GreenOffshoreTech

Making Offshore Production and Transport
GREENER, CLEANER & MODERN

D2.2 Survey tool and form for analysing challenges/needs/offers of companies and clusters

Version 1.0, FINAL, 03/12/2021
Public

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History of changes		
Version	**Version Date**	**Comments**
0.1	29 Oct 2021	First draft.
0.2	17 Nov 2021	Updated after feedback received from HIE.
0.3	21 Nov 2021	Updated after meeting (CKR, HIE) and feedback received from Reviewer 1 (HIE)
0.4	2 Dec 2021	Updated after feedback received from Reviewer 2 (SCA).
0.5	2 Dec 2021	Last polishing.
1.0	3 Dec 2021	FINAL version. Submitted to EC.

Quality control		
Version reviewed	**Date of Review**	**Review Result – Approved or Request for changes**
0.2	21 Nov 2021	Reviewer 1 (HIE): Request for changes.
0.3	31 Nov 2021	Reviewer 1 (HIE): Approved.
0.3	1 Dec 2021	Reviewer 2 (UL, SCA): Request for changes.
0.4	2 Dec 2021	Reviewer 2 (UL, SCA): Approved.
0.5	3 Dec 2021	Final check for submission (TA, MNU): Approved.

CONTENT

1. Executive summary

Deliverable **D2.2 Survey tool and form for analysing challenges/needs/offers of companies and clusters** is a survey tool and questionnaire to identify SMEs challenges, needs, offers and current practices of technology transfer, and factors facilitating or hindering technology transfer.

The main objective of this survey is to gather data about and conduct an analysis of current practices and scale of technology transfer within and between the clusters involved in the GreenOffshoreTech project, identification of factors that facilitate or hinder technology transfer as well as the current and preferred forms and procedures for technology transfer, with a particular emphasis on cooperation between clusters (currently applied/ preferred technology transfer methodologies).

The survey tool and questionnaire will be used by the GreenOffshoreTech clusters and will be applied to the SMEs in their clusters. This work will be done as part of Task 1.1. in the GreenOffshoreTech project.

2. About this document

2.1. Purpose of this document

The purpose of this document is to present the deliverable **D2.2 Survey tool and form for analysing challenges/needs/offers of companies and clusters** of the GreenOffshoreTech project.

2.2. Document structure

This document covers:

- **Section 3:** Purpose of the survey, structure of the questionnaire, selected survey tool.
- **Annex 1:** Survey tool and questionnaire as presented for the survey participants.

2.3. Audience

This document is classified as **public**, means it will be publicly available for downloading on GreenOffshoreTech's website and on EC's Funding and Tender portal.

3. Survey tool and Questionnaire

3.1. Purpose of the Survey

This deliverable is a survey tool and questionnaire for analysing challenges and needs of SMEs with focus on innovation, technology transfer and sustainability management in business practice. This includes identification of factors that facilitate or hinder technology transfer as well as the current and preferred forms and procedures for technology transfer.

The objective of this survey is to start an assessment of the current needs of SMEs and get new insights. The results will be used to define support instruments tailored to the needs of the SMEs, including direct funding and support services.

The questionnaire will be used by the GreenOffshoreTech clusters and will be applied to the SMEs in their clusters. This work will be done as part of Task 1.1. in the GreenOffshoreTech project.

3.2. Survey questionnaire

The actual survey questionnaire as presented for the survey participants is presented in Annex 1. It is divided in four sections:

A. Information about business and SMEs situation
B. Innovation in SMEs - challenges and barriers
C. Technology transfer - challenges and needs
D. Diagnosis of Sustainability in business practice - challenges and needs

3.3. Survey Tool

The survey will be conducted electronically via a software tool. We have selected a survey application, which was provided by our GreenOffshoreTech project partner HIE for free-of-charge. HIE will also analyse the results of the survey.

4. Annex 1: Survey tool & Questionnaire

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Purpose of this survey

GreenOffshoreTech is an innovation support project funded by the European Commission as part of the Horizon2020 Research and Innovation programme.

Our objective with this questionnaire is to start an assessment of the current needs of SMEs to define best support instruments, including direct funding and support services.

The aim is to get an overview of the most recurring issues that SMEs are currently facing, along with the opportunity to foster innovation and help SMEs in their development.

Overall objective of GreenOffshoreTech project is to boost cross-sectoral innovation among groups of SMEs from 8 different sectors - 4 offshore sectors (offshore wind, offshore aquaculture, offshore oil & gas, waterborne transport) and 4 key enabling technology sectors (advanced materials, advanced manufacturing, Industry 4.0, environmental technologies) - in order to stimulate the creation of new valuable products, processes or services.

Thank you for participating in our survey. Your feedback is important.

Note that all data will be dealt in accordance with the General Data Protection Regulation (2018)/ or EU equivalent and for the purposes outlined. Responses will only be reported in aggregated terms.

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About your business

1. In what country/region is your cluster or business based?

- ◯ Germany
- ◯ Iceland
- ◯ Latvia
- ◯ Norway
- ◯ Poland
- ◯ Portugal
- ◯ Scotland
- ◯ Other (please specify)

2. In which of the following areas/sectors does your business operate? (Tick all that apply)

- ☐ Offshore Gas and Oil
- ☐ Offshore Wind Energy
- ☐ Offshore Aquaculture
- ☐ Waterborne Transport
- ☐ Greentech
- ☐ Advanced Materials
- ☐ Advanced Manufacturing
- ☐ Industry 4.0
- ☐ Other (please specify)

3. Including you, how many people does your organisation employ?

- ○ Less than 10
- ○ 10-49
- ○ 50-249
- ○ Over 249

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Sustainability in business practice – challenges and needs

4. How committed would you say your business is to achieving sustainability, where 10 is very committed and 1 is not committed at all??

0 10

5. Does your organisation have a strategy or action plan to become a more sustainable company?

- ◯ Yes
- ◯ No, but may be considered in the future
- ◯ No, and don't intend to

6. Which, if any, of the following actions is your business currently taking to be more sustainable, reduce its greenhouse gas emissions/carbon footprint? Please tell me if your business is currently doing this, planning to in the next 5 years, or not planning to.

	Currently doing this	Not doing but planto in the next 5 years	Not planning to doin the next 5 years	Not applicable to my business	Don't know
Changing equipment in materials	◯	◯	◯	◯	◯
Using renewable energy sources	◯	◯	◯	◯	◯
Improving the energy efficiency of our premises	◯	◯	◯	◯	◯
Improving the energy efficiency of our processes	◯	◯	◯	◯	◯
Offsetting our carbon emissions	◯	◯	◯	◯	◯
Reviewing transport for supplies or distribution	◯	◯	◯	◯	◯
Reducing staff travel or using greener transport	◯	◯	◯	◯	◯
Upskilling staff	◯	◯	◯	◯	◯
Recycling or reusing materials	◯	◯	◯	◯	◯
Using more locally sourced supplies	◯	◯	◯	◯	◯
Measuring our emissions	◯	◯	◯	◯	◯
None of these	◯	◯	◯	◯	◯

7. Which of following, if any, are preventing your company from becoming more sustainable? (Tick all that apply)

- ☐ Not a priority currently for our company
- ☐ Lack of consumer demands
- ☐ Would be not profitable
- ☐ Is not compatible with current business model
- ☐ Lack of awareness about how to integrate sustainability in the current business model
- ☐ Lack of skills, including managerial skills
- ☐ Lack of financial resources
- ☐ Other (please specify)

  [ ]
- ☐ None of the above
- ☐ Not appricable/already feel we operate in a sustainable way.

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Innovation and Digitalisation

8. How do you acquire knowledge in your company? (Tick all that apply)

- ☐ Large firms known to you (include collaborations)
- ☐ Academia (include collaborations)
- ☐ Government laboratories/Institutes
- ☐ External consultants
- ☐ Agencies supporting organisational R&D
- ☐ Expertise from within local milieu (clusters)
- ☐ International agencies in your field
- ☐ Professional/Industry Associations/Chambers of Commerce
- ☐ Cluster association management
- ☐ Technology transfer institutions
- ☐ Action-learning catalysts

- [ ] Trade fairs/Exhibitions
- [ ] On-line databases
- [ ] Friend and acquaintances
- [ ] Other (please specify)

9. Does your company develop innovations (e.g., new or improved products, services, processes, or business models).

- ◯ Yes
- ◯ No

10. Does your company have staff dedicated to innovation?

- ◯ Yes
- ◯ No

11. Does your company have its own research and development department?

- ◯ Yes
- ◯ No

If yes , how many people work in your research and development department?

12. Do you have any cooperation's with R&D institutions or other companies?

- ◯ Yes
- ◯ No

13. Which of the following areas, if any, are research and innovation priorities for your company? (Tick all that apply)

- [ ] Airborne wind energy systems
- [ ] Greenhouse reduction
- [ ] Maintenance & monitoring

- [ ] Logistics, assembly & installation
- [ ] Floating offshore wind
- [ ] Recycling and circular economy
- [ ] Offshore technology
- [ ] Sustainable food production and biodiversity protection
- [ ] New ICT solution
- [ ] New materials & components
- [ ] Digitisation of production processes
- [ ] Data management
- [ ] Grid integration
- [ ] Other (please specify)

14. Which of the following, if any, are barriers to innovation in your company? Tick all that apply

- [ ] Lack of technology infrastructure
- [ ] Lack of skills, including managerial skills
- [ ] Lack of collaboration partners including other enterprises
- [ ] Lack of institutional collaboration partners (Universities, research organisation)
- [ ] Legal or administrative environment
- [ ] Lack of financial resources, including from available support schemes
- [ ] Difficulties with protecting intellectual property
- [ ] My organisation has no interest in innovation
  - Distance from expertise/knowledge and demonstration centres
- [ ] Other (please specify)
- [ ] None of the above

15. In what ways, if any, have digital technologies impacted on your business productivity, innovation and low carbon working?

- [ ] Helped us to create new or significantly improved products or services
- [ ] Helped us make our processes more efficient
- [ ] Helped us expand into new or different international markets
- [ ] Helped us to invest in the business in new or different ways
- [ ] Increased our skills
- [ ] Enhanced our competitive position
- [ ] Supported a shift to low carbon working
- [ ] Other (please specify)

- [ ] None of the above

16. During the last 5 years, how many innovative projects (R&D, product/process innovation) has your business implemented?

- ○ 0
- ○ 1
- ○ 2 to 5
- ○ More than 5

17. How many projects have succeeded to a transfer? (Creation of a business or product commercialisation)

- ○ 0
- ○ 1
- ○ 2 to 5
- ○ More than 5

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Technology transfer

Technology Transfer is the process of transferring technology data, designs, inventions, materials, software, technical knowledge or trade secrets from the person or organization that owns or holds it to another person or organization.

18. In the last 5 years, how often has your organisation been involved in technology transfer?

	From your organisation to another	To acquire from another organisation
0	○	○
1	○	○
2 to 5	○	○
More than 5	○	○

19. What methods have you adopted for technology transfer/knowledge exchange? (tick all that apply)

- ☐ Cross Industry collaboration
- ☐ Technology Transfer Office
- ☐ Seek On-Site
- ☐ Technical Assistance from Source
- ☐ Directly Signing Transfer Agreement on Your Own
- ☐ Outsourcing to Professional Commercial Firm
- ☐ Trade /Shows
- ☐ Network Meetings
- ☐ Site Visits Training
- ☐ Network Meetings
- ☐ Events /Seminars/ Conferences
- ☐ Customer/Supplier Meets
- ☐ Events /Seminars/ Conferences
- ☐ Other (please specify)

20. What positive measures related to innovation and technology transfer process do you find at work in your company and how important are they? (Tick all that apply)

- ☐ Management Mechanism (strategic planning)
- ☐ Problem Solving Teams
- ☐ Handle Problems Individually
- ☐ Mechanisms for Self-development
- ☐ Opportunity System for Rewarding People Involved in Technology Transfer
- ☐ Use Expert/ Mentor
- ☐ Advice from Outside
- ☐ Recruit Professionals Dedicated to Technology Transfer

21. Which of the following, if any, are barriers to technology selection? (Tick all that apply)

- ☐ Lack of accepted standards
- ☐ Opposition by employees
- ☐ Extra-fast changes in technology
- ☐ High investment cost
- ☐ Time pressure
- ☐ Lack of information
- ☐ Lack of skills
- ☐ Inadequate number of trained personnel
- ☐ Lack of developed organisational and institutional (policies) structures and support mechanism
- ☐ Formal exchange instruments (agreements, patenting procedures)
- ☐ Commercialisation aspects, especially in securing sales channels, markets)
- ☐ Other (please specify)

22. Do you find a general lack of information on technology transfer?

- ○ Yes
- ○ No

If Yes, please specify:

- ○ Lack of appropriate resources to obtain information
- ○ Lack of resources to explore opportunities for technology transfer
- ○ Lack of resources for up-to-date information on technology target markets about SMEs

23. To what extent do you agree or disagree with the following statements on barriers to technologytransfer?

	Strongly agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Strongly disagree
Marketability and profitability of technology is insufficient	○	○	○	○	○
Technology valuation difficult	○	○	○	○	○
Budget for seeking appropriate technology is inadequate	○	○	○	○	○
Lack of qualified personnel	○	○	○	○	○
Information on demand for technology is limited (insufficient awareness of value of technology as a strategic business tool)	○	○	○	○	○
Delivery of technology and systems is a complex process	○	○	○	○	○
Inadequate experience in TT process results in failure	○	○	○	○	○
Patenting facilitates technology transfer	○	○	○	○	○
ICT infrastructure enables removing barriers to TT	○	○	○	○	○
Infrastructure for learning is necessary to address the problems in TT	○	○	○	○	○

24. Which of the following, if any, would support successful technology transfer for your organisation? (Tickall that apply)

- ☐ More public support to increase the R&D budget for and investment in technology transfer to
- ☐ SMEs Providing incentives and benefits to SMEs as licensee
- ☐ Providing marketing channels to SMEs
- ☐ Subsidizing technology transfer and commercialisation
- ☐ Providing on-site technical assistance
- ☐ Organising trade shows for on-the-shelf technologies
- ☐ Increase cross sectoral cooperation
- ☐ Financing the submission of patent claims or the granting of patents