



# Research Marketing in the Central, Eastern and South Eastern European Region

Federal Ministry of Education and Research:  
Call for proposals 2007/2008

Documentation



**Research in  
Germany**



**Land of Ideas**



## Introduction

Germany has a prominent position in science, research and development. German companies are pioneers in developing innovative products, and “Made in Germany” stands for the quality of Germany’s products and their high level of workmanship. In today’s globalized world, scientific and technological progress is no longer restricted by national borders, but achieved through collaborative efforts and exchanges between academics, researchers and technicians from all over the world. Knowledge and science have gone global, and international competition will continue to grow.

In order to open up new markets and exploit innovative technologies, Germany aims to expand its technological position through partnerships with outstanding competence centres and at the same time strengthen its function as a gateway to Europe for its partners worldwide. To support this goal, the Federal Government has developed a national initiative to promote Germany as a research location. Entitled “Research in Germany – Land of Ideas”, it presents Germany’s attractive research environment. “Research in Germany” is a generic measure within the Federal Government’s Strategy for the Internationalization of Science and Research<sup>1</sup>. This strategy presents the Federal Government’s answers to the challenges of global competition faced by the science and innovation system.

Cooperation with Central, Eastern and South Eastern European countries has a long and fruitful tradition in science and research. Strategic partnerships and research networks with partners in the region have been in existence for many years now, and scientists from institutions in the region are attractive and reliable cooperation partners for German companies, institutions of higher education and research establishments. Furthermore, this cooperation contributes to strengthening the European Research Area.

The BMBF has set up the ideas competition “Research Marketing – Central, Eastern and South Eastern European Region”<sup>2</sup>, which is geared towards innovative German research networks and aims to establish and strengthen their ties to the region. The ideas competition has turned out to be a successful and sustainable instrument.

This brochure presents, now for the second time, nine projects – examples of practical research marketing applications – which were carried out under the second call for proposals issued by the BMBF in 2007. These projects demonstrate the broad spectrum in which German institutions cooperate with partners in the Central, Eastern and South Eastern European Region. The contributions in this brochure have been provided directly by the institutions, which are solely responsible for the content. The BMBF gratefully acknowledges their contributions.

<sup>1</sup> Strengthening Germany’s role in the global knowledge society. Strategy of the Federal Government for the Internationalization of Science and Research, [www.bmbf.de/pub/Internationalisierungsstrategie-English.pdf](http://www.bmbf.de/pub/Internationalisierungsstrategie-English.pdf)

<sup>2</sup> More information about the call can be obtained from: [www.bmbf.de/de/2198.php](http://www.bmbf.de/de/2198.php)



# Contents

REG-TRANSEKT – Region-crossing transfer & marketing of tools and system solutions for land-use planning and management support – Dresden University of Technology .....	6
Broadening the infrastructure of the National Registry for Congenital Heart Defects into the Eastern European area – National Registry for Congenital Heart Defects .....	8
BRAMA – Research and marketing initiative Bulgaria – INI-Novation GmbH .....	10
German-Czech network of excellence – Geotextiles for restoration, recultivation and environment Saxon Textile Research Institute at the Technological University of Chemnitz (STFI e.V.) .....	12
Building up of contact structures in Poland and in the Baltic States – BalticNet-PlasmaTec.....	14
Intensification of research cooperation between Romania and the German research network SmartFactory <sup>KL</sup> – Technology Initiative SmartFactory <sup>KL</sup> .....	16
Measures for the presentation of the telemedicine network NEST in Romania – Network for Integrated Systems in Telemedicine .....	18
Cooperation of the mst-Netzwerk Rhein-Main e.V. with Romania – mst-Netzwerk Rhein-Main e.V. ....	20
Strengthening research partnerships in suicide prevention – University of Leipzig, Department of Psychiatry .....	22
Project map .....	25
Publisher information and picture credits .....	26

# REG-TRANSEKT – Region-crossing transfer & marketing of tools and system solutions for land-use planning and management support

**Dresden University of Technology**

## Background

The state and use of landscapes is affected by political, economic and demographic framework conditions. New environmental challenges are arising due to worldwide climate trends, changing economies and increasing societal needs. This dynamic development affects the fulfillment of socially required landscape services. Thus, contemporary land use management requires us to deal with with complex questions and the various needs of different stakeholder groups involved in the planning process. As a result, there is a demand for instruments for complex knowledge and experience management.

## Objectives

The aim of REG-TRANSEKT was to present suitable tools and system solutions for the support of land-use management planning in Eastern and South Eastern Europe. The tools and partners of REG-TRANSEKT emerged from a.t.l.a.n.t-IS, a platform for initiatives related to adaptive land-use management and instruments for integrated land-use management support. Another objective was to complement close-to-market interfaces between the platform partners and the end users. The

transfer and marketing activities were intended to cover the whole scientific value chain, from research results to user- and case-based solution approaches to close-to-market solutions. Special emphasis was put on the exchange of scientific knowledge and experiences between the partner institutions in Germany and the target countries (the Czech Republic, Slovakia, Poland, Slovenia and Croatia), with the aim of creating a competitive consortium for activities in the European Research Area.



*Final symposium with presentation of assessment and management support tools*

## Activities

Within REG-TRANSEKT, a range of measures, studies and meetings were carried out with a regional focus on the German-Czech-Polish border area, which stands for highly industrialized regions, and on Croatia, Slovenia and Slovakia, which stand for relatively unspoilt landscapes. In cooperation with the SEE-ERA.NET project REFORMAN, user requirements concerning management planning and support tools were gathered, taking the tools provided by the partners into account. Additionally, a market potential analysis was carried out to identify marketing areas and the willingness to pay for different product types. Based on an analysis of transfer handicaps and challenges between science and end users, a transfer strategy consisting of the modules Event Pool, Knowledge Pool and Tool and Training Pool was developed and published in the form of a White Paper. The project outcomes were then made public online and in a common Special Issue.

## Perspectives

The activity laid the groundwork for applying existing tools and engaging in an intensive discussion with end users about their ideas and feelings. Two major areas of activity were identified for the practical use of existing solutions: (a) training and continuing education, which is being realized with project partners in Austria, the Czech Republic and Slovakia (coordinator) as part of a Leonardo-da-Vinci activity (TrainForEducation) and (b) education for sustainable development, where one project (KIDS) has already been launched together with partners in the Czech Republic and is supported by the Deutsche Bundesstiftung Umwelt and another (3-countries-1-landscape) will be resubmitted under the Ziel-III programme with partners in the Czech republic (and subsequently Poland).

The analysis of possible fields of application of the support systems for land-use management and planning revealed that such specific solutions are interesting for those who want to test the effects of large-scale decisions (EU programmes / directives), while decision-makers at operational level prefer simple solutions, i.e. slimmed-down versions of scientific products.

## Project Partners

Croatian Forest Research Institute, Jastrebarsko  
 Czech University of Life Sciences, Prague  
 Dresden University of Technology  
 Forestry and Game Management Research Institute  
 Helmholtz Centre for Environmental Research (UFZ)  
 IDU Engineering Bureau for Data Processing and Environmental Protection  
 Institute of Environmental Engineering of the Polish Academy of Sciences  
 INTERRA  
 Leibniz Centre for Agricultural Landscape Research (ZALF)  
 Leibniz Institute for Agricultural Development in Central and Eastern Europe  
 PiSolution  
 SilvaSacra  
 Slovakian National Forest Centre  
 Slovenian Forest Research Institute  
 Slovenian Forestry Service  
 State Forest Research Station Baden-Württemberg  
 University of Applied Sciences Zittau-Görlitz  
 University of Opol

---

CONTACT PROJECT MOE 07/001  
 PROF. DR. FRANZ MAKESCHIN  
 E-MAIL: MAKESCH@FORST.TU-DRESDEN.DE

# Broadening the infrastructure of the National Registry for Congenital Heart Defects into the Eastern European area

## National Registry for Congenital Heart Defects

### Background

To most families, the diagnosis “congenital heart disease” is a strong blow. Suddenly they are faced with a number of questions and worries. Most patients undergo surgeries and interventions and need lifelong medical care. Health professionals in particular are aware that reliable information is a substantial part of good treatment and helps patients deal with their affliction. For a long time now, doctors, scientists, parents, and self-help associations have been calling attention to a lack of reliable information about congenital heart defects. Especially in Eastern Europe there is a high need for information. It was for this reason that the German National Registry for Congenital Heart Defects (NR) joined forces with five European parent organizations to create the information platform “Corience” in February 2008.

The NR is a nationwide patient data base with more than 30,000 patients, initiated by the cardiac societies in Germany. It provides the basis for clinical trials, studies concerning the quality of life, the social situation as well as the state of care of this patient group. The infrastructure makes it possible to conduct multicentric studies, can be adapted to every kind of study, allows acquisition of pseudonymized data and is therefore suitable for longitudinal studies.

### Objectives

In this project we intended

- to approach representatives from appropriate medical centres in order to spread information on the NR study infrastructure and to initiate cooperation between medical facilities in Germany and Eastern Europe
- to approach parent and patient organizations from Eastern Europe in order to include them in the European patient network on congenital heart defects

### Activities

Medical Network:

Our activities gave rise to a new collaboration between two medical facilities in Hungary (Szege, Budapest) and the German Heart Centres in Munich and Berlin.



*At the ECHDO/Corience meeting in June 2009 representatives from Poland, the Czech Republic, Estonia, Lithuania, Romania, Bulgaria and Slovenia discussed treatment methods and different standards of care in Europe*

A study to investigate the specific situation of young women with congenital heart defects in Germany and Hungary is planned.

Another project, the Euripides device registry, has started in collaboration with the European cardiological societies (ESC, AEPC) with participating centers in Hungary, the Czech Republic and Germany. The registry is a web-based follow-up database which covers implant data from pediatric patients and adults with congenital heart disease. The international project allows large-scale research to gain a thorough insight into optimal ICD or CRT device therapy.

#### Patient Network

Our EU-funded platform [www.corience.org](http://www.corience.org) provides a comprehensible and target group-optimized supply of information about congenital heart defects. The English website was launched in September 2008. Spanish and German versions of the website were launched in 2009. In addition, we coordinated international meetings in Berlin and Barcelona in order to crosslink all stakeholders across Europe. Patients discussed treatment standards and research news with medical professionals. Representatives from Poland, the Czech Republic, Estonia, Lithuania, Romania, Bulgaria and Slovenia attended our meetings. Our networking activities have spawned several new organizations for children and adults with congenital heart defects, especially in Eastern Europe. Strong organizations from Western countries help to build up knowledge there.

#### Perspectives

Patients and their families experience different standards throughout Europe and there is a lot of work to be done before everyone born with a heart condition receives the standard of care and treatment they deserve. With

our activities we were able to contribute to building a strong European network on congenital heart disease to exchange information about treatment standards and health care. The project crosslinks, both horizontally and vertically, all relevant stakeholders such as patients, parents, physicians, scientists, medical organizations etc. We have increased the spirit of cooperation and hope to strengthen science and research in this area.

#### Project Partners

##### Coordinator

National Registry for Congenital Heart Defects  
Augustenburger Platz 1  
13353 Berlin, Germany  
Tel. +49 30 450 576 772  
<http://www.kompetenznetz-ahf.de>

##### Non-German Partners

European Congenital Heart Disease Organization (ECHDO)  
Szent-Györgyi Albert Medical University of Szeged  
Hungarian Institute of Pediatric Cardiology, Budapest  
Univ. hospital Motol, Prague, Czech Republic

---

CONTACT PROJECT MOE 07/002  
DR. ULRIKE BAUER  
[UBAUER@KOMPETENZNETZ-AHF.DE](mailto:UBAUER@KOMPETENZNETZ-AHF.DE)

# BRAMA – Research and marketing initiative Bulgaria

## INI-Novation GmbH

### Background

Under the “Research Marketing” call for proposals published by the German Ministry of Education and Research, the project “BRAMA – research and marketing initiative Bulgaria” had the aim of supporting the establishment of technology transfer institutions at several universities in Bulgaria. The pilot project focused on the Technology Transfer Office at the Prof. Dr. Asen Zlatarov University in Burgas, Bulgaria.

### Objectives

The goal of the BRAMA project was to initiate, create and strengthen science and technology partnerships between German and Bulgarian universities and research institutes through the establishment of Technology Transfer Offices. Furthermore, the project contributed to the Regional Innovation Strategy of the South Eastern Bulgarian Region and to increasing the long-term competitiveness of SMEs.

### Activities

The initiated project activities, including an awareness-raising workshop, screening interviews, technology evaluations and an event for the exchange of know-how in the field of museum technologies, have contributed to the establishment of a technology pool, to which partner research institutions from Germany also have access. Thus, joint project activities could be initiated.

The project was kicked off with an awareness-raising workshop in Burgas in February 2008. Partners from Sofia, Russe and Burgas took part in the event, representing intermediary organizations, universities and industry. The BRAMA project was presented by INI-Novation GmbH and the possibilities and approaches for the establishment of a sustainable technology transfer structure were discussed. Furthermore, the steps for setting up technology transfer organizations at the selected universities were identified.



*Technology Presentation Lounge: participants*

The Prof. Dr. Asen Zlatarov University in Burgas was selected to implement the project activities there and establish the Technology Transfer Office. After the awareness-raising workshop, a call for project ideas and technologies was initiated and individual screening interviews with selected researchers were performed. The aim of these discussions was to identify research results at the Prof. Dr. Asen Zlatarov University that can form the basis for scientific cooperation with partners from

Germany. Based on the results of these measures and as a next step, it was planned to organize workshops with representatives from other universities in order to exchange experiences about past initiatives in this area.

In the next project phase, the ten best research ideas were presented to an experienced jury of international experts who then evaluated the technologies to determine whether they conformed with the state of the art and to evaluate their technical and market feasibility. The three best ideas were nominated and the researchers were invited to participate in the Technology Presentation Lounge of the INI-GraphicsNet. This gave those who had come up with the ideas a chance to get in touch with investors and multipliers interested in the inventions.

## Perspectives

After the end of the project, the plan was to support the development of technology transfer organizations at other universities in Burgas, Russe and Sofia. Taking the already initiated collaborations into account, partnership agreements will be signed and different collaboration models will be built based on the experiences made in Burgas.

Furthermore, the above-mentioned initiatives correspond to the calls of the 7th Framework Programme of the European Commission, which promote and stimulate scientific collaborations between German and Bulgarian partners.

However, the initialization and stimulation of collaborations should not be based exclusively on pure scientific partnerships. Therefore, consortia have already been built on the initiative of INI-Novation GmbH and the INI-GraphicsNet. The goal is to establish sustainable structures, also in the fields of technology transfer and entrepreneurship.

## Project Partners

The BRAMA project initiative was supported by the Bulgarian Academy of Science, the Technical University in Russe and the Chamber of Commerce in Russe. The organized workshops and the implementation of the project activities were coordinated and strongly supported by the HighTech Business Incubator and the Prof. Dr. Asen Zlatarov University in Burgas.

# German-Czech network of excellence – Geotextiles for restoration, recultivation and environment

**Saxon Textile Research Institute at the Technological University of Chemnitz (STFI e.V.)**

## Background

One thing that the region of Northern Bohemia, the Czech Republic, and certain areas of Central / South-Eastern Germany and Lusatia have in common is that open-cast mining started more than 100 years ago and brown coal production continued until quite recently. The remaining landscape needs careful restoration and recultivation to become environmentally friendly and reusable for people and nature. In longstanding successful research work, the Saxon Textile Research Institute at the Technological University of Chemnitz (STFI e. V.) has developed innovative geotextiles, technologies and practical solutions that are suited to Northern Bohemia and its needs. Such geotextiles include extra coarse mattings and rope structures for erosion control, wastewater management etc. Partners in the Czech Republic can take advantage of successful German technological approaches and methods in the areas of recultivation and environment.

## Objectives

Global warming and climate change will cause an escalation of extreme weather conditions such as hyper-pre-



*Extra coarse geotextile grids for erosion control on embankments*



*Floating textile island for wastewater treatment and restoration of water courses*



*Textile hydraulic barriers for the enhancement of polishing ponds (containing floatable elements and weights for stabilization)*

precipitation, which can lead to an increased drainage of surface water. Therefore, geotextiles will be significant for the development of innovative and cost-effective solutions for erosion control, planting embankments, floating islands for the purification of water bodies etc. By means of workshops and contacts, the aim was to introduce Czech partners to innovative ideas, know-how, system solutions and products of German enterprises and research institutions and to establish a trans-national network of excellence and an intensive scientific dialogue. The idea was to prepare a network and application-oriented cluster of core competencies in research and development in cooperation with industrial partners, universities and other institutions in the field of geotextile applications.

## Activities

The main activities of the project were four workshops (one in Germany, three in the Czech Republic), two field trips, and several partner meetings and booths at two exhibitions (Envibrno (Cz), GaLaBau 2009 (D)), all focusing on the use of textiles in geotechnics, water management, environment, ecology and related areas.

## Perspectives

Using meetings and activities related to the preparation and realization of workshops and exhibitions, a great number of contacts and additional partners from industry, research and universities were acquired, providing a basis for future cooperation, for instance in international joint research projects in the field of groundwater management, restoration, recultivation etc. (STFI and a Czech company, Rostock University and the Gdansk University of Technology, STFI and a Romanian enterprise). In the field of academic studies, the collaboration between the universities and technological universities of

Dresden, Rostock and UJEP Usti n.L in this project was a useful basis for close cooperation in the future in the form of guest lectures, seminars, field trips, student's projects, undergraduate, bachelor's or master's degree projects, scientific dialogue and other activities in the field of technical textiles. Future cooperation in German-Czech research projects will be continued (financial policy and procedures for the Czech partners are required).

## Project Partners

The coordinator of this project was STFI Chemnitz. Further German partners were the Bildungs- und Demonstrationszentrum für dezentrale Abwasserbehandlung e.V (BDZ) in Leipzig, the Hochschule für Technik und Wirtschaft (HTW) in Dresden, partners from industry such as G.U.B. Ingenieur AG in Zwickau, IGG Internationale Geotextil Gesellschaft mbH in Schmallenberg, Project Consult Thomas Rost in Chemnitz, Kommunales Forum Südraum Leipzig and Cleartec Water Management GmbH in Marktrodach, the University of Rostock, the Hochschule Harz, the Kommunale Forum Südraum Leipzig and the Josef Möbius Bau-Aktiengesellschaft in Hamburg contributed significantly to the success of our workshops.

On the part of the Czech partners, Technologický park Chomutov o.p.s., Cluster CEVTECH in Sobeslav, UJEP University, Ústí n. L. (Faculty of the Environment) and the companies InoTEX, Dvur Králové n.L., JUTA, Dvur Králové n.L., Purator Techno Tip CZ, s.r.o. Brno, Aquatest a.s. in Prague and LentiKat's a.s. in Prague were particularly successfully involved in the project work.

---

CONTACT PROJECT CZE 07/002  
DR.-ING. MONIKA SEEGER  
E-MAIL: MONIKA.SEEGER@STFI.DE

# Building up of contact structures in Poland and in the Baltic States

## BalticNet-PlasmaTec

### Background

The network BalticNet-PlasmaTec is a technology- and market-oriented collaboration between science, research and industry in the field of plasma technology. The network supports existing and initiates new collaborations between universities, industry, small and medium-sized companies and public facilities that operate in the field of plasma technology. BalticNet-PlasmaTec is working to raise the profile of plasma technology in society. To this end, the network takes over coordination duties for the implementation of joint activities, particularly cross-border activities. BalticNet-PlasmaTec is a platform for cooperation between the academic world, public facilities, private companies and individuals. BalticNet-PlasmaTec is a borderless network that was initiated to foster plasma technology within the Baltic Sea region and across the world.

### Objectives

The objectives of the project are to initiate technology transfer (preparing projects, finding and acquiring new partners from R&D and industry, acquiring of projects ideas), to organize personal exchanges (placements for PhD students, staff exchanges and apprenticeships) and to develop joint marketing strategies for plasma technology (technology marketing for new procedures and products, presentation of R&D results, services and products).

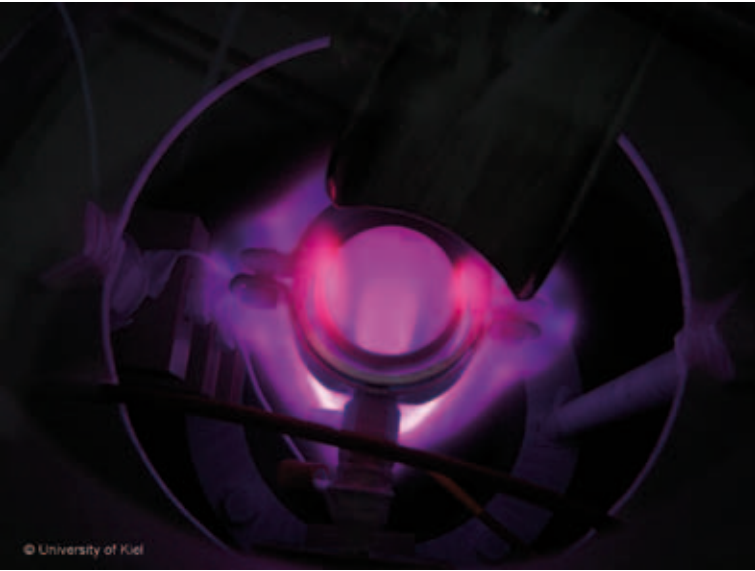
### Activities

Activities that emerged from the project include participation in the fair Balttechnika (Vilnius) in May 2008, which resulted in the coordination of an Interreg IVb proposal. Participation in the 14th Nordic - Baltic Conference on Biomedical Engineering and Medical Physics (NBC) in Riga was used as an opportunity to arrange a round table meeting for generating ideas and establishing contacts for European Union projects. In this context, a core consortium developed with partners from Norway, Latvia, Poland and Germany who want to participate in FP7. BalticNet-PlasmaTec also participated in the “International Conference on Plasma Surface Engineering ”(PSE). An aim was to expand the internationalization activities to other countries, for example India and Israel.

The network was also present at the Poleko fair in Poznań, at the booth of the German Federal Ministry of Education and Research organized by the International Bureau. The aim was to acquire new partners and organize and plan new joint projects. BalticNet-PlasmaTec was also able to make contacts with metalworking companies and research facilities during the VII conference for surface technology INPO 2009 in Wisła (Poland). There, the idea for an international workshop on the subject of surface technology emerged.

### Perspectives

The first follow-up activity was the 1st International EJC-PISE Workshop under the aegis of the European Joint Committee on Plasma and Ion Surface Engineering (EJC-PISE). The workshop took place in Riga on 9 and 10 June 2009 with 42 participants from twelve different countries. The EJC-PISE Workshop concentrated on possible applications of plasma and ion particle beams for surface treatment. The second follow-up activity was



*Hollow cathode – glow discharge*



*Plasma beam*

the 4th Symposium on Vacuum-Based Science and Technology in conjunction with the 8th Annual Meeting of the German Vacuum Society (DVG), which took place in Koszalin (Poland) from 21 to 23 September. This symposium was organized by the University of Koszalin with the support of the network.

## Project

Within the project period, a traineeship between the Klaipeda University of Lithuania and the Leibniz Institute for Plasma Science and Technology was organized by the BalticNet-PlasmaTec network. The trainee worked on the subject of “Plasma modification of surfaces and materials for improvement of biocompatibility” during the 3-month stay.

In addition, an Erasmus cooperative agreement was prepared between the Technical University of Riga and the University of Greifswald. This was signed by both sides on 1 June 2009. The first Erasmus exchange took place at the beginning of September.

With all these activities, BalticNet-PlasmaTec has succeeded in becoming a visible contact partner for plasma technology in the Baltic Sea region and beyond.

---

CONTACT PROJECT POL 07/024

ALEXANDER SCHWOCK

E-MAIL: [BNPT@BALTICNET-PLASMATEC.ORG](mailto:BNPT@BALTICNET-PLASMATEC.ORG)

# Intensification of research cooperation between Romania and the German research network SmartFactory<sup>KL</sup>

## Technology Initiative SmartFactory<sup>KL</sup>

### Background

The Technology initiative SmartFactory<sup>KL</sup> is a nonprofit association with several members and sponsors from industry, research and education. It pursues the vision of a flexible, modifiable, user-oriented and networked factory of the future. One research cluster of the initiative focuses on the topic “Digital Factory”. The driving forces of this cluster are the German Research Center for Artificial Intelligence (DFKI), the University of Kaiserslautern, Siemens PLM, Finze & Wagner (fiwa) and the University Lucian Blaga Sibiu. At national and international workshops, the members agreed to join forces to intensify the SmartFactory<sup>KL</sup> research network in Romania. The resident manufacturing companies are an ideal basis for the topic of the “Digital Factory”.

### Objectives

The research activities of the SmartFactory<sup>KL</sup> are driven by the members of the initiative. To promote and extend these activities, the SmartFactory<sup>KL</sup> is constantly seeking motivated partners in Germany and abroad. To extend and strengthen the research network in Romania, the SmartFactory<sup>KL</sup> and its partners responded to the BMBF call “Research Marketing in the Central, Eastern and South Eastern European Region”. The promotion of

the research cluster and the benefits of the “Digital Factory” are pushed into the spotlight. Contacts to manufacturing companies and private research institutes will be established. A cooperation and exchange agreement for junior and senior researchers needs to be signed between the University of Kaiserslautern and the University Lucian Blaga Sibiu to promote future research activities and improve the education of students.



*Visit of the Romanian delegation to SmartFactory<sup>KL</sup>*

### Activities

The German-speaking region of Sibiu (formerly Hermannstadt) offers an ideal basis for expanding the network of the technology initiative SmartFactory<sup>KL</sup> in Romania. Numerous companies are already working with high-tech production systems which will also offer an ideal platform for research institutions in the area of production automation. In several workshops, the strategies of the consortium were presented and possible research

partners were identified. Leading manufacturing companies were visited and first personal contacts were established. In a major workshop with respected representatives from industry and research, the activities of the SmartFactory<sup>KL</sup> were represented by all participants. With an average of 70 people, the expectations of the SmartFactory<sup>KL</sup> and its partners were exceeded significantly. Professional presentations, a trade exhibition and technical workshops raised awareness of innovative approaches and developments. The importance of the topic “Digital Factory” was reflected in this event and will be the thematic focus of further activities of the SmartFactory<sup>KL</sup> in Romania.

## Perspectives

On the basis of the enhanced and strengthened contacts, the task force “Digital Factory” is preparing applications for national and European research projects. Applications are being developed and privately financed projects are being launched. The expansion of the SmartFactory<sup>KL</sup> partner network in Romania will be promoted in coming activities. An exchange between the University of Kaiserslautern and the University Lucian Blaga Sibiu for junior and senior researchers has been set up and has already started. The outcomes for both universities are highly-motivated and well-trained students who will promote the new research clusters with passion and enthusiasm.

## Project Partners

Technology Initiative SmartFactory<sup>KL</sup>  
University of Kaiserslautern  
German Research Center for Artificial Intelligence (DFKI)  
Siemens PLM Software  
Finze & Wagner (fiwa group)  
University Lucian Blaga Sibiu  
SC Karpatus S.R.L.

---

CONTACT PROJECT ROM 07/001  
PROF. DR. DETLEV ZÜHLKE  
ZUEHLKE@MV.UNI-KL.DE

# Measures for the presentation of the telemedicine network NEST in Romania

## Network for Integrated Systems in Telemedicine

### Background

The "Network for Integrated Systems in Telemedicine" is a consortium of private companies, research and medical institutions in the Berlin-Brandenburg region. NEST aims to support the network partners in developing and marketing products, systems and methods in the area of eHealth/telemedicine in a sustainable way. The complementary structure of the network enhances the economic and innovative strength of the individual partners. The direct involvement of medical care facilities ensures that products and services conceived in the network are developed, implemented and marketed in a way that is directly relevant to specific current needs. Activities are focused on the topics of emergency medical aid, home care, standardization and clinical studies.

### Objectives

NEST invited Romanian and German experts for telemedicine and eHealth applications to workshops in Timișoara and Bucharest. The main objective was to provide a platform for knowledge sharing, initiate discussions on current and future projects and encourage scientific exchange in the field of telemedicine between German and Romanian institutions.

### Activities

Two main measures were conducted by NEST in the context of "Research Marketing in the Central, Eastern and South Eastern European Region". NEST organized two partnering days in Timișoara and Bucharest, and there were visits to medical institutes as well as participation at the fair Rommedica.



*Partnering day in Timișoara*

The idea of the partnering days is to give both German and local participants the opportunity to present their projects and ideas. In addition to these presentations, there is enough time for talks and the exchange of ideas. Originally, the plan was to have only one partnering day in Bucharest, but due to the great demand on the part of the Romanian partners, an additional partnering day was scheduled in Timișoara. Due to substantial interest from partners in Timișoara, NEST organized the well-attended first partnering day in Timișoara on 7 May 2008 in cooperation with Dr. Mircea Focsa, Victor Babes University of Medicine

and the local chamber of commerce. The Romanian projects Teleasis, Telemon and Simimed were of notable interest. On the basis of the presentations, a profound conversation developed on the subject of transforming the pilot scheme into regular routine work. A special highlight of the event was the visit to the Timișoara Emergency County Hospital.

The second Partnering Day took place at Romania's most important medical care fair: Rommedica on 8 May 2008. German experts presented their own ideas, service concepts, challenges and solutions and discussed ideas for joint collaboration projects, be it product development or scientific exchange between hospitals in Romania and Germany. The Bucharest event was supported by ATASS and PROREC, two large telemedicine associations in Romania, and by the German Embassy in Bucharest. NEST partners presented their innovative projects for emergency care "StrokeNet" and "TCS" as well as the project for home care "ALSmanager" and the standardization project "TM7". All projects are joint developments of SMEs and hospitals. NEST technology enables patients and non-experts to apply expert knowledge on treatment, thereby improving their own treatment standards.

Both partnering days finished with a general agreement to repeat the successful activities, intensify talks and keep in touch for joint future projects.

In preparation for the partnering day, a NEST representative also took part in the "3rd eHealth & eGovernment Conference" in Bucharest on 16 and 17 April 2008.

## Perspectives

As a result of the partnering days, various participants among the NEST partners established quite promising contacts with Romanian partners. These are to lead to common R&D projects as well as to the establishment of joint pilot installations of telemedical solutions, for example.

## Project Partners

The network was represented by AIS GmbH, Charité, TMCC-Telemedicinecenter Charité, GHC- Global Health Care GmbH, OP 2000, Tembit Software GmbH, TSB and TimeKontor AG. Both partnering days were supported by the German Federal Ministry of Education and Research under its initiative "Research Marketing in the Central, Eastern and South Eastern European Region", which forms part of the campaign "Research in Germany – Land of Ideas". The local media partner was Tarus.

---

CONTACT PROJECT ROM 07/002  
YWES ISRAEL  
YWES.ISRAEL@NEST-TELEMEDIZIN.DE

# Cooperation of the mst-Netzwerk Rhein-Main e.V. with Romania

## mst-Netzwerk Rhein-Main e.V.

### Background

The mst-Netzwerk Rhein-Main e.V. is a young local German network (founded in 2004) with more than 35 members from industry and academia in central Germany. The main activities of the industrial members include the production of sensors (infrared sensitive thermopiles and arrays, magnetic sensors, optical sensors, biomedical sensors), optical test equipment, micro fabrication tasks (foundry services and packaging services), and applications and services.

### Objectives

The aim of this project was to intensify existing contacts and establish new contacts in Romania for the members of the microtechnology network in the Rhine-Main region. With these contacts, bilateral and multilateral research and development projects with industrial and academic partners are to be started.

### Activities

The activities started with mail and web exchange, followed by direct visits and an exhibit of the four network partners at the BMBF booth at the TIB fair in

Bucharest in October 2008:

- Arteos in Seligenstadt with plasma cleaning equipment, bonders and laser joining equipment
- Heimann Sensors in Eltville with thermopiles and a low-price infrared camera with 16 x 16 pixels
- Precitec Optronik in Rodgau with a set of CHROcodile surface characterization and measurement equipment
- Sensitec in Lahnau with miniaturized magneto-resistive sensors for the magnetic measurement of distance, angle and compass measurements

### Perspectives

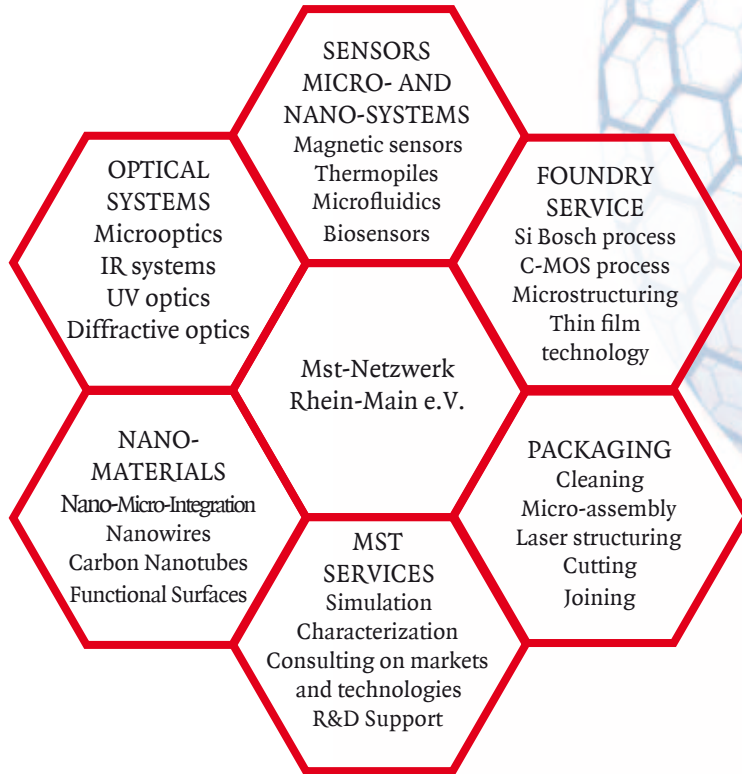
About 20 contacts with Romanian industry and institutes have been made, which has led to 3 common research project proposals, submitted to the EC-FP 7 and to the German BMBF.

These contact activities are complemented by some public relations measures, including letters to our members, posters at the annual conference of the mst-Netzwerk in Mainz in July 2008, a description of the project and its results, our website [www.mst-netzwerk.de](http://www.mst-netzwerk.de) and a publication in *SENSOR MAGAZIN 1* (2009), p. 6-7.

### Partners

mst-Netzwerk Rhein-Main e.V.  
Arteos GmbH, Seligenstadt  
Heimann Sensor GmbH, Eltville  
Precitec Optronik GmbH, Rodgau  
Sensitec GmbH, Lahnau

## The Mst-Netzwerk Rhein-Main e.V.



# Strengthening research partnerships in suicide prevention

**University of Leipzig, Department of Psychiatry**

## Background

Completed and attempted suicide is a significant public health issue. According to WHO data, suicide is among the ten leading causes of death for individuals of all ages. In 1998, suicide represented 1.8% of the global burden of disease, and this number is expected to increase to 2.4% by 2020. Some of the highest suicide rates in the world are found in Europe. More than 58,000 people commit suicide in EU countries every year. In worldwide comparisons, Eastern European countries such as Estonia have the highest annual suicide rates. That is why the WHO's European member states defined the reduction of suicide as one of their main health policy targets in 1984 and reiterated that target in several position papers. The prevention of completed and attempted suicide also remains a priority for the European Union and was presented as a thematic priority under the 7th Research Framework Programme.

The European Alliance Against Depression (EAAD) was formed in 2004 with Prof. Ulrich Hegerl from the University of Leipzig as the lead investigator. The main aim of the EAAD is to disseminate a 4-level intervention (see figure, page 23) method across Europe by bringing the proven materials and methods of the German pilot project, the Nuremberg Alliance Against Depression [1; 2], together with the knowledge, experience, materials and networks of partners from across Europe. The EAAD was funded by the Public Health Programme of the Euro-

pean Commission from 2004 to 2008 and included 17 European countries. For more information about the EAAD, including materials and evaluation catalogues, please see [www.eaad.eu](http://www.eaad.eu) [3].

Since the start of the EAAD, Eastern European project partners have played key roles in the project's success, with the partners from Estonia, Hungary and Slovenia quickly adapting the concepts and materials originally developed under the Nuremberg Alliance Against Depression to fit local norms and cultural sensitivities.

## Objectives

The first aim of this proposed project is to strengthen existing partnerships between the German research team and research teams in Estonia, Hungary and Slovenia while exploring cross-national differences in suicidality.

In addition, the project will support the continued expansion of local networks within established EAAD countries to include new regional networks, thereby expanding the larger network covered by the EAAD.

## Activities

In June 2008, a workshop for junior researchers from Estonia, Slovenia, and Hungary was held in Leipzig. During this workshop, participants received information on funding possibilities for junior researchers from the European Commission. In addition, they had an opportunity to participate in a train-the-trainer seminar for depression and suicidality. In the course of this project, we were also able to sustainably strengthen the EAAD network by establishing a non-profit organization. Additionally, a community capacity assessment was conducted in Estonia, Hungary, and Slovenia.



*EAAD 4-level intervention*

## Perspectives

All parties engage in the scientific exchange of ideas, knowledge, concepts and materials in the area of suicide prevention and benefit from cross-national collaborations. Strengthened partnerships result in better outcomes. As the EAAD intervention is adapted to more and more regions, the materials and evaluation tools will be modified and improved as a result of input from the internal team of experts. In addition, the intervention method will be tested in new regions, increasing the chances of demonstrating that this approach is effective in a wide range of culturally diverse regions. Finally, the improved treatment of depression and the reduction of suicides in any region contributes to improving the health and welfare of the community as a whole.

Based on the cooperation established in the EAAD, the project “Optimizing suicide prevention programs and their implementation in Europe” (OSPI-Europe, [www.ospi-europe.com](http://www.ospi-europe.com)) was launched at the end of 2008 [4]. The project is funded under the 7th Framework Programme of the European Commission (contract No. 223138) and involves eight European partners in addition to Germany, Hungary, Slovenia and Estonia.

## Project Partners

Coordinator  
 Prof. Ulrich Hegerl  
 University of Leipzig  
 Department of Psychiatry  
 Semmelweisstraße 10  
 04103 Leipzig

### Non-German partners

Estonian-Swedish Mental Health and Suicidology Institute (ERSI), Estonia

University of Primorška, PINT – Institute of Natural Sciences and Technology, Department of Health Research, Slovenia

Hungarian Academy of Sciences - Office for Subsidised Research Units, Mental Health Sciences Research Group, Hungary

---

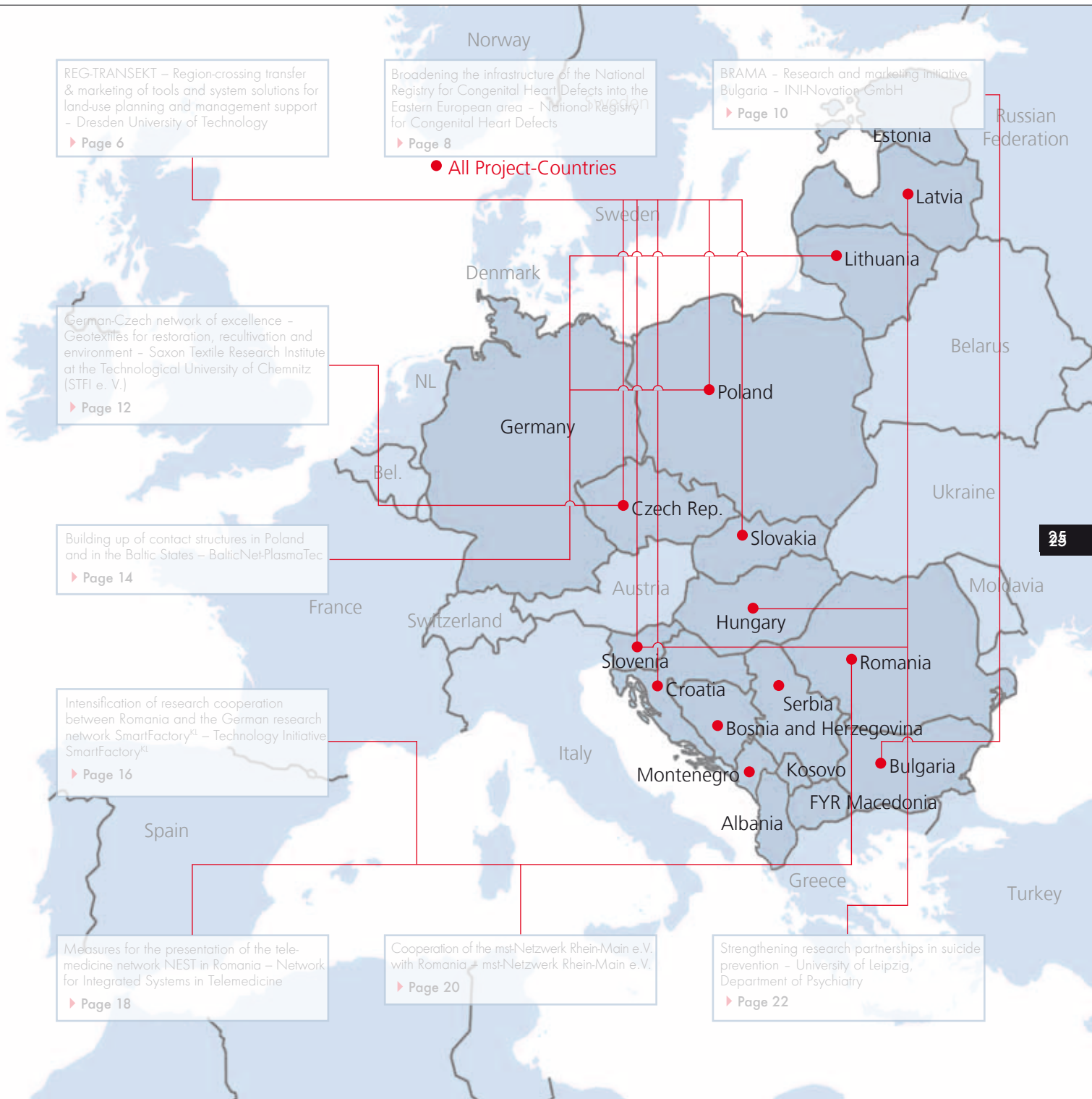
CONTACT PROJECT MOE 07/005

PROF. ULRICH HEGERL

E-MAIL: ULRICH.HEGERL@MEDIZIN.UNI-LEIPZIG.DE

## References

- 1 Hegerl U, Althaus D, Schmidtke A, Niklewski G: The alliance against depression: 2-year evaluation of a community-based intervention to reduce suicidality. *Psychol Med*, 2006, 1-9
- 2 Hegerl U, Mergl M, Havers I, Schmidtke A, Lehfeld H, Nikelewski G, Althaus D: Sustainable effects on suicidality were found for the Nuremberg alliance against depression. *Eur Arch Psychiatry Clin Neurosci*, 2009
- 3 Hegerl U et al.: The “European Alliance Against Depression (EAAD)”: A multifaceted community-based action programme against depression and suicidality. *World J Biol Psych*, 2008; 9 (1): 51-58
- 4 Hegerl U et al.: Optimizing Suicide Prevention Programs and Their Implementation in Europe (OSPI-Europe): An Evidence-Based Multi-level Approach. *BMC Public health*, 2009, Vol.9, 428



# Publisher information and picture credits

## Published by:

Federal Ministry of Education and Research  
 Division 215 – Cooperation with European Countries  
 53175 Bonn, Germany

E-mail: [information@bmbf.bund.de](mailto:information@bmbf.bund.de),  
 Internet: [www.bmbf.de](http://www.bmbf.de)

## Edited by:

Dr. Hans-Peter Niller  
 International Bureau of the  
 Federal Ministry of Education and Research

## Layout, graphic design:

Public relations, PT-DLR

## Printed by:

Federal Ministry of Education and Research

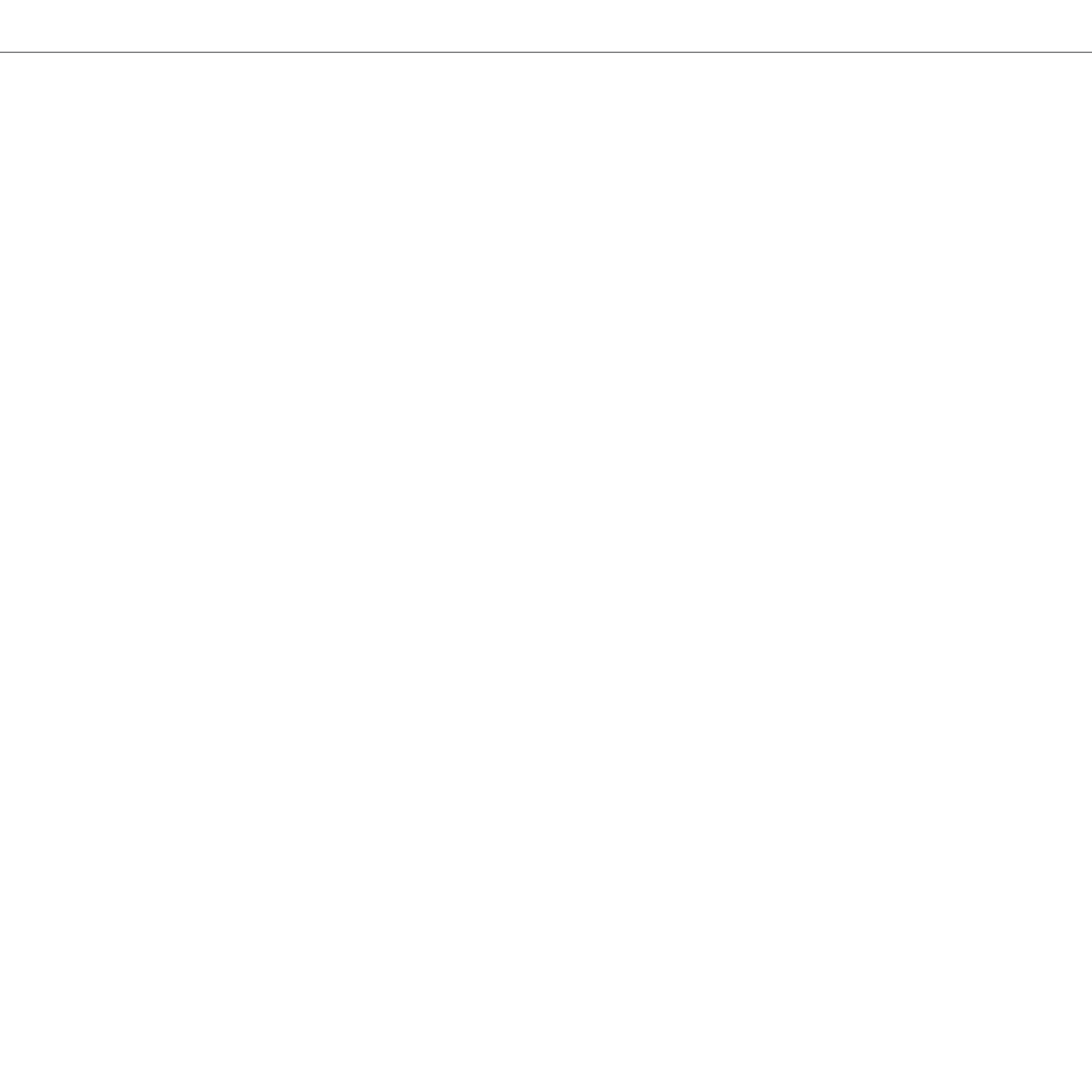
## Note:

Unless specified otherwise, all facts presented in these pages are based on the most up-to-date information available as of October 2009, the copy deadline.

However, the publisher takes no responsibility for the accuracy of the information.

## Picture credits:

Page 6	Dresden University of Technology
Page 8	National Registry for Congenital Heart Defects
Page 10	INI-Novation GmbH
Page 12 # 1-3	Saxon Textile Research Institute at the Technological University of Chemnitz (STFI)
Page 15 # 1-2	BalticNet-PlasmaTec
Page 16	Technology Initiative SmartFactory <sup>KL</sup>
Page 18	Network for Integrated Systems in Telemedicine (NEST)





Federal Ministry  
of Education  
and Research

# Research in Germany



## Land of Ideas

Federal Ministry of  
Education and Research  
Heinemannstraße 2  
53175 Bonn, Germany

[info@research-in-germany.de](mailto:info@research-in-germany.de)  
[www.research-in-germany.de](http://www.research-in-germany.de)