EU knowledge valorisation policy

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Meeting with IGLO 26 January 2023

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Unit E2 - Valorisation policies and IPR
Directorate E - Prosperity
DG Research & Innovation
European Commission

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Overview of presentation

- Council Recommendation on the guiding principles for knowledge valorisation
- Codes of practice
- Awareness raising campaign on knowledge valorisation
- Engagement with stakeholders and best practices
- Horizon Europe topics

Definition

- **Knowledge valorisation** is the process of creating social and economic value from knowledge by linking different areas and sectors and by transforming data, know-how and research results into sustainable products, services, solutions and knowledge-based policies that benefit society.

Council Recommendation on the guiding principles for knowledge valorisation

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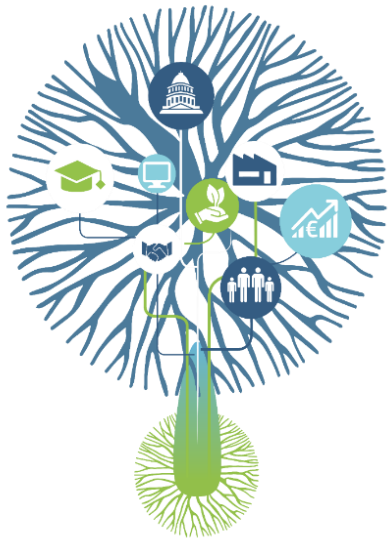
Background

- 2008 Commission Recommendation on the management of intellectual property in knowledge transfer activities and a Code of Practice for universities and other PROs.
- Since then R&I landscape has changed considerably in terms of actors, complexity of R&I ecosystems and global challenges.
- New challenges to be addressed, such as complex knowledge value-chains, opportunities created by emerging technologies, new forms of industry-academia and public-sector collaboration, involvement of citizens and reciprocity in management of intellectual assets in international collaboration.

ERA Action 7 – Upgrade EU guidance for better knowledge valorisation

Develop and endorse guiding principles for knowledge valorisation

Respond to the needs and feedback of knowledge valorisation actors including policy making and provide a common reference to improve knowledge valorisation in the EU.



i) Create a Code of Practice for smart use of IP

Co-create hands-on guidance with and for R&I actors on how to handle challenges related to intellectual asset management in the current R&I ecosystem.

ii) Create a Code of Practice for researchers on standardisation

Co-create hands-on guidance with and for R&I actors on how to valorise project results through standardisation.

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Timeline for adopting the guiding principles

30 September 2020

Developing guiding principles for knowledge valorisation

Proposed as an ERA action in the Commission's Communication on "A new ERA for Research and Innovation"

26 November 2021

ERA Policy Agenda for 2022-2024

Endorsed by Council Conclusions on the Future governance of the ERA

9 August 2022

Proposal for a Council Recommendation on the guiding principles for knowledge valorisation

COM/2022/391 final

Adopted by the Commission

2 December 2022

Adoption of the Council Recommendation on the guiding principles for knowledge valorisation

Main novelties of the Council Recommendation

Whole ecosystem approach

Involving all R&I ecosystem actors including citizens, public and private sectors to co-create solutions focusing on use and re-use of knowledge

Intellectual assets management

Covering any results generated by research and innovation with clear strategies and development of dedicated skills.

Entrepreneurial culture

Promoting entrepreneurial practices, processes and skills for all ecosystem actors to address market and society-related challenges and opportunities.

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Guiding principles for knowledge valorisation (1)

1. Knowledge valorisation in research and innovation policy

- Support structures, resources, policies, strategies and practices; broadest possible societal utilisation of R&I intellectual assets involving all actors; policy uptake and standards; promoting equality, diversity and inclusion.

2. Skills and capacities

- Competences, skills and capacities for all stakeholders; academia-industry-public sector mobility, participatory approaches to include talent, skills and tacit knowledge in valorisation; multidisciplinary collaborations, co-creation, social sciences, humanities and arts.

3. System of incentives

- All R&I ecosystem actors to learn, apply and practice knowledge valorsation; businesses, SMEs, civil society, citizens, end-users and public authorities to be active partners in co-creation and joint experimentation; incentivise actors to collect, share and use metrics that improve learning and performance of actors.

Guiding principles for knowledge valorisation (2)

4. Intellectual asset management

- Policies and practices at organisational level; awareness in international environment and sovereignty; maximising socio-economic benefit for EU including contribution to sustainability; awareness and uptake of practices and tools in Open Science and Open Innovation, efficiency e.g. by supporting portfolio building and platforms linking offer and demand.

5. Relevancy in public funding schemes

- Application of valorisation principles in publicly funded research; specific funding to incentivise valorisation early on in research including support to intermediaries.

6. Peer learning

- Peer-learning, sharing of best-practices* and developing common specifications; benchmarking to develop and promote common concepts, models and incentives.

7. Metrics, monitoring and evaluation

- Adopt common definitions, metrics and indicators encompassing variety of valorisation channels; monitoring and evaluation aligned with ERA monitoring framework.

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*Repository of best practice examples available on the Knowledge valorisation platform

Codes of practice

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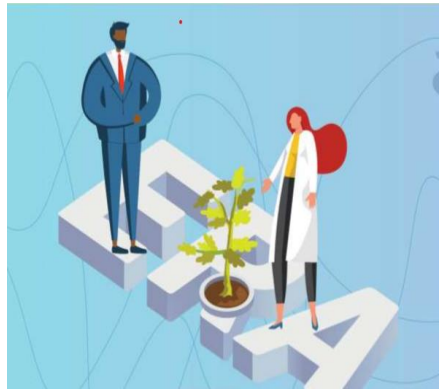
Code of Practice on the management of intellectual assets for knowledge valorisation

What: Practical guidance to all R&I ecosystem actors along their journey throughout the intellectual assets lifecycle, from creation to valorisation.

How: Through a ‘community of practice’ hosted on Knowledge Valorisation Platform. With online meetings on a regular basis in a virtual environment.

Who: Stakeholders such as knowledge and technology transfer experts, researchers, innovators, industry representatives and IP experts from the public and the private sector.

Timing: A call for expression of interest was launched in November 2021.
The community of practice ran from January to July 2022.
The final Code will be delivered in Q1 2023



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Content of the Code of Practice

Establishing an effective strategy for the smart management of intellectual assets

- Defining strategic intellectual assets management practices
- Managing intellectual assets to enable Open Science and Open Innovation
- Investing in education, training and awareness raising

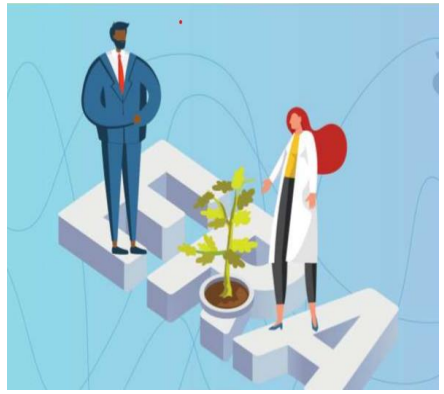
Managing intellectual assets in joint research activities

- Clarifying ownership provisions as early as possible
- Establishing clear collaboration conditions

From intellectual assets creation to the market

- Finding fit for purpose means for control
- Carrying out valuation of intellectual property
- Monitoring, transfer and licensing practices

Code of Practice on standardisation in the European Research Area



How: Co-creation through public consultation

Who: Stakeholders including representatives of public sector research organisations, private sector, government organisations and standard developing organisations

Timing: A survey on standardisation for H2020 beneficiaries in 2021
Workshop with practitioners in December 2021
A scoping study published in March 2022
Publication of the 1st draft Code and
launch of Stakeholder consultation in May 2022
Expected publication of the Code in Q1 2023

https://ec.europa.eu/info/news/stakeholder-consultation-draft-code-practice-standardisation-researchers-2022-may-18_en

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Recommendations

Based on the lessons learnt and success factors from examples of Horizon 2020 projects

At the level of higher education institutions and research Innovation and Technology organisations

At project level

At policy and stakeholder level

Inclusiveness – all types of projects with a wide range of TRLs

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Awareness raising campaign on knowledge valorisation

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Awareness raising campaign on knowledge valorisation

- Aim: Raise awareness on, and support the uptake of, the guiding principles and the two implementing codes, by addressing all Research & Innovation actors
- Concept:
  - Tour of Member States (national events)
  - 3 stakeholder events in Brussels co-designed by the Commission with interested partners
  - training days on intellectual assets and standardisation
  - additional events organised by stakeholders
- Planned for a period of 18 months starting in spring 2023
- For more details, follow the dedicated KV Platform page:

https://research-and-innovation.ec.europa.eu/research-area/industrial-research-and-innovation/eu-valorisation-policy/knowledge-valorisation-platform/thematic-focus/call-expression-interest_en

Engagement with stakeholders and best practices

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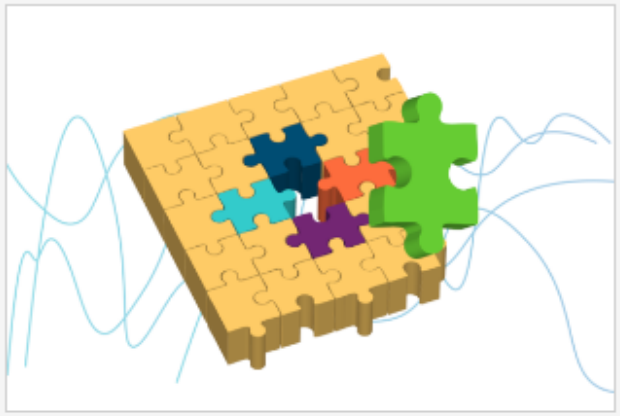
EU Knowledge Valorisation Platform



Best practices

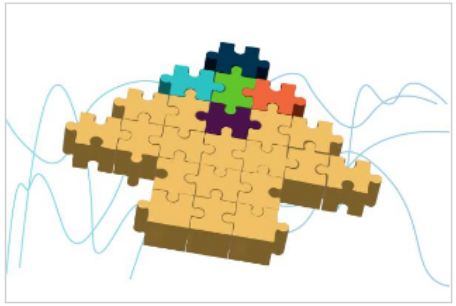
Get inspired by policies and practices of other valorisation actors and share your own example

Engagement

Follow the community of practice on smart management of intellectual assets

Thematic focus

Read about latest developments and interesting aspects of EU knowledge valorisation



Guidance

Learn all about the brand-new EU Guiding Principles for Knowledge Valorisation that engage all actors in the research and innovation eco-system.

Visit the platform and submit your best practice:
[Knowledge Valorisation Platform (europa.eu)]

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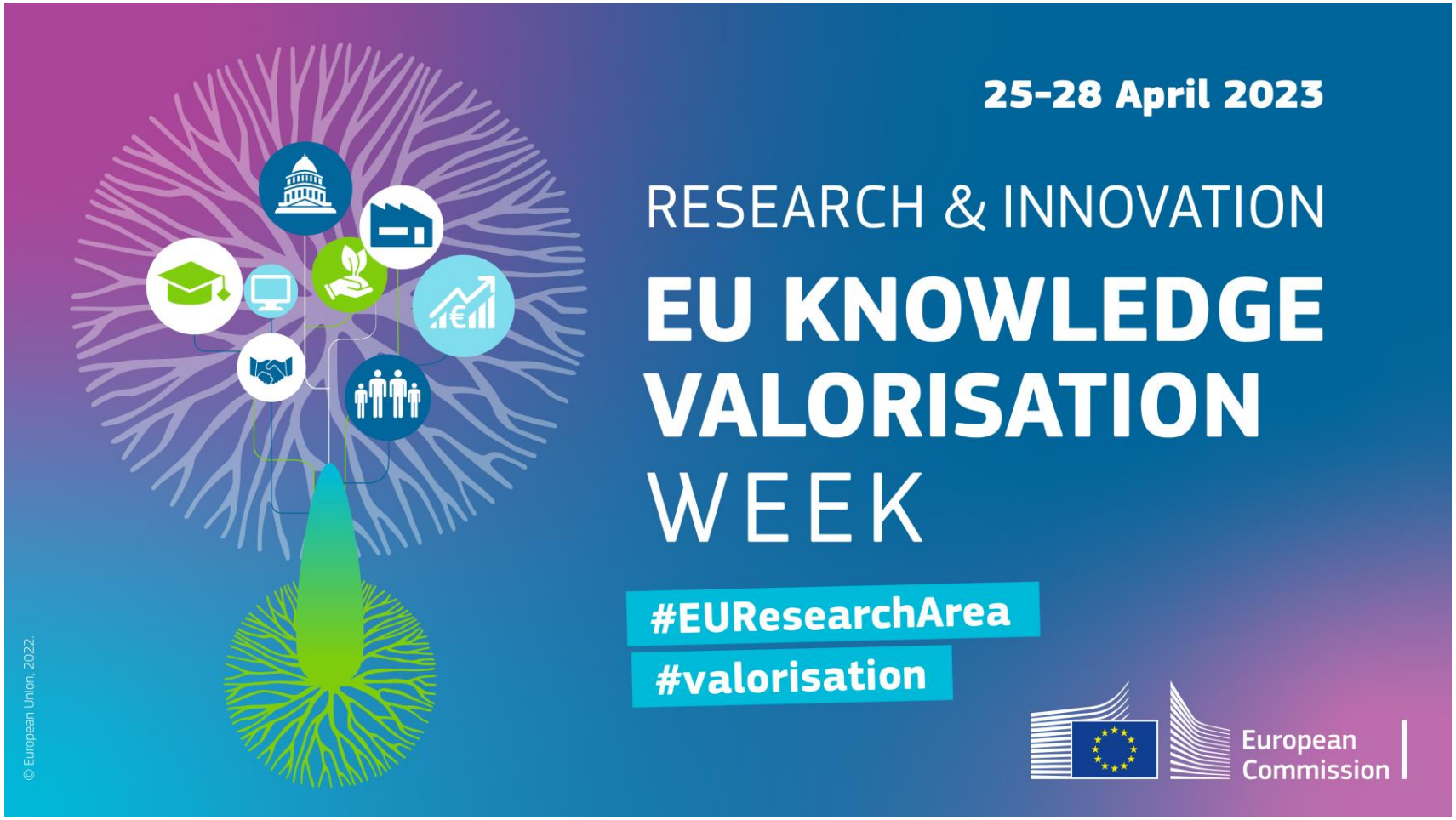
Take part!



NEW

- Themed Days
- Hands-on training for researchers and young innovators on intellectual property management

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More information

Council Recommendation on the guiding principles for knowledge valorisation:

https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32022H2415&qid=1670573108748

Europa website on the guiding principles for knowledge valorisation:

https://research-and-innovation.ec.europa.eu/research-area/industrial-research-and-innovation/eu-valorisation-policy/knowledge-valorisation-platform/guiding-principles-knowledge-valorisation_en

EU knowledge valorisation platform / repository of best practices:

https://research-and-innovation.ec.europa.eu/research-area/industrial-research-and-innovation/eu-valorisation-policy/knowledge-valorisation-platform_en

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Horizon Europe Topics

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Valorisation topics in Horizon Europe Calls

- **Experimentation and exchange of good practices for value creation (CSA)**
  HORIZON-WIDERA-2023-ERA-01-03 & HORIZON-WIDERA-2024-ERA-01-05
  (Deadline: 9 March 2023; Next opening: 6 December 2023/closure: 12 March 2024)
- **Toolbox for efficient intellectual property licensing for market uptake and societal value creation (CSA)**
  HORIZON-CL4-2023-HUMAN-01-31 (Deadline: 29 March 2023)
- **Piloting communities of expert facilitators to improve industry-academia-public sector co-creation (CSA)**
  HORIZON-CL4-2023-HUMAN-01-32 (Deadline: 29 March 2023)
- **Fostering knowledge valorisation through societal and cultural interactions (CSA)**
  HORIZON-CL4-2023-HUMAN-01-33 (Deadline: 29 March 2023)
- **Boosting industrial symbiosis by standardisation (CSA)**
  HORIZON-CL4-2023-HUMAN-01-62 (Deadline: 29 March 2023)

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Thank you!

If you have any question, please contact us at:

RTD-valorisation-policies-IPR@ec.europa.eu

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