



ASTP
A World of
Knowledge
Transfer

Annual Conference
26-28 May 2021
Online

“Zooming in on Knowledge Transfer ”

In this full morning, interactive session, representatives from the European Commission will update the community on topics impacting innovation management.

Session	Time	Agenda	Speakers
European Forum	9.30 – 9.45	Welcome and Introduction	<i>Cécile Cavalede</i> ASTP President
	9.45 – 10.00	Overview of JRC Projects on Innovation and Knowledge Transfer	<i>Giancarlo Caratti and Alessandro Fazio</i> JRC, Intellectual Property and Knowledge Transfer
	10.00 - 10.15	<i>Discussion</i>	
	10.15 - 10.45	IPR and Valorisation policies: towards Guiding Principles for Knowledge Valorisation	<i>Veronica Beneitez-Pinero</i> DG RTD, Valorisation policies and IPR
	10.45 - 11.00	<i>Discussion</i>	
	11.00 - 11.15	Break	
	11.15 – 11.45	An IP Action Plan for EU for the benefit of economy and society	<i>Wawrzyniec Perschke</i> , DG GROW, Intellectual Property
	11.45 - 12.00	<i>Discussion</i>	
	12.00 - 12.30	European Innovation Council: funding opportunities for knowledge transfer and innovation	<i>Keith Sequeira</i> Governance & Coordination EIC & SME Executive Agency'
	12.30 - 12.45	<i>Discussion</i>	
	12.45 - 13.00	ASTP EU Strategy	ASTP Board
13.00	Close		

15.00-16.30 : NAAC Meeting on Zoom 1. Invitees will receive a link separately from Sophie.

09.00 - 09.15 Welcome by the President

09.15 - 10.00 Keynote: Is there a ‘third mission’ for Universities? Strategies of public research for societal progress.

For universities, engaging with society in order to generate impact is considered a “third mission”. But do universities really have different missions and what is meant by impact on society?

Riccardo Pietrabissa is Full Professor of Industrial Bioengineering and Rector of the University School for Advanced Studies IUSS Pavia. In the early 2000s he established the TTO at the Politecnico di Milano and was among the founders of the Italian Network for Research Valorization (Netval). He has devoted a large part of his career to understanding and promoting the role of public research in shaping the future of society. In this session, Riccardo shall share his thoughts on the role of universities and, in particular, their mission for societal progress.

Speaker: Riccardo Pietrabissa, Rector of Scuola Superiore IUSS Pavia, Prof. of Industrial Bioengineering at Polytechnics of Milan, founder and past President of Netval (cfm)

Coffee Break / Networking 10.00 - 10.30

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Track 1: Theme - OUTREACH	Track 2: Theme - CORE BUSINESS	Track 3: Theme - ECOSYSTEM
<p>(2) Title: Alumni: your perfect entry point to business partners in knowledge transfer</p> <p>Alumni often have strong ties to their alma mater. Their market and product knowledge can be greatly valuable to the institution as can their network of business contacts. This expertise makes alumni an interesting resource for knowledge transfer offices. There are a variety of ways to integrate these resources successfully into the work of a KTO.</p> <p>This session will introduce two examples of successful alumni engagement. You shall examine the relationship with Alumni of the Karlsruhe Institute of Technology as well as of the Università Ca' Foscari in Venezia.</p>	<p>(3) Title: Benefit-sharing with inventors</p> <p>Research institutions’ policies on IP and knowledge and technology transfer in general offer, on the whole, quite similar frameworks within which we carry out our activities. However, when we dig into specific policies and look at them in more detail we often discover both subtle and not so subtle differences. These can be based on national legislation or on overall university policies and often lead to good discussions and exchanges of best practices between us. In this session we will discuss two different models for benefit-sharing with inventors when the TTOs have commercialised the inventions as well as two different approaches in the cases where the TTOs have decided to hand back the rights and/or the commercialization activities to the inventor him/herself. Why have the two TTOs chosen the specific model and what are the pros and cons?</p>	<p>(4) Title: Industry 4.0 - New perspectives on business models and IP</p> <p>Industry 4.0, the Internet of Things, AI, and Big Data are some of today’s buzzwords. Smart products and smart solutions enable new manufacturing processes. Exploiting digitalisation possibilities and cross-linking our daily lives with the digital world will influence our future.</p> <p>As business models changed, do we need to adapt our approach towards industry? And how about IP? With the development of new technologies, such as AI, new mechanisms for protection and patents emerge. How should applicants and patent offices react to this?</p> <p>In this session a representative of Flanders Make, a strategic research centre in the manufacturing industry will give practical examples of, already applied, new business models.</p>

		An experienced patent lawyer will give insights on the latest developments in IP relevant for the new technologies.
<p>Moderator: Amanda Zeffman, Head of Consultancy Services, Cambridge Enterprise Limited - University of Cambridge, UK. (cfm)</p> <p>Speaker(s): Dagmar Vössing, Head of Technology Transfer, Karlsruhe Institute of Technology, Germany (cfm).</p> <p>Marco Cosmo, Director, Ca' Foscari Alumni, Università Ca' Foscari Venezia, Italy (cfm).</p>	<p>Moderator: Karen Laigaard, Head of Technology Transfer Office, University of Copenhagen. Denmark (cfm)</p> <p>Speaker(s): Paul Van Dun, General Manager KU Leuven Research & Development, Belgium (cfm)</p> <p>Sean Fielding, Director of Innovation, Impact and Business, University of Exeter, UK. (Cfm)</p>	<p>Moderator: Shiva Loccisano, Head of Technology Transfer, Politecnico Di Torino, Italy. (cfm)</p> <p>Speaker(s): Di Zhu, Senior IP Counsel, Philips Intellectual Property & Standards, Netherlands (Cfm)</p> <p>Filip de Coninck, Chief Valorization Officer, Flanders Make, Belgium. (Cfm)</p> <p>Jeroen De Maeyer, Business Development Manager for UGent-FlandersMake, Belgium. (cfm)</p>
Coordinator: SML	Coordinator: KL	Coordinator: SM

Coffee Break / Networking 11.30 – 12.00

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Second Parallel Session

12.00-13.00

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Track 1: Theme - OUTREACH	Track 2: Theme - CORE BUSINESS	Track 3: Theme - ECOSYSTEM
<p>(5) Title: Storytelling in KT</p> <p>Neither universities nor KTOs are terribly good at communicating news of their successes; yet it is one of our really important tasks. Lack of communications staff, or no one interested in branding and marketing within the KTO, can result in other entities claiming our accomplishments as their own.</p> <p>In this session, we shall hear how some KTOs successfully make a noise about their activities and their impact on society.</p>	<p>(6) Title: Scenarios for conflicts of interest in a university surrounding.</p> <p>Conflicts of interest are a recurring topic in knowledge transfer offices. The nature and management of these conflicts are becoming increasingly important as universities face greater public scrutiny and run a higher risk of reputational damage. Even within KT offices there is the possibility of conflicts of interest, such as harmonized income versus getting the deal done.</p> <p>This session shall highlight the different aspects important in avoiding and managing conflicts of interest.</p>	<p>(7) Title: Export control for universities: a subject overlooked</p> <p>Universities are subject to export control legislation. We see this in the corresponding clauses in cooperation agreements which require compliance with the regulations. Do we really need to comply with them? A university does not export any products, why do we have to comply with the regulations? Is licensing technology to foreign partners seen as an export of goods?</p> <p>This session shall provide basic information on the internationally harmonised regulations and why universities must submit to them. Get tips on setting up a reliable system of export control at a university.</p>

<p>Moderator: Tom Flanagan, Director of Enterprise and Commercialisation, University College Dublin, Ireland. (cfm)</p> <p>Speaker(s): Gregg Bayes-Brown, Marketing & Communication Manager, Oxford University Innovation Ltd, UK. (Cfm)</p> <p>Stein Eggan, CEO – NTNU Technology Transfer AS, Norway (Cfm)</p>	<p>Moderator: George Summerfield, Partner, K&L Gates LLP, USA .(cfm)</p> <p>Speaker(s): Jörn Erselius, Managing Director, Max-Planck-Innovation GmbH, Germany (cfm)</p> <p>Luis Caldas de Oliveira, Instituto Superior Técnico, Portugal (cfm).</p>	<p>Moderator: Silke Meyns Head of Team Patents and Licensing, ETH transfer, Switzerland (cfm)</p> <p>Speaker(s): Silvia Nast, Financial Services, ETH Zurich, Switzerland (Cfm)</p> <p>Gunilla Klöhn, Bundesamt für Wirtschaft und Ausfuhrkontrolle (BAFA), Germany (cfm).</p>
Coordinator: KL	Coordinator: SM	Coordinator: SM

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Lunch / Networking : 13.00-14.30

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Third Parallel Session

14.30 – 15.30

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<p>Track 1: (8) Title: Tools and Methods for Societal Impact within SSHA</p> <p>The session will investigate subjects such as how to (and best practice of) create awareness and scouting cases within SSHA, tools for working and managing SSHA cases in the early phase. We will present examples of funding schemes that support SSHA in creating impact. Additionally we will cover the discussion about how to assess societal impact of SSHA.</p>	<p>Track 2: (9) Title: Portfolio Management: tools and processes</p> <p>In this interactive workshop, you will have the opportunity to discuss concrete tools and processes for portfolio management, the need for tools to grade and rank your inventions and investigate tools to categorise inventions in order to understand the nature and structure of your portfolio.</p> <p>Portfolio management is related to:</p> <ul style="list-style-type: none"> operational selection and deselection of inventions from your current portfolio in order to achieve an efficient operation strategic prioritisation of the portfolio to assure that your TTO meets its overall goals. <p>Finally, we will discuss the processes for selecting, and de-selecting, inventions for operational or strategic reasons.</p>	<p>Track 3: (10) Title: Launching University Spin-out: best practices for win-win negotiations between VCs and TTOs</p> <p>In the Spring of 2020 members from seven American university TTOs met with partners from six venture capital firms to discuss challenges both parties routinely face when working on life science deals together. A set of best practices and recommendations were shared on how to create win-win outcomes and avoid long and painful negotiations; these may also be appropriate for spin-out beyond the life sciences.</p> <p>In this session, three members of the VC/TTO Roundtable group will present the recommendations and share their experience on how to promote university innovations to becoming stronger spin-outs</p>
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<p>Moderator: Fredrik Edman, Patent Advisor, Lund University, Sweden (cfm)</p> <p>Speaker(s): Anne Sofie Bramsen Dahlmann, Special Consultant, Aarhus University, Denmark (cfm)</p> <p>Astrid Høegh Tyrsted, Development Consultant, Aarhus University, Denmark. (cfm)</p> <p>Georg Russegger, Project Director SSHA, Academy of the Fine Arts, Austria (cfm)</p>	<p>Moderator: Christophe Haunold, Head of the Partnership, Knowledge and Technology Transfer office University of Luxembourg (cfm)</p> <p>Speaker(s): Jon Wulff Petersen, Director ITTO, Denmark (Cfm)</p>	<p>Moderator: Andrea Basso Advisor, Progress tech Transfer Fund, Italy (cfm)</p> <p>Speaker(s): Orin Herskowitz Executive Director, Sr. VP of Intellectual Property & Tech Transfer, Columbia University, USA (cfm)</p> <p>Lauren Foster, Associate Director, Technology Licensing Office, MIT, USA. (cfm)</p> <p>Amy Schulman, Managing Partner, Polaris Partners, USA. (cfm)</p>
Coordinator: CK	Coordinator: AB	Coordinator: SM

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Online social programme -

15.45-16.45

Optional: Open for discussion

Online social programme - SIG

(11) Title: Expectations from Investors

Inventions from public research organisations are often early stage inventions, therefore commercialisation via a spin-off can be expensive. It is vitally important to attract start-up management and investors and work with them towards entering the market. Finding the right investor and preparing your spin-off for investments is complex, and everyone needs to know how to manage these tasks in a professional and, hopefully, successful way. In this session, we shall present the expectations of two investors and discuss the essential does and don'ts when attracting and working with an investor.

Cecile will open the session.

Speaker(s):

1. Teri Willey, Executive Director, IU Ventures, USA (cfm)
2. Stephan Christgau, Founding Partner, Eir Ventures Partners AB, Denmark (cfm)

Moderator: Henric Rhedin, Deputy Head of Department
School of Public Health and Community Medicine, Gothenburg University, Sweden.

Coordinator: SML

Coffee Break / Networking : 10.00 - 10.30

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Fourth Parallel Session

10.30 - 11.30

<p>(12) Title: Creating impact through spin-offs in collaboration with Social Sciences and Humanities</p>	<p>(13) Title: What happened to giving IP away for free</p>	<p>(14) Title: International standards for innovation management</p>
<p>Experience shows that there is still a considerable unexploited potential within the SSH in translating their knowledge from innovative research towards the benefit of the economy. How can we create impact by a mixture of innovative solutions that tackle societal challenges and at the same time also create economic impact? How can we start spin-offs based on research from the SSH with a societal, economic and environmental impact? Where can we find funding for this kind of “social spin-offs”? What distinguishes spin-offs started from SSHA from spin offs out of STEM?</p>	<p>In 2011, a handful of UK universities launched the initiative, EasyAccessIP, an innovative way to share intellectual property with industry. Typically, early stage technologies requiring investment and product development are offered to industry for free.</p> <p>Many universities joined the EasyAccessIP “movement”, and the concept received some press coverage. Some TTOs were appalled, while others thought it was a great idea. What happened to EasyAccessIP? Do some universities still use the concept in their commercialisation efforts or was it just one of those things, hot today, not tomorrow?</p>	<p>All companies, large or small, need to innovate if they are to survive, grow and prosper. It is also key to addressing today’s societal and environmental challenges.</p> <p>The process of developing innovations needs to be managed; whether you are a researcher, knowledge transfer professional, SME or large company. Whatever part of the process you are responsible for, whether it is research and innovation collaboration; protecting and transferring IP; or monitoring licence agreements - they all need to be effectively and efficiently managed.</p> <p>A series of Innovation Management Systems Guidance standards, developed by experts from 59 countries with contributions from many organisations such as OECD,</p>

	An “inventor” of EasyAccessIP, will take us through the history and thought behind the concept and ponder its future.	WTO, LESI, and others, has recently been published as International and European standards (ISO56000 series). This session will review the importance of these guidance standards as a source of good practice, with shared perspectives from the research industry interface and the knowledge transfer profession.
Moderator: Christoph Koeller, Görgen & Köller GmbH, Germany. (Cfm) Speaker(s): Barbara Tan, Policy Advisor Knowledge Transfer Valorisation Office, University of Antwerp, Belgium. (cfm) Chris Fellingham, Licensing and Ventures Manager, Oxford University Innovation, UK. (cfm)	Moderator: Paul Van Dun, General Manager (cfm) KU Leuven Research & Development, Belgium (cfm) Speaker(s): Kevin Cullen, Vice President of Innovation and Economic Development KAUST, Saudi Arabia (Cfm) Jaci Barnett Head of Research Commercialisation and Investment. Research and Enterprise Development, University of Bristol, UK. (Cfm)	Moderator: Not required for this session. Both speakers will moderate each other. Speaker(s): Eugene Sweeney, CEO, Iambic Innovation Ltd, UK (cfm) Benjamin W. Watson, Innovation Leader, Corporate Research & Development, 3M, UK. (cfm)
Coordinator: CK	Coordinator: KL	Coordinator: AB

Coffee Break / Networking 11.30 – 12.00

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Fifth Parallel Session

12.00-13.00

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Track 1:	Track 2:	Track 3:
<p>(15) Title: Measuring Impact of KT</p> <p>Assessment of research impact has become a world-wide topic. Different types of assessment frameworks raised up, usually based on case studies, sometimes in addition to metrics. KT communities are commonly using indicators to analyse and demonstrate their activities and outputs. But what about the impact of KT activities? Collecting structured case studies enable to showcase the societal and the economic changes. But is it possible to go further to identify the impact pathway and the role of KT in this process, or to set up relevant impact indicators? The presentation will first explore existing initiatives and works on KT impact measurement worldwide. Then we will</p>	<p>(16) Title: Negotiating Licensing Terms in Life Sciences</p> <p>Knowledge and Technology Transfer can happen in numerous ways, from publication of research results to collaborations between scientist, between research organizations, between academia and industry or by creating companies, just to name a few.</p> <p>Still one of the main areas of KTT our offices are heavily involved in, is licensing. Not only does licensing facilitate KTT, it also can generate income and not to forget reputation for the research institution your KTO is working for. But how to make sure, that the terms you agree on actually reflect the value your IP.</p>	<p>(17) Title: Start up ecosystems: elements of a thriving system</p> <p>Bridging the academic and commercial spheres is a difficult task, for which a number of supporting tools can be used. One of the necessary tools for dynamic and effective cooperation is the establishment of an external single purpose vehicle by an academic institution. This "meta spin-off" is an incredibly beneficial instrument for the commercialisation of intellectual property, as evidenced by case studies of two most successful meta spin-offs in the Czech Republic, i & i Prague from the Czech Academy of Sciences and Charles University</p>

question the possibility to measure impact on a regular basis, at a European (cross-countries) level: how can we go further than a collection of case studies, to provide trends and findings based on meaningful aggregated data? An answer might be found at the frontier of academic works, practitioner experience and experts analysis.	In this talk we will very briefly touch the subject how to get a price tag for a licensable IP, we then will discuss various deal structures and licensing fee models and also negotiation tactics. Finally we will spend some time regarding the do's and don'ts in licensing.	Innovations Prague, a subsidiary of highest-ranking university in Czech Republic.
Moderator: Alison Campbell, Director KTI Ireland. (cfm) Speaker: Cecile Cavallade, Business Development Manager, Université Libre de Bruxelles, Belgium (cfm)	Moderator: Raluca Flükiger, Licensing Officer, Unitec- Technology Transfer Office , University of Geneva, Switzerland. (Cfm) Speaker: : Anja Zimmerman, Equity Management & Valuation, Ascenion GmbH, Germany. (Cfm)	Moderator: Markus Pietzka, Program Manager START:IP INiTS Universitäres Gründerservice Wien GmbH, Austria. (Cfm) Speaker(s): Jaromír Zahrádka, CEO, i&i Prague, Czech Republic. (cfm) Otomar Sláma, Director, Charles University Innovations Prague, Czech republic (cfm)
Coordinator: Coordinator: AB	Coordinator: SML	Coordinator: AB

Lunch / Networking 13.00 – 14.30

Final Plenary

14.30-15.30

(18) Title: **The Times They are A Changin'**

Knowledge transfer in an era of complexity, open science and slowbalisation.

Speaker: [Koenraad Debackere \(cfm\)](#)

Moderator: ASTP President.

KTO's have worked hard to professionalise operations and inclusion into mainstream university strategy. Today three novel challenges are visible.

First is complexity: the myriad of funding instruments, deployed across multiple collaborative contexts, leads to a growing complexity of mapping and deploying IP arrangements and exploitation avenues.

Second is open science: knowledge creation and dissemination are primary tasks of universities. KTO's should be actively involved in judging how, when and what results should be accessible and under what guidance and conditions.

Third is slowbalisation: the deceleration that globalisation is linked to new policy emphasis. These are of particular relevance as universities act and operate globally in terms of talent management, collaboration and knowledge transfer.

Those challenges imply that KTO's rethink their position, their role and their actions in the innovation value landscape.

Coordinator: [SML](#)