

From idea to market – paving the way

Our services for project implementation

Every year, we are involved in around 80 research and innovation projects with more than 800 partners in 50 countries, taking on a variety of tasks and different roles. As innovation managers, we enable project results to reach the market. As dissemination and communication managers we give visibility to the project and its innovations. As project managers we coordinate the consortium partners and activities to reach the best impact in the given time- and budget frame.

Innovation management

Towards the market

- Identifying key exploitable results
- Performing a thorough technology watch
- Conducting market assessments and developing business models and plans
- Moderating, developing and implementing exploitation strategies and plans
- Managing intellectual property

Technology & Knowledge Transfer

- Developing replication & dissemination strategies and pilot projects
- Facilitating cooperations with strategic partners from research, industry and politics – from cities to governmental – as well as investors through our extensive network
- Producing exploitation material (product-, service-factsheets and good practices)
- Enabling stakeholder engagement and co-creation processes

Communication & Policy Support

- Developing communication, dissemination and stakeholder engagement strategies
- Creating communication and dissemination tools (website, newsletter, flyer, brochure, blog, infographics, video, social media)
- Managing public relations and cross-media communication
- Preparing policy recommendations
- Exchanging with policy makers at European level



Event management

- Planning and conception of events
- Organising and hosting tailor-made international events (trainings, workshops, site visits, brokerage events, final project conferences up to 1000 participants)
- Designing programmes and managing participants and referents
- Documentation and evaluation

Project management

- Overall project coordination
- Support of the coordinator:
 - Handling project administration and financial management
 - Coordinating the reporting process
 - Organising regular project meetings and internal communication
 - Monitoring project processes and related expenses
 - Communicating with the EU
 - Introducing funding programme rules to project partners
 - Managing payments to partners

Our experience

- Number 1 company for EU projects in Germany with more than 80 EU projects and around 800 partnerships every year.
- 34 years of experience in innovation consulting and research funding in Europe with 100 employees today.
- Enabling the dialogue with the European Commission and the European Parliament in cooperation with the Commissioner for Europe of the Minister of Economic Affairs Baden-Württemberg.
- Well-connected as a partner in many networks, for example the Enterprise Europe Network, ENRICH in Africa, Danube Transfer Centres, Smart Cities Marketplace, EDIH-AICS and Vanguard Initiative.





What our project partners say

„The colleagues at Steinbeis Europa Zentrum are strong partners for us when it comes to communication, exploitation and project management. They’ve kept our backs free so that we could concentrate on research and development work. They make an excellent contribution to the development of exploitation strategies for our new technologies and pilot plants.“

Prof. Dr. Carlo Burkhardt, Institute for Strategic Technology and Precious Metals, Pforzheim University of Applied Sciences, Coordinator of SUSMAGPRO

“With the project RECLAIM, we have managed to develop an entirely new generation of friction welding machines that is more than capable of meeting the future demands of the Industrial Internet of Things. The project received € 13 million in EU funding. Thanks to the excellent support provided by Steinbeis Europa Zentrum, we have achieved groundbreaking results in this project. As a partner, Steinbeis was paving the way not only in the proposal process, but also in the development of solutions and innovations on the way to a successful market entry.“

Dr. Michael Peschl, Harms & Wende GmbH and Co KG, Karlsruhe/ Hamburg, Coordinator of RECLAIM

“The experts at Steinbeis Europa Zentrum are valuable partners for the dissemination and communication of the ATELIER project in which they share their broad know-how and networks with many relevant stakeholders. Furthermore, they play a key role in the exploitation of the project results – from the identification of potential business models to market analysis and support with intellectual property issues. The colleagues show strong commitment, openness, and creative thinking, which is very fruitful for me as international project coordinator as a source of information and for exploring innovative approaches.“

Frans Verspeek, City of Amsterdam, Coordinator of ATELIER

„As an internationally active pharmaceutical company, interdisciplinary networking with leading scientists is very important to us. Our vision to develop a standardized and comprehensive screening of diabetes patients for chronic complications is central to providing patients with preventive and appropriate care. We would like to thank Steinbeis Europa Zentrum, which supported our project idea and turned it into an EU application. This was an extraordinary help. Steinbeis brought together the expertise of the consortium partners with ease and facilitated a successful submission to the EU.“

Dr. Claudia Reule, Wörwag Pharma GmbH & Co.KG, Böblingen

“As a filtration expert, how can MANN+HUMMEL contribute to cleaner mobility, cleaner air and cleaner water in EU-funded projects? Steinbeis Europa Zentrum is a valuable partner for us in this regard: its holistic approach, many years of experience and expertise allow us to make sound decisions. The extensive network of Steinbeis Europa Zentrum opens up additional opportunities. We would like to thank the entire team for their commitment to developing excellent proposals and look forward to further cooperation!“

Dr. Martin Lehmann, MANN+HUMMEL GmbH, Ludwigsburg, Coordinator of AeroSofd

