



RESEARCH & INNOVATION EU KNOWLEDGE VALORISATION WEEK

25-28 April 2023

MAKING RESEARCH & INNOVATION RESULTS WORK FOR A RESILIENT AND SUSTAINABLE EUROPE

PROGRAMME

Supporting public health, creating business opportunities, working on the green transition, strengthening democracy – we can all benefit from research in life. The Guiding Principles for Knowledge Valorisation is the new pan-European initiative to turn research and innovation results into solutions more effectively.

At the EU Knowledge Valorisation Week, you will hear about inspiring examples of putting these guidelines into practice for the public good and your own goals. This is a forum to exchange experiences and discover novel approaches of creating value from scientific findings and inventions.

The three thematic days of the Week will focus on valorisation for sustainability, management of intellectual assets and industry-academia cooperation. With the ongoing economic shifts, those who develop and produce the technologies of tomorrow's net zero economy will clearly have the greatest competitive edge and impact on prosperity and well-being. The webinars will highlight such opportunities through peer learning.

Practitioners will also explain how the brand-new European Codes of Practice on intellectual assets management and on standardisation can help your work.

Inspired by the European Year of Skills, the Knowledge Valorisation Week will provide hands-on training for researchers, young innovators and anyone interested. On Friday, you can advance your skills in intellectual assets management in a series of free online courses.

JOIN US AND LET THE KNOWLEDGE FLOW

The EU Knowledge Valorisation Week is organised by the European Commission, Directorate-General Research and Innovation, EU Member States and EEA countries as well as stakeholders who have offered to share their best practices.



SUSTAINABILITY DAY

TUESDAY | 25 APRIL 2023

10:00 – 10:30

STEP INTO A NEW ERA WITH THE GUIDING PRINCIPLES FOR KNOWLEDGE VALORISATION – OPENING SESSION

Message by **Mariya Gabriel, Commissioner Innovation, Research, Culture, Education and Youth**

MODERATOR: Peter Dröll, Director Prosperity, Directorate-General Research and Innovation, European Commission

DISCUSSION

Marc Lemaître, Director-General Research & Innovation, European Commission

Ann Mettler, Vice President, Europe at Breakthrough Energy

BREAK

10:45 – 11:30

NO PLACE LIKE HOME: COMMUNITY ENGAGEMENT FOR SUSTAINABLE SOLUTIONS

Addressing climate change and sustainability issues requires broad-based strategies involving multiple stakeholders. It is crucial that science-based solutions are implemented in a way that also engages communities and citizens so that knowledge is absorbed more quickly. Two best practices will show how it can be done.

MODERATOR: Pia Erkinheimo, Director of the Finnish Climate Fund

MULTI-STAKEHOLDER COOPERATION TO ADDRESS SUSTAINABILITY ISSUES

Daniel J.H.M. van den Buuse, Associate Professor, Amsterdam University of Applied Sciences

VOLUNTARY INTEGRATION OF RESIDENCES IN ENERGY

Antonis Papanikolaou, Business Partner, QUE Technologies

BREAK

11:45 – 12:30

NEW KIDS ON THE BLOCK: HOW TO MAKE START-UPS A SUSTAINABLE SUCCESS

Start-ups are seen as the royal road to knowledge valorisation and economic growth. Starting a new business from scratch is both exciting and full of uncertainty. Good planning and the right partners are needed for sustainable success. In this webinar you will hear about different approaches and lessons learned.



MODERATOR: Troels Gyde Jacobsen, Director of Innovation, University of Stavanger

OCTO'POUSSE CHALLENGE: INNOVATION FOR/BY THE OCEAN

Sylvain Godoc, European and International Affairs Department, French Research Institute for Exploitation of the Sea – IFREMER

WHEN UNSOLD FOOD BECOMES A BUSINESS: ASSESSING THE CO-BENEFITS AND NEGATIVE IMPACT OF KNOWLEDGE UPTAKE IN INDUSTRY

Marzia Mazzonetto, CEO Stickydot

INTELLECTUAL ASSETS DAY WEDNESDAY | 26 APRIL 2023

9:00 – 9:30

VALORISATION TALK

NEW CODE OF PRACTICE ON INTELLECTUAL ASSETS MANAGEMENT

The new 'Code of practice on the management of intellectual assets for knowledge valorisation in the European Research Area' helps R&I actors to increase the use, access and sharing of their research results. What are the most important elements and how will it be implemented? Replies are given in a discussion of experts in intellectual assets management.

MODERATOR: Peter Dröll, Director Prosperity, Directorate-General Research and Innovation, European Commission

Špela Stres, Assistant Director, Jožef Stefan Institute

Imelda Lambkin, Manager Disruptive Technologies, Innovation and Knowledge Transfer, Enterprise Ireland

BREAK

9:45 – 10:30

COUNTING STARS: PIONEERING CONCEPTS FOR MORE IMPACT THROUGH RESEARCH

Embracing an open science approach in industry-academia collaboration and identifying research with exploitation potential at an early stage help bring results to the market faster and stimulate matchmaking. In this webinar you can discover new and inspiring strategies that identify and manage scientific knowledge for more value creation.

MODERATOR: Sinisa Marcic, Senior Expert, Regional Cooperation Council, Bosnia and Herzegovina

ODIN – AN OPEN INNOVATION IN SCIENCE PLATFORM

Marie Louise Conradsen, Head of Open Innovation in Science, Aarhus University



SCOUTINSCIENCE: AI-BASED TECH TRANSFER SCOUTING

Gilles Meijer, CEO ScoutinScience

BREAK

10:45 – 11:30

MASTER CHEFS IN KNOWLEDGE VALORISATION: RECIPES FOR SHARPENING KNOWLEDGE AND SKILLS

Improving competencies, skills and capacities is crucial for successful intellectual assets management. This webinar will showcase best practices and seek views on how to foster skills development of intermediaries, researchers, PhD students and undergraduates for more knowledge valorisation.

MODERATOR: Jan Axelsson, Director of Valorisation, Linköpings University

MASTER IN INTELLECTUAL PROPERTY VALORISATION FOR KNOWLEDGE EXCHANGE & IMPACT

Rosa Grimaldi, Professor of entrepreneurship and innovation management, University of Bologna

TOWARDS THE DEFINITION OF A NEW PROFILE OF IMPACT MANAGER

Alessandra Baccigotti, Head of Knowledge Transfer Office, University of Bologna, representing Codau

SCIENCEPRENEUR COURSES & ImPact@NOVA

Isabel Rocha, Vice-Rector for Research, Innovation and Value Creation, Nova University Lisbon

BREAK

11:45 – 12:30

VALORISATION CAFÉ

SCIENCE IN THE COCKPIT FOR POLICY IN TURBULENT TIMES

How can science and the use of research results contribute to better policy-making? A policy maker and a scientist will discuss the role of research and scientific evidence in informing policy from their different perspectives.

MODERATOR: Sergiu-Matei Lucaci, European University Association

Matías Barberis, Researcher, EFIS Centre

Join the discussion? A unique aspect of this session is the possibility to register to ask a 'live' question during the discussion. If you would like to be part of the 'live' audience in this session, please register, by 11 April 2023, via the following link:

[HTTPS://EC.EUROPA.EU/EUSURVEY/RUNNER/SCIENCEINTHECOCKPIT](https://ec.europa.eu/eusurvey/runner/scienceinthecockpit).



Please note that due to time limitations, up to 6 registered participants will be given the opportunity to pose a one minute question to the speakers. Questions via Slido are also possible during the session.

INDUSTRY-SCIENCE COOPERATION DAY THURSDAY | 27 APRIL 2023

9:00 – 9:30

VALORISATION TALK

NEW CODE OF PRACTICE ON STANDARDISATION IN THE EUROPEAN RESEARCH AREA

The new Code of Practice on standardisation helps with the successful integration of R&I activities with standardisation regardless of the technology area. This session will highlight key elements of the Code to shed the light on effective strategies for bringing R&I results close to the market.

MODERATOR: Peter Dröll, Director Prosperity, Directorate-General Research and Innovation, European Commission

Maive Rute, Deputy Director-General and Chief Standardisation Officer, Directorate-General Internal Market, Industry, Entrepreneurship and SMEs, European Commission

Message from **Stefano Calzolari**, CEN President, CEN-CENELEC

Kurt Nielsen, Technology Director, Danish Technological Institute

Message from **Markus Mueck**, ETSI Board RISE Chair

BREAK

9:45 – 10:30

SOULMATES IN INNOVATION: BUSINESS-SCIENCE COOPERATION IN REGIONS

Intellectual assets produced in the region are crucial for boosting competitiveness and growth. This webinar will showcase two successful examples of promoting regional cooperation between academia, industry, business development and the public sector.

MODERATOR: Justyna Ciegotura, IPR and innovation management, Startup Incubation Manager

PHOTONICS CENTRE – COLLABORATION FOR BUSINESS AND RESEARCH

Juha Purmonen, Impact Manager, University of Eastern Finland/Center Photonics Sciences & Photonics flagship PREIN

RIMAP-REGIONAL INNOVATION MATCHMAKING PLATFORM

Saša Zelenika, Vice Rector for Strategic Projects, University of Rijeka



BREAK

10:45 – 11:30

**SOW LOCALLY, HARVEST GLOBALLY: BUSINESS
COMPETITIVENESS THROUGH KNOWLEDGE ALLIANCES**

Strategic partnerships are one of the success factors for building and maintaining innovative strength. In this webinar you can learn about companies' perspectives on the challenges and benefits of international and national cooperation between public research and industry.

MODERATOR: Veronica Beneitez Pinero, Deputy Head of Unit, EISMEA – EIC Transition Activities and Business Acceleration Services

SIEMENS' RESEARCH AND INNOVATION ECOSYSTEMS

Markus von Gemmingen-Hornberg, Senior Consultant, Siemens

TOPS NUTRITION FOR CARE

Michel Tops, Managing Director, Tops Nutrition for Care

BREAK

11:45 – 12:30

**A CATALYST FOR INNOVATION: CHALLENGES,
INCENTIVES AND MODELS FOR MORE KNOWLEDGE
VALORISATION**

PANEL DISCUSSION

With the new Guiding Principles and Codes of Practice, EU knowledge valorisation policy supports the new European Innovation Agenda by involving all actors of the R&I ecosystem, promoting an entrepreneurial culture and accelerating the uptake of new knowledge. The stakeholder panel will discuss current difficulties as well as incentives and models that are needed to enhance knowledge valorisation, and how further codes of practice can contribute to a modern innovation policy.

MODERATOR: Joanna Drake, Deputy Director-General, Directorate-General Research and Innovation, European Commission

Táňa Hálová Perglová, Director of Cross-cutting and International Affairs, Technology Agency of the Czech Republic

Fernando Vilariño, Chairperson, European Network of Living Labs

**SKILLS DAY
FRIDAY | 28 APRIL 2023**

Researchers, young innovators and anybody interested will have the unique occasion to participate in training sessions offered by experienced



professionals from the European Patent Office (EPO), the IP Helpdesk and the EU Intellectual Property Office (EUIPO). They will introduce different aspects of efficient intellectual assets management, and provide tips and tricks for the path to innovation through real life case studies.

9:00 – 9:05

INTRODUCTION

Claudia Martinez Felix, Deputy Head of Unit, Intangible Economy, Directorate-General Internal Market, Industry, Entrepreneurship and SMEs, European Commission

9:05 – 9:50

RESEARCH? THINK PATENTS

The first part will provide general information about patents, explaining what a patent is, its role and relevance to protect and promote innovation, and which are the patentability requirements for a European Patent. The second part will show a real-life case study about how patents, and intellectual property in general, can be used by researchers to their advantage and create value.

TRAINER: Juan-Miguel Birlanga Pérez, Patent Examiner, European Patent Office

BREAK

10:00 – 10:45

FACING CHALLENGES: NAVIGATING IP IN COLLABORATIVE INNOVATION PROCESSES

Collaborative R&I projects offer great opportunities to leverage external knowledge through joint innovation activities, but they require robust intellectual property management strategies. This session addresses key IP challenges and strategies to manage the complexity of expectations and interests in collaborative innovation.

TRAINER: Jörg Scherer, Coordinator of European IP Helpdesk; Managing Director and Founder of Eurice GmbH

BREAK

11:00 – 11:45

THE UNCONVENTIONAL PATH TO PROTECT INNOVATION - THE DESIGN REGISTRATION SYSTEM

Design plays a strategic role in valorising innovative products by offering a valuable complement to other IP rights. Through practical examples, this training provides information on the Community Design system and addresses the scope of protection of a design, the relationship with trademark protection and the advantages deriving from design registration both in physical and digital marketplaces.

TRAINER: Miguel Gusmao, Industrial Designer, Deputy Director Operations Department, EU Intellectual Property Office



EU KNOWLEDGE VALORISATION WEEK

You will find background information on most of the best practices through the links embedded in the **TITLES OF THE PRESENTATIONS** in this programme.

Check out some further great examples - beyond the ones that will be presented in the webinars - on the **EVENT PAGE**.