



Enabling Science through European Electron Microscopy

Initial plan for establishing industrial awareness and uptake of TA

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Revision history log

Version number	Date of release	Author	Summary of changes
v0.1	23/06/2019	John Walmsley (UCAM), Randi Holmestad (NTNU)	Initial draft
v0.2	25/06/2019	Peter van Aken (MPG), Paul Bersans (Euronovia)	Minor modifications to the draft
V1	26/06/2019	Paul Bersans (Euronovia)	Submission of the deliverable

1. Introduction

Previous EU projects (ESTEEM and ESTEEM2) have shown that there is a high threshold for participation of industries with limited experience of advanced TEM in the Transnational Access (TA) schemes. Therefore, ESTEEM3 wants to have a more proactive approach to industrial engagement. UCAM and NTNU will act as Industrial Liaison Officers (ILO) for ESTEEM3 and will share responsibility for coordination of this task. In particular, greater industrial use of TA will actively be sought and given positive weighting when assessing TA applications. There will be an emphasis on attracting SMEs (as defined by the EC), whose TA results can be treated as confidential according to the rules of the work program. By the end of the project, sustainable relationships with a range of industrial partners will have been established and documented through NA and TA activities. Experience will be shared with other relevant projects, such as the EU H2020 European Soft Matter Infrastructure (EUSMI) project.

This document sets up a plan for how to increase the industrial awareness and uptake in ESTEEM3. UCAM and NTNU will be the first contact point for any company not familiar with TEM, but which wishes to use the ESTEEM3 services. They will also be responsible for identifying and disseminating industrially relevant results from ESTEEM3 and for promoting the project at suitable industrial fora and trade fairs.

2. Documenting ongoing industrially oriented initiatives and activities

An initial list of industrial contacts has already been established (M4). This will be used as a starting point for gathering information to develop a strategy through the project.

- A summary of the company types and area of activity will be produced. The list will be reviewed and updated annually.

Further information will be generated by distributing two brief questionnaires which are currently being drafted:

1. Consortium members will be asked for basic information to help understand how industrial collaboration has been established and developed, what level and type of industrial access is provided, balance of long and short term activities, levels of confidentiality and open research, funding models (direct, industry/state).
2. Industrial contacts will be asked for information about how they make use of TEM access, if their requirements are met, additional needs and awareness of ESTEEM3. The request will be forwarded through the relevant consortium contacts.

The ILOs will collate and summarise the feedback from the questionnaires. This will give an insight into the way that industrial interaction works and differences in different facilities and countries. This will allow practices and strategies to be shared and contribute to developing industrial understanding within the project.

The ILOs will monitor industrial TA applications and outcomes during the project and report back to the consortium members.

3. Generating and distributing publicity information

The project web-pages will be expanded to provide an industry portal which will describe and illustrate the industrial value of TEM, including illustrative examples. This will be coordinated between the ILOs and Euronovia. The pages will be updated during the course of the project and include reports of industrial activities, where these can be made public. A useful model for this is the industrial access section of the EU H2020 European Soft Matter Infrastructure (EUSMI) project web-site <https://eusmi-h2020.eu/>.

- Online and brochure/flyer material will be updated during the project.
- By the end of the project sustainable relationships with a range of industrial partners will have been established and documented through NA and TA activities.

4. Meetings and conferences

ESTEEM3 will have a presence at conferences at which industry is likely to be represented. Communication will be through booths and consortium members including notification of ESTEEM3 in presentations. Examples of these events where ESTEEM3 has or will be presented are;

1. Academic conferences where electron microscopy is the main topic;
 - EMC 2020, 23-28 August, Copenhagen. The ILOs are part of the organising group for a session called 'Microscopy in industrial applications', along with scientists from Johnsen Matthey and Sandvik.
2. Academic materials conferences;
 - EMRS Spring meeting 2019, May 27-31, Nice, where ESTEEM3 had a stand.
 - EUROMAT 2019, 1- 5 September, Stockholm, where ESTEEM3 will have a stand.
3. Dedicated industrial symposia;
 - The Advanced Materials Show, Telford, UK, 10th-11th July 2019, will be used as a networking opportunity for UK-based industry.

Prominent European meetings in categories 1 and 2 will generally be attended by consortium members who will promote TA. The ILOs will liaise with the consortium and aim to identify opportunities in the third category.

Consortium members attending conferences will be asked to provide feedback and the ILOs will coordinate with Euronovia as the latter take the lead in representing the project in international fora.

A list of conferences and workshops where ESTEEM3 has a presence will be maintained and details of industrial contacts or input will be made.

5. Exchange of information and ideas with other infrastructure projects and networking organisations

Experience will be shared with other relevant projects, such as the EU H2020 European Soft Matter Infrastructure (EUSMI) project. These will be identified and contacted to discuss their approach and responsibilities towards industrial activities. Where possible, contact will be made through the most relevant consortium members. For example, the University of Antwerp is active in both ESTEEM3 and EUSMI.

The ESTEEM3 leadership has been in contact with the Nanotechnology Industries Association (NIA). The ILOs have started the process in their institutions of becoming members of the organisation. This would provide ESTEEM3 with access and communication within the project that would be particularly valuable for promoting TA and developing contact with industry in an area that is extremely relevant to TEM.

6. Final deliverable D3.4

The final deliverable, Report on engagement with industry, D3.4, is due in M20, with an update in M40. The main engagement activities in the initial plan are based around information gathering, publicising ESTEEM3 to industrial audiences, making direct link with industrial companies and establishing new contacts. Industrial awareness of the availability and value of TA is the main objective and the main criterion for success will be the uptake of TA by industry.

The activities and progress will be described in D3.4. This will include discussion of challenges faced in increasing industrial awareness and use of TEM. A favourable outcome would be that during the course of the project industrial users of TA will account for 5% of the access provided in ESTEEM3.