from the use of social media in the field of vocational and adult training.

International experts and experienced practitioners will guide participants through the benefits deriving from the integration of web 2.0 tools in the delivery of vocational and adult training courses and in the optimisation of organisational processes in training institutions.

The participation is free of charge.

- [Detailed programme](#)
- [Register online until 16 November, 2011](#)

Time and venue:

23 November 2011, at Representation of the State of Baden-Württemberg to the EU.

Projects in Focus

3. The European Technology Platform



In December 2005, the European Technology Platform Photonics21 was set up as an industry-driven platform to unify the community in the area of photonics and optical technologies. Today, more than 1,700 representatives of the photonics industry and research institutes from most European countries are involved in the platform. Leading companies and research units have joined together to further advance Europe’s position in optical technologies.

In September 2009, the European Commission defined photonics as one of five Key Enabling Technologies (KET’s) for Europe. In January 2010 the second Photonics21 Strategic Research Agenda, “Lighting the way ahead”, was published which defines European research priorities for photonics and the photonics strategy forward.

 **For more information, please visit the [Photonics21](http://www.photonics21.eu) website.**



4. ICT VentureGate launches new e-Training tools on investment readiness for SMEs

[ICT-VentureGate](http://www.ictventuregate.eu) is an FP7 project that aims to facilitate the financing of attractive ICT SMEs, which have participated in the Sixth and/or Seventh Framework Programmes and are seeking sources of venture capital to commercialise the results of their R&D activities. It is working on the creation of innovative solutions to enable effective interactions between SMEs in ICT projects under the Framework Programmes and innovation investors, such as business angels and venture capital investors.

The new e-training materials can help you to improve your awareness of early stage investment and private equity investors. The course will also support you in improving the presentation of your business to investors, increase your chances of getting in contact with investors and to get early stage financing for your business ideas.

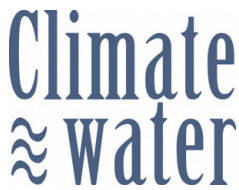
The e-training course is built in a modular structure. You can easily navigate between the different modules and broaden your knowledge by accessing the directly links from the slides to other information sources and webpages.

Each module contains different chapters. The courses are built in the form of Power-Point presentations coupled with detailed explanations in the Notes section, while an audio voice delivers the content to facilitate your following the training.

 **Source: <http://www.ictventuregate.eu/>**

Events

CLIMATEWATER'S FINAL SYMPOSIUM TAKES PLACE IN BUDAPEST



Over the past three years, the ClimateWater project, funded under the Seventh Framework Programme (FP7) of the European Union, has addressed issues related to the impacts of climate change on water resources and the earth's hydrological cycle. The project has helped identify research needs in this area, and addressed how policy and decision makers can better take into account the impacts of climate change in water policies.

As the project has come to an end at the end of October 2011, the 11 project partners from nine EU Member States (Austria, France, Germany, Hungary, Italy, Malta, Romania, Slovakia, and the United Kingdom) have come together to share their final outputs over two days in Budapest on 13-14 October.

The presentations of the final symposium will shortly be available on the project's homepage:



<http://www.climatewater.org>

Although the project has now ended, discussions and information exchange on the impacts of climate change on water will continue on the ClimateWater Stakeholder Platform, launched on the project's homepage. All interested researchers, policy and decision makers and industry representatives, including SMEs are encouraged to register for free at the Stakeholder Platform and join the discussion:



<http://www.climatewater.org/register.php>



[Click here for more information on the Seventh Framework Programme \(FP7\)](#)



In-house Trainings

Europa Media's IN-HOUSE course is tailored to meet the needs of the host organization. Our experts have implemented dozens of EC financed projects and will work with you to develop the course to specifically match your needs.

Project Development

Brilliant ideas are meaningless until transformed into something tangible. The in-house course on "EC Project Development" prepares your staff for constructing the best possible project, from inspiration to initiation. Our experts explain how to prepare a competitive proposal, how to successfully manage accepted proposals, and the tricks to effectively disseminating your future project.

Financial Project Management and Audits

Many factors can spell doom for the success of a project, but the two most significant are generally inaccurate financial management and ineffective communication. With the guidance and tips presented by our experts, your organization can learn how to properly manage a project with many partners, allocate and report costs and go through an audit with confidence.



Details: www.eutrainingsite.com/87n

Events

3rd high-level European Conference on Industrial Competitiveness

– Delivering an Integrated Industrial Policy for the Globalisation Era

24 November 2011, Brussels

Innovation Convention 2011

05-06 December 2011, Brussels

European Gender Summit

8-9 November 2011, Brussels

South-East European Conference & Exhibition „SAVE the Planet”

– Waste Management, Recycling, Environment

28-30 March 2012, Sofia

Policy Stakeholders Conference EU-EECA Cooperation in Research and Innovation

– The way towards 2020

15-16 November 2011, Warsaw

Nanotechnologies for Soldier Enhancement, Protection and Support

11 November 2011, Bisley, England

6th International Renewable Energy Storage Conference and Exhibition

28-30 November 2011

Berliner Congress Center
Berlin

Geological Remote Sensing Group Workshop Advances in Geological Remote Sensing

Including the Oil and Gas Earth

Observation Group Workshop,
7-9 December 2011, ESA/ESRIN, Frascati, Italy

Dissemination Possibilities

In our future newsletters, we would like to assist you with disseminating information about your projects. **Feel free to send us** more information about activities, events, and news related to your project and we'll try our best to publicize it! Even a simple link to the project's website may inspire us...



If you would like to contribute to our next issue of the Europa Media newsletter, please send an email to us at: **magazine@europamedia.org**!

We always like to hear from our readership!

EM-Trainings



FP7-FINANCIAL & PROJECT MANAGEMENT

8-9 December 2011, Budapest, Hungary

FP7 Grant Agreement Negotiations are tougher and more stressful than before. Deadlines are strict and partners are sometimes uncooperative. This is only the beginning of FP7 project management. The financial rules and reporting procedures have been modified and audits are playing an increasing role. The FP7-Financial and Project Management course will help ensure successful implementation of your FP7 projects and will also give added insight into how to successfully handle EC and partner communication.

Details: <http://www.eustrainingsite.com/118n>



LLP-PROPOSAL DEVELOPMENT

12-13 December 2011, Budapest, Hungary

Like many other Community Programmes, applying for the Lifelong Learning Programme is highly competitive; only the best projects will be funded, thus the innovative transnational project idea is just the beginning. To improve the likelihood of getting your proposal accepted, we are offering a two-day LLP-Proposal Development course.

Details: <http://www.eustrainingsite.com/117n>

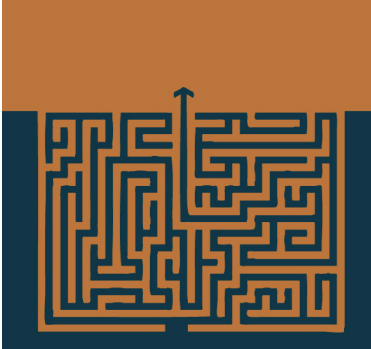


FP7-WINTER ACADEMY

7-10 February 2012, Velence, Hungary

The FP7-Winter Academy offers excellent learning opportunities about the EU projects while enjoying the relaxing surroundings of lake Velence and the Spa Resort. Participants will learn the differences of FP7 and other EU programmes; how to identify a call and submit a proposal in FP7; experience the entire life-cycle of an EU project, including financial reporting and post project audits, and will have the opportunity to enjoy the best that the lake and its surroundings can offer.

Details: <http://www.eustrainingsite.com/123n>

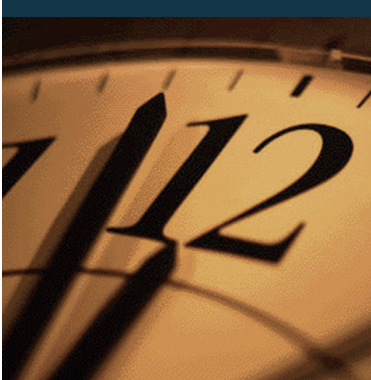


FP7-FINANCIAL REPORTING AND AUDITS

23-24 February 2012, Budapest, Hungary

FP7-Financial Reporting & Audits is a 1,5 day course designed to comprehensively explain the requirements and practices of financial and technical reporting, financial audits and technical reviews in order to easily survive all of them. Target groups are those organizations implementing EC projects and wanting to know how they can keep better, more efficient financial records of their projects in order to survive the project audits.

Details at: <http://www.eustrainingsite.com/122n>



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