

Evaluation of POWER Cluster Research meets Business events

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This report is based on an evaluation of two POWER cluster offshore wind research meets business events. The initial evaluation was conducted by Gerlind Wagner-Vogel on behalf of Ministry of Science, Economic Affairs and Transport of the Federal State Schleswig-Holstein and based on attendance of events, summary report by Wolfgang Schulz (expert for renewable energy) and feedback from speakers.

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The Interreg IVB
North Sea Region
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1. Introduction

1. This report evaluates the two research meets business events during the POWER cluster project. The audience for this document is POWER cluster partners thus an understanding of the POWER cluster project is assumed. There were two types of events organised through POWER cluster: a workshop and a congress.

2. Evaluation of events

2.1 Workshop: Offshore Wind Energy “Research Meets Business” 2010 (Flensburg, Germany)

2. POWER cluster partners the Ministry of Science, Economic Affairs and Transport of the Federal State Schleswig-Holstein and the Chamber of Industry and Commerce Flensburg organised this workshop.
3. Delegates from research and business were invited to join the workshop. The event was promoted by email, the POWER cluster newsletter and POWER cluster website. The aim of the workshop on offshore wind energy was to discuss the possibilities and need to support economic activities by research institutions.
4. The results of the workshop demonstrated:
 - More information about all aspects of the offshore wind energy and the process of developing projects is important for businesses.
 - A greater understanding of research possibilities would be beneficial.
 - Information about special topics is important to make sure discussions are focused and result in constructive debate.This feedback was used to develop an event at Husum Wind Energy in September 2010.
5. Adverse weather meant only 28 of 42 registered delegates attended the workshop. The audience consisted of representatives from the following countries: France, Denmark and Germany.

Table to show event statistics from Workshop 2010

Event Statistics (Workshop 2010)	Number
Registered male delegates	36
Registered female delegates	6
Male delegates who attended event	25
Females delegates who attended event	3
Registered delegates from research	8
Registered delegates from business	25
Other registered delegates	9

2.2 Husum Wind Energy, Congress (Husum, Germany)

6. POWER cluster partner the Ministry of Science, Economic Affairs and Transport and the Chamber of Industry and Commerce Flensburg organised this congress event.
7. Delegates from research and business were invited to join this congress event, which took place as part of Husum Wind Energy. Husum Wind Energy is a leading wind energy trade fair. The event was promoted through the Husum Wind Energy website and via email to existing contacts. The congress focused on one key element: 'Energy Storage Technologies'.
8. There were a number of high profile speakers and delegates including representatives from RWE Innogy and Nordex Energy, which is a good output for the project. The event statistics below is an underestimate because registration was voluntary. A conservative estimate is that 50 people attended the event.

Table to show event statistics Husum Wind Energy 2010

Event Statistics (Husum 2010)	Number
Delegates from research	1
Delegates from business	11
others(delegates from politics, press, etc)	13

3. Conclusions

9. The research meets business events organised by POWER cluster have been a successful way of enabling businesses to make new contacts. However it would have been beneficial to have more delegates from research. This could be achieved by only having speakers from universities and an audience of both research organisations and businesses. Another lessons learned is to schedule more time for business and research discussions. For example you could allow delegates to pre-book meetings and increase the amount of time allocated to networking. For future events it is important to take in account that some of the discussions between businesses and research institutions is commercially sensitive therefore an area for private discussions to take place would be beneficial.