

EXPLOITING RESOURCES, CREATING IMPACT

# ASTP**PROTON** Annual Conference

14-16 May 2014 | Oslo, Norway

RADISSON BLU PLAZA HOTEL

Sonja Henies Plass 3, 0134, Oslo, Norway



[www.astp-proton.eu](http://www.astp-proton.eu)



# ASTP<sup>®</sup>PROTON

KNOWLEDGE TRANSFER EUROPE

ASTP-Proton is the premier, pan-European association for professionals involved in knowledge transfer between universities, public research organizations and industry.

# INTRODUCTION

*Dear colleagues,*

*Welcome to our very first ASTP-Proton annual conference. We will be celebrating this milestone in exquisite Oslo, the capital of Norway! Oslo is the economic and governmental centre of Norway, a very modern city with a long maritime history. It basks in sheer elegance, is known to be a winter wonderland but remains beautiful all year round.*

*Oslo is considered a global city and ranked "Beta World City" in studies performed by the Globalization and World Cities Study Group and Network. The home of the Nobel Peace Prize ceremony is also a pilot city of the Council of Europe and the European Commission intercultural cities programme.*

*It is this European and global connection that makes Oslo the perfect match for this event of and for knowledge transfer professionals. This year's ASTP-Proton annual conference will explore ways of creating the biggest possible impact with available resources – intellectual, financial or human. We have sourced expert speakers within a variety of subject matters – some are well known in the ASTP-Proton community, others are new, exciting acquaintances.*

*After a successful launch of the Knowledge Stock Exchange at our fall conference, we will continue this great opportunity for you to expand your networking and knowledge sharing opportunities. With the KSE, you will be able to determine your own schedule and organise one-on-one meetings, join parallel sessions, share, discuss and find solutions*

*to current challenges with your colleagues or learn about new products, processes or practises that might be useful for your KTO.*

*We have also allocated time to consider the establishment of a European Forum for Directors of University Tech Transfer Offices. This forum will provide a unique opportunity for senior managers to tackle important, pan-European KT issues together. The ASTP-Proton annual conference offers enough networking and learning opportunities for knowledge transfer professionals of all levels.*

*As we depend heavily on local support for our events, this conference is made possible with the support of our Norwegian hosting partners: Inven2 and the Norwegian Research Council. We thank them for their wonderful support and assistance. If you have enough space in your calendar, we invite you to stay longer to witness Norway's National Day on 17 May. Oslo is too appealing not to explore.*

*See you in Oslo! Se deg i Oslo!*

**Sara Matt-Leubner**  
President, ASTP-Proton

**Marta Catarino**  
VP Programming, ASTP-Proton

**Karen Laigaard**  
Chair, Programming Committee

# GENERAL INFORMATION

**Event date** 14-16 May 2014

**Conference venue** Radisson Blu Plaza Hotel, Sonja Henies Plass 3, 0134, Oslo, Norway

**Conference language** English

**Conference website** [www.astpac.wordpress.com](http://www.astpac.wordpress.com)

**Online registration** All participants who wish to attend the conference must register via the webshop in advance. Since the capacity of the conference is limited, registrations will be handled by order of receipt. Please note that registrations are only deemed official after receipt of the registration fee.

**Registration fee** The registration fee for participation of the ASTP-Proton conference is €1040 for ASTP-Proton members and €1400 for non-ASTP-Proton members. Please visit our website [www.astp-proton.eu](http://www.astp-proton.eu) for special offers for participants from Turkey & CEE countries, students and group discounts. All fees are exempted from VAT. The fee includes admittance to the conference and the conference dinner as well as extended conference documents, lunches and refreshments. The fee must be paid in advance to participate.

**Payment** All payments must be made in euros, free from all bank and other charges. No personal or company cheques will be accepted. The online credit card payments will be handled by PaySquare and does not incur any extra charges. If you prefer to receive a hard copy of the invoice and pay by bank wire, an administrative fee of €25 will be calculated.

**Cancellation** In case you are unable to attend the conference, a substitute delegate is welcome to take your place without any extra costs, if he/she carries a letter of authorisation from the original participant. If you cancel before 23 April 2014, an administrative fee of €95 will be charged. Please note that no refunds are possible after this date.

**ASTP-Proton membership** If you are currently not an ASTP-Proton member, you can apply for membership via our webshop and register to the conference at the same time as ASTP-Proton member. You will receive a confirmation letter upon approval of membership.

**Accommodation** We have several hotel suggestions in Oslo. Visit the [events website](#) for an overview of the selected hotels. It is advisable to book your hotel room as soon as possible!

**Insurance** The conference organisers do not accept any liability for personal injuries or for loss of



*The Oslo Opera House is the home of The Norwegian National Opera and Ballet, and the national opera theatre in Norway. The building is situated in the Bjørvika neighborhood of central Oslo, at the head of the Oslofjord.*

and/or damage to personal belongings of the conference participants, either during or as a result of the conference. Please check the validity of your insurance.

**Contact** Please contact the Events Manager of ASTP-Proton for more information on registration and other logistical details. You can also check out the special conference website for more information.

Esther van Meer, Events Manager, ASTP-Proton  
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## Mission

The goal of ATTP is to support the development of the technology transfer profession and its practitioners. The transfer of new discoveries and new knowledge from research laboratories into commercial products in the marketplace is recognized globally as being of paramount importance to our world economy. The professionals who work to facilitate this transfer are as diverse as the cultures they represent. They must, however, have a core skill set common to all in order to be effective. For this reason, a group of leading technology transfer organisations have come together to form the Alliance of Technology Transfer Professionals (ATTP). The following networks are currently allied: ASTP-Proton, AUTM, KCA, PraxisUnico, Sarima, Snitts, Technologie Allianz and Unitt.

ATTP is established to recognize and promote individuals with these core competencies and to provide professional training for individuals wishing to acquire these skills. Rather than each association having its own registration criteria, they now have come together to establish internationally-recognized standards. ATTP connects more than 5000 technology transfer professionals in 67 countries.

## What are the benefits of RTTP recognition?

- ⦿ Provides international recognition as a technology transfer expert
- ⦿ Establishes individual's credibility within the profession
- ⦿ Institutes a uniform means of practice and standards for technology transfer
- ⦿ Unites professionals on a global basis

## The ASTP-Proton conferences, training courses and masterclasses are accredited by ATTP with the following CE points:

- ⦿ Training courses: 20 CE points
- ⦿ Annual conference and fall meeting: 10 CE points
- ⦿ Masterclasses: CE appreciation depends on the length of the masterclass
- ⦿ On-site training: CE appreciation depends on the length of the training



# SOCIAL PROGRAMME



*Akershus Fortress or Akershus Castle is a medieval castle that was built to protect Oslo in 1290. It has also been used as a prison. Norwegian Royalty have been buried in the Royal Mausoleum in the castle.*



*The Viking Ship Museum houses archaeological finds from Tunes, Gokstad, Oseberg and the Borre mound cemetery.*

## WEDNESDAY, 14 MAY

### Guided tour, 15.45-18.00

*Meeting point: Hotel lobby, Radisson Blu Plaza Hotel Oslo*

Get to know Oslo the day before the conference on a guided tour around the city before the welcome reception and the European Forum for Knowledge Transfer Directors. We will explore different main attractions of Oslo like the Royal Palace, Akershus castle, the Parliament, the City Hall, the Nobel institute, the new Opera house as well as the Vigeland Park -- the world's largest sculpture park made by a single artist, and one of Norway's most popular tourist attractions.

### Welcome reception, 18.00

*Venue: Oslo Military Society, Myntgata 3, 0151 Oslo*

Get a chance to network with your peers the evening before the conference officially begins at the welcome reception.

### RTTP breakfast meeting, 07:45

*Venue: Radisson Blu Plaza Hotel Oslo*

Meet RTTPs, exchange experiences, learn how to receive your recognition most efficiently and meet with opinion leaders.

### Conference dinner, 18.30

*Venue: Posthallen Restaurant, Prinsens gate 8, 0152 Oslo*

The first day of the conference is usually very inspiring but also exhausting. Join us at the conference dinner to get to know other participants in a more relaxed setting. This is made possible in part by DRI Capital.

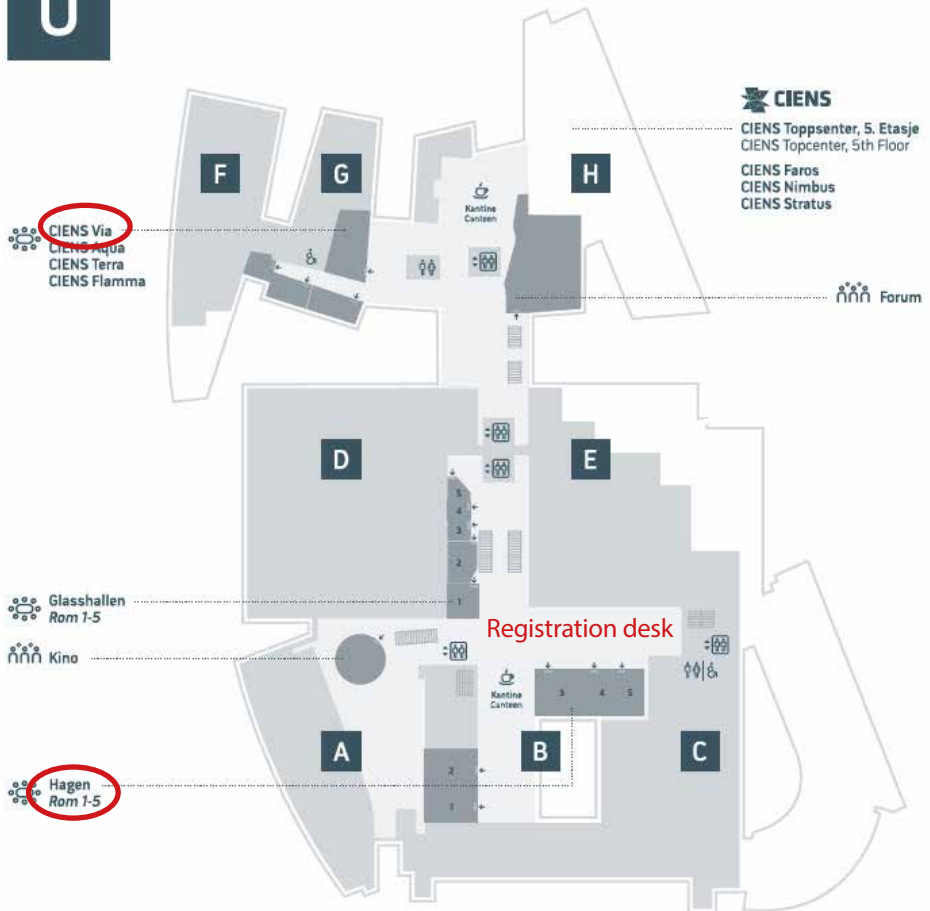
## THURSDAY, 15 MAY



*Floorplan of the Forskningsparken/Science Park where most of the activities on 14 May are taking place.*

PLAN/FLOOR

0



Hagen 1: Masterclass on Post-licensing management

Hagen 2: TT Primer

Hagen 3: Masterclass on Valuation of early stage spin-outs

CIENS Via: NAAC meeting

# PROGRAMME, day 1

**WEDNESDAY, 14 MAY**

## **TT Primer, 12.30-15.30**

*Moderator: Karen Laigaard, TTO Director, University of Copenhagen, Denmark*

*Venue: Hagen 2, Forskningsparken, Gaustadalleen 21, 0349 Oslo*

This workshop will give you an introduction to the various aspects of tech transfer and answer some of the key questions as well as give you a solid understanding of what success looks like for you in your job. Take the chance to learn from people who know what tech transfer is all about.

## **Half day masterclasses (4 CE points each), 13.00 – 17.00**

*Venue: Hagen 1 and 3, Forskningsparken, Gaustadalleen 21, 0349 Oslo*

### **Masterclass: 'Valuation of Early Stage Spin-outs'**

- ⦿ *Jeff Skinner, Executive Director, Deloitte Institute of Innovation and Entrepreneurship, London Business School, UK*

This masterclass examines the various 'value-drivers' and 'risk-factors' that are inherent in an early stage business and examines the different methods of 'calculating' the value of an early stage (pre-revenue) business, discussing the pros, cons and 'reality' of each.

### **Masterclass: Post-licensing management - 'Getting the right share of the deal'**

- ⦿ *Raja Sengupta, Chartered Accountant  
IP Royalty Management and Audit, Equal IP, UK*

This masterclass will guide you through some of the principles of and contractual terms relevant in negotiating agreements for the effective management of a portfolio of licenced deals.

It will work through pre-licence issues effecting the agreement, laying out internal control and compliance procedures to manage the portfolio effectively and approaches to manage the relationship with licensees to get the best out of the relationship.

Finally, we will consider external audit activities to provide more detailed assurances in targeted cases while maintaining ongoing relationships.



**National Association Advisory Committee (NAAC) inaugural meeting, 12.30- 16.00**

*Moderator: Michel Morant, Vice President, ASTP-Proton*

*Venue: CIENS Via, Forskningsparken, Gaustadalleen 21, 0349 Oslo*

We invite all representatives of national associations to join us for this inaugural official meeting of the NAAC. The meeting offers a perfect occasion for dissemination of best practices and community building among national associations.



**European Forum for Knowledge Transfer Directors, 19.30**

*Moderator: Karl Klingsheim, managing Director, NTNU Technology Transfer AS, Norway*

*Venue: [Engbret Café](#), Bankplassen 1, 0151 Oslo, Norway*

The most senior knowledge and tech transfer professionals and directors of K/TTOs are invited on Wednesday evening to network at director level at the *European Forum for Knowledge Transfer Directors*. If you are a TTO Director, this event is especially organised for you. The forum is an add-on to your conference registration so do not forget to include it upon signing up. The forum includes a dinner and starts after the welcome reception. It is made possible in part by Inteum.



**GUIDED TOUR, 15.45-18.00**

*Meeting point: Hotel lobby,  
Radisson Blu Plaza Hotel Oslo*

**WELCOME RECEPTION, 18.00**

*Oslo Military Society  
Myntgata 3, 0151 Oslo*

*This is one of the sculptures dotting the Vigeland Park -- the world's largest sculpture park made by a single artist, and one of Norway's most popular tourist attractions.*



The ENTENTE project aims at strengthening knowledge transfer offices in universities, public research organisations, hospitals and at promoting transnational collaboration between industry and academia in the health sector, through networking activities among all the key stakeholders within knowledge transfer in the health sector in Europe.

Officially launched on 12 September 2012 in Paris, France, the ENTENTE project is a coordinated action funded by the European Commission under the Health Work Programme of the 7th Framework Programme.

The consortium brings together seven partners specialized in knowledge transfer from France, the United Kingdom, Belgium, and the Netherlands.

It aims to be the European think tank on knowledge transfer for the health sector assembling some key stakeholders to screen the present situation.

ENTENTE is supported by some of the more accomplished technology transfer offices, worldwide pharmaceutical companies and investment banking actors.

The objectives are to review the best practices, the notable achievements as well as the issues that knowledge transfer is facing in the health sector in Europe.

For more information, visit the ENTENTE web-site at [www.entente-health.eu](http://www.entente-health.eu).

## Partners of the ENTENTE Consortium:

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(Inserm Transfert)*

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**The 3rd call for the ENTENTE Professional Exchange Programme is now open! This provides the opportunity for professionals working in European academic TTOs to spend few weeks in one of the hosting organizations engaged in knowledge transfer in health. Deadline for applications is 18 May 2014.**

# PROGRAMME, day 2

**THURSDAY, 15 MAY**

*RTTP breakfast meeting, 07.45  
Room: Kunst, Radisson Blu Plaza Hotel*



*Registration desk opens at 08.15*

**OPENING PLENARY, 09.00 - 10.30**

**Opening | Sara Matt-Leubner, President, ASTP-Proton | Room: Olympia**

Welcome to Oslo

Profile, puzzle and priorities in the Norwegian science and innovation system

- ⦿ *Anne Kjersti Fahlvik, Executive Director of Innovation,  
The Research Council of Norway, Norway*

The development of a high-tech offshore oil industry has spurred the growth of a highly innovative supply industry over the last 30 years. Norway has learned the tools of innovation and has organised a public effort to ensure innovation in other areas that could be the future industries of the north.

**BREAK, 10.30 - 11.00**

**First parallel session, 11.00 - 12.15**

**Track I: Intellectual/Knowledge Resources | Moderator: Marta Catarino | Room: Olympia**

Information sources - challenges in accessing the right info for the job and who can provide it

- ⦿ *Nigel Spencer, Research & Business Development Manager, The British Library, UK*

Project and market evaluation in TechTransfer

- ⦿ *Claus Schulte, Head of IP Licensing Life Sciences, Bayerische Patentallianz, Germany*

Information is power. Information is required in every step of the knowledge transfer activity -- from evaluating research results, to identifying markets and clients, making a business case and negotiating deals. This session will focus on how knowledge transfer and innovation professionals can better access and make use of relevant information.

## Track II: Financial Resources | Moderator: Karen Laigaard | Room: Film

### Financing the equity gap in technology transfer

- ⦿ *Piyush Unalkat, Principal, European Investment Fund (EIF), Luxembourg*

Investment and venture funds are vehicles through which we can bridge the financing gap between research and early stage financing. Most of us know that these programmes do exist but are unsure of how to use them and what the funds are looking for in partner institutions. This session will enlighten us on how to attract risk capital to our institutions.

## Track III: Human Resources | Moderator: Michel Morant | Room: Kunst

### Making the TTO work: how do we get the most out of our TTO teams?

- ⦿ *Paul Van Dun, General Manager, Leuven R&D (LRD), KU Leuven, Belgium | Member, ASTP-Proton Programming Committee*
- ⦿ *Ole Kristian Hjelstuen, CEO, Inven2, Norway*

Whether your TTO has 5 staff members or 50, it needs to be a smooth operating machine that can fulfill the requirements of our stakeholders, internal and external. Do TTOs use incentive schemes for TTO staff? How are the teams organised? How big are they? How do different teams collaborate? Are all TTO staff under the same roof? What are the particular challenges in each set-up? This session will offer a glimpse inside two TTOs and some of the mechanisms they employ.

**LUNCH, 12.15 - 13.45**

## Knowledge Stock Exchange, 13.45 - 15.15

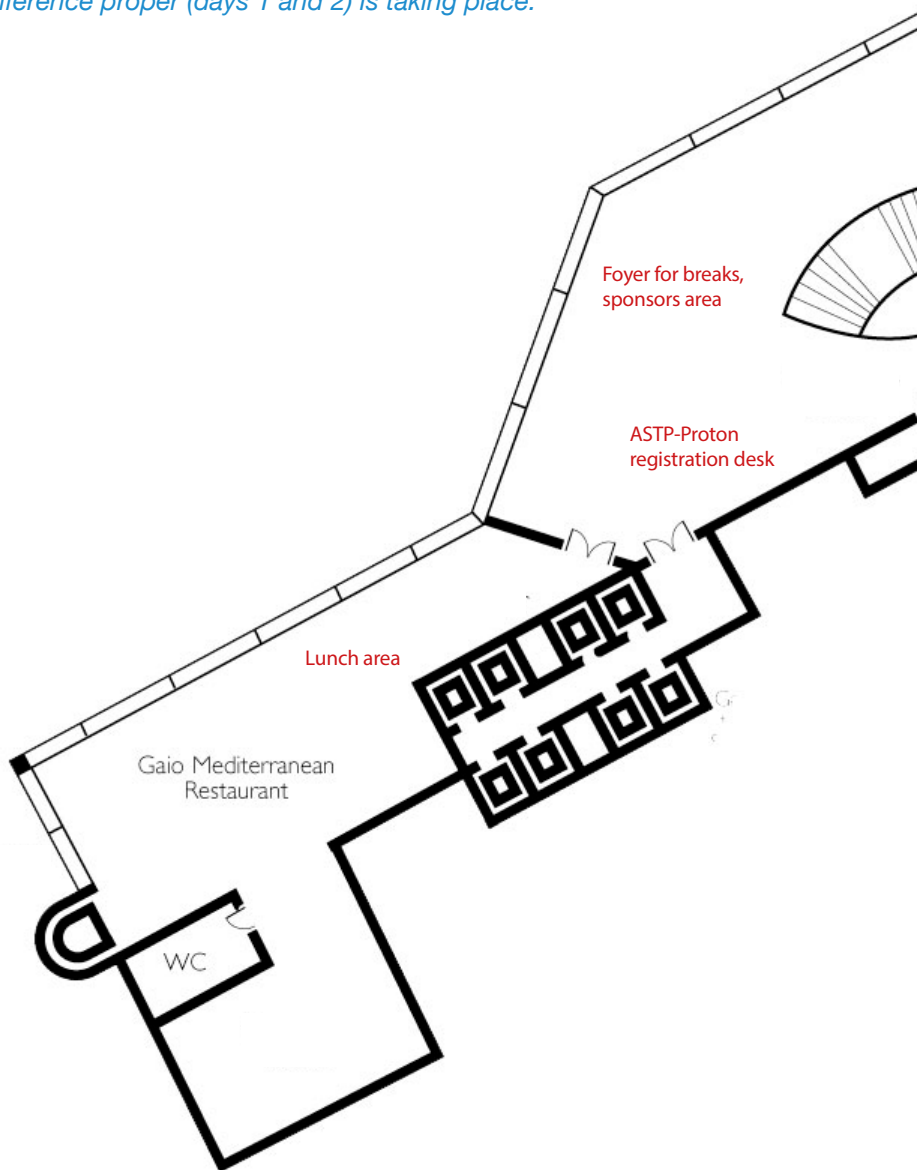


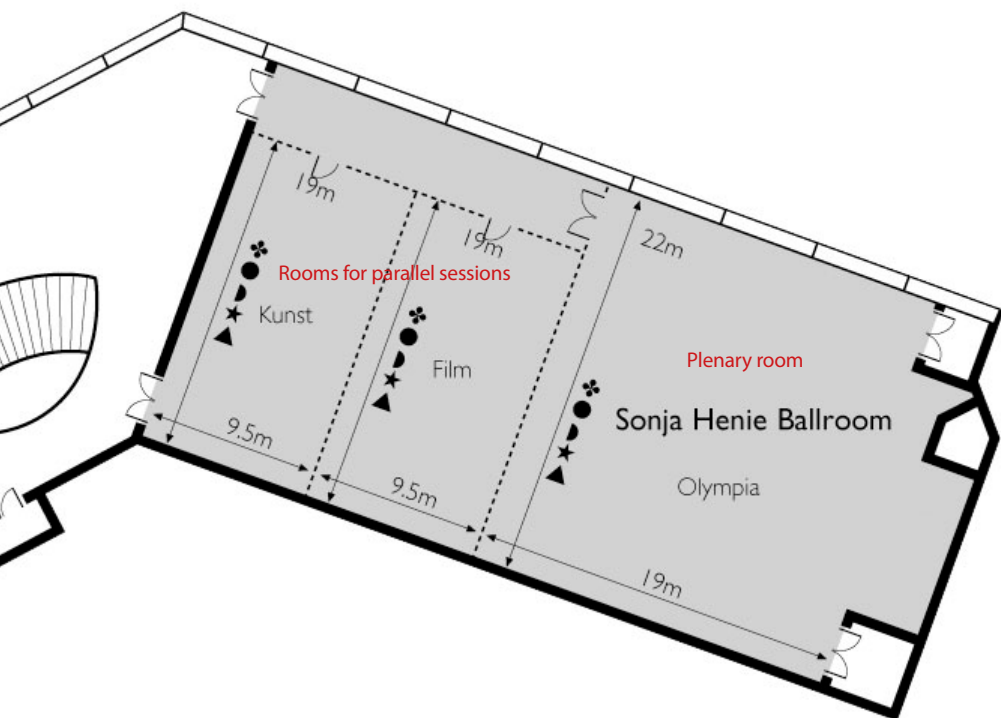
The Knowledge Stock Exchange (KSE) was introduced during the ASTP-Proton Fall Conference in Warsaw last year (2013). It is a 90-minute session divided into three tracks. These tracks are further sub-divided into 6 15-minute mini-sessions. The tracks are:

- ⦿ The information corner
- ⦿ Face-to-face meetings: Schedule your 1-on-1 meetings to explore options for collaboration or experience sharing
- ⦿ Initiative sharing: Discuss an initiative that you came up with for a problem that you encountered and share with your international TT colleagues



*Floorplan of the second floor of the Radisson Blu Plaza Hotel where the conference proper (days 1 and 2) is taking place.*





Below is the planning for the whole KSE session:

Time	Face-to-face	Initiative sharing	Information corner	Special interest mtgs
13:45 – 14:00	Meeting 1	Empowering women in technology start-ups <i>Jane Muir, Associate Director, Office of Technology Licensing, University of Florida, USA   President, Association of University Technology Managers (AUTM), USA</i>	Creating value through spin-offs and commercial incubation: a new paradigm for sponsored research <i>Matteo Sabbatini, Senior Manager, InterDigital Communications, USA</i>	Easy Access IP: what is it and how does it work? <i>Neil Bowering, Head of Knowledge Exchange, University of Glasgow, Scotland</i>
14:00 – 14:15	Meeting 2	Should TTOs be involved with student-entrepreneurs? <i>Wim Fyen, Innovation Manager, KU Leuven R&amp;D, Belgium</i>	Knowledge and Technology Transfer Services at VGTU Civil Engineering Open Access Centre <i>Lidija Kraujalienė, Vilnius Gediminas Technical University (VGTU), Lithuania</i>	Continuation - Easy Access IP: what is it and how does it work?
14:15 – 14:30	Meeting 3	Is there a market for second medical use patents? <i>Sanne Stembert, Business Developer, University of Amsterdam, the Netherlands</i>	Cydan - The Orphan Drug Accelerator <i>Chris Adams, Chief Executive Officer, Cydan Development, Inc., USA</i>	Easy Access IP case studies: what's working? <i>Lars Malmbohm, Innovation Adviser, Mid-Sweden University, Sweden</i>
14:30 – 14:45	Meeting 4	Ways to finance innovators' relieve of present duties in the clinic <i>Dag Finne, Business Developer, BTO, Norway</i>	ENTENTE: European Network in Knowledge Transfer in Health <i>Pierre Benayoun, International Affairs, Inserm Transfert, France</i>	Continuation - Easy Access IP case studies: what's working?
14:45 – 15:00	Meeting 5	NTNU AppLab <i>Silje Marit Ødelien, Project Manager, NTNU Technology Transfer, Norway</i>	ENTENTE Professional Exchange Programme - Laureate's experience <i>Tracy Weightman, Business Creation Executive, Edinburgh BioQuarter, UK</i>	Horizon 2020: An opportunity to establish a European network of easy access institutions
15:00 – 15:15	Meeting 6	How being an active member of ASTP-Proton can change your life <i>Sara Matt-Leubner, ASTP-Proton President</i>	ATTP: Alliance of Technology Transfer Professionals <i>Christian Stein, CEO, Ascenion GmbH, Germany   ASTP-Proton Vice President   Member, ATTP Board of Directors</i>	Continuation - Horizon 2020: An opportunity to establish a European network of easy access institutions

Compared to the first KSE at the ASTP-Proton Fall Conference, we are adding another track for this conference:

### Special Interest Meeting: EasyAccessIP | Moderator: Alison Campbell

Easy Access IP makes it easier for universities and industry to work together, fast-tracking the transfer of expertise through portfolios of free intellectual property. In this Special Interest Meeting, adopters of Easy Access IP will share their experiences of implementing Easy Access IP and the different models that they have used, and discuss the opportunity to create a wider and more supported European network of institutions engaging with business using models aligned to the principles of Easy Access Innovation.

This track will take a full 90 minutes. It will be held in parallel with the three tracks.

During the KSE session, you can navigate through the different options and create your own personal programme! Once you have registered as a participant, you will be invited to the KSE website where you will be asked to add your profile, informed about all possible slots and make your own personal planning.

**BREAK, 15.15 - 15.45**

### Second parallel session, 15.45 - 17.00

#### Track I | Moderator: Massimiliano Granieri | Room: Film

##### Why IP matters

- *Eskil Waage, Lawyer, European Patent Office, Germany*
- *Per A Foss, Director General, Patentstyret, Norway*

We all spend a considerable amount of time and money protecting IP and disseminating knowledge about the importance of ensuring proper IP protection. This session will offer the audience the bigger picture of the impact IP has on the economy. We will also learn about the latest developments in terms of the unitary patent which should have a positive impact not only on the overall European competitiveness but also on TTOs' patent budgets!

**Track II | Moderator: Jörn Erselius | Room: Olympia**

**Why should we invest in your IP?**

- ⦿ *Rune Rinnan, Managing Partner and Founder, Televenture, Norway*
- ⦿ *Lou Berneman, Fund Advisor, HealthCare Royalty Partners, USA*

Increasingly, technology transfer professionals are being asked to think and act like investors as they are facing the challenge of raising the money they need to commercialise their patents and help their spin offs grow. In order to find investors you need to be able to answer the question: "why should we invest in our IP instead of somebody else's?". Obviously, to generate returns! But what kind of returns -- mission-driven, jobs, financial, all or none?

In this session, we are going to demonstrate one successful model of how investors select their projects, which criteria are applied to figure out the most promising cases and when a technology is investor ready. But as it is not all about the money we will also discuss with our two experienced TT professionals other kind of returns, like creating jobs, or fulfilling a mission.

**Track III | Moderator: Heather Thompson | Room: Kunst**

**Managing Human Resources in Entrepreneurship - beyond Entrepreneurs**

- ⦿ *Tara Branstad, Associate Director, Center for Technology Transfer and Enterprise Creation (CTTEC), Carnegie Mellon University, USA*
- ⦿ *Annegret Jennewein, Start-up consultant, Strasczeg Center for Entrepreneurship (SCE), Germany*

Individuals with management expertise and, in particular, past or current entrepreneurial experience are critical components in the creation and support of technology-based entrepreneurial ecosystems. This session will explore various forms of university-based entrepreneurial expert engagement programs. These include mentor programs, entrepreneur-in-residence programs, advisory boards and the utilization of experts. We will learn how to source such individuals, and incentivize their participation.

**GENERAL ASSEMBLY (members only), 17.00 - 18.00**

*Radisson Blu Plaza Hotel*

**CONFERENCE DINNER, 18.30**

*Posthallen Restaurant, Prinsens gate 8, 0152 Oslo*

*Don't forget to bring your badge to the dinner!*



## UPCOMING ASTP-Proton EVENTS

### ASTP-Proton Training Courses

24 - 26 September 2014

Budapest, Hungary

*Topics:*

*Fundamentals of technology transfer (20 CE points)*

*Creating successful spin-outs (20 CE points)*

### ASTP-Proton Fall Conference

12 - 14 November 2014

Prague, Czech Republic

*(10 CE points)*

Please visit [www.astp-proton.eu](http://www.astp-proton.eu) for more information.

### DID YOU KNOW?

600,000 Atlantic salmon enter Norwegian fjords and rivers every year.

Catch statistics show that every year, thousands of anglers catch a Norwegian salmon weighing over 9 kg (20 lbs) while hundreds exceed the 13.6 kg (30 lbs) mark. Salmon fishing season is from June to September.



# PROGRAMME, day 3

**FRIDAY, 16 MAY**

*ASTP-Proton Run, 07.00*

*Meeting point: Hotel lobby, Radisson Blu Plaza Hotel*

**PLENARY, 09.00 - 10.30**

**Moderator: Sara Matt-Leubner, ASTP-Proton President | Room: Olympia**

**The UK Impact Agenda: what does it mean and why we should care?**

- ⦿ *Steven Hill, Head of Research Policy, Higher Education Funding Council for England (HEFCE), United Kingdom*
- ⦿ *Luke Georgiou, Vice-President of Research and Innovation, University of Manchester, UK*

Impact, impact. Many governments and universities discuss how to demonstrate the impact of research activities based on the billions of £, EUR and kroner which governments and their funding bodies channel to research institutions every year. The UK introduced the Research Assessment Exercise (RAE) in 1986 to evaluate the quality of research at universities, resulting in rankings which informed government's allocation of resources for the next spending period.

The RAE is now replaced by the Research Excellence Framework (REF), the new system for assessing UK universities' research which for the first time includes assessment of the impact of an institution's research as well as the quality of it.

The results from the REF will be used by the four UK funding bodies to allocate the annual £2 billion research funding to universities from 2015 -16. 20% of research funding will be used to reward university departments that engage with the business and public sectors and civil organisations and carry new ideas through to beneficial outcomes.

Our plenary speakers will explain the concept of the Research Excellence Framework, the implications for the UK universities and what is meant by impact. How do universities tackle this exercise and which implications (good and bad) do the REF have on universities' priorities and strategies?

**BREAK, 10.30 - 11.00**



### Third parallel session, 11.00 - 12.15

#### Track I | Moderator: Karen Laigaard | Room: Film

##### Generating value from Social Sciences and Humanities (SS&H)

##### 1. Exploring an under-valued knowledge: why SS&H matter

- *Christoph Köller, Managing Director, Görgen & Köller GmbH, Germany*

##### 2. Case studies of valorisation of SS&H: from licensing to spin-offs

- *Marta Catarino, TTO Director, TecMinho University of Minho, Portugal | Vice President, ASTP-Proton Programming Committee*

Research results from SS&H are usually overlooked in terms of the value (societal but also economic) they may bring. This session will discuss the impact of SS&H, propose methods to valorize it, including commercialization, and showcase a successful example of such value in practice.

#### Track II | Moderator: Christian Stein | Room: Kunst

##### Attracting big funds for our activities

- *Jane Muir, Associate Director, Office of Technology Licensing, University of Florida, USA | President, Association of University Technology Managers (AUTM), USA*
- *Tony Raven, CEO, University of Cambridge, UK*

Some research institutions have worked with institutional venture funds and investment funds for many years, attracting big pots of money to bring promising research results to the market. Which models have these research institutions used in order to ensure mutually beneficial partnerships? Two research institutions who have established such funds will share their experiences, good and bad.

#### Track III | Moderator: Paul Van Dun | Room: Olympia

##### TTO Partnerships: a necessary evil to obtain funding

- *Anders Haugland, Managing Director, Bergen TTO Teknologioverføring AS (BTO), Norway | Former President, ASTP*
- *Alison Campbell, Director of the Central TTO (CTTO), Irish University Association (IUA), Ireland*

Most of our TTOs have worked together with other TTOs in some kind of collaboration. This kind of collaboration is usually triggered by some funding where collaboration is a requirement. Do we only work together because there is public money available? Is collaboration with other TTOs a necessary evil in order to get access to funds? Do we actually get something out of these partnerships? Would we rather have done it by ourselves? Can we establish TTO partnerships without money?

**LUNCH, 12.15 - 13.15**

**Fourth parallel session, 13.15 - 14.30**

**Track I | Moderator: Ruth Herzog | Room: Olympia**



**Networks and alliances with industry**

- ⦿ *Daniel Forler, Alliance Manager Global External Innovation, Bayer Pharma AG, Germany*
- ⦿ *Øyvind Arnesen, CEO, Ultimovacs AS, Norway*

There are many ways in which research institutions create networks and alliances with industry. In addition, industry is increasing its partnering activities with research institutions by creating new alliances and platforms for open innovation and more. How can TTOs contribute to the success of these partnerships and activities beyond dealing with IPR issues? What works and how do the partners actually benefit and create tangible results?

**Track II | Moderator: Marc Le Gal | Room: Film**

**Instruments and funding provided by Horizon 2020: something for you?**

- ⦿ *Martin Koch, Policy Officer, European Commission, Belgium*
- ⦿ *Tom Flanagan, Hothouse Innovation & Tech Transfer Centre Director, Dublin Institute of Technology, Ireland*

It has been communicated that H2020 is not just a mere continuation of the previous EU framework programs, but contains some important changes. What are the major simplifications the commission has announced? What kind of funding is provided for Technology Transfer activities? Learn all about the different instruments under H2020 and their funding criteria: with a total budget of 79 billion euros, H2020 will certainly have impact on research and innovation.

**Track III | Moderator: Koen Verhoef | Room: Kunst**

**Valorisation 2.0: Dutch roadmap for a new TT model**

- ⦿ *Steven Tan, Director TTO, VU University Amsterdam, the Netherlands*

Recognizing that the traditional patenting/licensing model is not sufficient to meet the current needs of science, industry and society, the directors' forum of the Dutch TT network presents a new vision and roadmap for a more comprehensive model for valorisation in the Netherlands.

**BREAK, 14.30 - 14.45**

**FINAL PLENARY, 14.45 - 15.45**

**Moderator: Sara Matt-Leubner, ASTP-Proton President | Room: Olympia**

**How to implement 'social responsible licensing' at your university**

- ⦿ *Jane Muir, Associate Director, Office of Technology Licensing, University of Florida, USA | President, Association of University Technology Managers (AUTM), USA*
- ⦿ *Dzintars Gotham, Chair of the Licensing Working Group, Universities Allied for Essential Medicines (UAEM), UK*

UAEM is in dialogue with a number of European universities to ask them to include clauses in their licensing agreements which will allow for 'socially responsible licensing'. Some universities, both in the United States and Europe, have already devised socially responsible policies for their universities as well as clauses in licensing agreements. Years ago, AUTM already endorsed the *Nine points to consider in licensing*. The topic has been covered in many conferences, articles, etc.

What do we mean by 'socially responsible licensing'? Does it really improve access to medicines in vulnerable populations? How do we implement policies within our research institutions? Will this affect our relations with industry? These are just some of the issues that will be covered in this session.

**CLOSING, 15.45**



**STAY ANOTHER DAY**

*17 May is Norway's National Day. Stay in the city to witness colorful processions of children with their banners, flags and bands. The day is celebrated with much enthusiasm in Norwegian villages as well.*

ASTP-Proton is a non-profit organization driven by the spirit of volunteerism.  
Meet the ASTP-Proton volunteers:

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This is the team that takes care of the daily operations at the ASTP-Proton headquarters. We are also present at the conference so if you need any help, do not hesitate to come to us.

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# Notes

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