

Parallel Sessions A

Intellectual Property and Knowledge Transfer aspects in collaborative R&D

A.1. Incentives to exploit publicly funded research

Focus

A strong scientific knowledge base is one of Europe's traditional key assets. The global position of European research capability is currently being challenged by big increases in capacity and knowledge generation in emerging economies. At the same time European firms are faced with a changing environment with globalization of markets, consolidation in certain industrial sectors, digitalization and new technologies. In addition, Europe faces the need to address societal issues like climate change, health and demography change. EU 2020 addresses these challenges and wants to re-focus R&D and innovation policy in order to strengthen the innovation chain, from basic research to commercialisation. In order to address these challenges and boost European competitiveness in a knowledge based society, a key area for action is the improvement of knowledge transfer.

In a knowledge-based economy it is important that research results are conducive to and relevant for innovation. Research shows that while European research institutions are good at producing academic research outputs, they seem less successful at transferring outputs to the economy. An optimal combination of conditions, rules and incentives within the European framework of publicly funded research may lead to an improvement of KT and exploitation.

Objectives

- Identify important challenges for KT and exploitation.
- Identify possible solutions to address these challenges.
- Draw up a list of possible steps forward.

Expected Outputs

Recommendations for the necessary framework conditions and incentives to improve KT and exploitation within publicly funded research.

Speakers

- **Vincent Ryckaert**, Patent Attorney, IMEC, Belgium
- **Gillian Mc Fadzean**, Director of Technology & Research Services (TRS), Heriot-Watt University, United Kingdom

A.2. Patent Pooling

Focus By streamlining licensing processes, the patent pools serve as a one-stop shop to facilitate the access to the relevant IP assets protecting a technology. The formation of a patent pool involves significant coordination costs. Different organisational models have been used to establish patent pools, ranging from simple agreements, among a limited number of IP holders, to more complex contractual arrangements aiming at establishing a dedicated licensing vehicle. Through the experience of patent pools in medicines, the factors underlining the construction the operation and the evolution of a patent pool will be addressed. The discussion will also focus on new trends in patent pool formation.

- Objectives**
- Identify the most important aspects to build a successful patent pool.
 - Identify benefits and challenges.
 - Provide insights on the next-generation patent pools.

Expected Outputs Recommendations on how to maximize the benefits of patent pooling in order to speed up and modernise standard-setting, and accelerate the market deployment of innovations, especially those aiming at tackling major societal challenges.

- Speakers**
- **Esteban Burrone** , Policy Officer, Medicines patent pool initiative, UNITAID, Switzerland
 - **Yann Ménière**, Economist, Centre d'Economie Industrielle (CERNA), France

A.3. Open Innovation Partnerships

Focus Businesses and PROs are increasingly embracing open models of innovation, relying on more complex systems of creating, transferring and acquiring knowledge and often depending on external partners. Firms recognise that they can use external as well as internal ideas. These partnerships, which have a growing international dimension, inevitably require more sophisticated strategies for knowledge management.

This requires a new approach towards the management of knowledge, existing infrastructure and regulations on both a national and European level.

- Objectives**
- Identify important challenges for open innovation partnerships; including a focus on open innovation partnerships in the context of corporate venturing.

- Identify possible measures to facilitate more effective open innovation practices and the roles of different actors.
- Draw up a list of possible steps to be taken at organisational, national and EU level.

Expected Output

Recommendations for improving effectiveness of knowledge transfer and innovation in Europe.

Speakers

- **David Joyner**, Director of Business Partnership and Engagement, University of Wales, Bangor, United Kingdom
- **Erik Vermeulen**, Senior Council & VP Corporate legal Philips and Head of Law & Business Department at Tilburg University, the Netherlands

Parallel Sessions B

Improving Effectiveness of Knowledge Transfer

B.1. International Cooperation

Focus

The speakers will discuss the present guidelines and support mechanisms which exist to advise EU organisations in managing their IP in cooperation activities with non-EU partners, and new guidelines being developed to provide further advice.

Objectives

- To share information on presently-existing guidelines for IP management in international research cooperation and on new guidelines being prepared.
- To gather information on the experiences of stakeholders regarding presently-existing guidelines and to build up a picture of where they feel improvements could be made.
- To share a discussion on the potential for improving the guidance given to stakeholders on IP management in international research cooperation.

Expected Outputs

- Increased information to feed into expert report on the present state of guidance given to stakeholders on IP management in international research cooperation.
- Increased information to feed into ERA work on new guidance for stakeholders on IP management in international research cooperation.

Speakers

- **Yngve Joseph Foss**, Special Adviser, Research Council, Norway

- **Lorenz Kaiser**, Chair of DG Research's International Knowledge Transfer expert group and Division Director for Legal and Contract Affairs at Fraunhofer-Gesellschaft, Germany

B.2. Professionalising KT

Focus For many Universities and Public Research Organisations in Europe the transfer of research results to the economy and society has become a challenging new task for these institutions and their staff. Traditionally academics have been engaged in research and education without giving priority to the transfer of their research output to the industries. The demand for professionals in the field of the Knowledge Transfer who can deal with this advancing complexity within the academic world is growing. How can different actors (governments, institutions, professionals) invest in building up this profession and improve KT in order for the economy and society to benefit with the best results in the long term.

- Objectives**
- Identify and prioritise important challenges.
 - Identify the stakeholders that need to be involved and their roles.
 - Draw up a list of possible steps forward.

Expected Output Recommendations for investing in professionalising KT on an institutional, national and European level.

- Speakers**
- **Dorien Wellen**, Coordinator Knowledge & Technology Transfer, Radboud University Nijmegen, the Netherlands
 - **Pat Frain**, Director, University Industry Programme, UCD, Ireland

B.3. Markets for Technologies

Focus The idea, supported by the evidence that firms can rely on a heterogeneous bundle of external actors to buy and sell technological opportunities led researchers to talk about “markets for technologies”, as markets that favour the matching between technology demand and supply. An important role in such markets is played by intermediaries whose role is to ease the contact between “unrelated” suppliers and customers. Innovation intermediaries are generally individuals or organisations whose mission is to help companies in finding a partner for a technology transaction. Recently media-based innovation intermediaries arose as facilitators of technology transfer.

- Objectives**
- Identify the role this type of market can play for closing the market gap and

foster investments in intangible assets.

- Identify the obstacles for the development of a European knowledge market for patents and licensing.
- Understand how innovation intermediaries may help to foster open innovation.

Expected Outputs

Recommendations on:

- How to establish and develop an efficient knowledge market for patents and licensing.
- The complementary initiatives to be set in order to maximize the benefits generated by this market.

Speakers

- **Jean-Claude Prager**, Director, Agence pour la Diffusion de l'Information Technologique (ADIT), France
- **Paolo Bonaretti**, Director of ASTER and member of the Strategic Group of the Enterprise Europe Network, Italy