



Contribution ID: 15

Type: **not specified**

## **In-kind Contributions as a Means to Ensure Socio-Economic Return of Large Scale Facilities: The Partner and Industry Campaign of ESS**

*Friday, 19 June 2015 10:05 (10 minutes)*

The ESS is a partnership of 17 European states committed to collectively building and operating the world's most powerful long-pulse source of neutrons. The construction of ESS is unique in that it is built predominantly through In-kind Contributions (IKC). IKC is advantageous for both ESS and the Partner Countries as it provides access to frontier technology, as well as experience technical and scientific personnel and access to unique production facilities and technologies. This is a very important socio-economic driver as it fuels national innovation potential, competitiveness, and the national GDP of all of the Partner Countries for the long term. To initiate the IKC process, a campaign was launched with the overall objective of securing the Partner Countries' political and financial commitment to ESS by qualifying the socio-economic return in form of IKC and business opportunities. The campaign consisted of a Call for the Expression of Interest (EOI) to identify potential IKC Partner in the ESS Partner Countries and Partner and Industry Days to raising awareness about ESS and its imminent construction. Beyond that the campaign was supported by a variety of communication and outreach activities, which resulted in the securing of 97.5% of the financial commitments from two host countries and 11 Partner Countries for the construction of ESS.

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**Session Classification:** Parallel Session 4

**Track Classification:** PR of a facility under construction