

Horizon 2020 - Innovation in der Praxis

Jörg Scherer

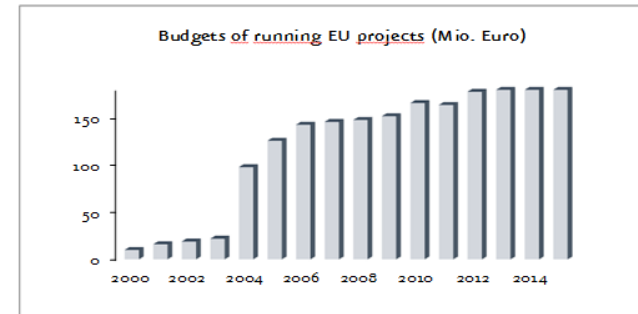
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Speaker profile: Jörg Scherer

- Managing Director of **European Research and Project Office (Eurice) GmbH** – PMO (45 staff members) for international R&I projects with offices in Berlin & Saarbrücken
- Eurice & FP7: 35 co-ordinations; WP Leader Exploitation/Dissemination; **Top 20** in terms of SME participation; 12 H2020/COSME participations
- Founder of 3 companies; Evaluator in EC programmes
- Involved in **European IPR Helpdesk** activities since 2005; Coordinator of capacity building scheme in the field of IP management in the current Helpdesk
- Active member in different innovation support initiatives , such as **Enterprise Europe Network (EEN)** or **FitforHealth**





Helpline

- Topics in H2020 (non-exhaustive):
 - Revision of MoU and non-disclosure agreements
 - Brief analysis of plans on exploitation and IP within proposal
 - Questions on commercial exploitation of IP
 - Revision of consortium agreement
 - Questions of IP rules in projects
 - Questions on interpretation of IP clauses in the grant agreement and other agreements...

Main user group: SMEs !

“Your guide to IP in Horizon 2020”



Contents

- Introducing Horizon 2020
- What’s new in Horizon 2020 with regard to IP?
- Your project – your knowledge – Your IP
 - Getting your project started
 - Implementing your project
 - Concluding your project
- Our services
- Useful documents

New training formats on exploitation strategies in Horizon 2020



Large, supranational, open IP Training Events

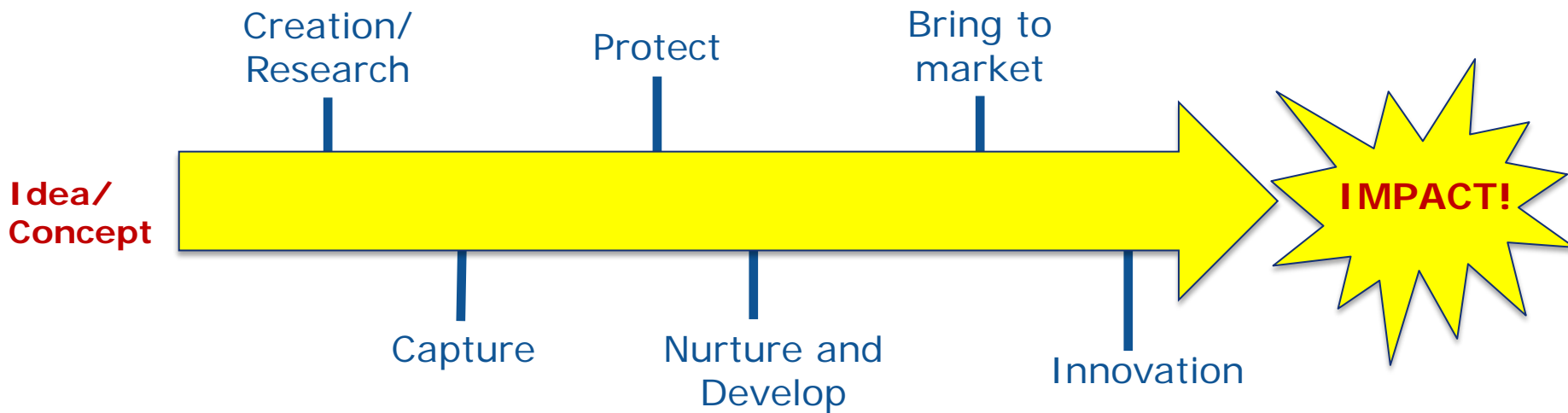
- Maximizing the impact of H2020 projects – for proposers
- Exploitation of H2020 project results

Next to come: Bonn – 15 September

Creating Impact - downstream route

- *Understanding the scene (Terms, Rules, Model Agreements, etc)*
- Setting the scene (Which IP provisions are negotiable?)
- Getting to know the individual interests, motivations and expectations of individual partners regarding IP management and exploitation
- Strategies and Plans to capture, manage and exploit results of H2020 projects on consortium level
- Developing the right innovation management structures
- Definition of appropriate activities and tasks to implement innovation-related activities
- Exploitation pathways, route to market, business models

Idea to Impact!



Understand the landscape

Strategic Intelligence

WP and Call Challenges,
Objectives & Topics



Research
Competitors

Standards

Related
Research

Industry
Competitors

Technology

Regulations

Market
Factors

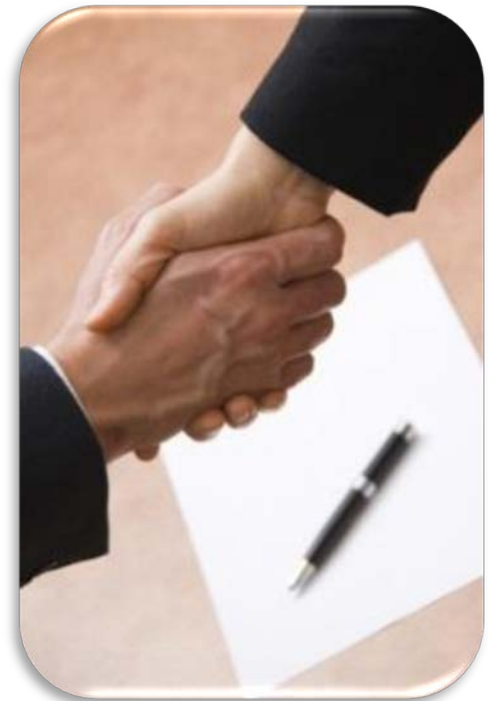
SOTA

IP &
IPR

Routes for use/exploitation

Basic options

- Use for further research
- Developing and selling own products/services
- Spin-Off activities
- Cooperation agreement/Joint Ventures
- Selling IP rights/Selling the (IP based) business
- Licensing IP rights (out-licensing)
- Standardisation activities (new standards/on-going procedures)



Major findings after first 18 months of H2020 implementation

- Far too often -proposers do not fully grasp the innovation dimension of Horizon 2020 projects
- The first 18 months of Horizon 2020 implementation reveals a long list of misunderstandings, wrong interpretations and misperceptions
- Those could partially be reduced by improving communication, guidance and sharing best-practice in implementing innovation in Horizon 2020 projects.

Major findings after first 18 months of H2020 implementation

- There are many misunderstandings on what is asked for in the proposals; for example, innovation potential vs innovation capacity;
- Innovation dimensions of research outcomes are always difficult to define, particularly for researchers who are new to the concept;
- The demands in research projects are now holistic. Researchers are now faced with the task of implementing European policy, a role that is demanding and complex.

Potential „fields of action“

clarity

common
understanding

precision

briefings/training

- **Clarity:** The concept of clarity is not about simplification but rather the need for clear and concise wording in Commission documents, templates, language and web site navigation and in proposals. It was often pointed out that proposers spend much of their time attempting to "translate what the Commission mean". Not a commendation for clarity.

Example: Dissemination vs Communication

- **Precision:** It is important that the Commission and proposers are precise in their needs, desires and solutions.

Example: Definition of TRLs for individual components/research outputs rather than on system level.

- **Common Understanding:** This leads to an overall issue of how far a proposer should go in explaining what they are going to do and how specific.

Example

- Exploitation vs Commercialisation
- Exploitation Plans vs Business Plans

It is important that the Commission draw up a glossary with common understanding of frequently used concepts and terms.

This has to be agreed and followed-up by briefings and training offers involving all relevant stakeholders.

Role of TTOs in the process (tbd)

Stronger involvement than in previous FPs

- Changing attitudes of researchers
- Checking potential IP infringements
- Support in the definition of background
- basic Freedom-To-Operate-Analysis
- Specific activities during project implementation, etc.

Further challenges

- Variations in evaluation procedures between the different Executive Agencies involved in the process.
- In some programmes: Don't write the proposal as a research paper, write as a response to tender.
- Less descriptive topics are a challenge for proposers to address the expectations of evaluators in terms of exploitation/impact
- Exploitation strategies to be presented and further developed on consortium level rather than on partner level.

Vielen Dank für Ihre Aufmerksamkeit !!

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