

# PROTON

E U R O P E

Innovation from Public Research

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## Developing Knowledge Sharing in the ERA

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PROTON

E U R O P E

Innovation from Public Research

# Progress ?

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- **HUGE!**
- **Gaining Pace**
- **Unstoppable?**

# Strengthening KS

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## Knowledge Sharing = Building sustainable partnerships

- Strong KS requires an ecosystem approach
- Effective KS requires change in policy & practice
- Sustainable KS requires capacity building
- Good KS requires a European solution

# The vision for Europe

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A framework of coherent public sector policies, laws and processes with a shared understanding of expectations a common purpose and no man-made obstacles

# Enabling KS

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- Introduction of recurrent funding from Member States to PROs, with outcomes measured
- Capacity building and the establishment of standards for professional knowledge sharing in both industry and PROs;
- Agreement on the principles of a Code of Practice for Knowledge Sharing;

# Technical KS

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- Practical operational guidance in relation to the State aid rules
- Research funders to have consistent rules in relation to the management and ownership of intellectual property rights
- Member States to review legal and fiscal measures that prevent or complicate knowledge sharing
- Consistency between legal and intellectual property systems of the Member States.

# Options? Bayh Dole?

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- **Worked in the USA in 1980**
  - Lifted the burden from government
  - Protectionism protected
  - Gave rights and obligations
  - Changed the university culture
- **In 2008 in the USA?**
  - Over-valuing of patents
  - Restrictive terms of licenses
  - Waivers increasingly common
  - Administrative burden

# Harvard

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## Industry Days

- Identify what a large company might want
- Present ways in which Harvard can provide
- Create relationships with meaning and content
- Generate research funding and company solutions
- Outcomes
  - 1:20 success rate (research income)
  - reputation & relationships

# Texas A&M

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- Lateral Thinking
  - Building long term partnerships
  - Losing the licensing focus
  - Designing research to create outcomes
  - KT team looking outwards
- Outcomes
  - \$80M in new revenue in 18 months
  - Partnerships allow long term research
  - Star researchers

# Wisconsin

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- People
  - Approachable & friendly team
  - Attractive offices & lots of hospitality
  - Good marketing material of a “menu” of resources
  - No financial targets
  - Constant networking
- Outcomes
  - Reputation & Relationships
  - Research & consultancy funding

# Heriot-Watt

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- Integrated Approach
  - Research administrators & KT team work together & share objectives
  - Encouragement & reward for academics
  - Cradle to grave projects
- Outcomes
  - Multi-funding
  - Relationships & reputation
  - Research, consultancy & licensing income X 2

# Who will take action?

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- Let's start with ourselves
- Today!