



Horizon

Experience, opportunities, challenges

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AVL List GmbH

Facts and Figures

- Founded: 1948
- Employees worldwide: 11 500
- 10% of turnover invested in In-House R&D
- 65% of workforce are engineers/scientists
- 1 500 granted patents in force

Global footprint

- Represented in 26 countries
- 45 affiliates at 93 locations



Engineering
Services



Instrumentation
and Test
Systems

Advanced
Simulation
Technologies



Horizon: Consortia

- Consortium formation – networking:
 - Previous common projects
 - Scientific / industrial communities
 - Suppliers / customers / competitors
 - Benchmarking other domains i.e. cross-domain-fertilisation
- Key aspects:
 - Compatibility
 - Trust
 - Common interest vs individual applications
 - Exploitation and impact creation
- Previous projects i.e. sustainability and sound stakeholder engagement



European Road Transport
Research Advisory Council



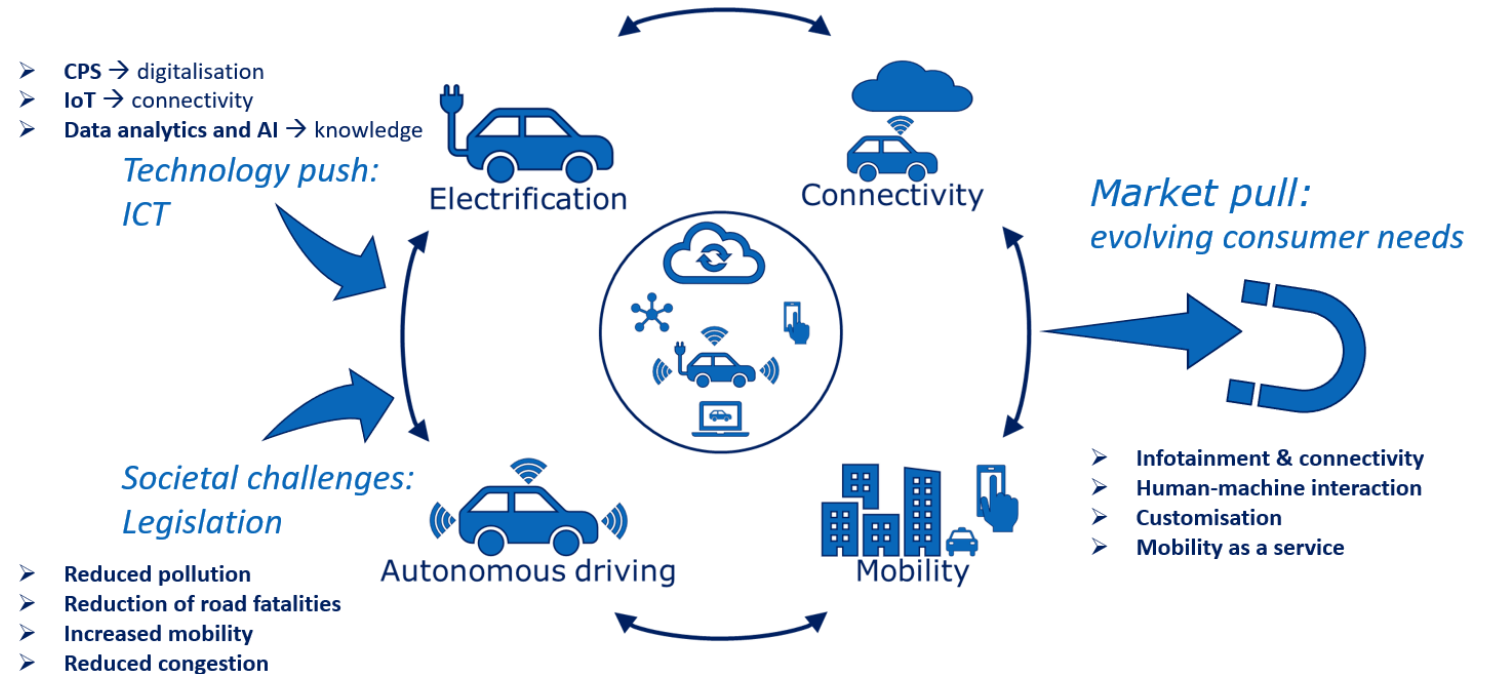
Typical research topics

Common topics

- IoT
- 5G
- Big data
- AI
- CPS

Applications:

- Connected vehicle / ADAS / AD
- User perception
- Smart city
- Urban mobility
- Electrification / Smart charging
- Smart production



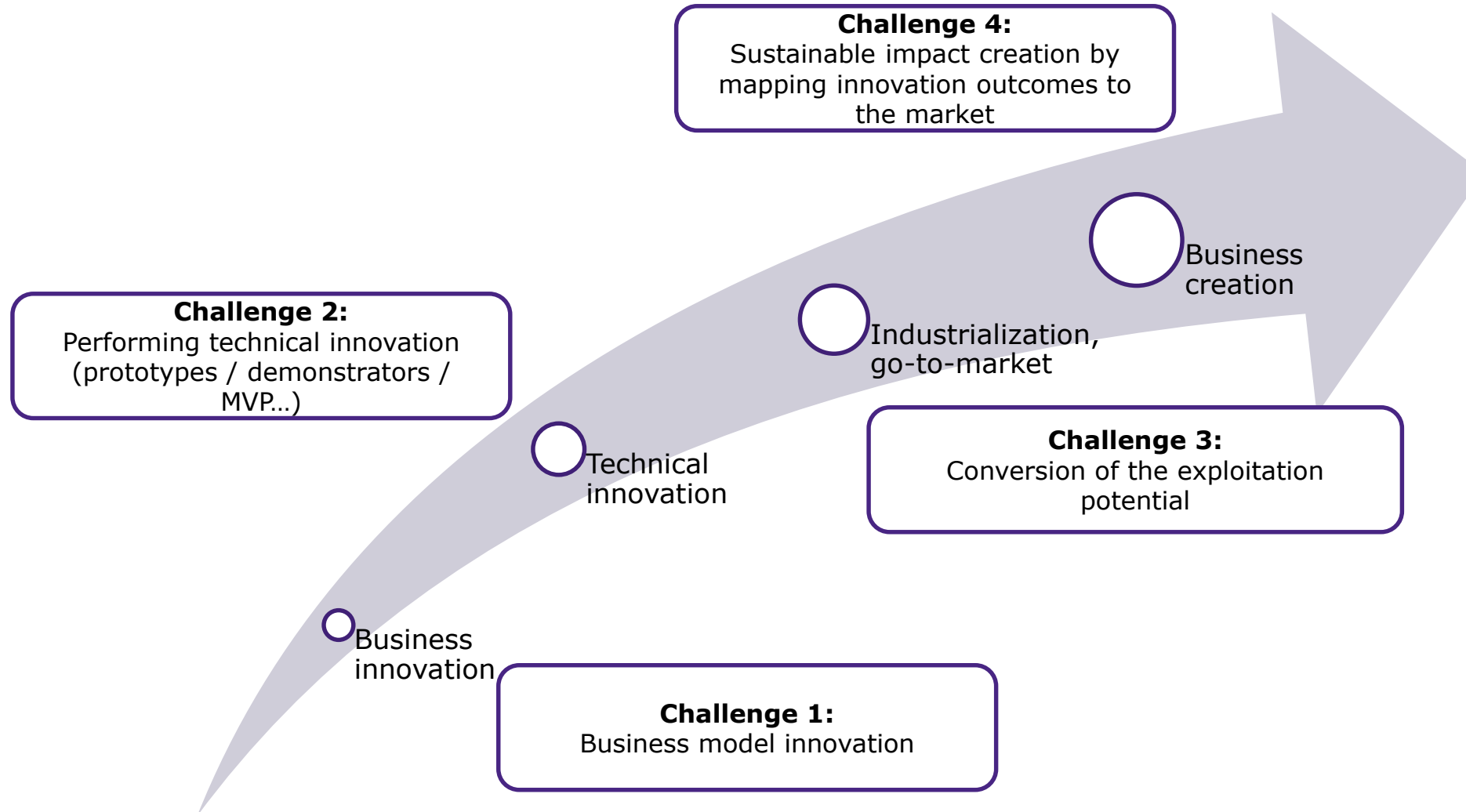
https://www.researchgate.net/publication/336374059_New_Business_Models_to_Realise_Benefits_of_the_IoT_Technology_within_the_Automotive_Industry

Proposals

- Excellence
 - leading edge
 - complementing /compatible partners i.e. nobody is an expert in everything, hence the combination of all is greater than the sum of individual partners
- Impact
 - ecosystem / full range of stakeholders (e.g. scientific /industrial community)
 - maximised sustainable exploitation
 - impact creation on own organization
- Implementation
 - Potential to execute project
- Contributions/roles:
 - Lead (proposal/project, WP, task...)
 - Technology provider
 - Use case provider
 - Academic / Research Centre / SME / LE



Innovation management: the challenge of ambidexterity



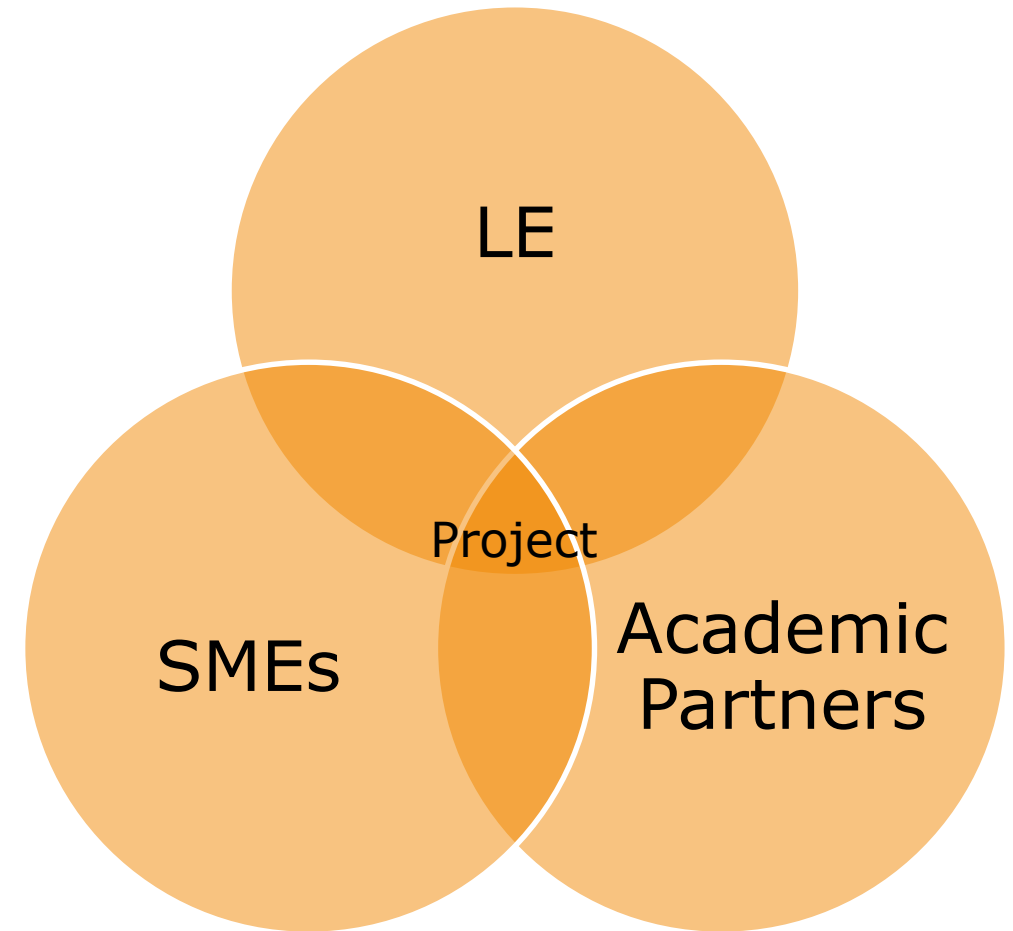
Practice

Generalised participating organisations:

- SMEs
- Research organisations and academia
- LE

Crucial aspects:

- Knowledge transfer
- Collaborative results
- Cross-fertilisation
- Benchmarking other domains

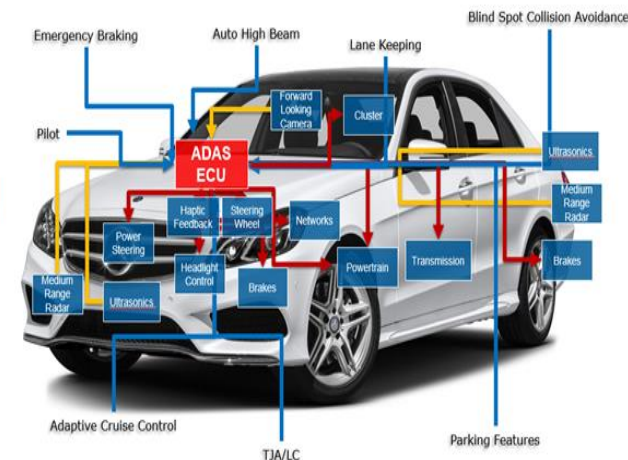
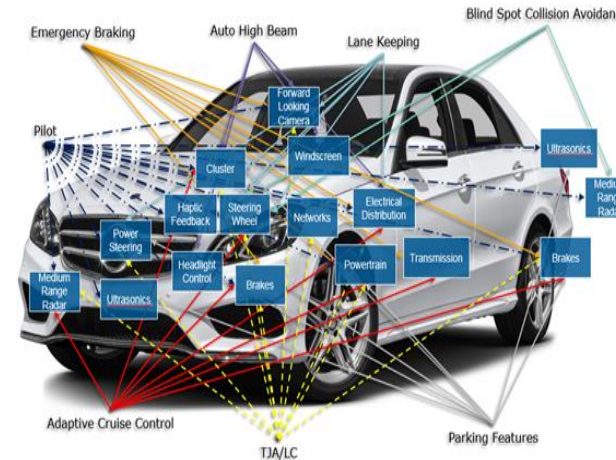


Potential issues

- Overheads
- Success rate
- Consortium formation
- Smooth implementation
- Research diversion
- Exploitation / impact

Prystine – (ECSEL JU)

- Sizable project - Full supply chain(s)
- Semiconductor manufacturers:
 - partnerships with solution providers
 - demonstratable end-to-end solutions
- Solution providers:
 - benchmark upcoming devices
 - influence IC designers/manufacturers
 - secure leading edge solutions
- SMEs:
 - increase exposure / market own performance
 - create /maintain relationships
 - Be in line with the leading edge of technology
- Academic/research partners
 - Partnerships / collaboration with industry



<https://prystine.eu/>

TEACHING (ICT-01)

- Two different domains: cross-fertilisation
- Testing uncharted waters
- Common issues – focused on specific issues and seeking an optimal “range of” solutions
- Motivation:
 - “let us address an emerging challenge”
 - “let us build a lasting bond through provision of sustainable assets”



<https://www.teaching-h2020.eu/>

DigiFed (H2020 - Cascade Funding)



- Sustainable network (Digital Innovation Hubs)
- Support mechanisms for SMEs → collaborative development / open innovation
- Foster digitalisation across sectors



- Open call:
 - <https://digifed.org/open-calls/open-call-2/application-experiment/>
- If you are:
 - Developing innovative smart solutions
 - Bridging the physical and virtual worlds
 - Speeding up development
 - Wishing to be supported by a unique ecosystem
- Offer:
 - Access to industrial platforms
 - Innovation management / business development support
 - Product support aimed at bringing your innovations to target markets
 - Up to € 55k in funding (at 70%)

<https://digifed.org/>

Conclusion

- H2020 → Horizon Europe
- Projects tailored to specific needs
- Targeted partner engagement / solutions to specific challenges
- Strategic approach
- Ambidexterity (exploration vs exploitation)
- Be realistic / potential issues / success rate
- Empowerment
- Why participate?

Thank you



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