

Traffic Control, Communications Systems and  
Traveller Information for Public Transport and  
Freight Logistics Conference

11<sup>th</sup> September 2008

Why did SEEDA fund this project?

South East England Development Agency

Colin Baldwin



# The South East of England



# Knowledge Transfer

- The exchange of knowledge, skills and technologies across the research - business interface

	Increased range of goods and services	Opened new markets or increased market share	Improved quality of goods or services	Reduced unit labour costs
Enterprises which do not use Universities as a partner	42%	40%	46%	33%
Enterprises which use Universities as a partner	82%	81%	85%	65%

# Knowledge Transfer

- Lambert Review of Business-University Collaboration
  - Report published December 2003
  - British government's opportunity
  - Commission to exploit the innovation developed in universities
- Innovation



University

Chancellor,

of missed

to exploit the  
developed in

# Emerging Technologies Programme

- National policy required all RDAs to form regional Science and Industry councils to guide regional science based economic development
- “SESETAC” was formed from leading business people and senior academics
- They identified four strategically important technology areas
  - Nanotechnology
  - Healthcare technologies
  - Energy & the Environment
  - Complex systems & extreme environments

# Emerging Technologies Programme

- **Advised to support large initiatives**
- **Up to £8m to support collaborative R&D in priority areas**
- **Consortia based mainly within the South East of England**
- **Real commitment needed from partners**
- **Market readiness in 3 – 5 years**

# Technology Strategy Board

- **Opportunity to align SEEDA investment with wider initiative**
  - Nurturing collaboration
  - Sharing priorities
  - Now Government policy
- **Innovation Platforms – a new way of working within government**
- **Intelligent Transport Systems & Services Innovation Platform (ITSS-IP)**
  - Regional strengths and need identified

# The SEEDA ITS Call

- **SEEDA call - Autumn 2006**

“providing businesses or consumers with services which improve transport logistics, congestion, multi-modal journey planning or access to information in an affordable, scalable, accurate & secure manner”

- **Projects manageable as a stand-alone pilot**

- **Selected through expert review and economic appraisal**

- **Two projects funded**

# The future?

- **SEEDA committed to promoting innovation through collaboration – in particular with the knowledge base**
  - Knowledge networks
  - Undergraduate placements
  - Flexible Knowledge Transfer Partnerships (short, standard, international)
  - Collaborative R&D through Innovation Platforms
  - Science & Innovation Campuses
- **New place base Innovation & Growth Teams**

# Further information

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