

MAKING RESEARCH RESULTS WORK FOR SOCIETY



Code of practice on industry-academia co-creation for knowledge valorisation

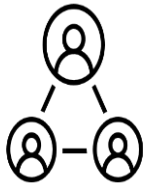
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European Commission

Key Definitions

Knowledge valorisation



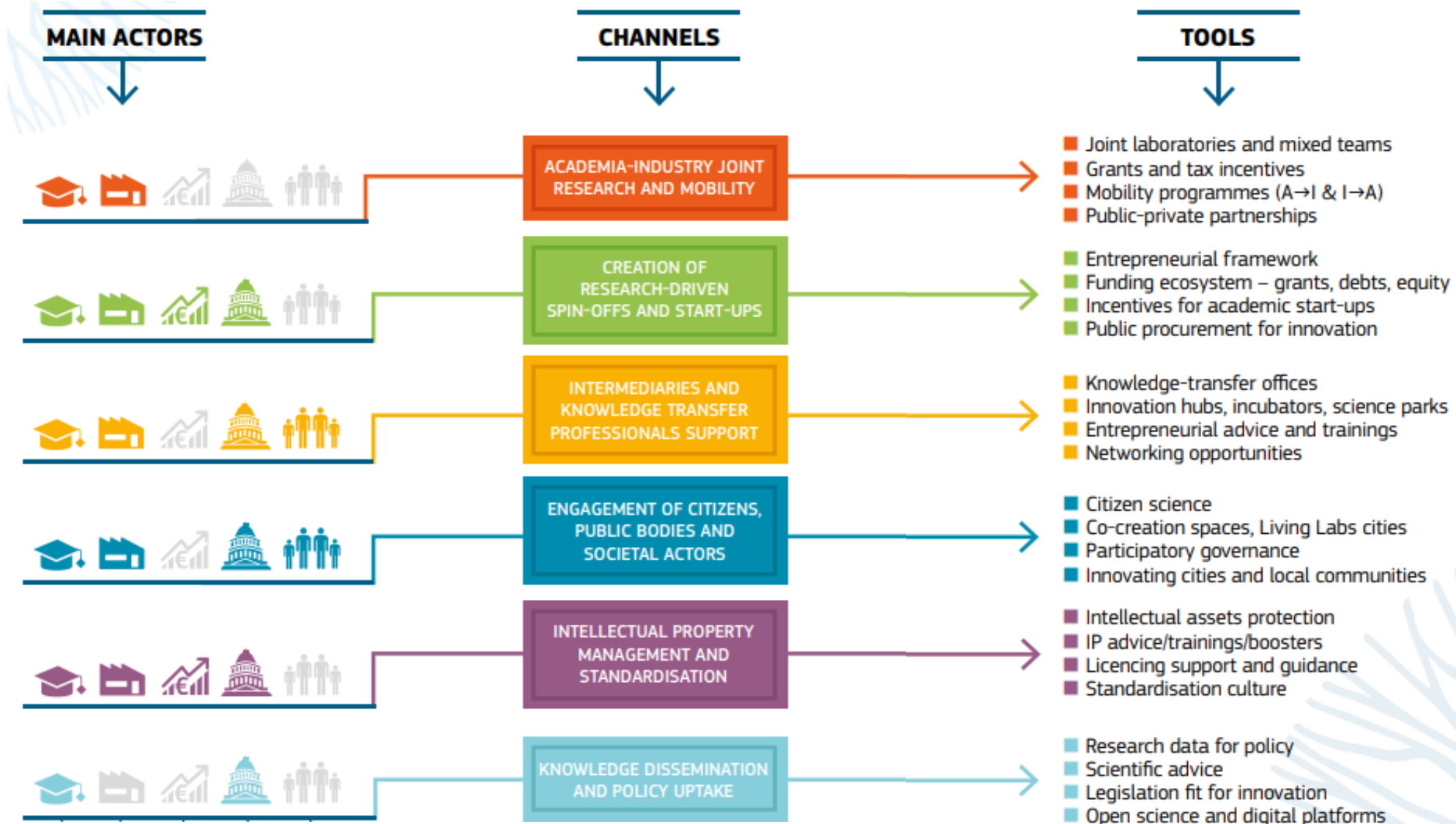
- the process of **creating social and economic value from knowledge** by
- **linking different areas and sectors** and
- **transforming data and research results into sustainable products and solutions that**
- **benefit society** in terms of **economic prosperity, environmental benefits, societal progress and better policy making.**

Intellectual assets



- **any result or products generated by R&I activities**
 - that can be legally protected through **IP rights** (patents, copyrights, trademarks etc.) or
 - **are not covered by specific IP rights** (data, know-how, prototypes, processes, practices etc.)

Mapping of actors, channels, and tools



Knowledge valorisation policy: Outcomes (I)

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.

Council Recommendation (EU) 2022/2415 of 2 December 2022

I) Code of practice on intellectual assets management

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

Commission Recommendation (EU) 2023/499 of 1 March 2023

II) Code of practice on standardisation

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

Commission Recommendation (EU) 2023/498 of 1 March 2023



Knowledge valorisation policy : Outcomes (II)

III) Code of practice on industry-academia co-creation for knowledge valorisation

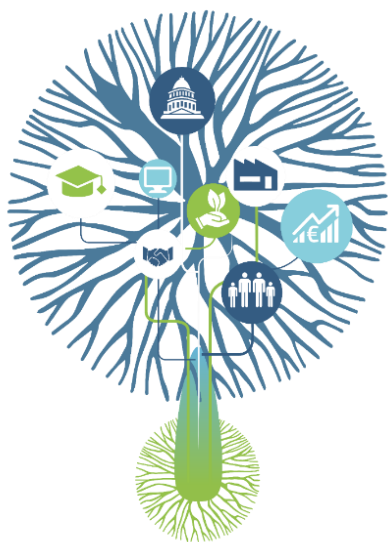
Practical guidance for R&I actors on how to create an enabling environment for industry-academia co-creation and to manage co-creation for effective knowledge valorisation.

Commission Recommendation (EU) 2024/774 of 1 March 2024

IV) Code of Practice on citizen engagement for knowledge valorisation

Practical recommendations for R&I actors to harness the potential of citizens through participatory processes and practices for contributing to the creation of innovative, knowledge-based solutions that are better matching citizens' needs

Commission Recommendation (EU) 2024/736 of 1 March 2024



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Code of practice on Industry – Academia co-creation

Objectives

- Support **implementation** of the Council Recommendation on the Guiding principles for knowledge valorisation adopted on 2 December 2022
- Provide concrete **recommendations** to facilitate industry-academia co-creation to improve knowledge valorisation:
 - Create **enabling environment**, help establish **interactive models** supporting industry-academia co-creation, foster the **role of intermediaries and digital platforms** and better match the supply and demand for innovation.
 - Encourage **connections and co-creation between all R&I actors** and emphasise the importance of **entrepreneurial skills and practices** in line with the Guiding principles for knowledge valorisation.

Code of practice on industry-academia co-creation (1)

Creating an enabling environment for industry-academia co-creation

Practical recommendations to:

- Promote industry-academia co-creation in the organisation's **strategy**.
- **Raise awareness** on mutual benefits and value creation opportunities.
- **Provide incentives** for all staff to participate in industry-academia co-creation.
- Invest in **developing skills** and in **lifelong learning** for strengthened industry-academia co-creation.
- Invest in **networking, communication and relationship-building** to facilitate industry-academia co-creation.



Code of practice on industry-academia co-creation (2)

Managing industry-academia co-creation for effective knowledge valorisation

Practical recommendations to:

- **Develop a joint-industry-academia partnership framework** for effective knowledge valorisation.
- **Foster the role of intermediaries** to encourage and manage sustainable long-term industry-academia co-creation.
- **Promote valorisation of the outcomes** of industry-academia co-creation activities.
- **Pool resources and engage in joint infrastructures and co-creation facilities** to enhance industry-academia co-creation.
- **Assess the outcomes, value created and impact** of industry-academia co-creation activities.



Sharing Best Practices



Developing a joint-industry-academia partnership framework



Skills Development - Lifelong Learning



Networking - Communication - Relationship-building



Pooling Resources - Creating Joint Infrastructures

Fostering mobility



[Knowledge Valorisation through Industry Collaboration - Collaborative Laboratories \(CoLABs\)](#)

[EATRIS's innovative training workshop & curriculum](#)

**[Photonics Center - Collaboration for Business and Research](#)
[PROMO-TT: Matching research, industry and investors](#)
[UNI.MINDS Festival](#)**

[Open Entrepreneurship Platform](#)
[Collaborative research partnerships at AMBER](#)

[How to promote bi-directional mobility of knowledge between engineering industries and academia](#)
[Circular business support management](#)

Further information

Commission Recommendation (EU) 2024/774 on a Code of practice on industry-academia co-creation:

<http://data.europa.eu/eli/reco/2024/774/oj>

Factsheet on industry-academia co-creation

https://research-and-innovation.ec.europa.eu/document/download/045ede1a-f0c0-495b-9510-4c56f850bed8_en

Video on the Code of practice on industry-academia co-creation

https://www.youtube.com/watch?v=_q2nAjWWGvc

Guidance on the Guiding principles for knowledge valorisation and the Codes of practice

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

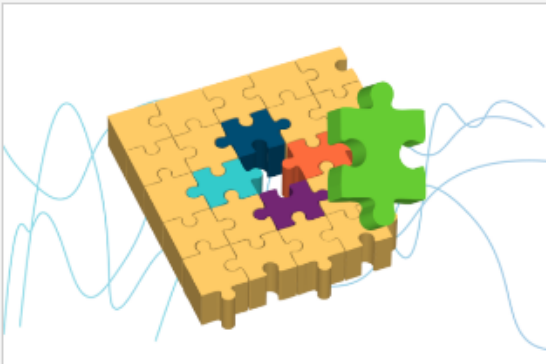
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Knowledge valorisation policy activities

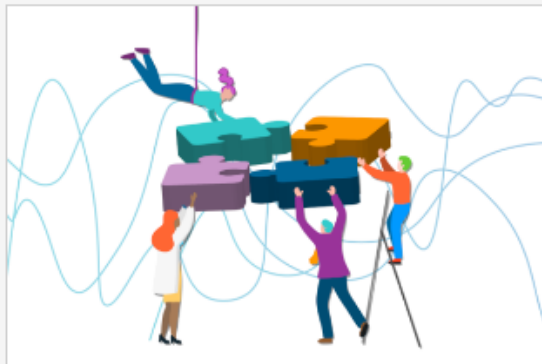
The EU Knowledge Valorisation Platform

+/- 120 best practices from 29 countries
Newsletter launched in September 2023



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

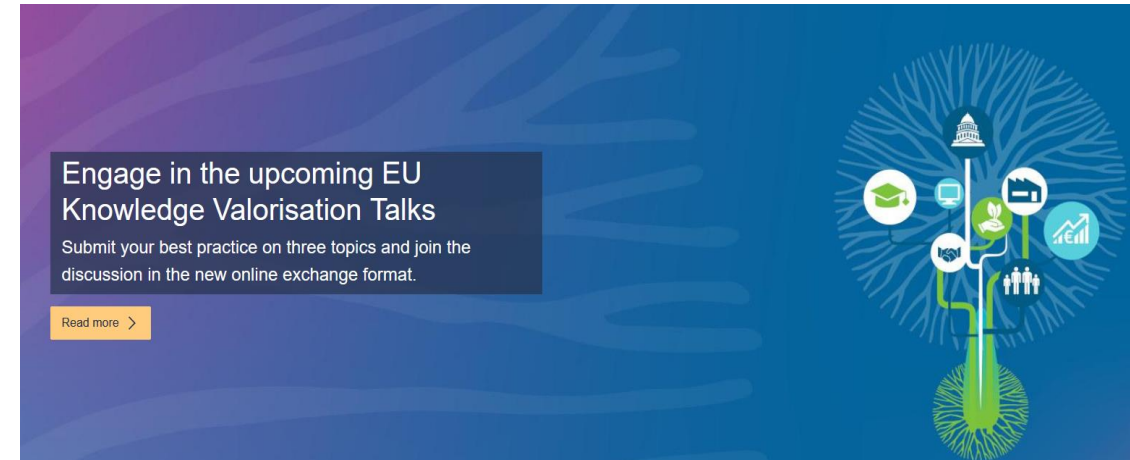
Awareness raising campaign on knowledge valorisation

- Raise awareness on, and support the uptake of, the **guiding principles** and the **codes of practice** on **intellectual assets management** and **standardisation**
- After 7 events in 2023 (in CZ, LT, ES, AT, SL, PT, EL) the “Tour des Capitales” events continue in 2024 with events already taken place in Netherlands in February and in Ireland in April. Next event will be held in Croatia in June. More events planned for the second half of the year
- The campaign brings forward topics of national, regional and stakeholder interests for knowledge valorisation
- The campaign helps collecting feedback about the implementation of the Guiding principles and the Codes of Practice



Knowledge Valorisation Talks

- **AI and other digital techs: a revolution in knowledge valorisation?** Thursday 27 June 2024 (from 13:00 to 13:30/45)
- **Research security: dealing with risk in intellectual assets management.** Tuesday 24 September 2024 (from 13:00 to 13:30/45)
- **Social Sciences and Humanities: untapped potential for innovative solutions and better policies.** Tuesday 19 November 2024 (from 13:00 to 13:30/45)



Mutual Learning Exercise (MLE)

Knowledge Valorisation - Focus on skills, intersectoral cooperation and incentive systems

18 participating countries



The final report and the topical reports can be found in this [link](#)

Topics:

- ‘Incentives and skills’
 - a) Policy and legal context, governance and funding (Madrid, 24/25 Jan. 2024)
 - b) Research talent (Vienna, 19/20 June 2023)
- ‘Intermediaries’ (Stockholm, 20/21 Sept. 2023)
- ‘Networks and Processes’ (Helsinki, 23/24 Nov. 2023)
- ‘Intellectual Assets Management’ (cross-cutting)
- Final report was presented in 5th June 2024 in an event under the Belgian Presidency of the EU Council

Thank you

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Knowledge Valorisation Newsletter



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