

**NESTER Project.  
EU/RU Collaboration in  
Networked Embedded Systems**

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# Problems at the EU side

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- Consortiums are often reluctant to include an unknown personally teams and people
- Russian partners are exotics for most EU companies and institutions
- Consortiums are often not ready to take a risk for the whole Project of inclusion a Russian partner
- Specific FP7 actions looks for many EU companies as little money for a lot of work and headache
- Additional reasons are needed to draw EU and RU to work on a FP7 project proposal

# Reasons for EU partners in a RU partner

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- Lacking of competence that is vital for the project in development
- Get cost-efficient (**cheap**) engineering services: programming, prototyping, demonstration, etc. for the main project work (a type of outsourcing)
- Non-technology reasons
  - Benefits to have a Russian partner in the Consortium (by the EU/FP7 documents)
  - Interest to put a foot in Russia, at the Russian market
  - Personal reasons

# Problems at the RU side

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- Russian companies and institutions in their nature often don't understand the rules and requirements of FP7 applications.  
(Quite often even don't bother to try to understand)
- Typically RU institutions are good in developing a technology idea.  
Writing a reasonable state-of-the-art text, project management, exploitation & dissemination sections is beyond abilities for many of them
- RU institutions and researches are not accustomed to regular competitive applications for funding with not high success rates

# Problems at RU side

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## *(Large embedded systems example)*

- FP7 mostly support research at precompetitive stage, e.i. long term and strategic aims
- Large Russian companies typically do no research.
- If they have a need for technology they just go and buy it at the world market. Then some system integration project could be ordered.
- If EU companies are interested, they could invite large RU companies for demonstration, trial
- Little interest for Russian R&D companies and institutions

# Some recommendations

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- ❖ Clear message in the FP7 documents (thematic workprograms, calls) that a RU partner isn't a risk for the Project
- ✓ Improve visibility of Russian companies and institutions competences and knowledge in EU
- ✓ Bring together Russian and EU specialists  
– more focused activity

# Some recommendations

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- To help those teams that have already some collaboration background
- Practical support in building a good consortium and writing a good proposal:
  - Project Co-ordinator – experienced company from EU (a form of coaching)
  - Professionally writing the Project proposal by experienced persons, either from the Co-ordinator or by specially hired persons or a company (that have experience of writing a successful proposal)
  - Both – selected by a tender
  - Support F2F contacts for selected preliminary projects
  - Assistance for contract and legal problems
  - SCA project?

# Some recommendations

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- Attract, draw in successful in business Russian high-tech companies
  - EU companies are interested in the Russian market
  - Russian companies are interested in the EU market
  - Balanced collaboration required
  - Forming joint EU-RU market in the field of embedded system
  - Stimulate interest in EU-RU collaboration, not just money

# Dissemination of NESTER project results

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- Make visible the collected information about the RU potential in embedded systems for EU companies and institutions who prepare Consortiums for next Calls
  - By participating in FP7 Information Days in EU countries that are associated with the Calls
  - By CORDIS Partner search services
  - By continuing running the NESTER web site
- A subject for next Project application?

# Some recommendations (follow up the NESTER)

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- Further support for collaborative EU/RU FP7 projects
  - Finding appropriate in thematic Consortiums in the forming stage
  - Helping to find competences gaps in Consortiums
  - Building joint EU/RU teams with complementary expertise
  - *Inclusion* of Russian partners in the forming already Consortiums
  - Subject for a project to follow the NESTER?
- Rely on EU/RU SME and universities collaboration
- Wider and more practical advertising in Russia the FP7 and Russian participation in it

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*Thank you!*