

Leading the way in **INNOVATION**



## A LEADING INNOVATION EXPERT RIGHT BY YOUR SIDE

Does your project lack an **effective dissemination and communication strategy**?

What is the market **positioning of your technology**?

Do you need a **market analysis** or to monitor potential competitors?

Do you need to **maximize your project's impact towards society**?

**FEUGA**  
FUNDACIÓN EMPRESA-UNIVERSIDAD GALLEGA



## WHO WE ARE

FEUGA is a private, non-profit Foundation based in Galicia, Spain, with a permanent office in Brussels. With more than 35 years of experience, FEUGA has established itself as a flagship organization in the field of knowledge-transfer acting as a catalyst to strengthen ties and foster technology and innovation transfer between universities, industry players and society in general. We put our extensive experience at the service of our clients with a multidisciplinary, inclusive and cross-cutting approach. FEUGA has become an expert and a benchmark organization in the areas of communication, dissemination, Intellectual Property (IP) and exploitation of R&D results, with a special focus on Responsible Research and Innovation (RRI) and multi-actor approach methodologies.

FEUGA holds a Knowledge Transfer Office recognized by the Spanish Ministry of Science and Innovation developing its work at a regional, national and EU level, from boosting the Galician University System and participating in several initiatives related to innovation and entrepreneurship (such as the BFFood accelerator programme, Datalife and InfabHub Digital Innovation Hubs) to partnering in more than 25 EU funded projects.

Our success as an organization is driven by the quality and excellence of our services endorsed by two key factors: the high level of commitment and expertise of our multidisciplinary staff and our strategic positioning in Europe. We take a special pride in our team, comprised of more than 20 highly skilled professionals with complementary profiles including engineers, physicists, mathematicians, journalists, psychologists, political scientists and economic, financial and IPR experts.

Our offices are located in Spain (Santiago de Compostela, Vigo and A Coruña) and Brussels.

## MULTISECTORIAL INTEREST



AGRIFOOD



ENERGY



ICT & VERTICALS



BLUE GROWTH



WASTE & WATER  
MANAGEMENT



HEALTH



INDUSTRY 4.0



BIOECONOMY



## SUCCESS STORIES



## OUR PRESENCE IN EUROPE





# Communication and dissemination

Leading society into the future

- Do you need to transform complex innovation ideas into simple, attractive and engaging messages?
- Do you want to improve the media presence of your science initiatives?
- Do you need to design R&D communication strategies and you do not know how to start?
- Do you need to maximize your R&D project's visibility impact and public engagement?

<b>+200</b>	<b>+7000</b>	<b>+3000</b>
<b>Brochures and factsheets</b>	<b>Followers on social media</b>	<b>Stakeholder network</b>

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## Services

- **Communication and dissemination strategies.** We help you identify your objectives, target groups, messages and the most appropriate channels while delivering a successful action plan.
- **Multi-stakeholder engagement and knowledge co-creation strategies.** We design online networking and knowledge dissemination tools, such as interactive applications and ICT platforms. We make them tailored to the reality of each project, attractive and user-friendly for stakeholders.
- **Communication materials design.** Visual identities are the backbone of communication (book of style, flyers, brochures, posters, newsletters...). We ensure that your key stakeholders, potential business partners and general society know your brand and impact.
- **Web design and social networks.** We envisage, create and manage project websites and social media networks, the cornerstone of real-time communication today.
- **Media relations at European level.** Our worldwide network allows us to reach out to a large and very diverse audience. FEUGA is a member of 15 different platforms and associations at European and international level.

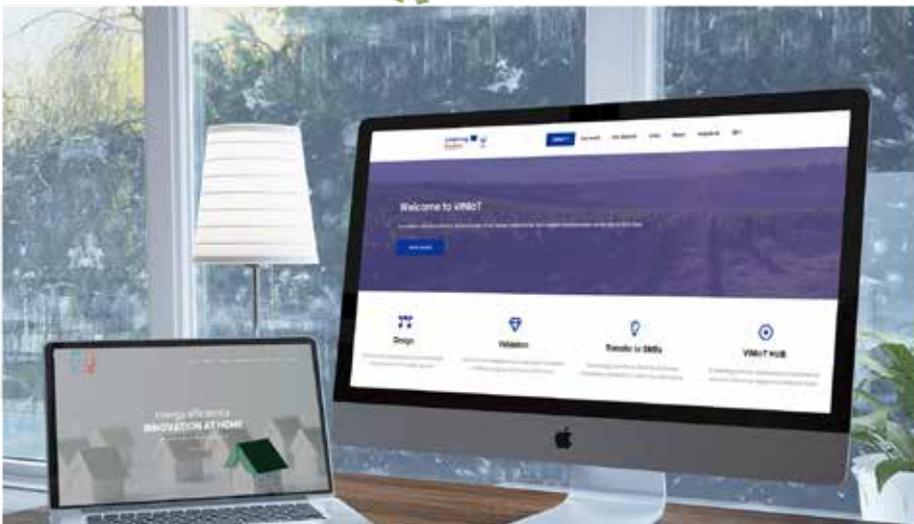
# Why us?

With a proven **experience of more than 35 years** in the field, FEUGA can be the **Communication Manager** you were looking for to help you achieve your goals and put your ideas and projects on the map. By designing a **tailor-made communication and dissemination strategy**, we help you identify your communication **objectives, target groups, messages** and the most appropriate **channels** to engage your target stakeholders through state-of-the-art **communication plans and tools**.

FEUGA provides **high-quality and audience-tailored content** in digital and hard-copy formats, such as brochures, posters, newsletters, infographics, publications, videos, press releases, press calls, books of style, websites, podcasts, media kits and social network management, among others. We also coordinate the production and publication of more technical and scientific materials like innovation factsheets, handbooks, training modules, technical and scientific articles, practice abstracts and demo videos. We make available our experience and professionalism to your project. Our team of experts is **currently leading the communication strategy of 10 EU projects**. We pride ourselves on the **more than 200 brochures and factsheets** delivered and the outstanding management of social media networks, with more than **7000 overall followers**. We put our experience to your service to get the media impact you need for your projects throughout our extensive and trustworthy relationship with journalists all around Europe and FEUGA's wide international network of more than **3000 stakeholders**.

## Success stories

We take pride in all our European funded projects, but we would like to especially highlight the following ones where FEUGA is the communication and dissemination work package leader:



## Target

Policy-makers; Schools; Business; Third sector organisations; EU projects

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# RRI, public engagement and citizen science

Leading society towards an inclusive approach in science

- Do you need to align public policies with society expectations?
- Do you need to identify, select, and manage stakeholders?
- Do you need to engage stakeholders in your R&D project?
- Do you need to enable easier access to scientific results?
- Do you need to maximize your project´s impact towards society?

**+5**

**Multi-actor networks**

**10**

**Operational groups**

**+15**

**European platforms**

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## Services

- **Public engagement and multi-actor strategies development.** We help you to develop methodologies to bring together the right stakeholders from science to practice to answer real problems with consensual solutions.

- **Multi-actor approach (MAA) training.** From theoretical to practical knowledge, we will guide you through the best practices on how to successfully manage MAA projects.

- **Public engagement events organization.** Following your goals, we will create tailor-made and innovative networking actions to engage your target stakeholders and help you build reliable and long-lasting collaborative relations with them.

- **Citizen science actions.** We are here to help you translate science into attractive messages to increase society's appetite for innovation. We build strategies adapted to your project and goals addressing the challenges faced today by the new generations when pursuing careers in Science, Technology, Engineering and Mathematics (STEM).

# Why us?

With an **international expert team in Responsible Research and Innovation (RRI)**, FEUGA makes your projects and initiatives successful, interesting and with a long-lasting impact by **creating and animating open innovation ecosystems** and by defining **knowledge-transfer methodologies** based on a **multi-actor approach**. Following RRI principles, our team will plan and coordinate activities addressing your stakeholders' engagement objectives, ensuring there is a real involvement in research and innovation actions.

RRI implies that societal actors (researchers, citizens, policy makers, business, third sector organisations, etc.) work together during the whole research and innovation process in order to better align both the process and its outcomes with **society's values, needs and expectations**.

In practice, RRI is implemented as a package that includes multi-actor and public engagement in research and innovation, **enabling easier access to scientific results**, the take up of gender and ethics in the research and innovation content and process, and formal and informal science education.

## Success stories

With our experience, you can reach out effectively to multiple societal actors, through stakeholder engagement and social awareness. Our goal is to connect with different key target groups (i.e. practitioners, scientists, advisors, companies, NGOs, policy-makers, etc.) and enhance a close cooperation with them.

- **Engage society in research and innovation** activities, with the implementation of public policies in RRI in 5 networks at EU level, the management of sectorial roundtables on G2030 and actively promoting and participating in multi-actor projects and other initiatives such as:



- **Increase access to scientific results** by designing materials and communication tools focused on enabling stakeholder engagement.



- **Promote formal and informal science education:** FEUGA manages a labour insertion programme for students and new graduates in Galicia. More than 3.000 fellows and 1.500 companies per year participate in this Fellowship Program ([www.feuga.es/en/grants/](http://www.feuga.es/en/grants/)).



## Target

Universities, Schools, SMEs and Large Enterprises, EU Project coordinators and partners, Associations and Clusters, NGOs, etc.

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# EU innovation training

Building skills for success

- Do you want to train your team on EU related topics?
- Do you need key guidance on EU project management from an expert team?
- Do you want to write EU successful proposals (H2020, Interreg,...)?
- Would you like to apply for a EU funded project and you do not know how or where to start?
- Do you want to improve your skills on innovation management?

**+25**

**European projects**

**+35**

**Years of experience**

**+1000**

**Stakeholders trained**

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## Trainings

- **Multi-actor approach (MAA) methodologies design and implementation.** We will ensure that your multi-actor approach strategy targets the right stakeholders with the tailor-made initiative and communication strategy that will create a trustworthy relationship, necessary for cross-fertilising interactions among all actors.
- **Innovation management in R&D projects.** We will show you how innovation management is about bringing ideas to actual market deployment, managing all activities in the project related to innovation, from market needs through capturing the IP, to market deployment, while also considering communication and dissemination of research outputs.
- **Competitive proposal writing for EU funded projects.** We will guide you from the fundamentals to developing winning proposals for H2020, Horizon Europe and other EU funded programmes such as Interreg or Life.
- **EU funded projects management – from project launch to evaluation.** In this multidisciplinary course, we will show you the techniques to successfully manage and deliver tasks, coordinate entire work packages and manage all the financial aspects of your project.

# Why us?

**FEUGA has been a reference for the past 35 years** enhancing capacities to support government agencies, public and private utilities and companies in their efforts to improve their skills on innovation, training and knowledge-transfer.

With **more than 70 courses and 1000 actors trained in the past two years** in different areas as organizers and lecturers, FEUGA has a vast experience to help you improve your skills in a personalized way. We adapt to your needs at the time that suits you best with either **in-person or online training**. Our courses are designed and taught by **expert speakers and first-rate active professionals** with instructional design models created to facilitate knowledge-transfer in an accessible, clear and effective manner.

FEUGA puts its extensive experience to service, **with more than 25 European ongoing and granted projects across the years from H2020, INTERREG, POPTEC, SUDOE and ERASMUS+** on different topics, to offer you EU oriented training courses. From European Commission funding schemes and state-of-the-art R&D to multi-actor approaches, FEUGA helps you to effectively manage your project from its proposal to its final evaluation.

We highlight a selection of training services but if you would you like to be trained in other EU aspects, just let us know! We have a **team of experts on EU affairs with technical profiles, EU evaluators and experts in communication and policy based in Brussels and Spain** ready to adapt to your needs and requirements.

## Sucess stories

FEUGA has organized, hosted and led more than **70 courses with over 1000 stakeholders trained in the past two years**. Some of these courses covered a wide range of topics with in-house and company training, under the framework of EU projects and EU oriented skills.



## Target

H2020 newcomers, EU project coordinators, Multi-actor approach and multi-stakeholder engagement project coordinators, EU project managers, EU project partners, Policy-makers, Associations, Initiatives, Clusters and other R&D organizations and companies

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# EU project management

Leading the way in innovation

- Do you want to write successful proposals?
- Do you want to be the first one to know about new EU funding calls?
- Do you need a partner to be in charge of public engagement, communication, dissemination, IPR and exploitation activities?
- Do you want to have an expert team managing your EU project?
- Would you like to have a group of experts taking care of your project tasks?
- Would you like to be trained in EU funding skills?

**+25**

**European projects**

**+35**

**Years of experience**

**+15**

**European platforms**

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## Services

- **Portfolio management: an expert administration of your EU project.** We will guide you through the best-practices in the field to ensure that your project gets to its final evaluation as an example to follow.
- **EU proposals coordination, drafting and submission.** We will make sure that your proposal stands out. We will be by your side through the entire process, from drafting the proposal to the Grant Agreement development once it is awarded.
- **EU funding calls search and guidance: help-desk.** FEUGA is the partner you were looking for to find, select and apply to the right call to make your project idea become a reality, from INTERREG to H2020/Horizon Europe programmes.
- **Knowledge-transfer and innovation activities execution:** FEUGA has become a reference in EU funding project implementation thanks to its broad team of experts in communication, innovation, sustainability and market uptake.
- **Successful EU project management skills:** We bring you the key to success! Multidisciplinary courses to show you the right techniques to successfully manage and deliver project tasks, from overall coordination to financial administration.

# Why us?

FEUGA has an extensive experience and long-established reputation as an authoritative voice promoting EU projects and bringing together universities, companies and other organizations. We have managed and executed more than 25 **European projects across the years** while offering **external services to third parties**. We apply our **in-house expertise** and our wide-range network all across Europe, with **more than 3000 stakeholders**, our **permanent office in Brussels** and our active participation in **15 different European platforms** (among them, Water Europe, EIP-Agri and Networld) to provide our clients first-hand information and guidance on new EU funding calls. We will help you draft effective and successful proposals and build up a strong and reliable consortium while advocating for your business profile.

FEUGA offers a **full range of services**, from the entire administration of the project to the execution of specific communication, innovation, IPR and exploitation related tasks, as a partner or as a subcontracted entity. We are an **expert team** specialized in EU project administration, innovation, communication and knowledge-transfer. Our team will stand by your side through the entire process, from drafting the proposal to the entire or partial management of your EU project, **helping you to develop the necessary skills** to turn your idea into a best-practice project.

## Projects

FEUGA experience in different EU projects (H2020, Interreg, Erasmus+...)



## Target

SMEs, EU project coordinators and partners, Policy-makers, Organizations such as Associations, NGOs, Clusters and Foundations, among others

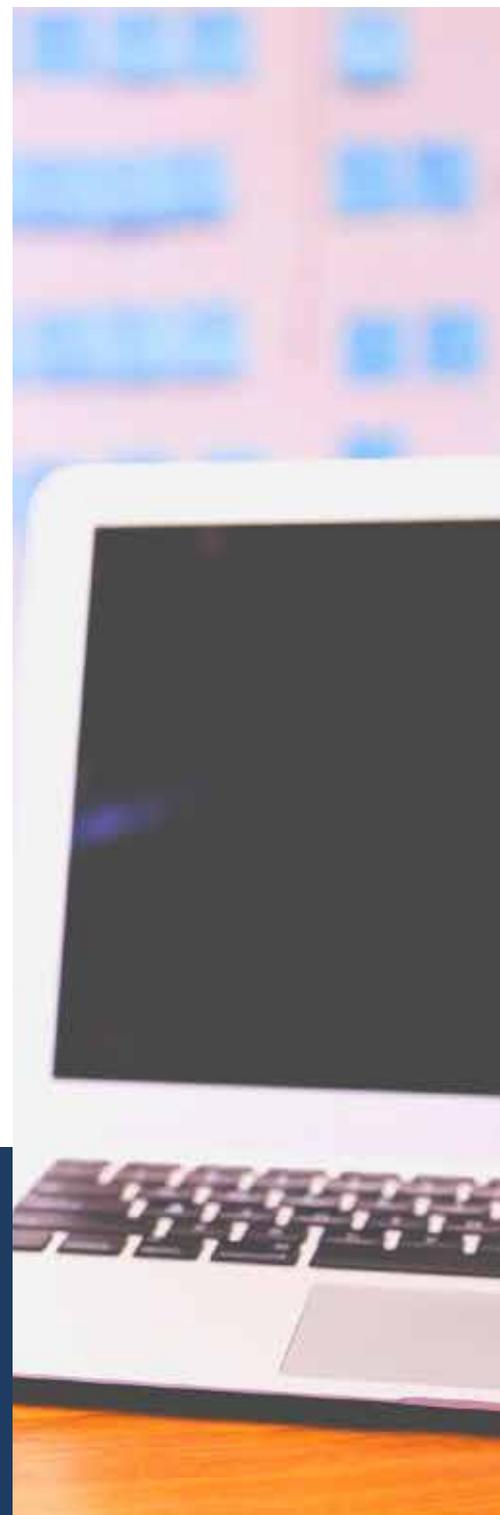
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# EU Strategic Positioning

Your voice in Europe

- Do you need to host a EU Parliamentary session or an event at the heart of the EU?
- Do you need to have in-depth analysis and influence on the policies that affect your business?
- Would you like to have visibility among key stakeholders and policy-makers in Europe?
- Do you need to be trained in EU level networking skills and R&D funding?
- In essence, if you want to get to the core of EU institutions we will lead the way for you!



**Brussels  
Office**

**+35**

**Years of  
experience**

**+25**

**European  
projects**

**+15**

**European  
platforms**

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## Services

- **Advocacy and Representation: your voice in Brussels.** With a tailor-made strategy either top-down or bottom-up, we ensure to prepare the right materials such as policy briefs, reports, white papers and handbooks and present them to the right stakeholders and policy-makers.
- **Events and Communication at the heart of the European Union.** FEUGA acts a one-stop-shop for your event from logistics to media coverage, with tailor-made strategies to achieve your objectives, we design the right marketing strategy to engage your target stakeholders and policy-makers at EU level including EU Parliamentary sessions and Brussels based events.
- **Knowledge and Visibility: your contact point with experts and policy makers.** We develop extensive and in-depth analysis and reports on the current legislative situation bridging the gap from your position and the policy-makers and stakeholders that are fundamental for its consideration and deployment.
- **European positioning and R&D funding training.** Our courses are designed and taught by expert speakers and first-rate active professionals with instructional design models created to facilitate knowledge transfer.

# Why us?

FEUGA has been for the past **35 years an authoritative voice promoting communication and collaboration between university research, companies and the European Union**, paving the way towards societal progress. We help our clients to get their message across at the heart of the European Union while engaging with the right stakeholders. Our team will assist you in developing the specific skills you need for a strategic EU positioning by practice and with our courses designed and taught by first-rate active professionals with instructional design models created to facilitate knowledge transfer.

FEUGA has an extensive knowledge in advocating at the core of the European Union, with a permanent office in Brussels. FEUGA has led **more than 25 projects in R&D across the years and actively participates in 15 different European platforms**, among them, Water Europe, EIP-Agri and Network, seizing this advantage to guarantee that your voice is well-heard in Brussels. FEUGA brings together a unified perspective with a tailor-made strategy in EU R&D policy, research and communication to ensure your vision is well-considered by policy-makers via networking with key stakeholders and experts, publication of policy briefs, white papers and effective media footprint.

FEUGA deploys top-down and bottom-up strategies depending on our client's needs, including the organization of successful events at regional, national and international level to ensure your message is well-received, from EU Parliamentary sessions to workshops in Brussels, we ensure your target stakeholders participate in the event and help you with the agenda organization to meet different EC and EU key players (officers, parliamentaries,...)



## Target

Universities, SMEs and Large Enterprises, EU Project coordinators and partners, Associations and Clusters, NGOs, etc.

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# Events organization

Right by your side from small meetings to large-scale events

- Do you have to organize an event from its inception to its final evaluation?
- Do you need to deal with your event logistics and find the right event partner to do so?
- Do you know how to attract your ideal target audience and international public to your event?
- Do you need to host your event at the heart of the European Union?
- In short, if you need to take your event to the next level, here we are for you!

**+30**  
Successful  
events

**+3000**  
Stakeholders  
reached

**+15**  
European  
platforms

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## Services

- **Transform your event idea into the right format.** We translate your goals into the right event format at a local, regional, national or international level with the appropriate and tailor-made communication, dissemination and stakeholder engagement strategy. Including EU Parliamentary sessions and Brussels based events.
- **Scientific and technical secretariat: Programme design and speaker's management.** Our team and network of experts will make sure everything is well taken care of, bringing a compelling added value to your event.
- **Tailor-made B2B and B2C event marketing strategies.** We address your event organization adapting to your needs depending if you need a B2B (Business-to-Business) approach, a B2C (Business-to-Consumer) or a combination of both.
- **A one-stop-shop:** Site selection, accommodation management, supplier negotiation, venue and catering coordination, registration management, event's website design and social media coverage, evening functions and dinner galas organization, parallel workshops, poster sessions, technical and tourist visits, post evaluation, statistics and reports.

# Why us?

Only in the past few years, FEUGA has organized **more than 30 successful events at a regional, national and international level**. With an extensive experience in international networking and stakeholder-engagement, FEUGA has a wide-ranging network of contacts with **more than 3000 stakeholders across Europe** and it actively participates in 15 different European platforms, among them, Water Europe, EIP-Agri and Networkworld, seizing this advantage to guarantee the success of your events. Our team has a strong background organizing knowledge-transfer oriented events in collaboration with key organizations in Europe such as EC-EIP-Agri, Water Europe, the Spanish NCP CDTI or the Galician Innovation Agency (GAIN), among others.

FEUGA offers you a **full range of services acting as a one-stop-shop** for your event with **offices in Galicia, and Brussels** ensuring the delivery of successful events all across Europe. FEUGA has its **own venues** and a **wide catalog of other locations and services** to help you create a successful event with eye-catching branding and manage all your needs on the ground. We pride ourselves in organising events of all sizes adapting to our client's needs and leaving a long-lasting positive impression on your attendees.



*Acción por el clima, medio ambiente, eficiencia de los recursos y materias primas 2018-2020*

**22.11.2017**

Sede FEUGA. Rúa Lope Gómez de Marzoa s/n  
Campus Vida, Santiago de Compostela.



## Target

Universities, Policy-makers, SMEs and Large Enterprises, EU Project coordinators and partners, Associations and Clusters, NGOs, among others

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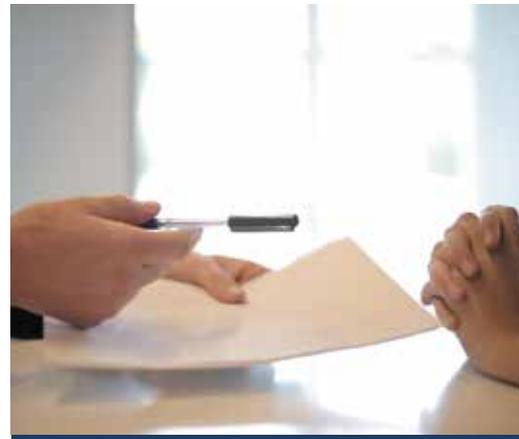
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# Innovation Management, IP and Market Uptake

Your technology catalyst

- Do you need an IP protection strategy for your technologies and R&D results?
- Are you looking for potential licensees for your technology?
- Are you looking for novel technologies to exploit them?
- What is the market positioning of your technology? Do you need a market analysis or to monitor potential competitors?
- Are you looking for an exploitation and/or IPR manager for your R&D projects?

**+15**

**Tech transfer  
in EU projects**

**+41**

**Research  
groups advised**

**+35**

**Companies  
guided**

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## Services

- **i-ACHIEVE: Technological feasibility and evaluation**  
We study your technological idea so that you can analyse the potential of the project, as a whole, and make the right strategic decisions.
- **i-BOOST: Advice on technological strategy**  
This service allows you to decide which is the most suitable technological strategy for your project, and start to develop the commercial exploitation plan best suited to your interests, with the basic components to define your business model.
- **i-MATCH: Commercial exploitation and technological scouting**  
Our team of experts helps you find potential buyers or licensees and technological solutions to detected needs.
- **i-TRACK: Technology watch and monitoring of protected results**  
We guide you to better analyze the strategic plan implemented and make new strategic decisions depending on the movements of the technological environment, the market and your competitors.

# Why us?

With more than **35 years of experience**, FEUGA has established itself as a flagship organization in the field of innovation and technology-transfer acting as a **technology catalyst to boost the Galician productive framework** and its positioning at a national and European level.

FEUGA´s iHub is an office for transfer of research results **recognized by the Spanish Ministry of Science and Innovation**. We put all our expertise in **technology transfer and R&D valorisation** at your service to advance technological, social and economic development. We pride ourselves in our wide range portfolio of clients that includes universities, large companies, SMEs and start-ups, among others.

Apart from our extensive experience in **exploitation management**, our key for success lies in our multidisciplinary team of experts with profiles ranging from **IP experts** and technical degrees to communication specialists. FEUGA has been developing in recent years the Innovation and IPR management of several **EU projects**, seeking the best strategy for the effective transfer and exploitation of R&D results.

It is worth underlining that, among other initiatives, FEUGA is **member of the Technical committee of Business Factory Food**, the accelerator of the food sector of Galicia that promotes innovative entrepreneurship projects, both from national and international origins, to face the challenges of the sector in a globalized world. FEUGA is also an **active partner in the Agrobiotech experts pool**, an acceleration program aimed at the promotion and sustainable growth of innovative Galician SMEs in three strategic sectors: biotechnology, agri-food and biomass.

## Success stories

We pride ourselves in all our projects, but we would like to highlight the following best-practices:



mecwins



## Target

SMEs, Large enterprises, Start-ups, University research groups, Technological centers, R&D projects.

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**1** COMMUNICATION  
AND  
DISSEMINATION

**2** RESPONSIBLE  
RESEARCH  
INNOVATION

**3** EU INNOVATION  
TRAINING

**4** EU PROJECT  
MANAGEMENT

**5** EU STRATEGIC  
POSITIONING

**6** EVENTS  
ORGANIZATION

**7** IPR AND  
MARKET UPTAKE

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