

Dynamic Change in the Knowledge Transfer Arena

Many changes are taking place in Europe, which directly affect the mission of knowledge transfer from research universities and public research institutions (collectively PROs):

- The political agenda to make Europe a knowledge economy;
- The practice of entrusting PROs with the management of Intellectual Property Rights (IPR) is spreading rapidly across Europe;
- Many TOs are getting actively involved in new processes of innovation, including interaction with industry and the creation of spin-outs;
- The widening of the science base with collaborative research and networking at European level.

The first ProTon Europe Conference addresses these issues reviewing these changes and the implications on the organisation and management of the knowledge transfer function through the plenary sessions. The plenaries are complemented by parallel sessions themed to cover the areas of knowledge transfer practitioners' interests and concerns. ProTon Europe is also mounting a series of training workshops to deliver key skill needs.

Parallel Session Themes:

Managing Transfer Offices (TOs) considers the operation of these offices and the training of staff to run them. The sessions will: use case studies to examine the different ways of organising technology transfer activities; explore the quantification of performance as measures in different organisational models; and consider a diagnostic tool for assessing staff competencies

Intellectual Property and Licensing studies IP asset management as one of the key activities of a Transfer Office or Company. The sessions shall deal with fundamental issues of IP and Licensing and give practical examples how to make this a successful enterprise from the academic environment.

The University/Industry interface is the critical point in the process of knowledge transfer. And yet there is frustration on all sides that exploitation of knowledge is not as effective as it might be. Governments across the EU implore university TOs to be more innovative, whilst industry is challenged to increase its investment in R&D, particularly in small and medium enterprises (SMEs). Sessions here will focus on the issues this raises, identifying current challenges and outlining future scenarios in a radical and provocative manner. The presenters will draw upon professional experiences ranging from the policy dimension to the reality of the marketplace.

Starting a Campus Company will focus on the key issues in this process. Starting with the policies and processes within the institution that facilitates this, the sessions will also look at the management of these companies, how they are funded and what characterises a successful spin-off opportunity.

Structuring Knowledge Transfer: Key to the improvement of knowledge transfer is the understanding of the process of innovation. Sessions under this theme will: examine the Capart model; and consider networking and communication as essential components of the knowledge transfer process. In addition the merits and design of a code of conduct to establish KT as a distinct profession, with be debated.

PROGRAMME

Wednesday		Session
14:00 – 17:00	Rachel Burnett	Good Practice in Protecting and Exploiting IP Assets
	Gavin Thomson	EU R&D funds: technology transfer and innovation programmes.
	Brett Cornwell	Assessing Commercial Potential in Early Stage New Technologies
Thursday		Session
9:30 – 10:00	Ch: Justo Nieto Gilles Capart	Dynamic Change in the Knowledge Transfer Arena The Innovation Model and ProTon Europe The successful implementation of an interactive innovation model is imposing new requirements and new challenges, which are reviewed. For PROs, this means the organization of transfer offices (TOs) with more comprehensive and clearly defined mission statements and with adequate resources, in particular staffing with competent and experienced personnel. For industry, this means recognizing PROs as partners more than subcontractors and developing long term relationships. For governments, this means providing appropriate incentives and harmonizing regulations at European level. The main objective of ProTon Europe is to help PROs to respond to these challenges. The presentation will give an overview of the services that are being developed for the members.
10:00 – 11:00	Ch: Gilles Capart Gonzalo Leon David White	Raising Innovation Innovation Policy in Spain The main Spanish S&T policy planning instrument, Plan Nacional de I+D+I (PN IDI), is now being elaborated for the period 2004-2007. Similar to the EU Framework Programme, the Spanish one envisages knowledge transfer as one key horizontal measure. The presentation will highlight the main implications for Spain in this area in the coming years. Innovation Policy in Europe Innovation is the cornerstone of the Lisbon strategy to make Europe a dynamic knowledge economy. European research universities and public research institutions should take a more active role in the innovation process. The presentation will review the initiatives and the policy instruments developed by DG Enterprise to facilitate this.
11:00 – 11:45		Spanish Morsel

11:45 – 12:30	Ch: Birgit Wirsing Gilles Capart	Theme A	The Innovation Model: Issues about ownership of IPR The first and basic condition for research universities and other public research organisations (collectively PROs) to take an active role in the innovation process is to assume initial ownership of the Intellectual Property Rights on the results and inventions arising out of their research. The workshop will discuss the IPR ownership legal regimes and the policies and practices commonly used to allow later use as part of the innovation process.
12:30 - 13:15	Ch: Birgit Wirsing Fernando Conesa Carlos Seaton	Theme A	Organisational Models: The Use of Metrics This session will explore the use of metrics in creating organisational models. This includes the identification of relevant performance indicators, measuring and reporting performance and benchmarking options.
11:45 – 12:30	Ch: Ruth Herzog Liesbeth Paemen	Theme B	IP in the Field of Life Sciences: 1 Patent Claims This session comments on the scope of patents, describing what can and cannot be claimed in respect of life science patents.
12:30 - 13:15	Ch: Olivier Lescroart Guenter Isenbruck	Theme B	IP in the Field of Life Sciences: 2 Valuation of IP For a successful licensing strategy the appropriate assessment of value regarding the technology or the patent is an important factor. Based on this evaluation, important decisions regarding the license terms such as the amount of royalties, up-front payments or milestones will be made. This workshop will provide an overview of the fundamental valuation methods and will exemplify those methods using case studies.
11:45 – 13:15	Ch: Bob Gibbs Chris Barnett Fabirama Niang Giordi Rojas,	Theme C	The University/Industry Interface and ERA Panelists from 3 EU member states will challenge delegates to rethink and to reshape their understanding of the University/Industry interface. Different views on the issues and challenges of the U/I interface and ERA at national and European levels, will be presented. These will cover, for example, why the U/I interface is critical to knowledge transfer, the quality and quantity of U/I interactions, strategic priorities and responses to national and EU policy. Short presentations will be followed by group discussion to culminate with a final resumé of issues.

11:45 – 12:30	<p>Ch: Angus Ferguson</p> <p>Ederyn Williams</p> <p>André Catana</p>	Theme D	<p>University Policies and Processes for Supporting the Creation of Campus Companies</p> <p>This will cover both university policy in this area as well as support for academic entrepreneurship in the institution and will highlight some policies and processes that are producing successful spin-off companies.</p>
12:30 - 13:15	<p>Ch: Angus Ferguson</p> <p>Ederyn Williams</p> <p>Joseph Orlinski</p>	Theme D	<p>Structure and Management of the Spin-off Company</p> <p>What level of involvement should the university have in the spin-off company, i.e. “hands on” or “hands off” and what support is most useful e.g. incubator, science parks, university facilities? What potential conflicts of interest will arise between the university and its academic staff and what mechanisms are in place to manage these issues?</p>
11:45 – 12:30	<p>Ch: Malcolm Rose</p> <p>Rudi Cuyvers</p>	Theme E	<p>Networking: a Key Element in Technology Transfer</p> <p>Based on the integrated technology transfer model implemented at K.U.Leuven Research & Development, the different actors in the technology transfer process are defined and the added value & success factors & problems of different networks are discussed, including networks for high-tech entrepreneurship and technology clusters.</p> <p>The results of the Proton Europe survey in respect of the role of national and international networks of TOs will also be included in the presentation that opens this seminar.</p>
12:30 - 13:15	<p>Ch: Malcolm Rose</p> <p>Shabtay Dover</p>	Theme E	<p>The IGLO Case – A Network of Networks</p> <p>IGLO – the Informal Group of R&D Liaison Officers in Brussels, is a Brusselsian self funded network of national not-for-profit R&D systems of national networks active in European international R&D programmes funded by the EU. All IGLO’s activities are carried out by volunteers; with costs borne being shared by member offices.</p>

<p>13:15 – 14:00</p>	<p>Ch: Hans Flipsen Mario Cervantes</p> <p>Birgit Wirsing</p>	<p>Technology Transfer Surveys</p> <p>OECD Survey Results</p> <p>Description to be provided</p> <p>ProTon Europe Survey Results</p> <p>The ProTon Europe pilot survey, undertaken in Spring 2003, was designed to elicit data about European Transfer Offices. It covered the structure and working practices of TOs, plus practitioners' views on performance together with their levels of satisfaction. The results and how they contribute to focusing ProTon Europe's activities will be presented.</p>
<p>14:00 – 16:00</p>		<p>Lunch</p>
<p>16:00 - 16:40</p>	<p>Ch: Shabtay Dover Fernando Conesa</p> <p>Gillian McFadzean</p>	<p>National Networks</p> <p>RedOTRI – Spanish Network RedOTRI, the Spanish Universities' Technology Offices Network, has gained vigour and relevance in the Spanish Innovation System during the first ten years of its existence. During this time RedOTRI has been developing an original networking experience which helps the professional development of its members as well as the lobbying capacity in the knowledge transfer policies. Fernando Conesa, member of RedOTRI Board presents this national network</p> <p>National Networks – AURIL AURIL (Association for University Research & Industry Links) is the voice of 1,300 knowledge transfer professionals in the UK. Its activities include representation and lobbying with government; national policy shaping; professional development. Its short-term ambition is to develop the organization to encompass all UK and Irish universities and the National Health Service (NHS). Gillian McFadzean, who is the association's chairperson-elect for 2004, will also highlight some key aspects of AURIL's future development.</p>

16:40 – 18:00	<p>Ch: Ian McCormick</p> <p>Beatrice Bryan</p> <p>Thomas Gering</p> <p>Gillian McFadzean</p> <p>Niels Olesen</p>	Theme A	<p>Setting-up and Re-structuring a Transfer Office</p> <p>This session addressing the organisation of Transfer Offices, is designed to be a highly interactive and practical session with a panel of experienced practitioners reflecting on their diverse experiences in Denmark, Germany, UK and USA. Short presentations by the panelists will be followed by an open discussion with participants.</p>
16:40 - 17:20	<p>Ch: Olivier Lescroart</p> <p>Marie Christine Janssens</p>	Theme B	<p>Protecting Intellectual Property</p> <p>A short course describing the different forms of IP with a focus on copyright and patenting.</p>
17:20 - 18:00	<p>Ch: Olivier Lescroart</p> <p>Patrick Chaltin</p> <p>Friedrich Ruckert</p>	Theme B	<p>Managing Intellectual Property</p> <ol style="list-style-type: none"> 1. Managing Disclosures presents methods to control the release of disclosures and ways to avoid making mistakes. 2. Managing Patent Costs discusses ways to achieve optimum returns by implementing good practice in the minimising of risks and costs.
16:40 – 18:00	<p>Ch: Peter van der Sijde</p> <p>Kari Laine</p> <p>Artur Rosa da Pires</p> <p>Margaret Sheen</p>	Theme C	<p>Marketing and Technology Transfer</p> <ol style="list-style-type: none"> 1. Regional Development and the Importance of Marketing – The Finnish Case 2. Applying the Triple Helix in a Portuguese Context 3. The Knowledge Integrator <p>Many parties are involved in the process of marketing science and technology. In this session the three presenters will address the role of the major players – university, industry and government (the triple helix). Laine will address the changed role of the Finnish polytechnics in regional development as a result of the change in Finnish law. Rosa da Pires discusses the role of a university in establishing a regional structure, while Sheen examines the role of the transfer office in the interaction with industry.</p>

16:40 - 17:20	Ch: Ederyn Williams Veijo Ilmavirta, Douglas Robertson	Theme D	How to Identify a Promising Spin-off Company Opportunity This is a key activity within the university and certainly within the transfer office. What procedures/tools are available that will facilitate this identification process? What combination of factors in terms of technology, market place and academic entrepreneur gives the best chance of a successful company.
17:20 - 18:00	Ch: Ederyn Williams Michel Morant Raf Moons	Theme D	Investment Funding At some stage in their development all spin-off companies will require funding from "proof of principle" seed funding to second or third stage investment of millions of euros. This is an issue across Europe and will be addressed from a venture capital viewpoint as well as a university one.
16:40 - 18:00	Ch: Jonathan Griffiths Eileen Clucas Martin Haywood	Theme E	Establishing KT Services. Training the People to Supply Them This workshop explores conditions underpinning the establishment of KT services and the continuous professional development of those supplying them. It will seek to identify country specific factors influencing the progress addressing issues such as communications, gatekeepers, IP regime, supply of and support for training, to explain differential performance at national level. Note delegates electing to attend this sessions will be sent a short series of questions to consider prior to the Conference.
18:00 - 18:30		Networking	
18:30 - 20:30		Free time	
21:00 - Late		Conference Dinner	

Friday		Session	
9:00 – 9:40	<p>Ch: Martin Haywood</p> <p>Jon Sandelin</p> <p>Jeff Skinner</p>	<p>KT Practitioners' Charter</p> <p>Missions and success factors of Transfer Offices</p> <p>Organizing, staffing and operating a successful knowledge transfer office in a university environment is one of the most difficult challenges. The missions must be well defined, understood and accepted by all stakeholders. The resources, both human and financial, must be adequate. All parties must understand and support realistic expectations. The key issues and success factors are reviewed in light of the experience from Stanford and other US universities.</p> <p>Extending the scope of Transfer Offices</p> <p>In Europe, it is generally not sufficient for TOs to manage intellectual property rights and the licences granted under them. The demand from European industry is not sufficient. The TOs are becoming involved in more active forms of innovation, including the creation of spin-out companies and collaborative research with industry. These extended missions are imposing additional requirements which are reviewed in light of the experience from University College London and other UK and European PROs</p>	
9.40 – 11.0	<p>Ch: Oscar Lopez</p> <p>Martin Haywood</p> <p>Eileen Clucas</p>	Theme A	<p>Developing and Managing Staff Competencies</p> <p>This session will present for discussion an overview of a Competency Model developed in the UK for knowledge transfer professionals, together with tools and techniques that can be used to identify and develop the competencies of staff in knowledge transfer offices. It will be followed by a discussion of the model and its practical application.</p>
9.40 - 10.20	<p>Ch: Ruth Herzog</p> <p>Kirsten Leute</p>	Theme B	<p>Licensing – Right Partners and Right Deals: 1</p> <p>Success Factors in Licensing A practical approach to licensing looking from the perspectives of an academic and commercial viewpoint. Several specific issues will be discussed, such as finding the right licensing partner for your technology, working with researchers in the exploitation chain, negotiation of licensing contracts and the use of pre-contractual agreements.</p>

10.20 - 11.00	Ch: Ruth Herzog Thomas Gering	Theme B	<p>Licensing – Right Partners and Right Deals: 2</p> <p>Deal Structures in Different Technology Sectors.</p> <p>The licensing of IP protecting early stage scientific results does not necessarily follow a uniform approach. Licensees in different technology sectors have different expectations regarding desirable indicators of a potential deal. This presentation will illustrate these issues by using two real life case studies – one relating to engineering, one to the life sciences.</p>
9:40 – 11:00	Ch: Peter van der Sijde Michele Patrissi Reuven Shemer Bernard Hertel	Theme C	<p>Interaction with Industry</p> <p>The 3 panelists representing industry and academia, including a spin out company and a consortium of University TOs, will provide perspectives on the commercialisation of technology and marketing university knowledge in a variety of contexts. The series of presentations will be followed by a question and answer session culminating in a summary of observations from the chair.</p>
9.40 - 10.20	Ch: Frank Heemskerk Douglas Robertson Zyed Zalila	Theme D	<p>Development of a Spin-off Company: Critical Stages</p> <p>This session will address the changing needs and requirements of spin-off companies from the initial start up to full commercial operation.</p>
10.20 - 11.00	Ch: Rudi Cuyvers Shabtay Dover	Theme D	<p>Fiscal Incentives & Avoiding Conflict of Interest</p> <p>Case study of how regulation and fiscal incentives have been developed to motivate Hebrew University of Jerusalem's academic staff to be proactive in commercialising research outcomes that could lead to a spin-off company.</p>
9.40 - 10.20	Ch:Hans Flipsen Jon Sandelin Jeff Skinner	Theme E	<p>Knowledge Transfer Practitioners' Charter</p> <p>This session will debate ideas and issues prompted by the presentations given in the previous plenary session.</p>

10.20 - 11.00	Ch: Fernando Conesa Josep Jofre	Theme E	<p>Universities and the Pros and Cons of Full Costing</p> <p>The European Commission is increasingly concerned that Universities should adopt Full Cost Systems. In Spain the Universitat Politecnica de Catalunya is leading, in discussion with RedOTRI's Costing System Working Group, the change of Spanish Universities towards a Full Cost system both for FP6 and other research contracts.</p> <p>This session will explore the impact this will have on internal management systems and financial reporting and internal systems within TOs. For example: the monitoring of hours dedicated to R&D, the calculation of average permanent staff costs for R&D and the recording of actual overheads.</p>
11.00 - 11.30		Spanish Morsel	
11.30 - 13.00	Ch: Gilles Capart Marc Verlinden ProTon Europe Panel	The Way Forward	The session will draw together the ideas, issues and observations expressed during the Conference on how ProTon Europe can promote and encourage public research organisations to actively engage in enterprise and innovation.
13:00 – 15:00		Lunch	
15.00 - 17.00	Ch: Gilles Capart	Annual General Meeting	This is the first General Assembly of the ProTon Europe Association which is being formed as a not-for-profit International Association under Belgian law. The meeting is open to the Members and to all parties interested in joining as Full or Associate Members. Only those European Transfer Offices having registered as Full Members can take part in the vote.
17:00		Close	