

# Handbook for EU structural fund beneficiaries – transition towards more applied research ■

Researchers of the Fraunhofer Center in Leipzig have published a practical handbook on applied research, which, in addition to best practice modules, offers tools and strategies for developing a modern research culture.

“Best Practice and Practical Guidance on Undertaking and Managing Applied Research” is the title of the handbook, which has been published on behalf of the European Investment Bank (EIB) by the Professional Development and Competence Management unit at Fraunhofer Center Leipzig. The tools and strategies developed by the Fraunhofer researchers assist research institutions and small and medium-sized industrial enterprises in gradually introducing market-pull and technology-push research practices. The innovative findings of this work provide public research institutions and the industrial sector with a solid foundation for growth.

The handbook describes methods

- for developing principles and processes for a well-functioning research culture;
- for the transformation to applied research;
- for sustainable knowledge management;
- for the strategic planning, initiation and maintenance of productive partnerships, and
- for networking between research institutions in the public sector.

The handbook also outlines potential obstacles and impediments that need to be taken into account when developing and implementing applied research approaches.

**Duration:** 9/2014 – 4/2015

**Client:** European Investment Bank

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