



# RESEARCH & INNOVATION EU KNOWLEDGE VALORISATION WEEK

29 March - 01 April 2022

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

## PROGRAMME

Meeting today's societal challenges makes it more necessary than ever to valorise the excellent scientific knowledge and research results that we produce in Europe. A broad mobilisation of all actors is necessary to make rapid progress in enhancing the societal and economic uptake of research-based solutions across the Union. We need to work together at all levels. We need to define strategies, create tools and networks, engage in exchanges between researchers, industry, civil society and policy makers - in our regions, countries and across borders.

The EU Knowledge Valorisation Week will bring together experts and actors of knowledge valorisation in Europe. It will enable the sharing of experiences and expertise, peer learning and discussion on current issues, thereby promoting reform and nourishing a culture of knowledge valorisation, innovation and entrepreneurship.

Stakeholders have helped shape the programme. With the presentation of best practices proposed by them and the 'Valorisation Cafés' for debate amongst participants, the 2022 edition is more than ever a place of exchange and collaboration.

The EU Knowledge Valorisation Week contributes to the new European Research Area (ERA) that calls for better translating R&I results into the economy and society. It will support the current work on 'upgrading EU guidance for a better knowledge valorisation' and allow exploring interest and possibilities of future joint EU action based on existing best practices.

**LET US DISCUSS HOW TO PUT THE EU'S SCIENTIFIC EXCELLENCE TO WORK FOR THE BENEFIT OF ALL!**

The EU Knowledge Valorisation Week is organised by the European Commission, Directorate-General Research and Innovation, EU Member States and EEA countries.



## TUESDAY | 29 MARCH 2022

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10:00 – 10:30

### OPENING OF THE EU KNOWLEDGE VALORISATION WEEK 2022

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

#### FOLLOW THE INSPIRING EXAMPLE!

Young innovators **Marija Grinavica** (Latvia), **Nicolai Melniciuc** (Poland) and **Lucie Monticelli** (France) in a conversation with **Peter Dröll**, Director Prosperity, Directorate-General Research & Innovation, European Commission

#### **BREAK**

10:45 – 11:30

### TRANSLATING THE VISION INTO ACTION: HOW TO FOSTER ENTREPRENEURIAL AND VALORISATION MIND-SETS

Entrepreneurial education and experimentation pave the way for personal development and uptake of scientific knowledge in new solutions with a potential to drive the green and digital transition. Students, young researchers and young entrepreneurs are the main target groups of the excellent examples of entrepreneurship promotion and knowledge valorisation that will be presented in this webinar.

**MODERATOR: Katiuska Cruz**, Entrepreneurship and Technology Transfer, ANI, The Portuguese National Innovation Agency

#### **DEMONSTRATORLAB OF VRIJE UNIVERSITEIT AMSTERDAM**

**Linda van de Burgwal**, Director of DemonstratorLab VU and Assistant Professor at VU Athena Institute

**BE THE ROLE MODEL Ivan Štefanić**, Professor at Josip Juraj Strossmayer University of Osijek and Director of Tera Tehnopolis Ltd.

#### **BREAK**

11:45 – 12:30

### VALORISATION CAFÉ BETTER POLICIES WITH SOCIAL SCIENCES AND HUMANITIES INSIGHTS

Join an informal and relaxed discussion. Meet with peers and interested knowledge valorisation actors. Use the opportunity for networking. Exchange ideas and experiences, in small groups, on how to build bridges from research to policy and channel relevant results from social sciences and humanities research to inform policy makers and improve policies.

**YOU NEED TO REGISTER FOR JOINING!**



## WEDNESDAY | 30 MARCH 2022

9:30 – 10:30

### INNOVATION IN MY MIND: WHO WILL FUND IT?

The first steps are crucial for students and researchers that want to use their knowledge for an invention and business idea and check its feasibility. Various approaches to support them financially and under competitive conditions are explored in this webinar, and success factors are highlighted.

**MODERATOR: Christophe Haunold**, Head of Partnerships, Knowledge and Technology Transfer Office, University of Luxembourg

**CROWDFUNDING AT THE UNIVERSITY OF MILANO-BICOCCA Luigi Di Pace**, Manager of Bicocca Università del Crowdfunding program at University of Milano Bicocca

**INNOVATION FUND OF THE UNIVERSITY LJUBLJANA Simona Rataj**, Head of Dpt. for Strategic marketing of IPR, Knowledge Transfer Office, University of Ljubljana

**SUPPORT FOR VALIDATION OF APPLIED RESEARCH RESULTS – THE GAMA2 PROGRAMME Petr Matolín**, Director of Programme Management and Implementation Section, TA CR

**BREAK**

10:45 – 11:30

### ANTWERP & VIENNA CALLING: UNIVERSITIES AS VALORISATION ENGINES

Bringing together representatives of leading European universities, the webinar aims to find answers on how to reinforce universities' role in local innovation ecosystems, such as strengthening and sharing of knowledge valorisation capacities. It will also aim at identifying good examples on how to link companies to the right research partners or guide them to the appropriate technologies, infrastructure and trainings.

**MODERATOR: Anna Panagopoulou**, Director ERA & Innovation, Directorate-General Research & Innovation, European Commission

**UNIVERSITY AS A DRIVING FORCE FOR QUADRUPLE HELIX BASED INNOVATION ECOSYSTEMS - UNIVERSITY OF ANTWERP Silvia Lenaerts**, Vice-Rector & **Jurgen Joossens**, Head of Valorisation Unit, University of Antwerp

**INNOVATION MATTERS- UNIVERSITIES VIENNA Angelika Zelisko**, Deputy Head Support Art and Research, University of Applied Arts Vienna & **Tobias Reckling**, Team Manager, University of Vienna

**BREAK**



**11:45 – 12:30**

## **VALORISATION CAFÉ**

### **WHAT ABOUT THE UNIVERSITIES' THIRD MISSION?**

Join an informal and relaxed discussion. Meet with peers and interested valorisation actors. Use the opportunity for networking. Exchange ideas and experiences, in small groups, on questions about the engagement of universities with societal needs and market demands and linking with their own socio-economic context.

**YOU NEED TO REGISTER FOR JOINING!**

## **THURSDAY | 31 MARCH 2022**

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**9:30 – 10:30**

### **IT TAKES TWO TO TANGO: RESEARCH AND INDUSTRY TEAM UP TO TACKLE SOCIETAL CHALLENGES**

Bringing together actors from different backgrounds and aligning their divergent goals for common benefit is a challenge. The best practices in this webinar have successfully taken on this challenge – in different institutional settings and with different incentives and approaches to science-business collaboration for knowledge valorisation.

**MODERATOR: Christina Wainikka**, Confederation of Swedish Enterprise.

**GEARED TOWARDS INDUSTRY: THE FRAUNHOFER MODEL OF PERFORMANCE BASED BASIC FUNDING** **Caroline Steiert**, Senior Legal Advisor European Affairs & **Simon Ammer**, Deputy Head of Techtransfer Strategies, Fraunhofer-Gesellschaft

**PUBLIC-PRIVATE PARTNERSHIP PROMOTING R&D AND TECHNOLOGY TRANSFER BETWEEN INDUSTRY & ACADEMIA THROUGH FINANCING AND MENTORING** **Fabián Varas**, Chief Technology Officer, CTA – Technological Corporation of Andalusia

**COLLABORATIVE LAB FOR CYBERSECURITY AND CYBER-PHYSICAL SYSTEMS VORTEX** **Rodrigo Maia**, CEO Vortex-CoLab

**BREAK**

**10:45 – 11:30**

### **PUT CITIZENS IN THE PICTURE: ARTS FACILITATING KNOWLEDGE VALORISATION**

The arts can stimulate the transformation of scientific knowledge and research results into innovative solutions engaging and creating value for citizens and industry, while building bridges with other knowledge valorisation actors. The examples in this webinar show how the arts and cultural institutions contribute to knowledge uptake, complemented by the main results of a recent study on the topic.

**MODERATOR: Vassilis Charalampidis**, Artistic Director of BIOS & President of European Creative Hubs Network



Introduction by **Isabelle De Voldere**, Idea Consult, on the main findings of the study *Fostering knowledge valorisation through the arts and cultural institutions*

**NOVA ISKRA – CONNECTING CREATIVE INDUSTRIES, TECHNOLOGY AND PEOPLE** **Nana Radenković**, Co-founder of Nova Iskra

**ARTIFICARE – CONNECTING ARTS-BASED PROCESSES AND THE INNOVATION AND COMPETITIVENESS OF ENTERPRISES** **Fabrizio Panozzo**, Professor at Ca' Foscari University of Venice and Associate Scholar of the European Institute for Advanced Studies in Management in Brussels

**BREAK**

**11:45 – 12:30**

## RAISE YOUR STANDARDS – PRAISE YOUR RESULTS

### PANEL DISCUSSION

To promote the valorisation of research and innovation, researchers employ different instruments including standardisation. The overall objective of this panel discussion is to help understand good practices of EU funded projects in terms of their capacity to valorise R&I results by standardisation. It aims to give answers for researchers on what is the effective strategy in bringing their results close-to-market.

**MODERATOR: Sophie Müller**, Head of Unit Standards Policy, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

**Friederike Nabrdalik**, Project Manager, DIN – German Institute for Standardisation

**Martin Brynskov**, Chair of Open & Agile Smart Cities (OASC), Associate Professor and Director of the Centre for Digital Transformation in Cities and Communities (DITCOM) at Aarhus University, Denmark

**Antonio Rinaldi**, **ENEA** - National Agency for New Technologies, Energy and Sustainable Economic Development, Italy

## FRIDAY | 01 APRIL 2022

**9:30 – 10:15**

## TANGIBLE PROGRESS FOR INTANGIBLES: ACCESS TO AND SHARING OF INTELLECTUAL ASSETS

Intellectual assets such as ownership and access rights have a key role to play in knowledge valorisation and have a strong potential to benefit society when properly used and managed. The speakers of this webinar will demonstrate their innovative practices on how to improve access to and smart use of IP.

**MODERATOR: Andras Havasi**, Technology Transfer Manager, University Malta

**VTT LAUNCHPAD Lotta Partanen**, Manager of VTT LaunchPad

**MEDICINE PATENTS POOL Esteban Burrone**, **Head of Policy, Medicines Patent Pool**

**BREAK**



**10:30 – 11:15**

## **VALORISATION TALKS**

### **HOW IS KNOWLEDGE UPTAKE ACCELERATED AT CERN?**

Insights into how innovation from a large international research organisation can create an impact on society.

**Giovanni Anelli**, Knowledge Transfer Group Leader, CERN - European Organization for Nuclear Research, in a conversation with **Tadas Tumėnas**, Lithuanian RDI Liaison Office LINO

### **THE NEW EUROPEAN BAUHAUS: KNOWLEDGE-DRIVEN TRANSFORMATIONS FOR A MORE SUSTAINABLE, SOCIAL AND BEAUTIFUL FUTURE**

**Alicja Herbowska**, Deputy Head of Unit New European Bauhaus, Directorate-General Joint Research Centre, European Commission

## **BREAK**

**11:30 – 12:30**

## **NEW DIRECTIONALITY FOR KNOWLEDGE VALORISATION IN THE EU**

### **PANEL DISCUSSION**

The R&I landscape has profoundly changed since the 2008 Commission Recommendation on the management of intellectual property in knowledge transfer activities. An update is needed that moves from the traditional concept of knowledge transfer to valorisation of knowledge assets, generated by different types of actors in a dynamic R&I ecosystem. The stakeholder panel will discuss the new directionality needed to reinforce knowledge valorisation in the EU.

**MODERATORS:** **Jean-Eric Paquet**, Director-General Research & Innovation, European Commission & **Martin Bunčėk**, Director of the Technology Agency of the Czech Republic

**Bruno Maquart**, President of Ecsite & President of UNIVERSCIENCE, Paris

**Kjell Håkan Närfelt**, Chief Strategy Officer, VINNOVA

Lisa O'Donoghue, CEO, Votechnik

**Snježana Prijić-Samaržija**, YERUN President, University of Rijeka

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**.