

Experiments for Industry- Ethical Dilemmas for the Turfgrass Sector?

Introduction to discussion

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The Swedish Innovation paradox

- Massive Public Research
- Limited commercial interest
- Minor Innovation and Patent outcome



Challenges for the 5th EU Framework Program

1. Increase budget (10 bill €)
2. Increase use of results
3. Increase Industry participation
4. Corner stone for employment and development



Initiative from the Industry – Thematic areas

1. Analysis of the situation
2. ***Drawing of Technical platform***
3. Formation of R&D program
4. Combine Public and Commercial funds



Huge success!

- 5th FP 10 bill €
- 7th FP 50 bill €
- Horizon 2020 100 bill €

Co-operation is the only way
to secure sustainable growth.



Other co-operation forms

Now:

- Technical Platforms and connected R&I prgms
- KIC:S (knowledge Integration communities)
- Open Innovation initiatives
- Etc.



STERF Industrial Scientific Partner

- Increase R&I budget – solve global problems
- Improve Dissemination
- Collaboration for a sustainable future



Partner benefits

Access to the leading Research and Innovation Centre in the turfgrass and environmental field.

The opportunity to influence STERF's research programme, through participation in the planning process.

Participation in STERF work-shops and seminars.

A worldwide network of contacts with international universities and centers of research in the golf sector.

A contact day to present and discuss your company's strategic development issues.

Information via STERF's newsletter and web site.

Collaboration on research projects and product development.

Contacts with public authorities.

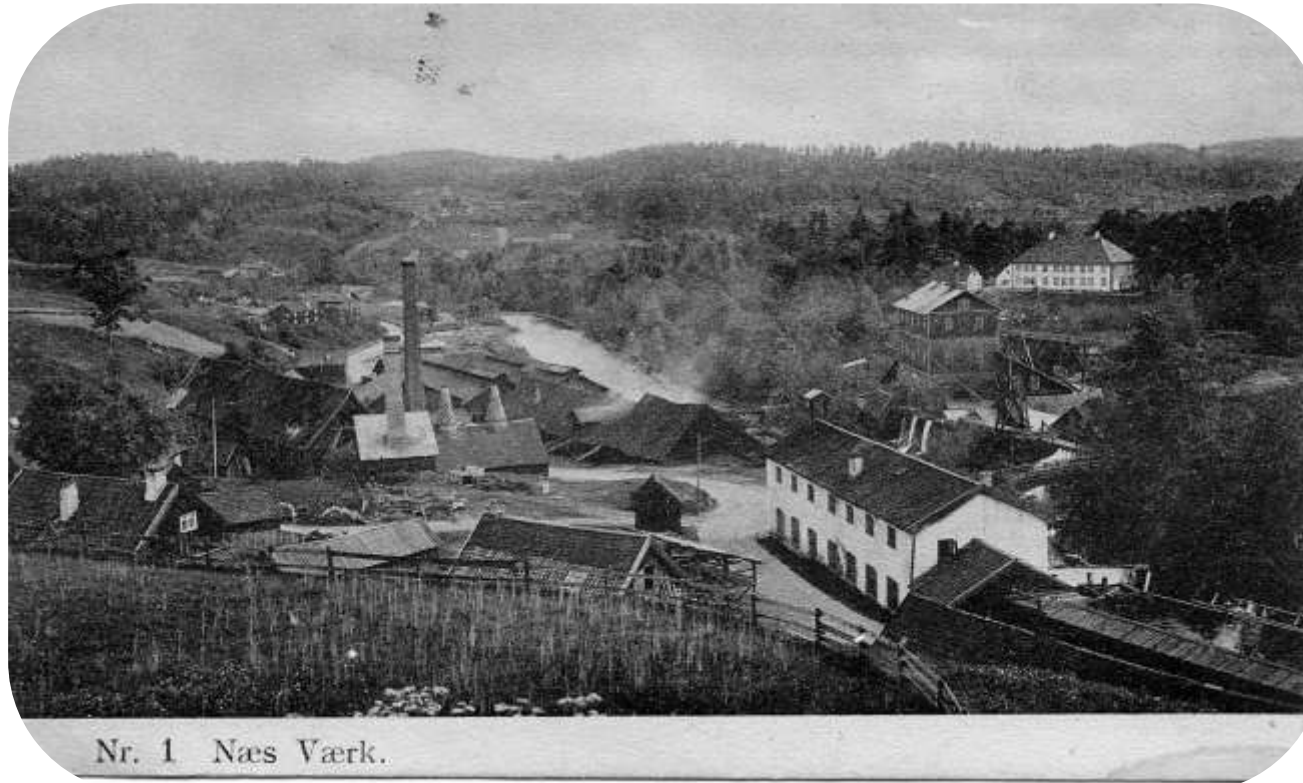
and

The pride to take part in the sustainable development of the golf sector.



And the question is.

Are there any ethical or commercial dilemmas with industry participation in the research?



Nr. 1 Næs Værk.

Discussion!

