

|the| technopolitan

The newsletter of Technopolis [group]

A European research business focusing on the evaluation and development of policy in the fields of research and innovation

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Taking the longer-term view

For the first time – a study has looked at the long-term impacts of European funding for research and technological development. Europe has been investing significantly in this area for several decades, with each successive programme involving new research areas and rapidly increasing resources.

One of the exciting things about the Framework is that while formally a single programme, it is in fact many sub-programmes addressing different themes and their associated goals. Exciting – but therefore challenging, especially when trying to identify and attribute impacts.

It was already known that the Framework Programme funds high-quality, pre-competitive R&D, and various kinds of networks contributing to increased competitiveness. This might be by increasing the volume of knowledge production, but also importantly makes connections with potential uses and users, often making the mix of work more interdisciplinary, since usually the closer research gets to solving real-life problems the more disciplines need to be involved.

What this study shows is that its longer-term effects go beyond this, crucially including setting agendas, creating road maps and coordinating the efforts of research communities. This can lead to the emergence of new fields and technological trajectories, restructuring of the European research effort, improvements in policymaking and increased competitiveness. Of prime importance is that the coordination is not done by the Commission but by the stakeholder communities themselves. The value added of the programme is encouraging and provides a setting in which that self-organisation can happen. A similar logic applies to influencing regulation or standards. These help define how markets work, so naturally industry tends to be especially interested in this impact mechanism.

There is also a strong bi-directional link between the programme and policy. This can involve research results influencing policy, as is especially clear in the case of ozone research, or policy influencing research, as with emissions require-

ments for vehicles. In the detail, even these apparently one-way flows are in fact two-way. Emissions policy is constrained by what is technically possible just as the problems of incrementally improving the Montreal Protocol raises research questions.

The study shows that strengthening networks is especially important in newer fields and that it is correspondingly harder to make a difference in established ones, even though there may still be good reasons for investing in such established areas. Network relations can be commercial as well as technical. Especially in industry, the programme appears to have been instrumental in achieving change through the use of a more ‘open’ model of innovation. Once the tradition of collaboration is established, coordination and self-organisation through activities like road mapping become easier. In at least four of our cases, the Framework Programme partly achieved its impact because it was uniquely positioned to do the job: the problems at hand were simply too big to be tackled at the national level.

The scientometric work showed that European actors have become more central and therefore influential and powerful in R&D networks. This can be expected both to create advantage and to move the European research fabric towards the ERA vision.

As future RTD policy at the European level becomes more holistic, combining innovation and research policy to a greater degree, the role of coordination seems likely to become even more important, posing important problems of management and governance. Understanding the continuing and longer term impacts of EU policy at this level will require innovation in governance mechanisms and in newer kinds of evaluation tools that can take better account of governance and other longer-term mechanisms and effects.

Technopolis, carried out this study, together with Science-Metrix corp. for the European Commission, using a combination of case studies and scientometric analysis to examine the potential impact mechanisms. For more details contact Erik Arnold in our Brighton office.



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Not often do we get an opportunity to look back at the effects of R&D policy taking a long-term view. The average policy cycle often asks for evaluations immediately after a programme or research centre has received state funding, in order to take decisions on its continuation. So at best the R&D activity that we usually evaluate is in operation for maybe 4-5 years. However, we all know that the societal and economic impacts of research and innovation can only be appreciated in full, years after the research project or initiative has taken place. Particularly in high-tech sectors where time-to-market of research intensive products takes many years.

To add to the complexity, all the innovation and evaluation literature tells us that by then, there have been so many intervening influences, that it becomes very difficult to attribute the effects to the specific state funded component of research.

This year Technopolis Group was given the chance to look at the effects of R&D, years after the evaluated state intervention was initiated. For the Flemish government we assessed how the decision to set up two strategic research centres, one for micro-electronics (IMEC) launched in 1984 and one for biotechnology (VIB) launched in 1995 had an effect on the scientific and economic fabric of Flanders today. While it is difficult to reconstruct the 'what if we had not taken that decision' question, it was possible to show the positive balance of the initial government decisions, of many years ago.

A similar exciting opportunity was the assignment for DG RTD of the European Commission to look at the long-term impact of all Framework Programmes (FP), from the very first FP starting in 1984 to the Seventh FP that is still ongoing. The above examples show that the full breadth of the impacts go far beyond the immediate state funded research efforts, as it influences networks, research groups, value chains and in some cases whole sectors. Needless to say that we were extremely pleased with such opportunities and would recommend all policy makers to conduct these type of long term exercises more often.

The first article in this edition of the Technopolitan gives the story of the long-term impact of the European Framework Programmes. That measuring impact is broader than using economic and science metrics, is illustrated in the second article on the Research Excellence Framework used in the UK Higher Education system.

Technopolis Group has built expertise in a number of thematic domains where we can add value with our generic expertise on research, innovation and education. In this edition we highlight our increasing track record with regard to sustainable development and eco-innovation.

Appropriate and consistent framework conditions are essential to make innovation systems work well. The fourth article gives examples of our work on Intellectual Property Rights, a set of framework conditions that have a direct impact on research collaboration and the exploitation of research.

The use of demand led policies can be used as a leverage mechanism in innovation systems as for instance the Innovation Union has stressed. An overview of the use of public procurement of innovative services demonstrates that this is still an underutilised policy instrument.

And last but not least we are very pleased with the successful merger of our French Technopolis Group office with a long time partner company ITD-Eu. Our new director Matthieu Lacave is presented in the back cover article.

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As research and innovation become increasingly important in European policy debates, the issue of measuring the impact of funding is moving into the spotlight. There is a need to move beyond the metrics based approaches using economic data and science, technology and innovation indicators, if broader societal and environmental impacts are to be captured.

This is no trivial task – metrics based approaches themselves are far from being perfected, with different methods developing in specific disciplines, new metrics emerging and, indeed, continuing debates on the very definition of impacts.

Tensions exist between the policy makers' need for information now and the timescales needed for impacts of research to be produced. Add to that the interconnectedness of the overall innovation system and the importance of serendipitous discovery, and the picture becomes even more complex.

Technopolis has been working on this issue for many years. Two recent studies highlight some of the issues encountered – the review of the long-term impacts of the European Framework Programmes for research and technological development featured on page 1, and the review of the new assessment for UK research, below.

Impacts in the Research Funding Framework

In 2007 The Higher Education Funding Council for England announced that from 2014 the Research Assessment Exercise used for the selective allocation of block funding to UK HEIs would be replaced by a new system of research assessment, known as the Research Excellence Framework (REF). These changes come at a time when universities are undergoing radical changes to how their teaching budgets are funded, and a time when government expenditure is under scrutiny following the onset of the current financial crisis. Against this background HEFCE has developed a framework expected to help HEIs build a body of evidence of the benefits and impacts that their research has had, providing an additional level of accountability for public investment in research. It is also expected to provide “benchmarking” between the HEIs and establish “reputational yardsticks”.

For the first time, 20% of the grade for each HEI's submission within the framework will be assessed against the ‘reach and significance’ of the impacts of excellent research conducted by the submitting institution and the institution's approach to enabling impact.

Technopolis have been assisting HEFCE by collecting and analysing feedback from UK HEIs participating in a series of pilot exercises, assessing the experiences of pilot submissions for the impact component.

Here, impact is defined in the broadest sense as an “effect or change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life.” The objective is to go beyond the pure ‘quality’ assessments of the old RAE and to begin to factor in and reward institutions that have a significant impact in non-academic arenas, whether that be on industry, policy or society more generally.

At an overall level we found that the pilot was useful for the participating HEIs, and all had gained some valuable insights into how to prepare high quality impact statements and case studies. There was also a sense from all of the HEIs that the guidance provided by HEFCE was found to be clear and workable on the whole, and that all of the disciplines would be able to find evidence of impacts.

In many cases, the HEIs were pleasantly surprised to find that their research had impacts in places and at a scale they were not expecting. Contrary to expectations, science subjects like physics ran into just as many problems documenting impacts as some of the humanities disciplines like English. In part, this was because “fundamental” sciences could be even more abstract than the humanities, and in part because they often work in large teams, making their individual contributions harder to trace.

Perhaps the biggest challenge faced in preparing submissions was collecting independent evidence to support claims about impacts. This was a new process for many, and while HEIs were confident that their research had generated significant non-academic impacts the process of proving this was non-trivial, requiring the acquisition of supporting evidence and testimony from third parties. It is expected that HEIs will in future strengthen their ‘routine’ processes for collecting evidence of impacts, making the task of submitting evidence to the REF less problematic over the longer-term.

HEIs participating in the pilot gained an improved understanding of the broad scope of non-academic research impacts and the challenges involved in describing the nature and extent of the impacts that their research is having on policy and practice within wider society.

Further information on the REF can be found at <http://www.hefce.ac.uk/research/ref/> and Technopolis' Report on the Lessons learned from the Impact pilot can be found at http://www.hefce.ac.uk/research/ref/pubs/other/re02_10/

Technopolis takes on the eco-innovation challenge

Technopolis at the forefront of EU studies and policy research on eco-innovation

In mid-2009 Technopolis partnered with the leading European players in the area of eco-innovation and resource efficiency, including the Wuppertal Institute, Sustainable Europe Research Institute (SERT), Finland Futures Research Centre and C-Tech Innovation to establish and lead the very first European eco-innovation platform. The new Eco-Innovation Observatory, offering an integrated information source and a series of comprehensive analyses on eco-innovation trends and markets in the EU, kicked off in January 2010.

This three-year initiative provides support to the EU Environmental Technologies Action Plan (ETAP) and the Europe INNOVA programme and is envisaged to play a central role in informing the future EU Eco-Innovation Action Plan. It is considered one of the flagship projects on eco-innovation of the European Commission.

The Observatory released its first major publication in February 2011, introducing the concept and overview of available data on eco-innovation. The report places key findings on the state and potential of eco-innovation in the EU into the context of the resource-efficiency debate, in particular considering the EU flagship initiative “Resource-efficient Europe” of the Europe 2020 strategy. The report also introduced the Eco-Innovation Scoreboard: an index indicator on eco-innovation performance of EU member states.

Since its publication the report has become one of the key references on eco-innovation and has been presented at many major events on eco-innovation and resource efficiency, including Green Week 2011 in Brussels and Eco-Innovation Forum in Birmingham. The EIO has also published thematic reports on sustainable construction and water innovation, a number of eco-innovation briefs as well as horizon scanning reports.

EIO has developed eco-innovation country profiles for each of the EU27 Member States through a network of country experts. The reports propose a concise analysis of eco-innovation performance, leading and emerging eco-innovation areas and an overview of relevant policy measures in a country.

The project has a strong web presence. Its website has an ambition to become one of the main reference points for eco-innovation information in Europe. The website already contains a wealth of information including all the published reports, on-line databases with eco-innovation indicators and good practice examples. The on-line database allows the viewing of data, offering the possibility to create and download charts and maps on-line as well as to save data in excel format. The website contains more

than a hundred examples of eco-innovations from across the EU.

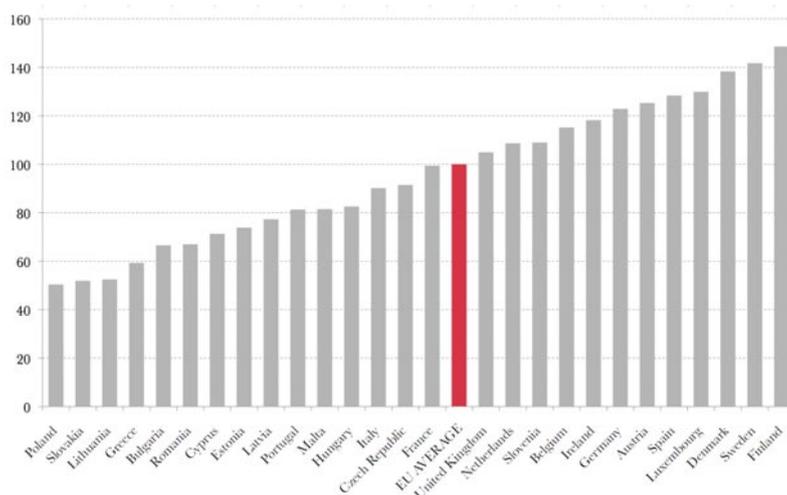
The Eco-Innovation Observatory will run until the end of 2012. The next major report “Eco-Innovation Gap: Economic benefits from eco-innovation” will be released in early 2012. Technopolis is also currently involved in the thematic report on “International dimension of eco-innovation” focusing on international collaborations and opportunities for European eco-innovative SMEs. The partners intend to continue their work beyond the current project lifetime, and the collaboration with the Wuppertal Institute has already been pursued in the framework of other projects.

The involvement in the Eco-Innovation Observatory has resulted in many new opportunities and concrete assignments for the Group, mainly for the European Commission and the OECD. Amsterdam, Brussels and Brighton offices have provided assistance to DG Environment on the impact assessment of the future Eco-Innovation Action Plan. Technopolis now holds a framework contract with DG Enterprise studies on sustainable competitiveness. Paris, Brussels and Amsterdam colleagues have contributed to the OECD report “Better policies to support eco-innovation” (2010). Technopolis are now conducting a study for the OECD on business models supporting radical eco-innovation.

Technopolis consultants are now regularly invited to advise on and contribute to major events on sustainable innovation. The most notable examples include the European Eco-Innovation Forum, World Resource Forum in Davos as well as Sustainable Innovation conferences organised by the Centre for Sustainable Design.

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The results of the Eco-innovation Scoreboard



Cutting-Edge Intellectual Property Projects

Counterfeit, creative industries, trade secrets, dental implants, Tajikistan- these are not the words that spring to mind when one thinks of intellectual property (IP) and intellectual property rights (IPR)

The IP frontier has expanded as there is clear evidence that the importance of IP and IPR has increased considerably over the past decade. This is also reflected in the demand for IP-related intelligence, whereas in the past there was some interest in the use of patents as proxy for innovation performance or the role of patents in the commercialisation of R&D results, we are faced with much broader usage and policy issues today. These issues often relate to the emergence of new IP-based business models which challenge traditional views of doing business and which are considered key to the competitiveness of entire industries, countries and regions.

Technopolis has been there to navigate these agendas with ground-breaking work, especially over the last 5 years. IP is also critical to Technopolis because of the horizontal nature of the subject. Its cross-cutting nature means that we build capacity beyond the study of the IP topic itself, in areas such as biotechnology, ICT, management support, innovation performance monitoring or trade policies. Alfred Radauer at the Vienna office is leading the way with a range of pioneering projects. The following selection of studies showcase some of our most interesting work in IP.

The project, “Benchmarking National and Regional Support Services for SMEs in the Field of Intellectual and Industrial Property” for Pro-Inno Europe in 2007, was the starting point of our IP activities; the experience we gained is continually being reapplied and expanded. This report addressed the conundrum of aiding SMEs in using expensive, time-consuming, yet necessary IP protection and appropriation methods by highlighting role models in IP services from around the globe. The findings of the report have often served as an information base to re-invent many such services, particularly in the patent office world. Since the report was published, Technopolis has used its experience to assess existing and provide assistance for the development of new IP services around the world from advanced countries such as Switzerland, Germany and France to less developed countries like Uzbekistan or Tajikistan, where institutional capacity needs to be built up from a very basic level. The paradigm of support services has been shifted, from providing incentives and chasing metrics to increase patent applications, to new mechanisms which acknowledge the multi-faceted nature of IP and the need for active management of IP. Technopolis has been at the forefront of this change by triggering new thought amongst IP service providers.

Another milestone is the project, “Presenting the (economic) value of patents of the winners and runners up of the award ‘European Inventor of the year 2011’”, which allowed us to get up close and personal with patents granted by the European Patent Office (EPO). For the past five years, the EPO has organised the prestigious ‘European Inventor of the Year Award’. In 2011, Technopolis was contracted to provide economic assessments of nominated patents and winners of this award in 2011. While many projects on patents are primarily statistical analyses or policy assessments, this project allowed us to get closer to patents at hand and enter the area of patent and IP valuation. We expanded micro-data analysis experience by learning about treatments for Alzheimers, the global market for dental implants and the biomass furnace industry among others, to conduct a careful analysis similar to those conducted by venture capitalists and merger and acquisition consultants. This prestigious assignment is continuing to bring in similar projects and has been mentioned in the Financial Times¹.

A third project, “Measurement and analysis of knowledge and R&D exploitation flows, assessed by patent and licensing data” for the European Commission, DG Research, will further expand our expertise while broadening the landscape of IP knowledge. Together with our partners, KU Leuven and Bocconi University, we are assessing knowledge flows to understand the barriers, routines, and partnerships in licensing behaviour of the enterprise sector. The €700k project has us analyse trade data and survey 700-1200 firms making it the largest study on licensing in Europe to date. The survey promises to provide new insights not least because of its scope, for example with respect to SME licensing behaviour.

These projects have opened the door to other cutting edge projects, perceptive advising, and intellectual collaborations. A few exciting developments include: two studies on combating counterfeiting and piracy, providing intelligence to the European Parliament for the development of IPR and copyright strategies for Europe, performing impact assessments of IP legislation, being on expert advisory committees for the World Intellectual Property Organisation (WIPO) on the use of IP by SMEs or on the role of IP in developing countries, providing seminars for the European Patent Office (EPO) and providing presentations and lectures in countries such as India on IP topics. Most recently, we entered collaboration with the Centre for Intellectual Property and Information Law at the University of Cambridge for two competitive framework contracts on IP awarded by the European Parliament.

Anyone wishing to learn more about our work in Intellectual Property should contact Alfred Radauer in our Vienna office

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¹ Cookson, Clive. Developments that make a difference. Financial Times. Friday May 20, 2011.
<http://www.ft.com/cms/s/0/e1a6af1c-8111-11e0-9360-00144feabdc0.html> - axzz1ZoAKjK56w

Low Activity in the Area of Public Procurement of Innovative Services

A recent study on “How Public Procurement can stimulate Innovative Services” shows that there seem to be very few initiatives taken where the objective is clearly and explicitly stated as stimulating or creating innovative services. At least, their visibility is not very high

In a joint effort between the offices in Amsterdam and Stockholm, Technopolis undertook a study in the Nordic countries, as well as in the UK, Netherlands, Germany and Ireland for the Nordic Innovation Centre (NICE). The design of the study benefitted from joint expertise in the area of public procurement of innovation, and domain and region specific knowledge from each of the offices.

There is a tendency in the countries studied to be quite active on a somewhat abstract policy level, but less active when it comes to specific and detailed programmes and activities to achieve clear and unambiguous objectives or goals.

This study shows that projects on how public procurement can stimulate innovative services need to take several factors into consideration. To successfully establish a practice where such objectives are likely to be met, attention should be given to several things simultaneously. These include

- How thorough descriptions of public needs might be developed
- How to make it legitimate to take risks involved in innovation enterprises and to increase profit for those doing well
- How to create a good understanding of the market, how it operates and what you want the service to deliver
- How to reach a well informed decision on which actors to include in the process of procurement of innovative services
- How to develop and describe good and useful examples
- How to increase management support and involvement
- How to conceive of criteria of selection of innovative services (whether, and in what ways, you prioritise price, function, performance or innovation)
- How to expand professional skills of procurers, and
- How to develop and establish information and communication schemes to enhance dialogue between actors in pursuit of innovative services

Procurement rules are generally not considered to prevent procurement of innovation, but they are not exactly encouraging either. Budget regulations hold back the procurement of innovations in general, since budgets are annual and itemised and hard to reallocate. Management support for developing methods and procedures, as for the individual risk taking, is critical. Procurement must become an integral part of strategic planning.

Understanding the market and how it operates, and having a clear idea of what you want the service to deliver, are also necessary factors for success. Connected with that is also having the skills and ability to select the right procurement mechanism, which could be other than the organisation is used to.

Issues associated with intellectual property rights within the service sector still seem to be unclear. Companies need to know if they are able to protect their innovations, or it might not be worth their investment. In some sectors and geographical areas service providers are quite few, from which less potential naturally follows. Small municipalities, or other actors in some areas, are usually happy to find service suppliers at all, a situation where it is not realistic to demand innovation.

Information and open communication in the procurement process are stressed. Actors should be able to communicate their needs more rapidly, and before it is too late to think about innovative solutions. The public need must be clearly defined, for the bidder to know what to offer in terms of innovative solutions.

The development of approaches for procurement of innovative services needs to be resolved at the highest organisational level, since there are no incentives for procurement units or departments to implement these kinds of changes. They will currently try to minimise both risk and costs, which is not exactly good for development. Procurement also needs to be in close and constant contact with the core business of the enterprise.

For more information please contact Peter Stern in our Stockholm office
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Northern Lights

A Technopolis core competence that very few of our competitors have, is evaluating national research and innovation funding organisations. In the past we have evaluated the Research Council of Norway (2001) the Austrian FFG/FFF (2004), the Dutch Engineering Research Council (2005 and 2011) and supported the evaluation of the Dutch NWO. Now two recently won big projects build on that track record: the second evaluation the Research Council of Norway and the evaluation of the Finnish Innovation Agency, Tekes. Both projects will be conducted by Anglo/Dutch/Swedish teams. In both cases, issues such as globalisation, changing perspectives of companies and dealing with societal issues, pose a challenge to the agencies. Rather than just looking at whether these organisations are 'doing things right', the assessments ask for a thorough reflection on their changing roles in their respective innovation systems.

For more information on the RCN evaluation, please contact Bea Mahieu in our Brighton office
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For more information on the TEKES study, please contact Geert van der Veen in our Amsterdam office
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Technopolis maintains its links with academic research

Professor Dr Erik Arnold, chairman of Technopolis [group] delivered his inaugural lecture at The University of Twente, The Netherlands on 27 October 2011. Entitled "Understanding the Long-Term Impacts of the EU Framework Programme of Research and Technological Development", Professor Arnold covered perspectives on Research and Innovation and described the changing role of the emerging European state before outlining the effects of the Framework Programme.



Funding the future

Technopolis is carrying out a study for Forfás on sustainable funding models for research centres in Ireland. The study aims to identify these via a comparative analysis with equivalent centres in three comparator locations - Sweden, Finland and Catalonia. It also seeks to identify an appropriate portfolio of research centres in terms of number, size and disciplinary themes. The study is broad in scope covering research centres based in universities, research institutes and government laboratories.

For more information, please contact Paula Knee in our Brighton office
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Evaluating the National Teams of Bologna Experts

Technopolis in collaboration with GHK is delighted to have won a piece of work to evaluate the National Team of Bologna Experts for DG Education and Culture of the European Commission.

The Bologna Process, named after the Bologna Declaration signed by 47 European Countries, is a commitment to create a European Higher Education area through widespread reforms of our higher education systems. The reforms involve moving to a Bachelor, Master, Doctorate structure, setting up comparable qualifications frameworks and facilitating fairer recognition of foreign degrees across the countries involved. Although there is widespread political support for the Bologna Process, most of the change is taking place at the level of the higher education institutions and is therefore supported through teams of "Bologna Experts". Since the beginning, the main function of the Bologna experts has been to provide advice, counselling and support for the institutions.

The Technopolis team will be undertaking country case studies to explore the different approaches taken to implementing Higher Education Institutional reforms through the support of the Bologna Experts.

For more information, please contact Rebecca Allinson in our Brighton office
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Vive la France!

After several years of fruitful collaboration, Technopolis |group| France and Innovation, Territoires et Développement en Europe (ITD-Eu), the latter specialised in local and regional policies for innovation, merged in June 2011, becoming Technopolis-ITD. Technopolis |group| France has been very active in the French market for more than 15 years, carrying out a number of assignments for the Government (Ministry of Research, Ministry of Economy, National Environment Agency) and the European Commission. For the last 5 years, ITD-Eu has been expanding its activities across French regions, including French overseas regions and territories, and in Italy.

At the crossroads of research, innovation and economic development policies, Technopolis-ITD provides high-level expertise with large field experience in consultancy and evaluation covering the whole innovation chain and supporting decision-makers in the design and implementation of public policies aimed at the development of the knowledge based economy.

The main strengths of Technopolis-ITD lie in the evaluation of research, innovation and economic development policies; technical assistance to the strategic design, implementation and monitoring of territorial strategies for innovation; assistance to enterprise support organisations (science parks, business parks, and clusters); the implementation of strategic studies and technological foresight; and the design, coordination and evaluation of international and European R&D&I cooperation networks. In addition, activity in environment-related science and technology constitutes an increasing part of their portfolio.

The team of 15 consultants based in France has a varied professional background, led by Matthieu Lacave, Director of Technopolis-ITD and member of the Technopolis |group| executive committee.



Formerly assistant professor at the Sorbonne University (Paris I) in European Law, Matthieu Lacave founded Innovation, Territories and Development in Europe (ITD-Eu) in 2005, before joining Technopolis |group|. Matthieu is a highly experienced consultant on evaluation and design of public policies for innovation and competitiveness.

His main areas of expertise include: regional economic development, regional and national innovation strategies, and international cooperation projects in the field of research and innovation, science and technology parks.

Information

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