

Building synergies in trans- border collaboration in Europe and beyond

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Trends and challenges in the Knowledge Economy

- **Industry is moving to “Open Innovation”**
- **Increased involvement of public research in the innovation process in Europe**
- **Development of collaborative research and strategic alliances**
- **Business model is becoming more important than technology lead**

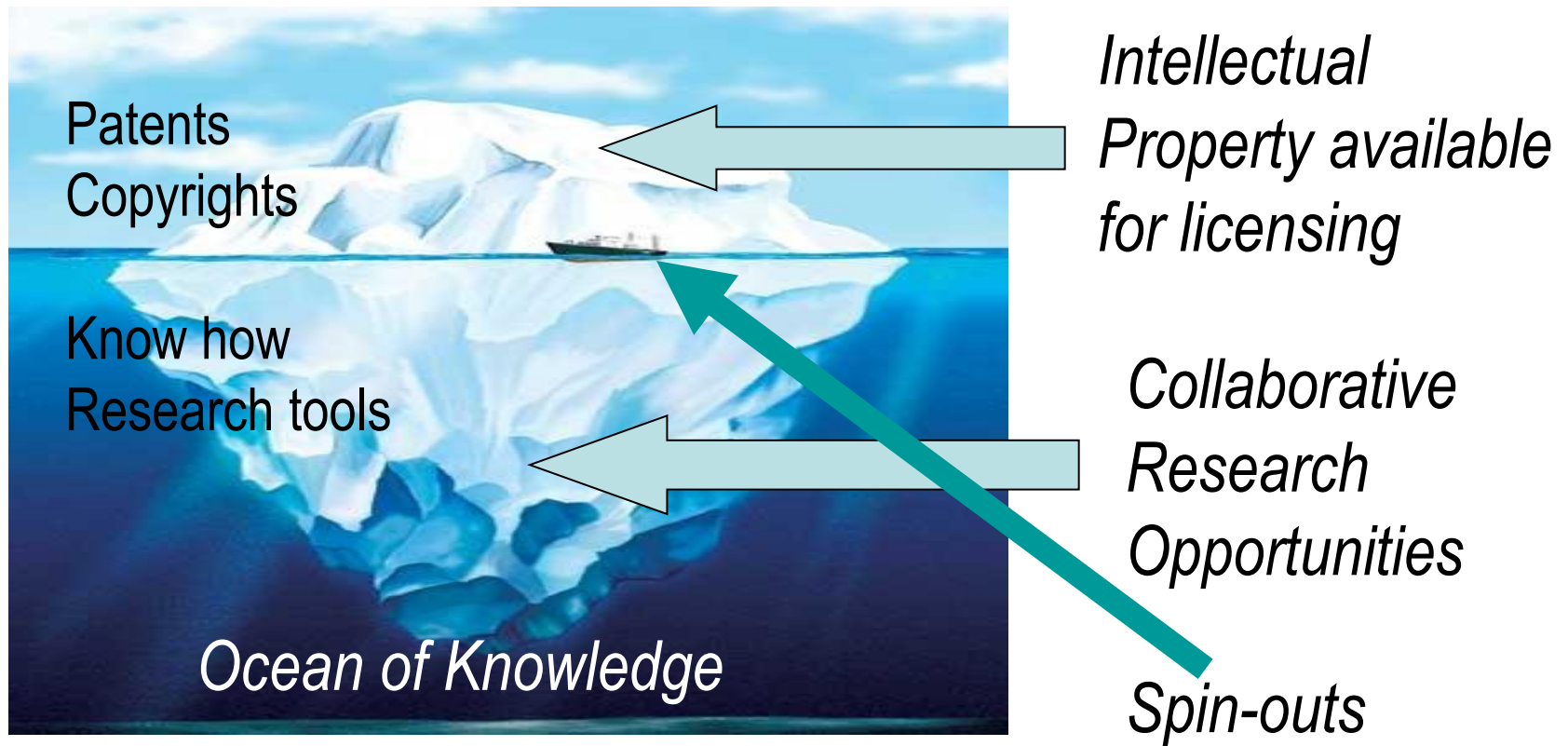
Trends and challenges in the Knowledge Economy

- **Innovation process is becoming interactive and organized in networks**
- **IP is much more complex to manage**
- **IPR is increasingly facilitating exchange more than protecting market shares**
- **Universities are professionalising their IP management**

Main challenges

- **Develop (professional) knowledge transfer offices for PROs**
- **Facilitate collaborative research between universities and Industry**
- **Learn to work effectively in large networks**

Most of the potential is not visible!



University-Industry collaboration

- **Businesses and PROs have been deterred from collaboration by differences in:**
 - Types of IPR
 - IP ownership
 - Negotiation of contractual terms
 - Funding systems
 - Legal status of PROs and researchers
 - National regulations on publication
 - Organisation of TT support structures

Particularly relevant in cross-border collaboration

University-Industry collaboration

CREST Expert Group on Intellectual Property

Cross-border collaboration between publicly funded research organisations and industry

Codes of Practice for collaborative research and IP commercialization

http://ec.europa.eu/invest-in-research/pdf/download_en/kina20796enc.pdf

University-Industry collaboration

- Types of research funding
 - Open Research – wholly funded by public funds or grants. Results are generally published, publication can be delayed to allow patent filing.
 - Contract research – PRO is paid 100% of all costs (market rate + profits), acting as service provider. IP is fully owned by the contracting party.
 - Collaborative research - both parties provide resources for the project and both parties have an interest in its outcome. IP is agreed on a case by case basis.

University-Industry collaboration

- Ownership depends on many issues:
 - Who is paying the costs (research funding)?
 - Who proposed the project?
 - Who is designing/managing the project?
 - Is the project critical to the Industry partner?
 - On what Background IP or resources does the project rely?
 - Can the project be kept separate from other PRO researcher's activities?
 - What is the effect on future research by PRO?

Code of Practice to manage Collaborative research

- Ownership of IP from Collaborative research:
 - Early and flexible agreement
 - Clear ownership of prior IP contributing to collaborative research
 - Should be decided on the basis of a combination of
 - *The funding contribution by the parties*
 - *Intellectual contribution*
 - *Optimal exploitation (capacity to exploit)*

- ***Financial input***
 - Relative contribution of the parties
 - Fair and reasonable incentivisation between all parties involved
 - Other input to the project (researchers, equipment, materials – in-kind contributions)

- ***Intellectual input***
 - Nature and scope of the proposed collaboration
 - Level of intellectual input and effort from both sides
 - Relative ability of the partners to obtain, maintain and, where necessary, defend IP

- ***Capacity to exploit***
 - Likely commercial applications of the IP, optimum exploitation route and partner(s) best positioned to execute it
 - Likely resources required to develop the results into commercial products or services
 - Stage of the research (closeness to market)
 - Scale and timeframe required for exploitation
 - Risk associated with taking a product to market

Recommended opening positions

- 100% State Funded Research

IP arising from research fully funded by the State is owned by the PRO.

Recommended opening positions

- 100% Industry funded research

Industry...

- pays in full for the research
- participates in the project
- is the key exploitation partner



Industry owns
the IP

Industry...

- doesn't provide IP input
- doesn't lead the project



IP should be
negotiated
based on best
route and best
positioned partner
for exploitation

Recommended opening positions

- Collaborative research

Industry...

- provides significant part of the funding
- provides intellectual input
- best positioned to exploit IP



Industry owns the IP
Incentives to the
PRO

State is the primary financial contributor



PRO owns the IP
Industrial partners
have right of access
PRO must maximise
exploitation of IP



Tenth ProTon Europe Convention

PROTON EUROPE CONVENTION: LIEGE (B) 19 - 21 SEPTEMBER 2012
"From Technology Transfer to Knowledge Exchange : a key role for KTO's in the Horizon 2020's agenda" hosted by LIEU and University of Liège . The programme, the on-line registration and the hotel booking forms are available [here](#).

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Information On Network

ProTon Europe, the European Knowledge Transfer Association, created in 2003 by the European Commission and self supporting since 2007.



NEWS

EC Report: Areas of untapped potential for the development of the European Research Area (ERA): an analysis of the response to the ERA Framework public consultation.
It gathered the views and evidence from stakeholders on what still prevents researchers, research institutions and businesses from

Benefits for the Members ! Why should you join ProTon Europe?



Cooperating with

SCIENCE BUSINESS

ProTon Europe, the European Knowledge Transfer Association



- **Proton was set up in 2003 with the support of the EC (DG Enterprise)**
- **The non-for-profit international association set up in 2006 is self supporting**

- **HIGHLIGHT THE KNOWLEDGE TRANSFER OFFICES OF PUBLIC RESEARCH ORGANISATIONS (mostly Universities)**
- **EU Policy support**
- **PROFESSIONAL DEVELOPMENT (trainings)**
- **GOOD PRACTICES (expertise, process)**
- **METRICS on knowledge transfer activities**

Networks Work ...

... at National level and at European level for:

- sharing experience**
- setting common policies**
- sharing tools**
- having peer to peer discussions with industry federations**
- lobbying the EC deciders and technicians**
- giving information and advise to governments**
- giving support to individual KTO**
- strengthening the link between science and market**

Where are the national networks?

Spain

Germany

France

Czech Republic

Ireland

Greece

Italy

Poland

UK

Belgium

Portugal

Denmark



Other networks in preparation in Sweden, Netherlands, Switzerland, Slovak Republic, Russia,...to partner with.



Governance of ProTon

- **Institutional Membership via the TTOs, some countries through the national association**
- **ProTon is led by a board of Directors designated by their national association (country)**
- **Each member of the board is involved in a particular sector (certification, events, communication, ...)**

ProTon Europe

Represents:

- **500 universities & research institutes**
- **10 national Knowledge Transfer (KT) associations**

Role:

- **EU Representation to improve EU and national policy contexts**
- **Professional development in KT**
- **Sharing of good practices**
- **Collecting annual data on Technology Transfer activities for benchmarking**

Representation to support policy development

- **European Research Area: led the Expert Group on Knowledge Sharing in the ERA**
- **European Institute of Technology: involved in setting guidelines for IP ownership**
- **Responsible Partnering : guidelines defining strategic partnerships with industry**
- **State Aid Rules : influenced changes to increase State Aids minimis for R&D and technology transfer**
- **European Patent System: reducing the cost and complexity of patenting in Europe**
- **Lisbon agenda**
- **Horizon 2020**
- **Supporting the Proof of Concept Fund**
- **Advocating dedicated EC funds for TTOs inside R&D programs**

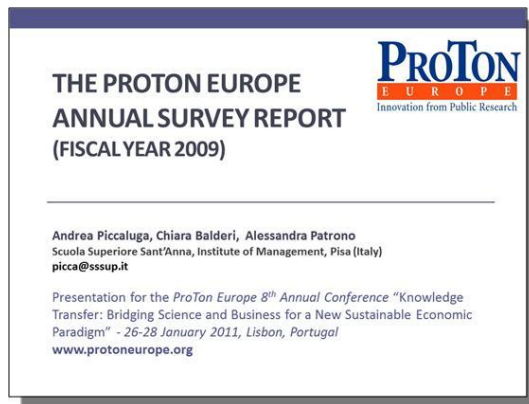
- Recognition of the profession
- EU certification system (www.EUKTS.eu)



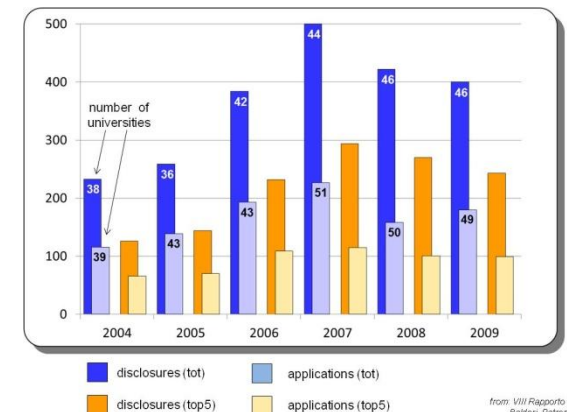
- Peer review system
- Training jointly organized with national associations, ASTP, LES, TII...

Collecting annual data for benchmarking

- **More and more metrics on Tech Transfer Activities are requested by national and European bodies :**
 - Standardization of surveys
 - Collecting reliable data (432 universities in 2009)
 - Producing annual results and analysis
 - Benchmarking of countries
 - National associations play a key role to implement locally



Country		last year available	n
UK	UK	2009	162
Italy	IT	2009	58
Spain	ES	2009	62
Denmark	DK	2009	13
Ireland	IE	2009	26
France	FR	2007	111
Total			432



from: VIII Rapporto InetVal, 2011
Balderi, Patrono, Piccaluga

Sharing experiences on:

- **Collection of good practices**
- **Staff exchanges between KTOs**
- **Conferences – Workshops**
- **KTO's management**
- **National associations management**



Recent and future ProTon Events

- **Annual Conference with TII**
 - Copenhagen, April 25-27, 2012
 - *Sustainability-Innovation services for a Smarter Economy*
- **Annual Convention**
 - Hosted by LIEU in Liege, September 19-21, 2012
- **Training seminar**
 - To be organised with LES Benelux in Liege, October 11, 2012
 - *“Influence of IP in health development : a barrier or an incentive?”*



**ProTon Europe is the voice of KTO's
across Europe
towards EU, National and Regional
governments and Industry**

More information available on

www.protoneurope.org

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Concluding remarks

- **The Knowledge Economy is becoming an increasingly complex and networked arena - there are challenges to be overcome and opportunities to be exploited**
- **Joining an international TT oriented network allows to:**
 - **Get in touch with peers and share experiences**
 - **Find solutions to specific issues**
 - **Have access to tools, training and professionalisation**
 - **Increase the visibility of the individual and national TT organisations**
 - **Lobby with European and international decision-makers**



Interface da Universidade do Minho

Thank you for your attention!

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Tech Transfer & Entrepreneurship

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