



NEWSLETTER

JULY 1982

16

from the Department for Scientific and Technical Communication

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TECHNOLOGICAL AWARENESS

A seminar held in Luxembourg on 2 June 1982

The seminar was meant as a brainstorming meeting in which representatives of the specialized press and information transfer intermediaries would compare methods, discuss issues and formulate recommendations for action by the Commission.

1. Definition of Technological Awareness:

“Technological Awareness” is a service which by means of publication of short, schematic but complete (i.e. all important elements are featured) articles, makes people aware that information relevant to their activity is available and tells them from whom they can get it.

2. Issues:

The central issue is that innovation is a continuous evolutionary process within the economy and must be fed with information, which is its raw material; however, the need for information is often felt only when it is already too late; even those who are conscious of the value of information experience difficulties in detecting available knowledge which could be useful. Hence a need for technological awareness services. Having made this point, the discussion went on about:

a) merits of the different ways in which technological awareness can be achieved:

- personal contacts or one-to-one service; this would be the ideal method (consultancy) but it is very expensive;
- newsletters: useful for people who know that they need information;

— specialized press: appropriate medium for informing people who do not know that they need information;

b) collaboration among information intermediaries:

experience shows that it does not work if there is no centralized structure to spur partners to collaborate;

c) charging for the information

(or rather for the processing of the information): is a way of partly covering costs, getting response and bringing about a change of mentality in users (good information is worth paying for).

d) publicly funded research vs privately funded research:

while the former is more fundamental in nature and therefore farther from the market needs, it is more freely and readily available than the latter; however, the source is not really important as long as the information is available and valuable.

e) need for multidisciplinary information:

some existing services attach special importance to bringing out the possible application of particular technologies in areas different from that within which they originated.

f) need for information from other countries:

experience of existing services shows that there exists a keen interest in information from foreign countries.

g) the exploitation of the general press:

the main consideration here is that we all are part of the “general public”; in this sense it has been

observed that the experiments by Le Figaro, The Financial Times and the Frankfurter Allgemeine have led to very different results. It has been said that good results can be expected if the information presented, although it goes in some depth, covers through time a wide range of disciplines.

h) sectoral advisory service:

It would certainly be easier if information intermediaries could interact with partners of equal competence inside the SMEs; in other words it would be desirable that information intermediaries had a place and a task inside the SMEs; it is well known that often a few SMEs active in the same sector but with different end products (complementary) and rather concentrated locally, cooperate together to reduce transport costs, to buy material in larger quantities and therefore at a cheaper price, to reduce costs of participation in fairs, to exchange clients, etc. It has been proposed that such cooperation should be extended to the purchase of sectoral information using the services of qualified intermediaries who could combine their professional skills with an inside knowledge of the SMEs involved.

3. A Community Clearing House for Technological Awareness.

It was recommended that a European Technological Awareness unit be set up whose partners would be organizations similar to one another in the member states; its basic tasks would be:

- a) reception from each partner of items of technological information, their translation and redistribution to other partners;
- b) based on the broad European perspective that such a service would have, orient the supply of information according to market trends or the perception of certain gaps;
- c) if possible, produce case studies with the aim of illustrating good and bad ways of applying innovative technologies;
- d) as a possible by-product of its basic task as described under a) perform a profile information service for the benefit of interested users, particularly SMEs;
- e) validate the information by checking the quality of the information received by the different partners; quality control as against censorship.

A feasibility study will be launched in order to prepare the implementation of the proposed Community Clearing House.

SELECTED RECENT PUBLICATIONS

1. Mieux traduire pour mieux communiquer

Le présent document constitue la première partie: synthèse générale, de l'étude du marché de la traduction effectuée conjointement par le Bureau Marcel van Dijk et PA Management Consultants, pour le compte de la Commission des Communautés Européennes.

La deuxième partie: résultats de l'étude de marché, terminée en janvier 1981, mais non publiée, comporte quatre volumes:

volume 1: synthèse de direction et analyse tous pays confondus

volume 2: analyse pays par pays

volume 3: modèle de questionnaire (version française) et liste des répondants, avec indication de ceux qui ont souhaité recevoir le résultat de l'étude

volume 4: états statistiques.

EUR 7720 FR

ISBN 2-903685-01-0

pp.: ix + 174

Price: FF 250,-

Order from: Infotecture, 11 rue du Marché,
18 rue Saint St. Honoré, F-75001 PARIS

2. Plasma physics for thermonuclear fusion reactors

The lectures, as a whole, give a comprehensive panorama of the state of the art of plasma physics knowledge now available for conceptual fusion reactor design studies. It was felt that this information could be of interest even for scientists and engineers outside the JRC-staff wishing to be involved or willing to enter the fields of fusion applications.

EUR 7646 EN

ISSN 0275-7575

ISBN 3-7186 0091-9

pp.: 491

Price: Dfl.: 195,-

Order from: Harwood Academic Publishers, c/o
Proost en Brandt N.V. P.S. 8335, 353 RH, UTRECHT

3. Engineering aspects of thermonuclear fusion reactors

This volume is composed of the lectures given at a course, organized by the Joint Research Centre, Ispra of the European Communities in June 1980, on the engineering problems and technological requirements related to the development of fusion energy. The course was intended for engineers and scientists from research bodies, Universities and industry who wanted to acquire general information on the trends of fusion development and on its possible implication for their own work.

EUR 7647 EN

ISSN 0275-7575

ISBN 3-7186 0090-0

pp.: 639

Price: Dfl. 250,-

Order from: Harwood Academic Publishers, c/o
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4. Management of plutonium contaminated waste

The study considers the plutonium contaminated wastes arising from a reference mixed oxide fuel fabrication plant. During the operation of such a plant handling plutonium, various solid, liquid and gaseous wastes are produced. These wastes occur as a broad spectrum of materials with

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Ein **Freiexemplar** kann bei folgender Anschrift schriftlich bestellt werden: KEG — GD XIII A2, Jean-Monnet-Gebäude B4 84, Postfach 1907, Luxemburg.

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- EURONIEUWS über VIDITEL, Niederlande
- EUROTTEXT über BILDSCHIRMTEXT, BR Deutschland

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- die letzten Entscheidungen des Ministerrats auf dem Gebiet der Forschung,
- die letzten Submissionen für Vertragsforschung,
- geplante Konferenzen, Symposia, usw.
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- einen besonderen Artikel „Die Erfindung des Monats“ usw.

In Kürze werden diese Informationen auch über TELETEL (Frankreich) zugänglich sein.

If you require detailed information about the Commission's activities in the scientific and technical field and in particular about recently published reports, articles, conference proceedings, manuals, directories, atlases, glossaries, etc. associated with them, consult

Euroabstracts Section I (activities covered by EEC and Euratom Treaties)

and/or

Euroabstracts Section II (coal and steel)

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If you wish to keep up to date with the highlights of these activities, consult the Commission's Videotex journals

- EURONEWS on Prestel, UK
- EURONIEUWS on Viditel, The Netherlands
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Where you will find news items on:

- latest Council of Ministers decisions on research,
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- forthcoming conferences, symposia etc.
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— EUROABSTRACTS, Section I (activités relevant des Traités CEE et EURATOM),

— EUROABSTRACTS, Section II (charbon et acier).

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- EURONEWS via PRESTEL (Royaume-Uni);
- EURONIEUWS via VIDITEL (Pays-Bas);
- EUROTTEXT via BILDSCHIRMTEXT (République fédérale d'Allemagne).

Ces journaux vous renseigneront également sur

- les dernières décisions du conseil de Ministres dans le domaine de la recherche;
- les derniers appels d'offres pour des contrats de recherche;
- les conférences, symposia, etc. envisagés;
- les publications les plus récentes;
- un volet spécial consacré à l'innovation;
- etc.

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— Euroabstracts (Sezione I): attività previste nel quadro dei trattati CEE ed Euratom

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— Euroabstracts (Sezione II): carbone e acciaio.

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- EURONEWS su Prestel, Gran Bretagna
- EURONIEUWS su Viditel, Paesi Bassi
- EUROTTEXT su Bildschirmtext, Repubblica federale di Germania.

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