



Presentation of CERT-TTT-M

Knowledge Transfer Forum - 7.November 2008

CERT-TTT-M...



- means Certified Transnational Technology Transfer Manager
- project within the FP6 programme of the EU
- Based on key assumptions of European IPR experts (Crest Report OMC-NET):
 - **Lack of TT skilled people**
 - **No registered TT profession**
 - **No TT education / training programme recognised all over Europe**



CERT-TTM...

To build up a **blue-print education programme** that possibly :

- Professionalizes TT on a trans-national level
- Covers all phases of the TT process
- Meets the need for an official recognized course
- Supports MS policy-makers
- Standardizes the skill-set of TT profession in Europe
- Is based on surveys on demand and supply

CERT-TTT-M Partner

11 Participants from 7 EU Countries

Austria: AWS – MCI

Belgium / Flanders: IWT

France: IEEPI – MESR

Italy: ASTER – ERPDA

Latvia: LIAA

Netherlands: EZ – RSM

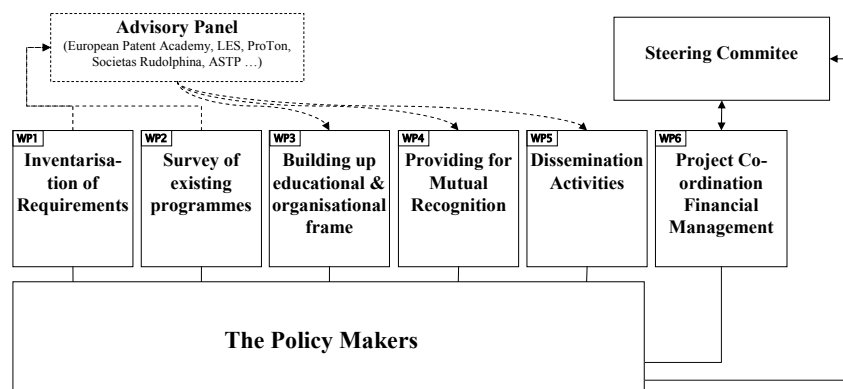
Sweden: VINNOVA

Advisory panel

Advisors rel. to the 7 organisations

- ASTP & PRAXIS
- European Patent Academy
- LES France
- LESI
- ProTon Europe
- Societas Rudolphina
- The Institute of Knowledge Transfer

CERT-TTT-M: Big Picture



Step1) The demand side - survey (1)

- **Key training' interests ranked:**

- Most Interest:
 - New Business Development
 - Knowledge on IPR & Licensing
 - Negotiation
- Second most interest:
 - Commercial awareness
 - Communication
 - Networking
- Least interest:
 - Industry specific expertise

**Sample: 561
European TT
professional**

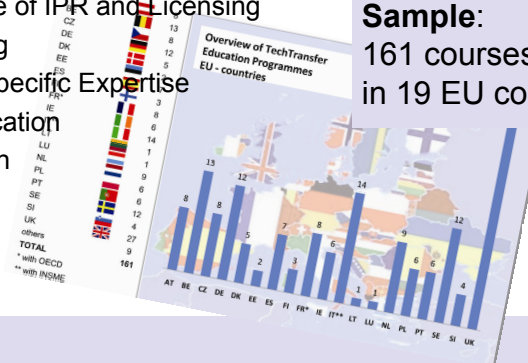
Step 1) The demand side - survey (2)

- **Interest:**
 - Between 37% and 52% of respondents would be interested to receive training on at least one skill
 - 83% indicated that their organization would be interested to receive training on at least one skill
- **Market Size and Fee:**
 - 22.700 Technology Transfer Professionals in Europe
 - 18.880 are interested in participating in such a training
 - Average tuition fee: 1800 Euros
- **Certification:**
 - 73% indicated that it is important to receive a European-wide recognized certification

Step 2) The supply side – Study on European TT training programmes & Benchmarks (1)

- Skill rating by the existing TT education programmes:
 - 1) New Business Development
 - 2) Commercial Awareness
 - 3) Knowledge of IPR and Licensing
 - 4) Networking
 - 5) Industry Specific Expertise
 - 6) Communication
 - 7) Negotiation

Sample:
161 courses
in 19 EU countries



9

Step 2) The supply side – Study on European TT training programmes & Benchmarks (2)

- Duration → Very large scope (3 days to 3 semesters)
- Fee → Between 770€ (Workshop) and 8900€ (Master executive programme)
- Certification → Only Master programme
- Participant number → Average 25 persons

10

Gaps between supply & demand side

- skills supplied \neq skills ranked most important on demand side
- optimal duration supplied \neq no recognized certification
- optimal fee supplied \neq no recognized certification
- certification supplied (master programmes) \neq optimal fee/duration demanded

Follow-up survey

'To what extent do the following reasons prevent you from participating in existing training courses on technology transfer?'

	Average*	Rank
Not enough time to follow courses	3,6	1
Existing courses lack relevance	3,0	2
Existing courses lack quality	2,8	3
Existing courses have the wrong level of difficulty	2,8	3
Existing courses are geographically too far away	2,8	3
Insufficient training budget	2,6	4
Unaware of existing courses	2,6	4
No need for additional training	2,1	5

Building up educational and organisational framework (1)



Level	Title	Description	Activities / roles
Basic 0-3 years experience	Technology Transfer Professional®	Has general knowledge of all six skills.	Assistant TT manager, Project Assistant
Advanced 3-8 years experience	Senior Technology Transfer Professional®	Has deep knowledge of all six skills and has knowledge and experience in all methods of technology transfer and conditions of application and several years of personal experience from participation in (projects in) technology transfer.	Project Manager, managing technology transfer or innovation projects along at least one of recognized lines of technology transfer.
Expert > 8 years experience	Executive Technology Transfer Professional®	Has profound knowledge and experience in/of all six skills and has knowledge and experience in all methods of technology transfer and conditions of application and an extensive and systematic personal experience from management of projects in some field or fields of TT. An executive TTP is able to manage and exploit large Technology Transfer processes and is able to manage a TT professional team.	TTO manager, TT manager, supervising technology transfer, and managing very complex structured projects along at least one of recognized lines of technology transfer.

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13

Building up educational and organisational framework (2)



- Model Curricula for 7 different skills that were defined are:
 1. Managing Communication, Information & Networking
 2. Understanding IPR & Licensing
 3. Commercial Activities and Markets
 4. New Business Development
 5. Negotiating
 6. Project management
 7. Information retrieval and analyses (recomm. by EPO)

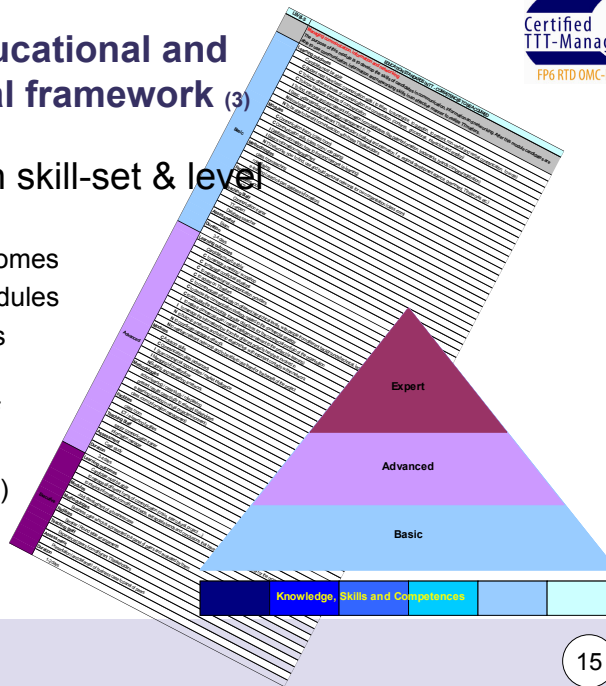
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14

Building up educational and organisational framework (3)

- Def. for each skill-set & level

- Learning outcomes
- Education modules
- Methodologies
- Facilities
- Teaching staff
- Assessment
- Duration (min.)



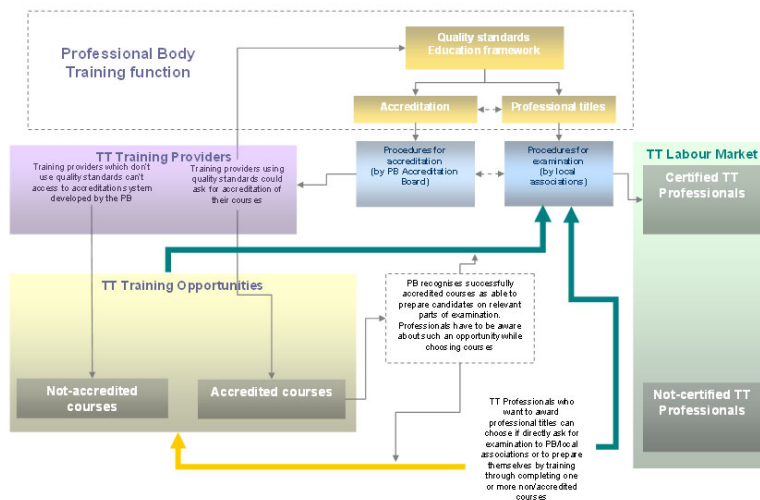
Reference to the Commission recommendation on management of IP (10. April 2008)

- Code of practice: three main sets of principles
- Principles for an internal IP policy
 - Ensure that PRO have access to professional Knowledge Transfer (recommendation No 10)
 - Raise awareness regarding IP and KT through training actions (recommendation No 6)

Next/Final steps :

- Dissemination activities in 27 Member States (training provider, policy-maker, TT stakeholder)
- Commitment of at least 5 training providers (of quality) in 5 different countries to implement the training framework incl. mutual recognition
- Jump-Start for an European Professional Body?

A future scenario?



future – recommendation references

- Need for providing adequate training / education
- Need for providing quality data through common survey and data collection
- Need for organisation with training and metrics functionality

Thank you for your attention...

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Project Website

www.ttt-manager.eu

(to be updated)