

MAKING RESEARCH RESULTS WORK FOR SOCIETY



Commission Recommendation on the Code of practice on the management of intellectual assets

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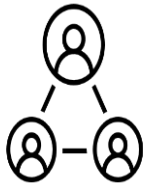
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POLICY CONTEXT



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.)

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

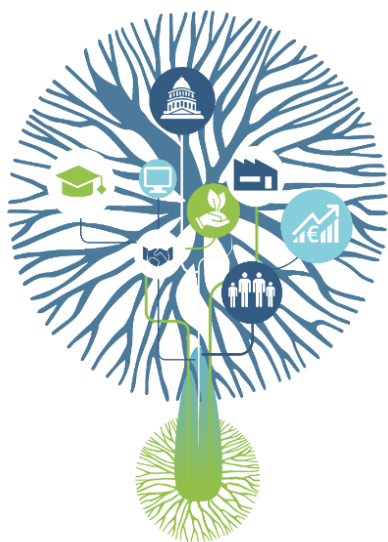
Practical guidance for R&I actors on how to create an enabling environment for industry-academia co-creation and to manage co-creation for effective knowledge valorisation.

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



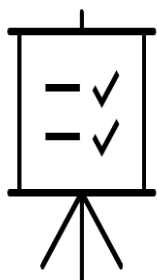
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RECOMMENDATIONS

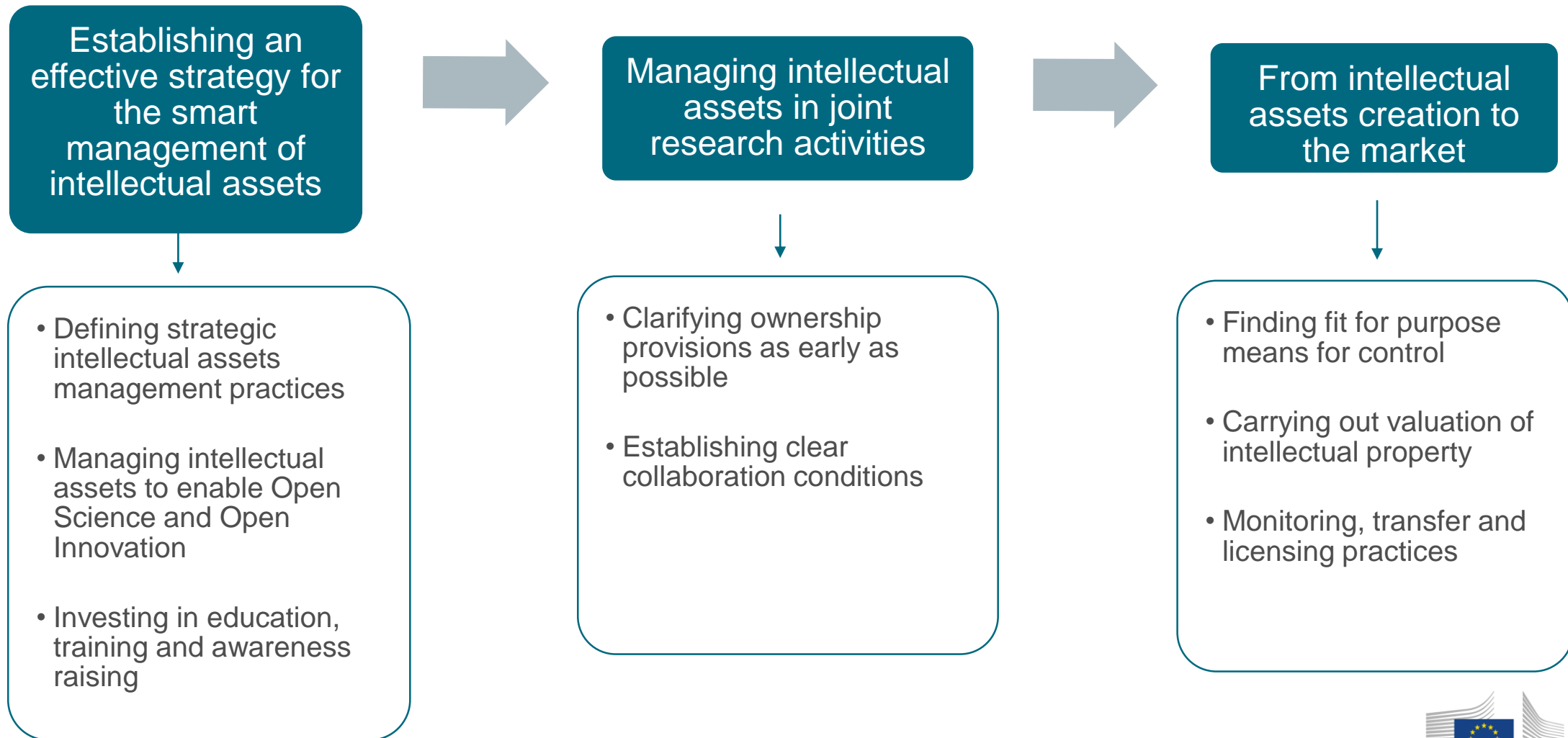


OBJECTIVES

- Increase the **use of research results to respond to economic, societal and policy challenges**
- **Accelerate uptake of innovative products, services and technologies**
- **More efficient management of intellectual assets**
 - Adequate **strategy for the portfolio** of intellectual assets
 - Suitable **tools and contract conditions for cooperation** with research partners
 - Appropriate due diligence and valuation of intellectual assets and determining the proper way to **monitor results / protect IP and share / licence / disseminate**



Content overview



Establishing a strategy for the efficient management of intellectual assets

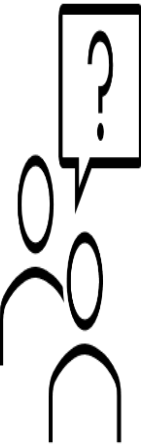
- ✓ Mission and values of the organisation
- ✓ Governance: clear and transparent decision-making
- ✓ Activities and roles in the organisation (research(er), knowledge/technology transfer (professionals) etc.)
- ✓ Type of knowledge assets, existing and/or expected to be generated
- ✓ Foreseen utilisation options of these assets
- ✓ Due diligence of portfolio
- ✓ IP valuation of portfolio
- ✓ Knowledge dissemination and (re-)use of results
- ✓ Spin-off and start-up creation
- ✓ Joint ownership provisions
- ✓ Dealing with conflict of interest
- ✓ Professional expertise development: capacity building, training, hiring and mobility, third party support
- ✓ Incentives for professionals to apply the strategy (career development plans)
- ✓ SMART metrics for performance monitoring
- ✓ Necessary resources and funding: identification of funding schemes and support services

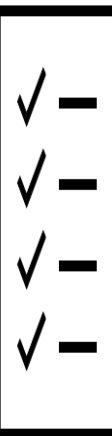
Enabling Open Science and Open Innovation

Open Science: approach to the scientific process based on open cooperative work, tools and diffusing knowledge

Open Innovation: opening up the innovation process outside of an organisation

Which are the conditions?

- 
- Are there good grounds for protecting IP?
 - Are there barriers for sharing of research results?
 - What are the funding, institutional and legal requirements for providing open access?
 - How to promote open innovation?



Things to consider

Publication and exploitation strategy:

- Check clauses in funding, collaboration, transfer and licensing agreements
- Check legal constraints, terms and conditions of datasets and legitimate interests considerations
- Use trusted repositories

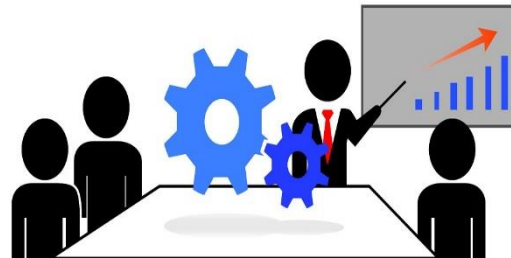
Open innovation platforms: pre-competitive partnerships

- Fair and flexible sharing and compensation models

Education, training and awareness raising

Aim: Reasonable level of **professional expertise**

- **Capacity building** (role of knowledge/ technology transfer professionals)
- **Awareness raising** on the role of intellectual assets, available funding and cooperation possibilities
- **Training and education** (fostering complementary skills inside the organization, opening up training modules)
- **Hiring and mobility** (best practices)
- **Support from third party experts** (legal advice, valuation, business cooperation)



Training and Skills

Entrepreneurial approach

- **Entrepreneurship**, development of business routes for innovations to reach the market
- Benefits of establishing an **intellectual assets management strategy**
- **Success stories and case studies** on efficient intellectual assets management
- Building **teams** to create **start-ups and spin-offs**
- The use of **IP to attract investments** and access to finance (use of **IP rights databases**)
- **Negotiation skills** for **collaboration agreements**

Contractual and legal aspects

- The **structure of licensing deals**
- **Unprotected intellectual assets** and ways in which instruments such as non-disclosure agreements can be used
- The existence of different **IP regimes in third countries**
- The existence of other **national or regional rules which may affect R&I agreements**
- **Enforcement of IP rights** and avoiding infringement of third-party IP rights

Joint research and innovation

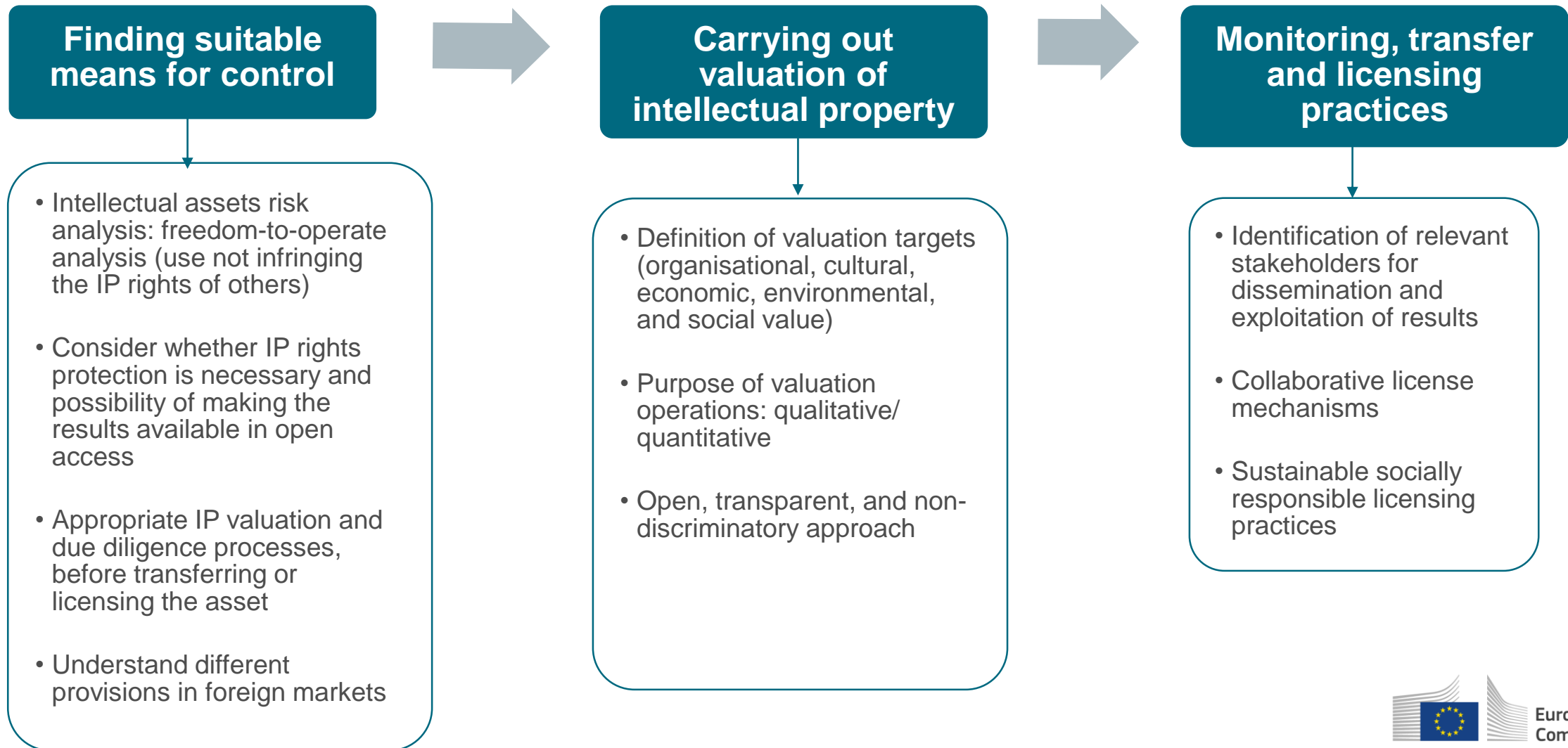
Clarify ownership of intellectual assets as early as possible

- before the start of the project: **prepare a list with all background results**, and relevant sideground information belonging to each of the partners
- during the project: update the list, keeping track of the **results generated and their envisaged owner**.
- at the end of the project: prepare a '**Results Ownership List**' identifying all results generated and define their exploitation path
- **publicly funded research**: fair use by licensing by the research organisation, access rights of industry participant

Establish clear collaboration conditions

- establish a **clear collaboration agreement**: Joint Ownership and Management Agreement or a Joint Ownership and Revenue Share Agreement
- consider **non-disclosure agreements**, trade secrets protection
- use **existing toolkits** (model agreements)
- consider differences in legal provisions if partners are from different countries: establish **framework for dispute resolution**

Bridging the gap from intellectual assets creation to the market



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USEFUL MATERIALS



Get inspired by best practices

IP and intellectual assets strategies



[Ireland's National IP Protocol and Resource Guide](#)

[Brightlands: Valorisation Guideline of the Maastricht University](#)

[National intellectual property rights strategy of Finland](#)

[Flanders' twin policy and funding for knowledge valorisation](#)

[Interactive guide to knowledge transfer](#)

[Open Innovation Strategy for Austria](#)

Results scouting



[ScoutinScience: AI-based tech transfer scouting](#)

[Build and Manage an IP Portfolio: Identifying and Evaluating Commercial Potential](#)

[INESC TEC Proactive and strategic R&D results scouting](#)

Platforms and Intermediaries



[RIMAP – regional online innovation platform in Croatia](#)

[Medace, a \(bio\)medical co-workspace](#)

[Knowledge Transfer through community building and early adopters](#)

[Helix Impact Acceleration Model](#)

[Uppsala University Innovation](#)

[PROMO-TT: Matching research, industry and investors](#)

Trainings and Skills



[Be the Role Model™ - educational programme in entrepreneurship](#)

[10K Incubator for students to develop entrepreneurship](#)

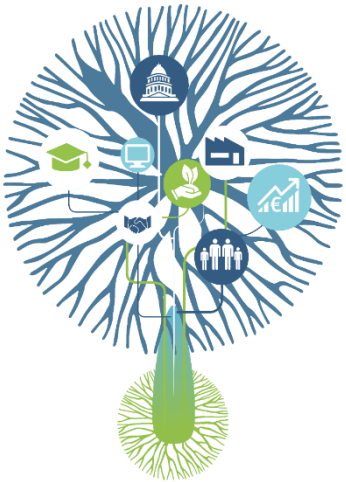
[Master in Intellectual Property Valorisation for Knowledge Exchange & Impact](#)

[Doctoral School Training for Intellectual Asset Management](#)

[DINA-ITC: Dynamization and Training on Knowledge Exchange and Transfer](#)



More information



- [Guiding Principles for Knowledge Valorisation implementing Codes of Practice \(europa.eu\)](https://europea.eu)
- [Commission adopts Recommendations on codes of practice for the management of intellectual asset and standardisation \(europa.eu\)](https://europea.eu)
- [Factsheet: Code of practice on the management of intellectual assets for knowledge valorisation - Publications Office of the EU \(europa.eu\)](https://europea.eu)

Useful services for intellectual assets management

- [European IP Helpdesk](#)
- [International IP Helpdesks](#) – (partly managed by EU Intellectual Property Office)
- [Horizon Results Booster](#)
- [EUIPO SME Fund](#)
- [Patent information centres \(PATLIB\)](#)



Thank you!

If you have any question, please contact us at:

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