European
IP Helpdesk

www.iprhelpdesk.eu

European IP Helpdesk

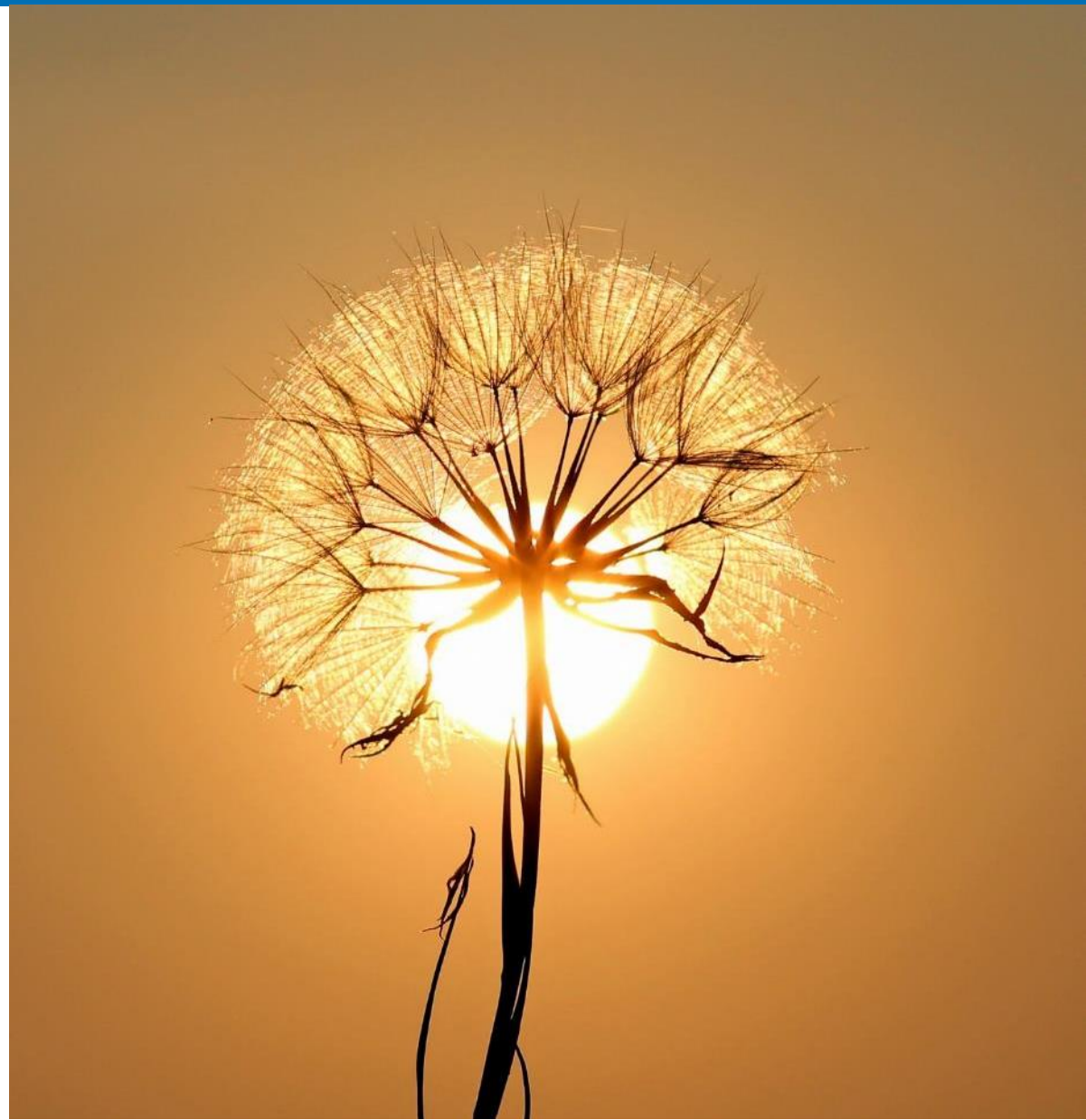
Stay ahead of the innovation game.

Effective IP and Outreach Strategies Help Increase the Impact of Research and Innovation

Stephanie Weber & Jörg Scherer, 17 March 2021

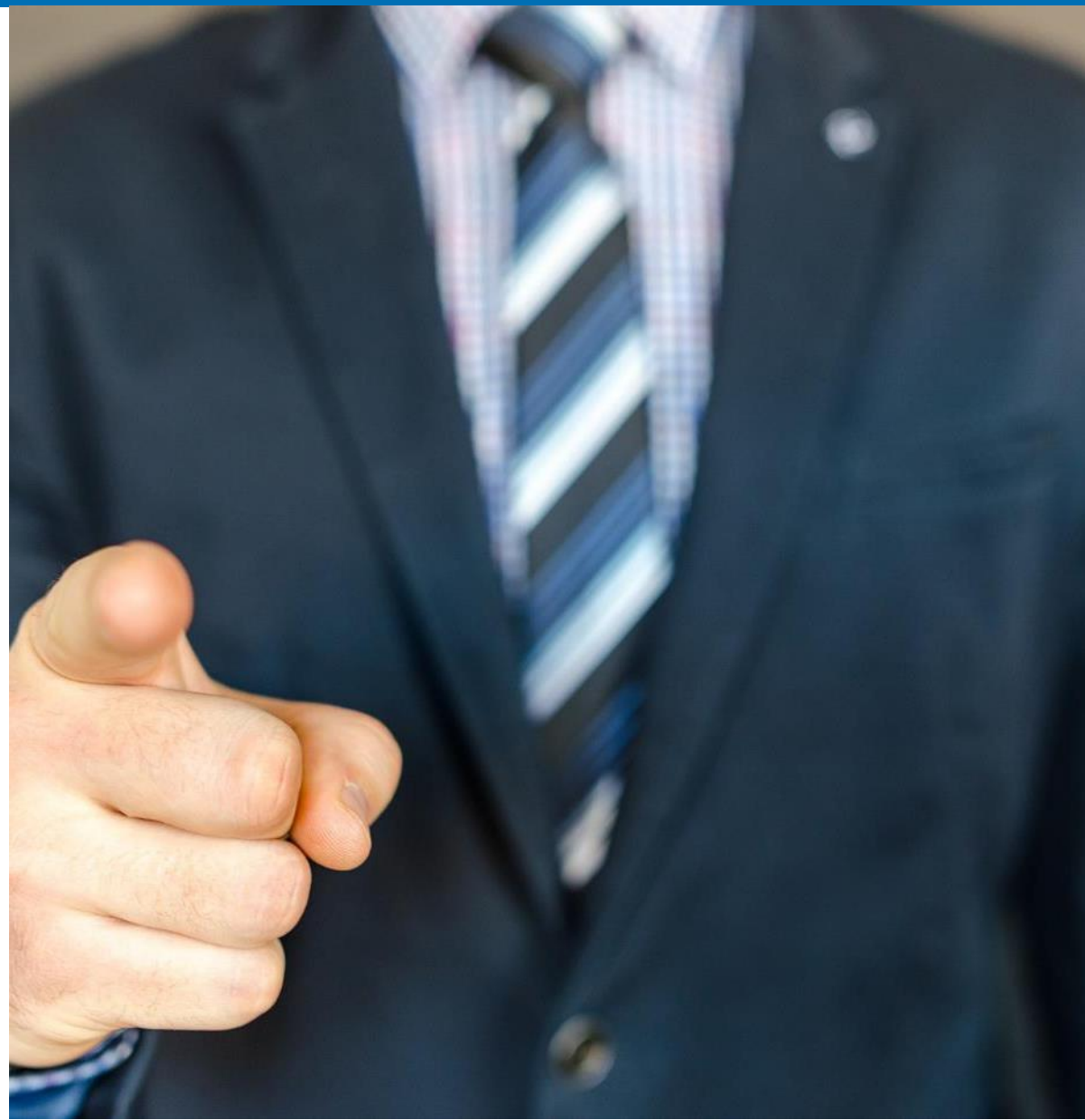
What we do

- The scope encompasses all forms of IP
- Providing efficient first-line IP support
- Raising awareness amongst the beneficiaries of EU-funded projects & EU SMEs about the importance of IP management
- Supporting SMEs on IP issues in cross-border business activities



Who can benefit from our services?

- Beneficiaries of EU-funded research, especially H2020
- EU SMEs (including micro-enterprises) engaged in cross-border business activities
- Intermediaries providing innovation support services for SMEs and researchers



Services

Website
frequent updates from the world of IP and innovation

Training
free online and on-site sessions

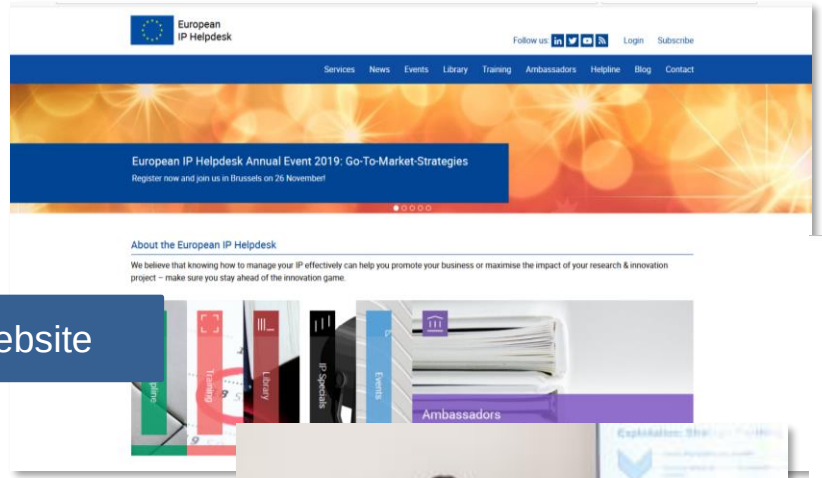
Ambassadors
local IP support throughout Europe

Events
info point at key networking events and conferences

Helpline
confidential treatment of individual IP questions

Publications
practical IP knowledge through high-level publications

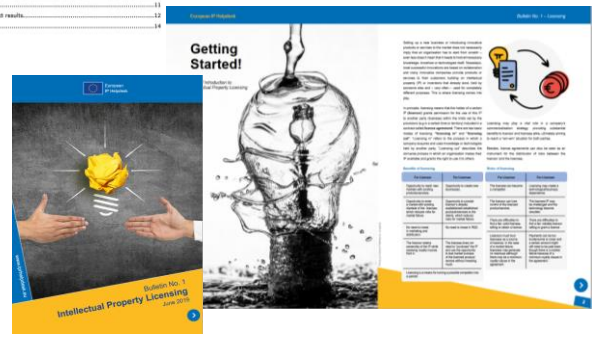
Communication Formats & Outreach Tools

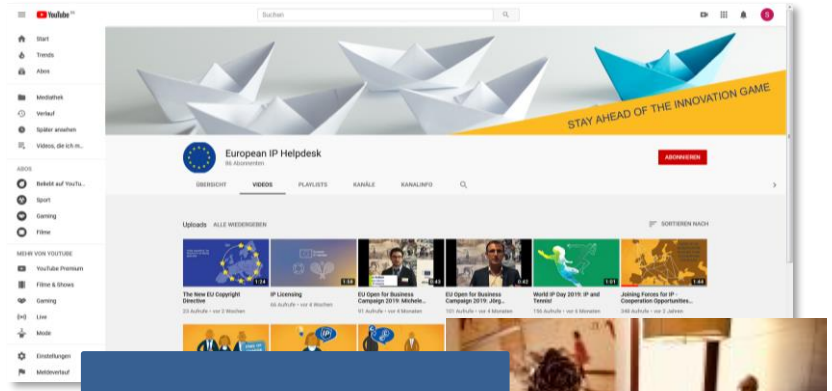


Website

Training

Publications





Audio-visual Content

Social Media

Helpline

- Free-of-charge, first-line IP support
- Personal and “to the point”
- Answer within 3 working days
- Email, phone and web
- In: English, Spanish, French, German, Italian and Polish
- Confidential

FAQs

- Who owns the results created during a Horizon 2020 project? Who owns the project concept? Can partners have rights to use results that they do not develop?

- How to manage joint ownership in transnational cooperation contracts? Is it possible to contractually ensure freedom of commercial exploitation for joint owners right now, to avoid possible issues or blockages later on?

Upcoming events

17 MAR 2021
TRAINING AND WORKSHOPS
EU - Webinar: Effective IP and Outreach Strategies Help Increase the Impact of Research and Innovation
Live streaming available

18 MAR 2021
TRAINING AND WORKSHOPS
EU - Webinar: Maximising the Impact of Horizon 2020 Project Results
Live streaming available

24 MAR 2021
TRAINING AND WORKSHOPS
EU - Webinar CEIPI coop: IP and Standards
Live streaming available

26 MAR 2021
TRAINING AND WORKSHOPS
EU - SPECIAL! Webinar: IP and Health - Pharmaceutical IP in Times of COVID-19
Live streaming available

31 MAR 2021
TRAINING AND WORKSHOPS
EU - Webinar: The Importance of IP for SMEs
Live streaming available

08 APR 2021
TRAINING AND WORKSHOPS
EU - Webinar: IP and Artificial Intelligence - Advanced
Live streaming available

14 APR 2021
TRAINING AND WORKSHOPS
EU - Webinar: IPR and Software
Live streaming available

05 MAY 2021
TRAINING AND WORKSHOPS
EU - Webinar: IP and Artificial Intelligence
Live streaming available

12 MAY 2021
TRAINING AND WORKSHOPS
EU - Webinar: IP in Biotechnology
Live streaming available

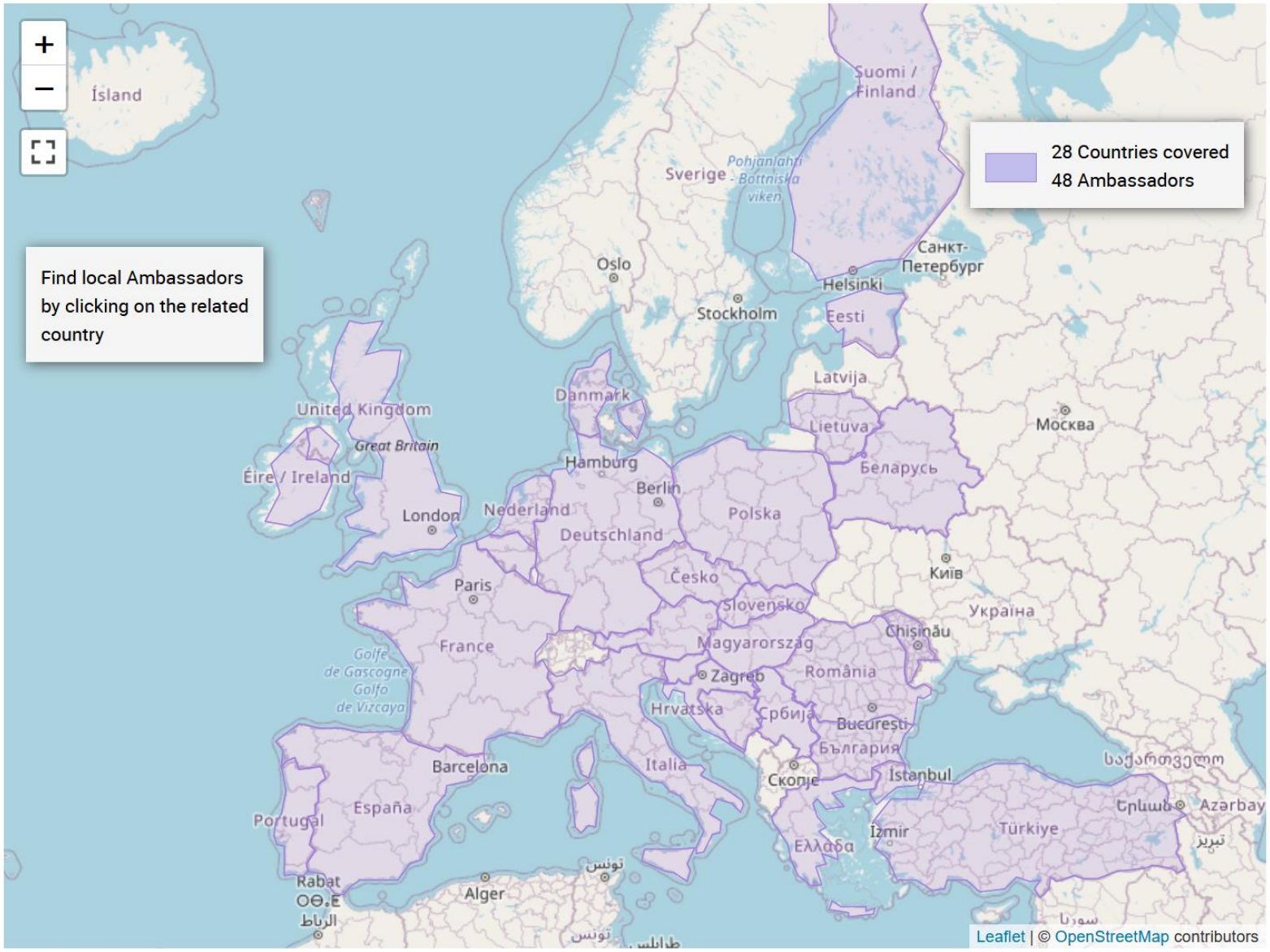
20 MAY 2021
TRAINING AND WORKSHOPS
EU - Webinar: IP in EU-funded Projects/H2020
Live streaming available

Ambassador Scheme

- **Cooperation scheme** with the Enterprise Europe Network (EEN): 48 ambassadors – 28 countries
- **Building IP capacities** among European SMEs
- **Overcoming language barriers**
- Making the topic **more accessible**
- Exchange and feedback from ambassadors on **needs of SMEs**
- Local **awareness** and **training events**

Ambassadors network

47 Ambassadors
28 countries



Other regional IP Helpdesks

Recording

Please note that the whole presentation, including the Q&A session, is recorded. The presentation will be sent to you after the webinar.

Today's Roadmap

- **Setting the Scene**
  Why you should care about communication, dissemination and exploitation in your H2020 project
- **Terminology & Concepts**
  What are key features, distinctions and touching points?
- **Ready, Set, Action!**
  Putting outreach and IP strategies into practice

Setting the Scene

COVID-19 Research Manifesto

Europa / Funding & Tenders Portal notification

Dear Horizon 2020 beneficiaries,

I am glad to inform you that last July **the Commission has launched the** MANIFESTO FOR EU COVID-19 RESEARCH to maximise the accessibility of research results in the fight against COVID-19.

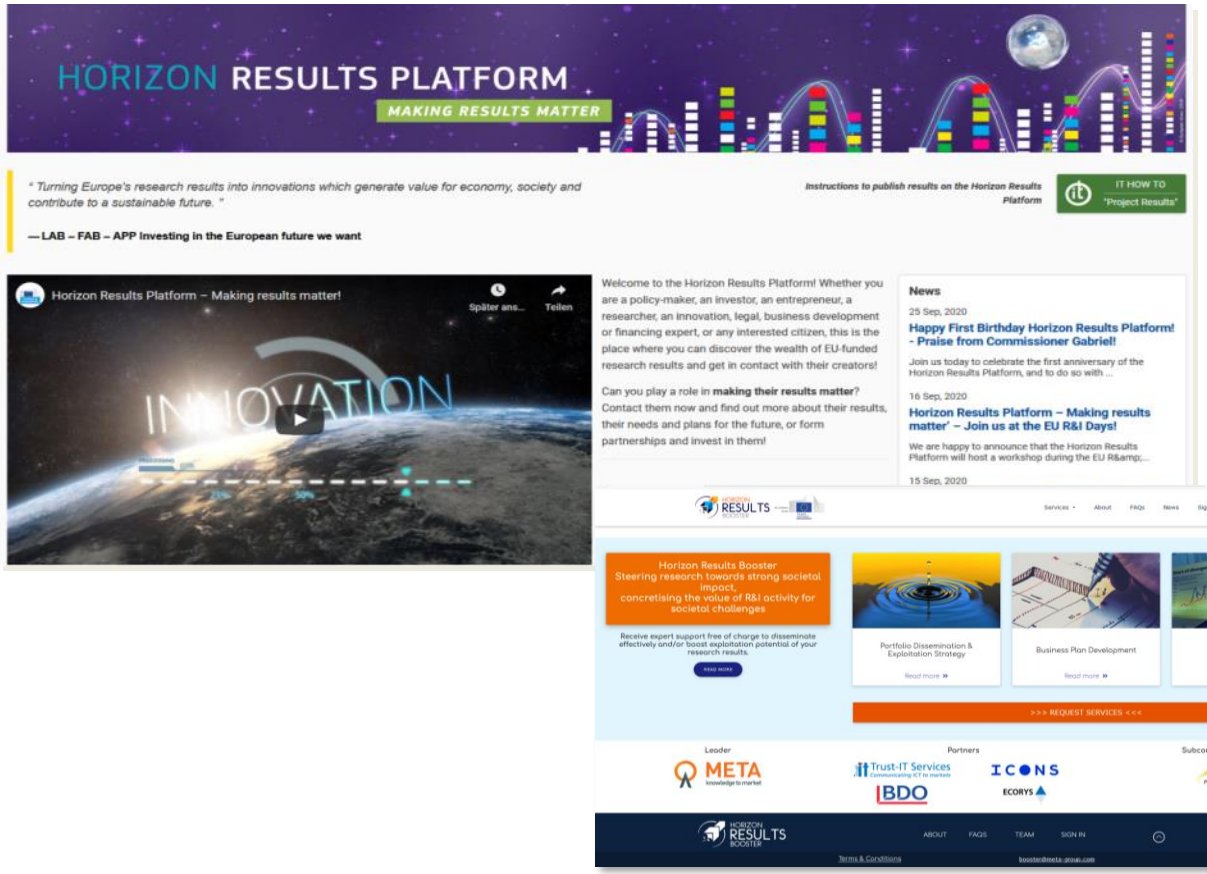
The Manifesto is part of the EU Coronavirus response, the common European response to the coronavirus outbreak. It provides guiding principles for beneficiaries of EU research grants for coronavirus prevention, testing, treatment and vaccination to ensure that their research results will be accessible for all and guarantee a return on public investment. This will aim to ensure that no one is left behind in the fight against Covid-19, and that solutions will be developed, produced and deployed to every single corner of the world.

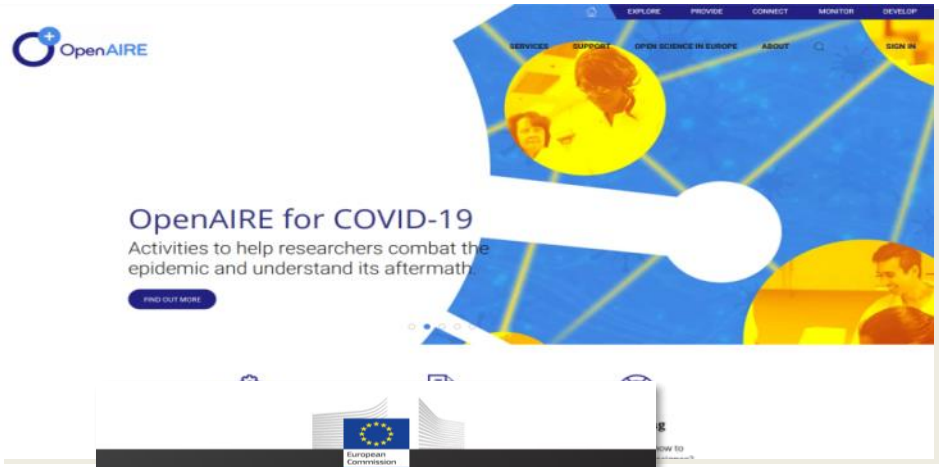
The Manifesto seeks the voluntary support and endorsement from public and private stakeholders benefitting from EU funding, as well as from other research funders and prominent institutions. We are proud for the support we received so far (you can find an updated list of organisations that already endorsed the Manifesto here) and we believe that even more can be done. I would like then to encourage you signing the Manifesto as an individual or on behalf of your institution, and so join us in the fight against coronavirus.

By endorsing the Manifesto you commit to

- Make the generated results, whether tangible or intangible, public and accessible without delay, for instance on the Horizon Results Platform, or an existing IP sharing platform, or through an existing patent pool.
- Make scientific papers and research data available in open access without delay and following the FAIR principles via preprint servers or public repositories, with rights for others to build upon the publications and data and with access to the tools needed for their validation. In particular, make COVID-19 research data available through the European COVID-19 Data Platform.
- Where possible, grant for a limited time, non-exclusive royalty free licences on the intellectual property resulting from EU-funded research. These non-exclusive royalty free licenses shall be given in exchange for the licensees' commitment to rapidly and broadly distribute the resulting products and services under fair and reasonable conditions to prevent, diagnose, treat and contain Covid-19.

The Message is Clear: Communicate, Share, Exploit!





Make a difference – make an impact

Bringing research and results to the attention of multiple audiences helps

- drive competitiveness and growth in Europe
- address societal challenges
- secure or increase (future) R&I funding
- establish new research or business contacts
- stimulate further research

Contractual Obligation

- There are three separate articles in the Horizon 2020 Model Grant Agreement:
  - **Article 38**: Promote the action and its results
  - **Article 29**: Disseminate results
  - **Article 28**: Take measures aiming to ensure ‘exploitation’ of the results

And don’t forget …

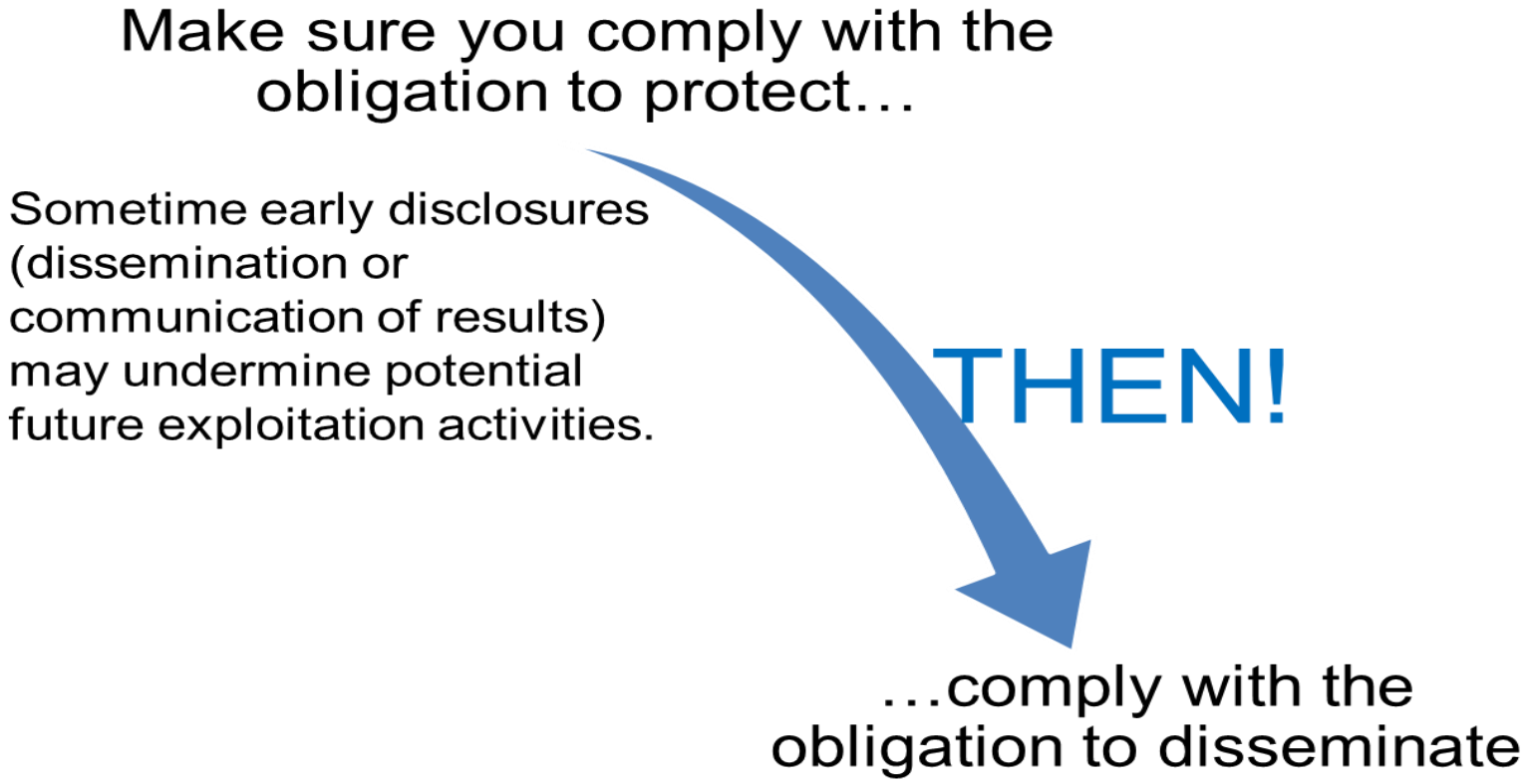
- … to **acknowledge EU funding** in all communication, dissemination and exploitation activities as well as on all equipment, infrastructure and major results financed by the action

- … to be in line with the **EU’s Open Research Policy** by providing open access to peer-reviewed publications and considering a possible participation in the Open Research Data (ORD) Pilot

Open Access / Open Data

- Providing **online, free-of-charge access** to scientific information
- H2020: **obligation to ensure open access** to all peer-reviewed scientific publications related to the results of a project (Article 29 GA) and participation in **Open Research Data (ORD) Pilot as default option**
- **FAIR** Data: Findable, Accessible, Interoperable, Resuable

Obligation to Disseminate vs. Obligation to Protect



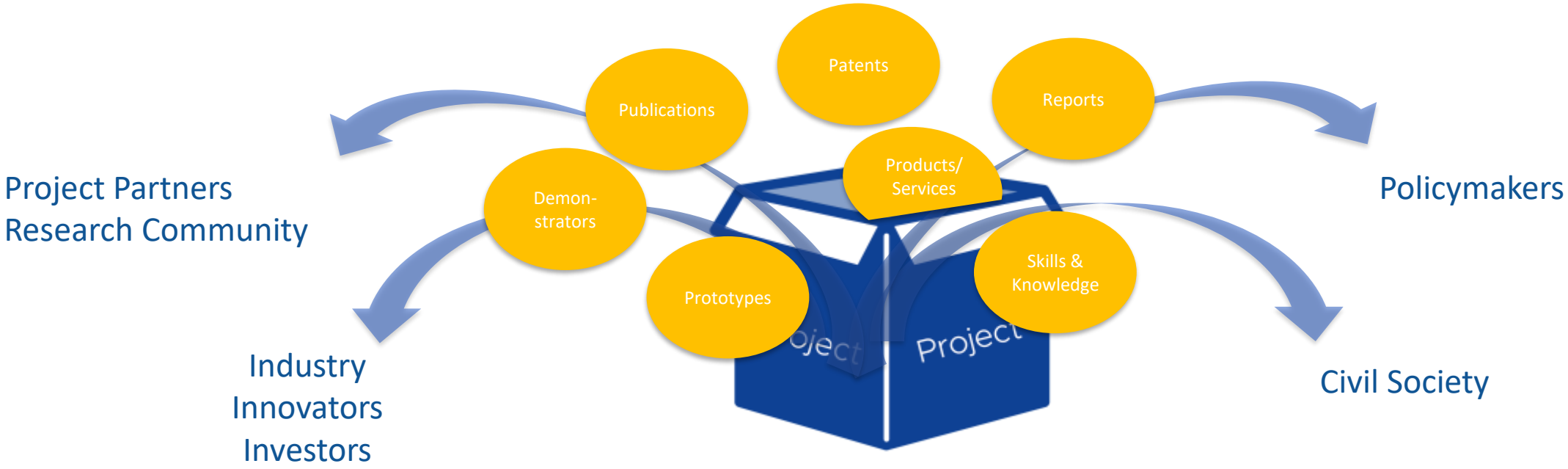
Benefits of having a C-D-E strategy

- Improves your proposal's **chances of success**
- **Increases the visibility** of your research, **enhances your reputation** and helps gain understanding and support
- **Opens up other funding sources** by explaining how your project successfully tackles current issues and challenges
- **Supports the spread of knowledge** and allows that knowledge to be built upon

Terminology & Concepts

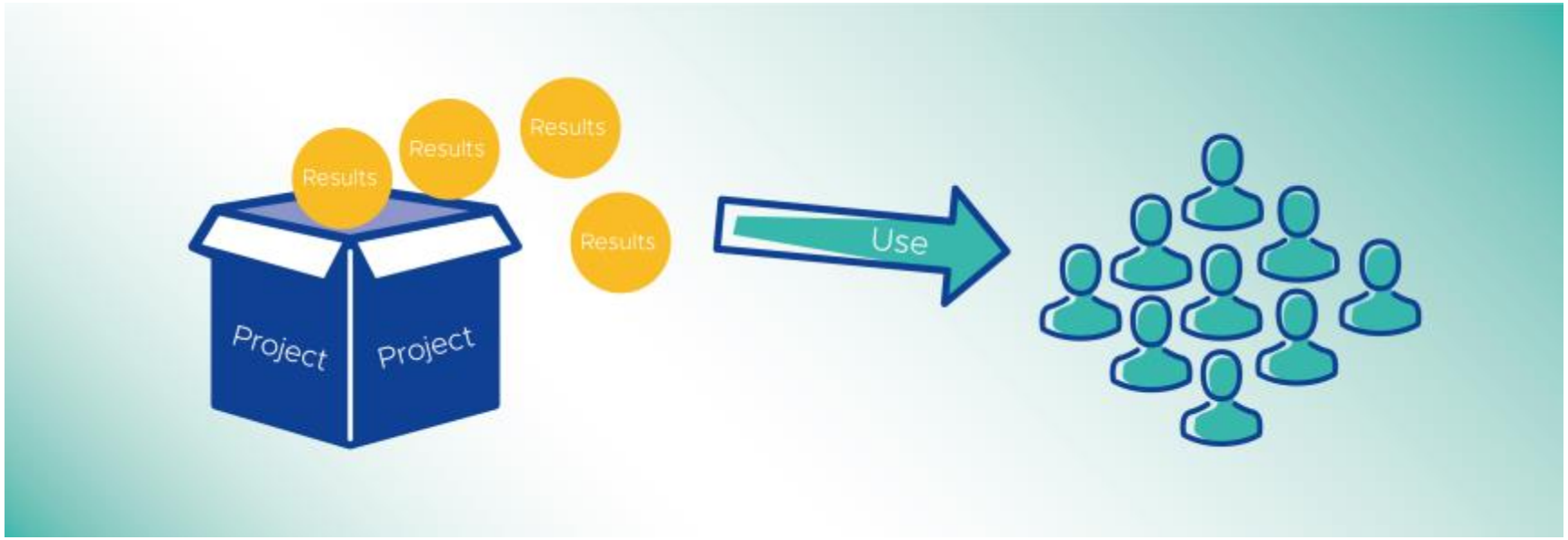
Central Definitions

Project Results

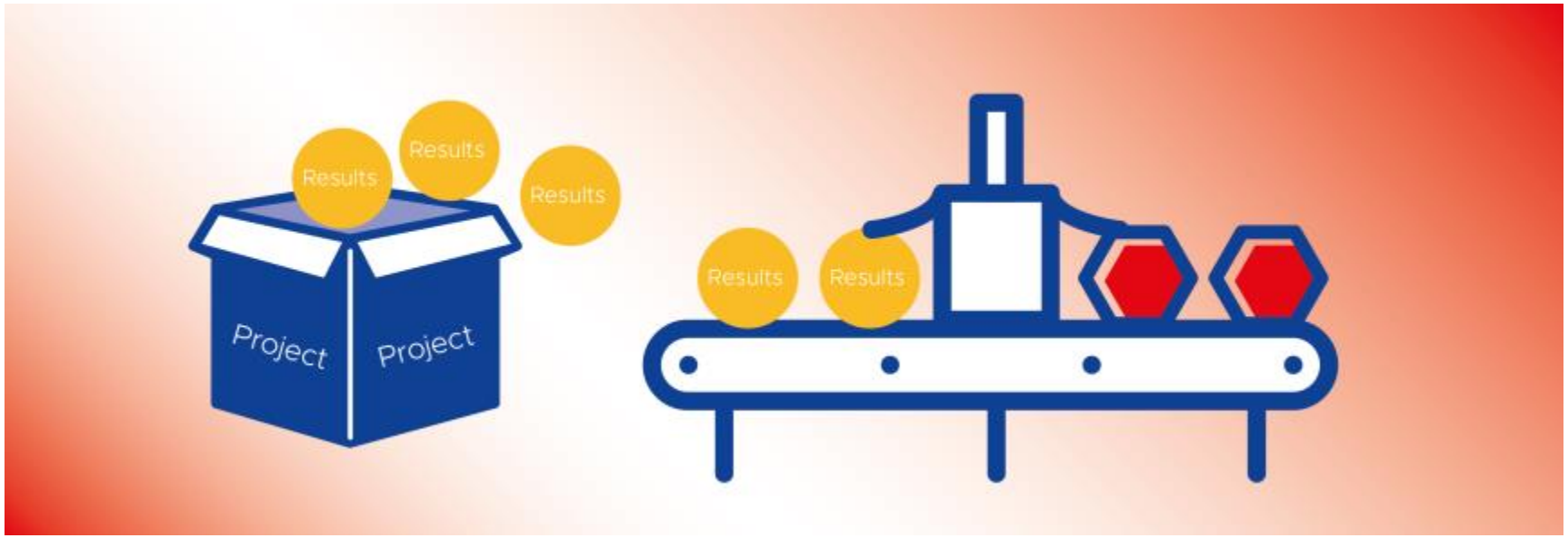


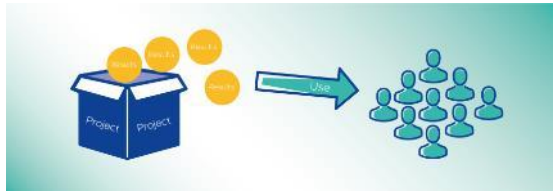
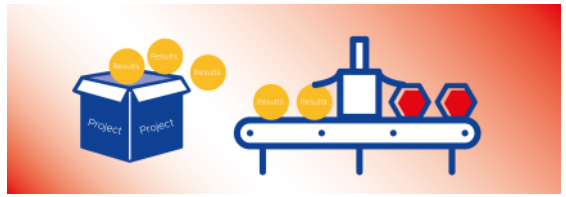
Communication

Dissemination



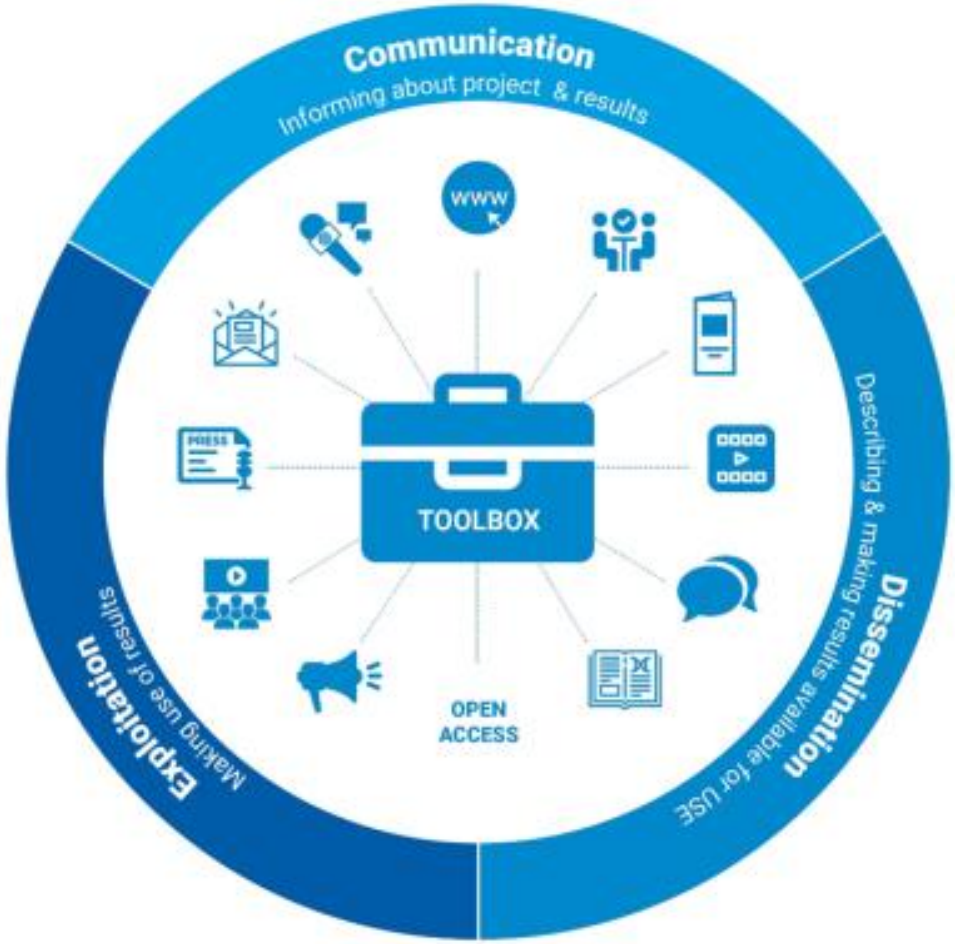
Exploitation



Communication	Dissemination	Exploitation	
			
Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.	**Transfer knowledge & results** with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.	**Effectively use project results** through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.	Objective
Inform about and promote the project AND its results/success.	**Describe** and **ensure results available** for others to **USE** ➡ focus on results only!	**Make concrete use** of research results (not restricted to commercial use.)	Focus
Multiple audiences beyond the project's own community incl. media and the broad public.	Audiences that may take an interest in the potential **USE** of the results (e.g. scientific community, industrial partner, policymakers).	People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.	Target Audience

Ready, Set, Action!

Potential Tools

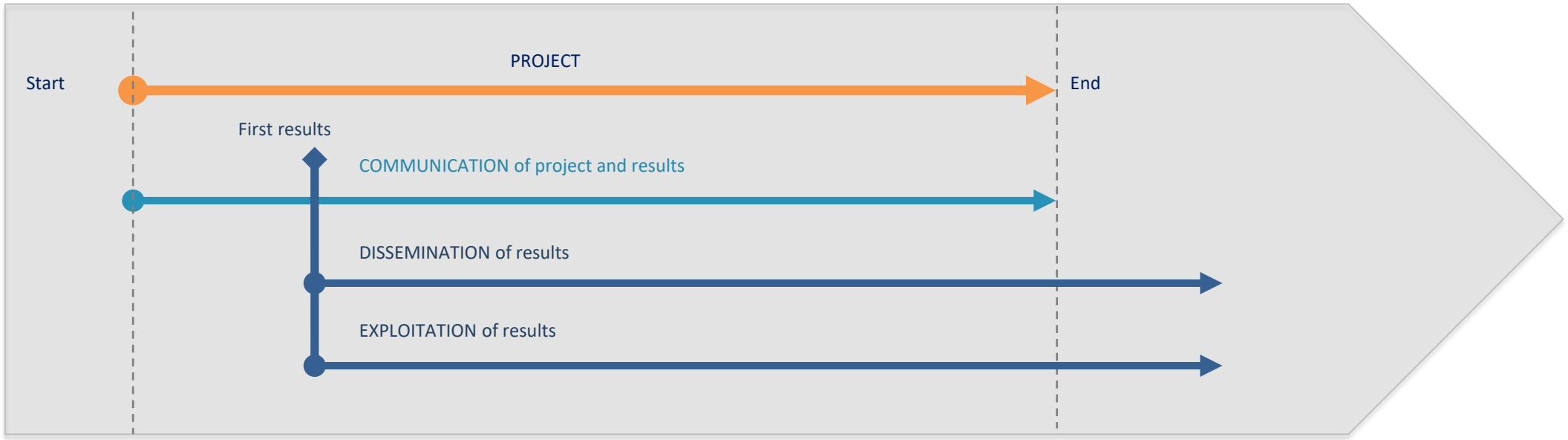


Potential Tools

First **define the purpose** of the communication, dissemination and/or exploitation measure, and **who is addressed by it**, then **identify the right tool** and **carry out the activity** that will optimally convey your message.

Timing

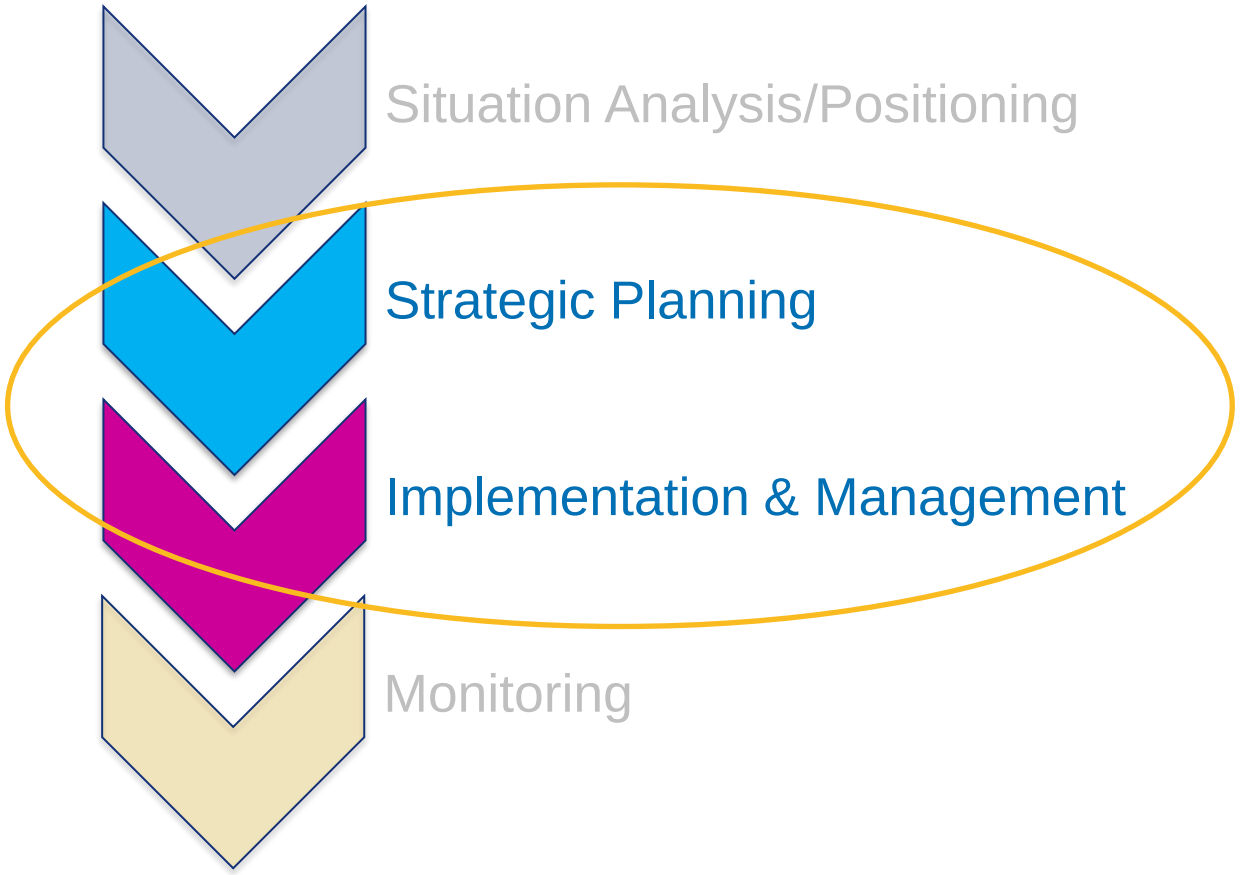
STRATEGIC PLANNING



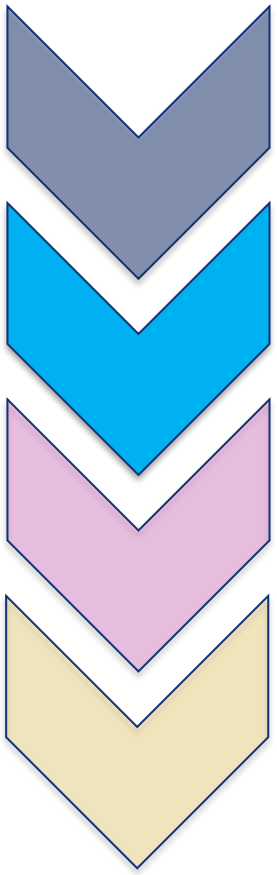
Finding your way …

- Situation Analysis/Positioning
- Strategic Planning
- Implementation & Management
- Monitoring

Finding your way …

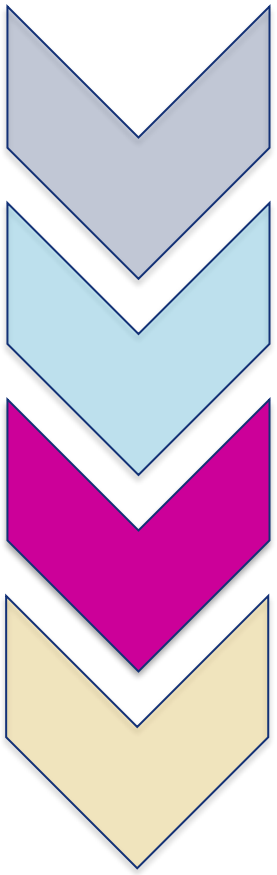


Communication: Strategic Planning



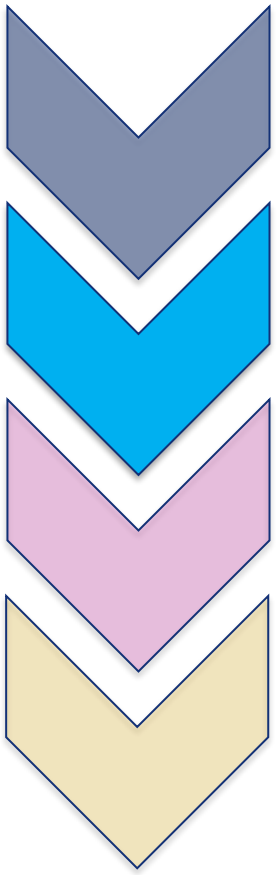
- Define clear **(measurable) communication objectives** for the project and the results
- Identify (& potentially prioritise) **target audiences**
- Formulate **key messages**
- Create a distinct **"project branding"** that will ensure a professional, consistent visual appearance of the project across all outreach activities → communication toolkit
- Develop a **communication activity plan** incl. measures, timelines, responsibilities – to be done during the project → identify **communication hooks/angles**
- Plan **resources, management & monitoring structures**

Communication: Implementation & Management



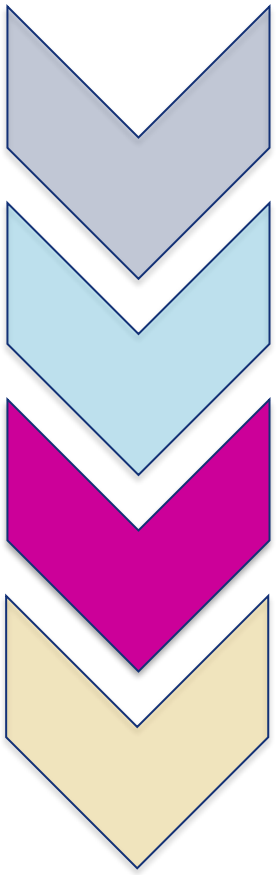
- Bring your message(s) across using adequate **communication tools/media channels**
- **Tell a story**, don't just list facts
- Use your **network and existing resources** within your consortium
- **Think global, act local**: Address media and stakeholders on local and regional level
- Inform EC about activities with **expected large media impact**
- Use communication activity plan as central **management and monitoring tool**

Dissemination: Strategic Planning



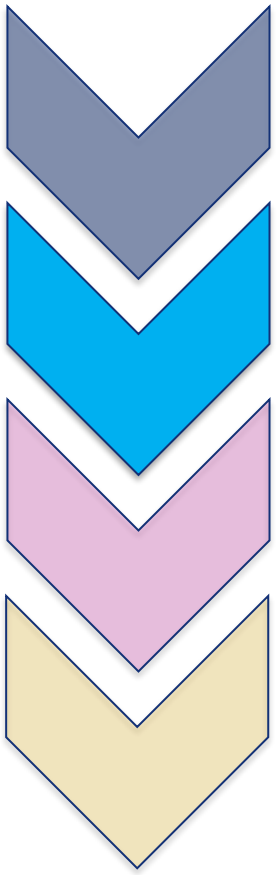
- Describe **key exploitable results** which contribute to the expected impacts
- Define **target audiences that will potentially *use* the results** to maximise the expected impacts
- Identify relevant ways to **actively engage** with the target audiences
- Have a **clear dissemination policy** & a **strategy for knowledge management**
- Develop a **Plan for the Dissemination and Exploitation** of results, including the management of research data

Dissemination: Implementation & Management



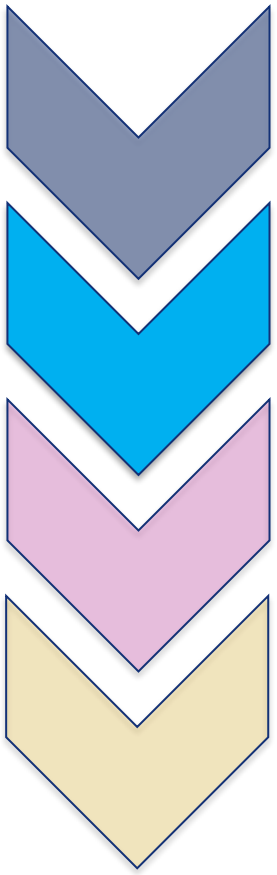
- Have **structures and procedures in place** to manage and monitor the plans
- **Coordinate dissemination** to ensure coherence and strategic focus, for instance through:
  - Scientific publications
  - Open Access repositories
  - Conferences/workshops/training
  - Policy Briefs/recommendations
  - (…)
- Ensure **IP management** is integrated with dissemination management
- Keep in mind: **Dissemination drives exploitation** - and vice versa

Exploitation: Strategic Planning



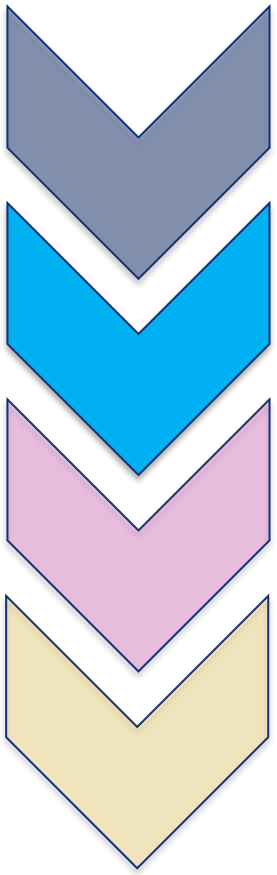
- Identify **Key Exploitable Results**
- Usually the **selection and prioritisation of exploitable results** is based on the criteria of a) degree of innovation, b) exploitability and c) impact
- "Innovation Radar": **Innovation Potential** is determined by a) innovation readiness (TRL), b) innovation management (steps/capabilities for execution), c) market potential (demand/barriers)
- To be implemented on the basis of Key Exploitable Results (KERs)
- Develop **exploitation strategies** corresponding to the nature of the different results and their target users → identify and choose appropriate exploitation pathways

Exploitation: Strategic Planning



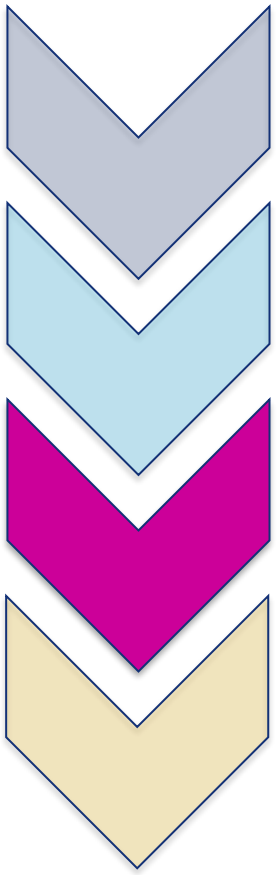
- Describe where and how the innovations will be deployed. Will new markets be created?
- Define **main target groups/markets** and “offers” (bundles of IP) for each target group
- If relevant, identify and address **“take-to-market” partners**
- Identify conditions for market deployment, i.e. financial investments, regulatory approvals, standards, prototypes, proofs of scale-up, etc. Is any further work (investment/funding) envisaged to convince your targets (e.g. proof of concept/scale-up)?

Exploitation: Strategic Planning



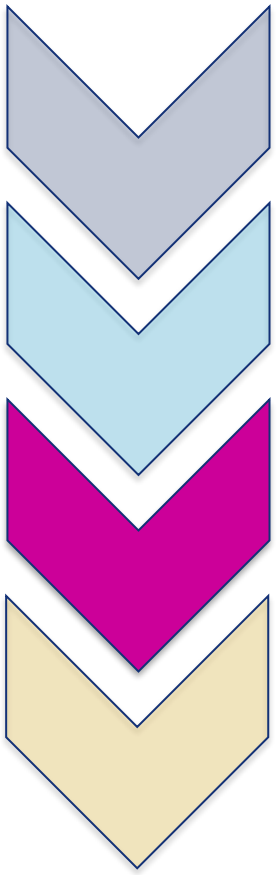
- Consider **potential barriers/obstacles**, and how to overcome them. In case of commercial exploitation, consider Freedom-To-Operate (F-T-O) analysis
- Demonstrate how interested parties will get **access to results**, and under which terms
- Define **exploitation pathway(s)**/RIAs or **business model(s)/**IAs

Exploitation: Implementation & Management



- Define **structures and responsibilities**: Who will manage and coordinate the innovation process – the IP, its dissemination and its exploitation?
- Define the **processes**; including capturing, assessing, protecting, managing, disseminating and exploiting the IP, including ownership issues
- Manage the **background and 3rd party IP**, which might be needed for exploitation
- Implement **IP awareness** raising to enable results to be captured, and to prevent it losing value (e.g. IPR, confidentiality, invention disclosures, pre-publication reviews, etc.)
- **Activities/Tools**: PDE, Exploitation Workshops, Innovation Questionnaire, Contribution-Benefit-Matrix, Risk-Analysis, Patent-Search, Competitor Analysis, F-T-O, Brokerage Events, Market Studies, Pilots/MVP, Business Plans…..

Exploitation Roadmap



Understand the landscape, develop a credible exploitation strategy and plan the exploitation route(s)

Understand the landscape

Strategic intelligence – components for a sound exploitation & impact strategy

WP and Call Challenges,
Objectives & Topics; ***Expected Impact***

Source: E. Sweeney, 2016

How will results be accessed?

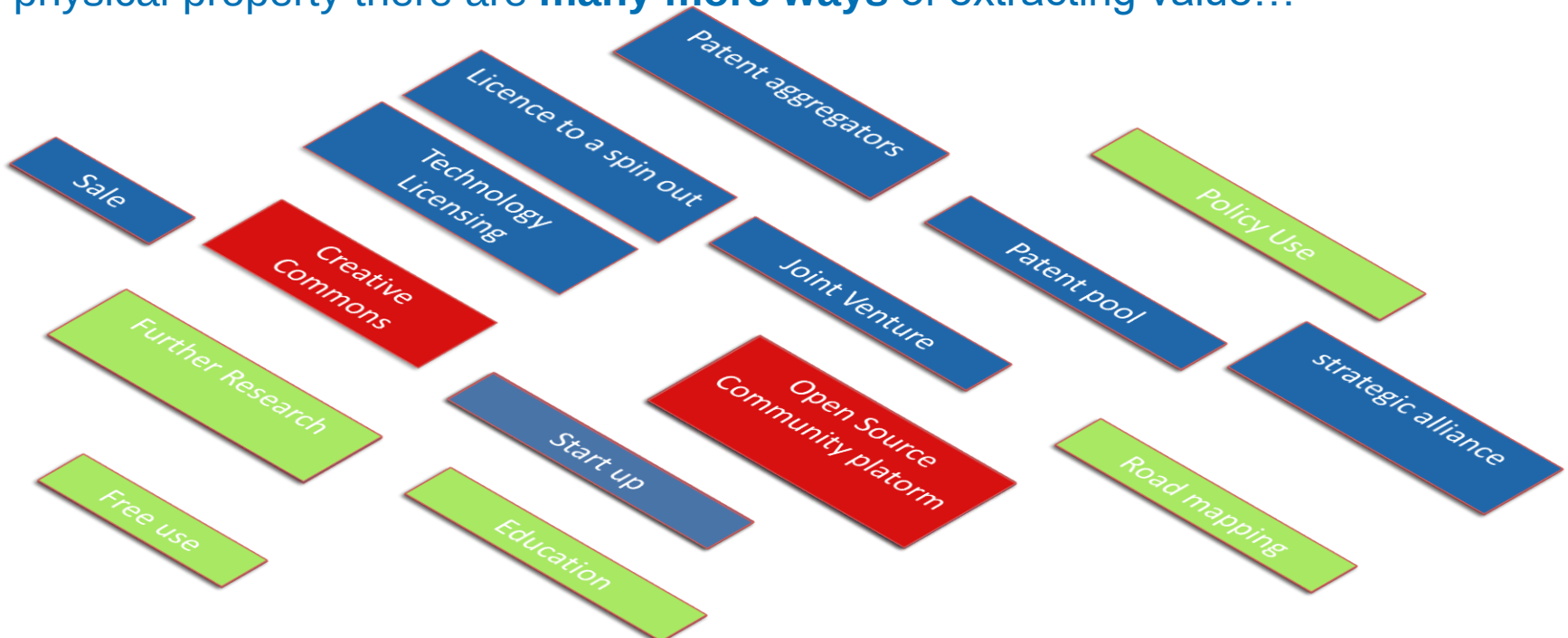
(the exploitation part)

- **Who will provide them?**
  - A research institution? A partner SME? A new company? Joint Venture?
- **What are the expected terms?**
  - Free, royalties, equity share, staged or fixed payments, time limit for access, etc.
  - May be different for each target group or results
  - What further agreements are required? ; i.e. Joint Ownership Agreements, Licensing Agreements

Likely to be after the project ends
→ So plan must be credible!

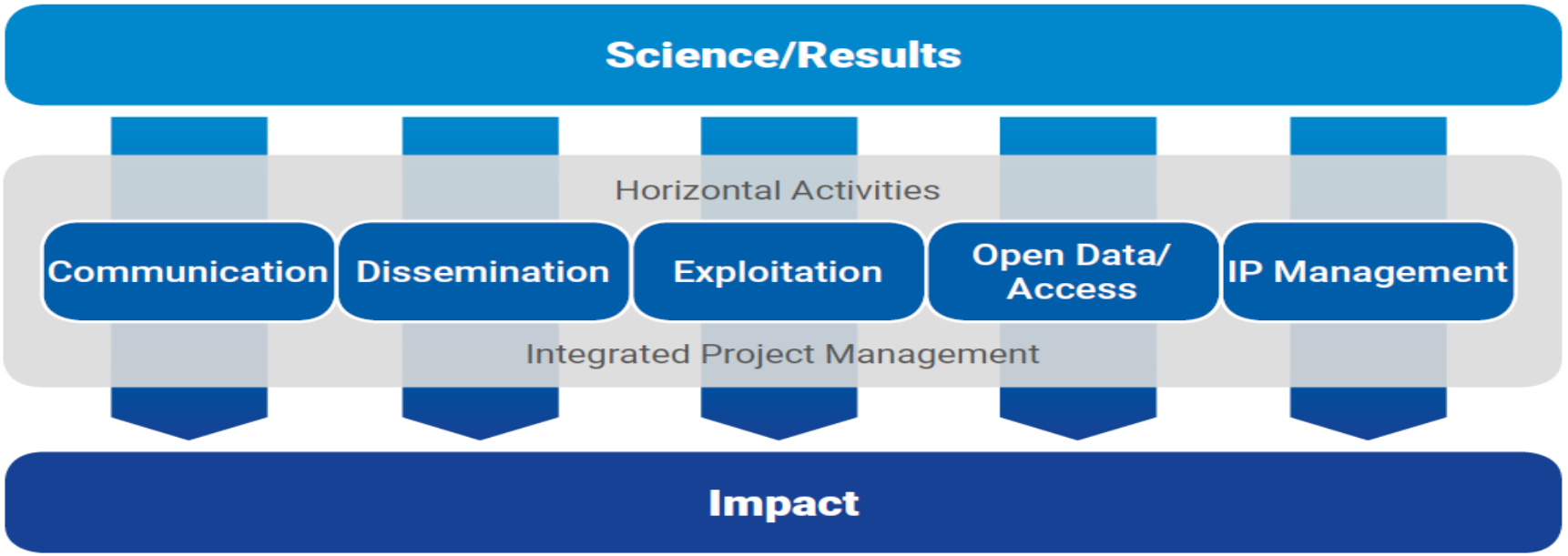
Exploitation Pathways

- Project outputs are **valuable intellectual assets** which, like physical property, can be **used** and **traded** – bought, sold or leased, used in JV's, or as collateral
- But, unlike physical property there are **many more ways** of extracting value…



In a Nutshell

Keeping track of communication, dissemination and exploitation means keeping track of your project's progress towards contributing to the expected impacts and addressing the challenges of the call



Find out more

General

- Horizon 2020 Programme: Annotated Model Grant Agreement

Communication Activities

- Brochure: Making the Most of Your H2020 Project – Boosting the impact of your project through effective communication, dissemination & exploitation
- Online Manual: Horizon 2020 Participant Portal Online Manual "Communicating Your Project"
- Guide: Communicating EU Research & Innovation; Social Media Guide for EU-funded R&I Projects
- Videos: The EU Guide to Science Communication
- Webinar: 60-minute Communication Workout
- Social Media Guide: http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

Dissemination & Exploitation

- Online Manual: Horizon 2020 Participant Portal Online Manual "Dissemination & Exploitation of Results"
- European IP Helpdesk Fact Sheet: The Plan for the Exploitation and Dissemination of Results in Horizon 2020

IP Management

- European IPR Helpdesk Guide: Your Guide to IP in Horizon 2020

Open Access & Data Management

- Online Manual: Horizon 2020 Participant Portal Online Manual "Open Access & Data Management"
- Guidelines: Rules on Open Access to Scientific Publications & Open Access to Research Data in Horizon 2020; Data Management in Horizon 2020
- Infographic: Open Access
- European IP Helpdesk Fact Sheet: Open Access to scientific publications and research data in Horizon 2020: Frequently Asked Questions

Contact:

- www.iprhelpdesk.eu
- training@iprhelpdesk.eu
- Twitter @iprhelpdesk
- LinkedIn /european-ipr-helpdesk

Thank You!

DISCLAIMER

The European IP Helpdesk provides free-of-charge first-line support on IP-related issues aiming to help current and potential beneficiaries of EU-funded projects, as well as EU SMEs, manage their Intellectual Property assets.

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