

Addressing IP, Impact and Innovation in EU Proposals
European IP Helpdesk Webinar
16 February 2022



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IP Helpdesk

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European IP Helpdesk


Stay ahead of the innovation game.

Addressing IP, Impact and Innovation in EU Projects

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Senior IP & Innovation Advisor, European IP Helpdesk
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16 February 2022




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Today's speaker



Dr. Eugene Sweeney

- Over 30 years experience with EC as **proposal evaluator, rapporteur, project reviewer and consultant**
- Over 40 years experience of **commercialising IP/research** and new technology
 - 1970's **Researcher** (first spin-out in 1978)
 - 1980's Computer **industry** (bringing new technologies to market)
 - 1990's Early-stage technology/IP **investment** and commercialisation
 - 2000 - **Consultant** in IPR, Innovation and research exploitation
- Member of International (ISO) and European (CEN) Standards Committees on **Innovation Management and IP Management**
- Member of Licensing Executive Society

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European IP Helpdesk

- Service initiative of the European Commission
- Addressing **current and potential beneficiaries of EU-funded projects, researchers and EU SMEs**
- Free-of-charge first-line support on intellectual property (IP)
- Hands-on IP and innovation management support
- International pool of IP experts from various thematic fields
- Unique cooperation scheme with the Enterprise Europe Network: 48 ambassadors from 28 EU countries



Training

free online and on-site sessions



Website

frequent updates from the world of IP and innovation



Helpline

confidential treatment of individual IP questions



Publications

practical IP knowledge through high-level publications



Ambassadors

local IP support throughout Europe



Events

info point at key networking events and conferences





The EC IP Helpdesks





EC IP Helpdesks Hub - Gateway to Information

The screenshot shows the website's navigation menu with options like Home, Services, Regional helpdesks, IP management and resources, About, and News & Events. Below the menu, there are six regional map icons for China, Europe, India, Latin America, South East Asia, and Africa.

Website / IP Helpdesks Hub

E-Learning Modules

The Helpdesk's series of 20-minute, interactive E-Learning Modules address various aspects of intellectual property in South-East Asia and how they are relevant to your business. Click on the following topics to learn more.



Training

The Publications section includes a book cover for 'Your Guide to IP Management in International Business' and a video thumbnail for 'IP Considerations in the Cleantech Industry in South-East Asia'.

The IP Factsheet: Mainland China document features a photograph of a busy street market in China and lists key facts about the IP environment in the region.

A graphic for Helpline Services with the text 'SEND US YOUR QUERIES' and 'TRADEMARKS PATENTS DESIGNS COPYRIGHT'.

Helpline – Services

The Audio-visual Content section displays a video player for the 'Africa IP SME Helpdesk' with a colorful map of Africa as the background.

Audio-visual Content

The Social Media section shows screenshots of Facebook pages for the Latin America IP SME Helpdesk, South-East Asia IP SME Helpdesk, and the European IP Helpdesk.

Social Media



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**





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| <p>15
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2022</p> | <p>TRAINING AND WORKSHOPS
EU - Webinar: IP Commercialisation and Licensing
Live streaming available</p> | <p>16
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2022</p> | <p>TRAINING AND WORKSHOPS
EU - Webinar: Impact and Innovation in EU funded projects - A guide for proposers
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EPO Tech Day 2022</p> |
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EU - Webinar IP Helpdesk Webinar: IPR & Software
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EU - Webinar: IP in EU funded projects with a special focus on MSCA
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EU - Webinar: The new Copyright Directive
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2022</p> | <p>TRAINING AND WORKSHOPS
EU - Webinar: IP and Artificial Intelligence - Advanced
Live streaming available</p> |



2022



Further learning opportunities:

1. [European IP Helpdesk Ambassadors and EEN](#)
2. [EUIPO learning portal](#)
3. [EUIPO – Ideas Powered for business website](#)
4. [WIPO Academy / Diagnostics](#)
5. [The Ideas Powered for business SME Fund](#)
6. [IPA4SME](#)
7. [Horizon IP Scan](#)
8. [\(IP Booster\)](#)
9. [Horizon Results Booster](#)
10. [Leadership4SMEs](#)
11. [EPO Academy](#)
12. [4IPCouncil](#)






Thank you!

- www.ec.europa.eu/ip-helpdesk
- helpline@iprhelphelpdesk.eu
- training@iprhelphelpdesk.eu
- Twitter [@iprhelphelpdesk](https://twitter.com/iprhelphelpdesk)
- LinkedIn [/european-ipr-helpdesk](https://www.linkedin.com/company/european-ipr-helpdesk)






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Horizon Europe - A focus on impact

Impacts, and credible pathways to reach them, are to be treated in a more rigorous way



IMPLEMENTATION STRATEGY FOR HORIZON EUROPE
Version 1.0

INTRODUCTION6

CO-DESIGN PROCESS.....6

THE STRATEGY6

I. IMPLEMENTATION OBJECTIVES6

II. MAIN ORIENTATIONS.....6


a) Maximising impacts.....6

b) Ensuring greater transparency and further simplification.....9

c) Fostering synergies with other EU spending programmes13

d) Easing access through digital transformation and outreach14

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Horizon Europe - A focus on innovation

THREE PILLARS FOR IMPLEMENTATION

<p style="text-align: center;">Pillar 1 EXCELLENT SCIENCE</p> <ul style="list-style-type: none"> <li style="text-align: center; border: 1px solid gray; padding: 2px;">European Research Council <li style="text-align: center; border: 1px solid gray; padding: 2px;">Marie Skłodowska-Curie Actions <li style="text-align: center; border: 1px solid gray; padding: 2px;">Research Infrastructures 	<p style="text-align: center;">Pillar 2 GLOBAL CHALLENGES & EUROPEAN INDUSTRIAL COMPETITIVENESS</p> <p style="font-size: small;">Clusters</p> <ul style="list-style-type: none"> • Health • Culture, Creativity and Inclusive Society • Civil Security for Society • Digital, Industry and Space • Climate, Energy and Mobility • Food, Bioeconomy, Natural Resources, Agriculture and Environment <p style="text-align: center; border: 1px solid gray; padding: 2px;">Joint Research Centre</p>	<p style="text-align: center;">Pillar 3 INNOVATIVE EUROPE</p> <ul style="list-style-type: none"> <li style="text-align: center; border: 1px solid gray; padding: 2px;">European Innovation Council <li style="text-align: center; border: 1px solid gray; padding: 2px;">European Innovation ecosystems <li style="text-align: center; border: 1px solid gray; padding: 2px;">European Institute of Innovation and Technology
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WIDENING PARTICIPATION AND STRENGTHENING THE EUROPEAN RESEARCH AREA

Widening participation and spreading excellence	Reforming and Enhancing the European R&I system
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“We can develop a European Innovation Area that is built by innovators for innovators”


Mariya Gabriel
 European Commissioner
 Innovation, Research, Culture, Education and Youth

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Horizon Europe - More than just research



Must plan **credible pathways** which **use the results** to develop **innovations** to achieve **outcomes** and contribute to the **expected impacts**

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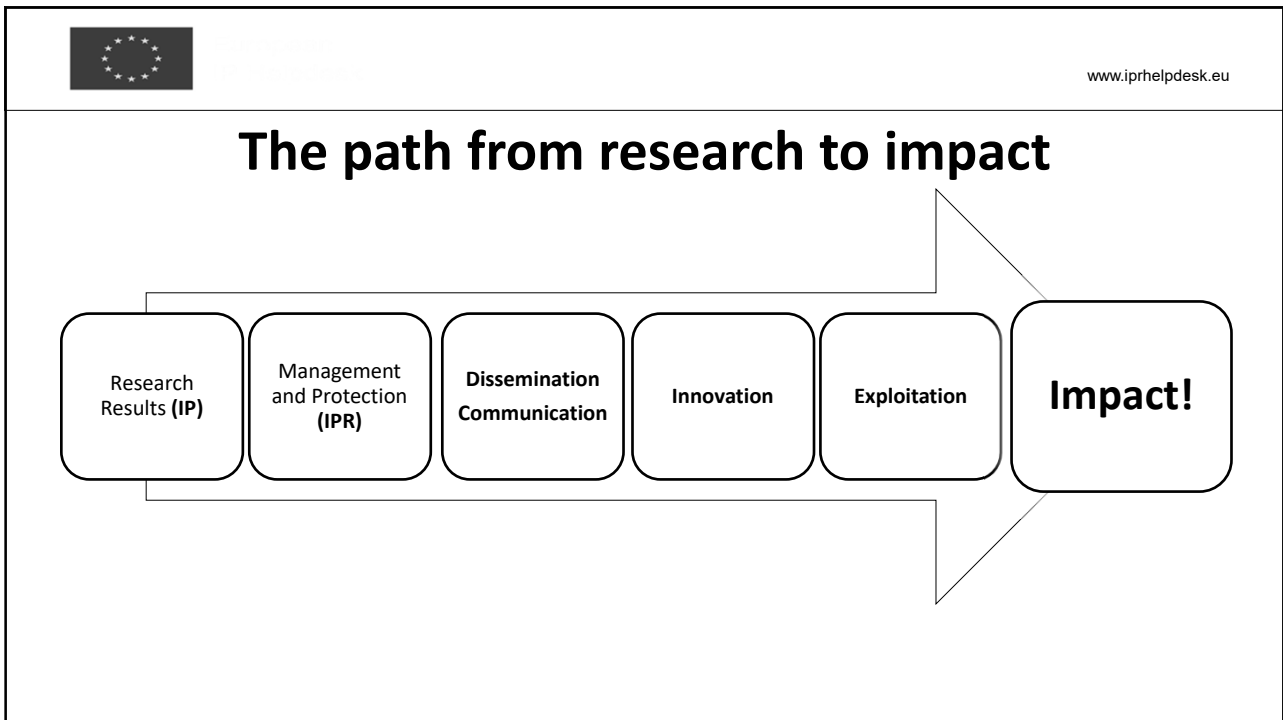


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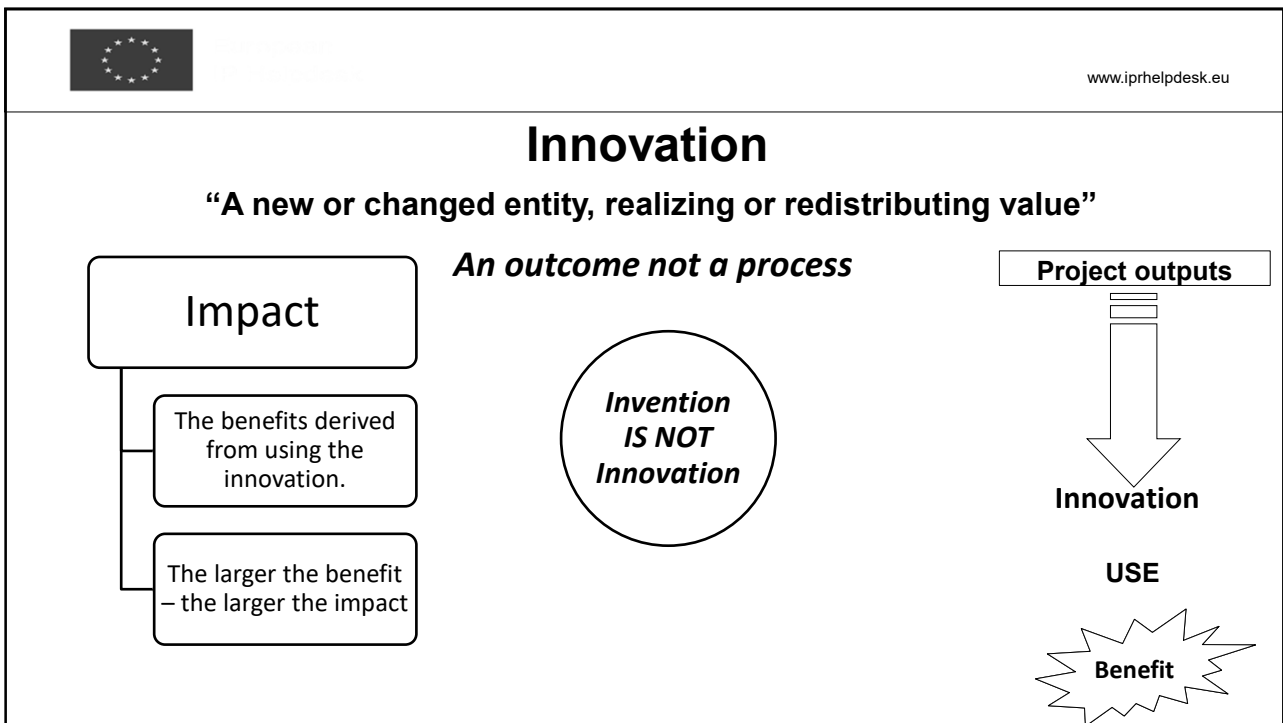
What will you do with the results?

	EU POLICY PRIORITIES	• Green Deal, Fit for the Digital Age, etc...)
	KEY STRATEGIC ORIENTATIONS	• Sets of strategic objectives for R&I within policy priorities
Work Programmes	IMPACT AREAS	• Groups of expected impacts
	EXPECTED IMPACTS (DESTINATIONS)	• long term effects enabled by the outcomes of R&I
	EXPECTED OUTCOMES (CALL TOPICS)	• The expected effects, over the medium term
	PROJECT RESULTS	• 'Intellectual Assets, which may, if appropriate, be protected by formal 'Intellectual Property Rights'
		Impacts

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Exploitation

“The use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.”

Definition in Horizon Europe Model Grant Agreement

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Any type of innovation

- Innovations do not have to be commercial or technical
- Innovations can be based on new products, services, organisational or business methods, improved networks or collaborations, advisory reports, etc, etc

Any type of benefit (impact)

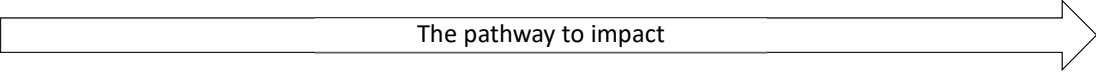
- Benefit (hence impact) does not have to be financial.
- The impact of the innovation can be societal, research, environmental, technical, commercial, educational, etc

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Innovation Process

The process to create the innovation – and get it used!


The pathway to impact 

Idea → R&D → Ready for use → Innovation → USE → IMPACT

Innovation Management

The management of the process

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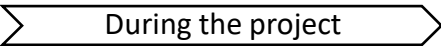
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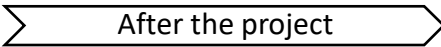
**Impact must be addressed in all parts of a proposal
and all stages of the project – and beyond**

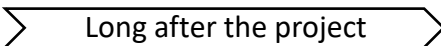
Results

Outcomes

Impacts

During the project 

After the project 

Long after the project 

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Outcomes in Horizon Europe

From proposal template

The expected effects, over the medium term, of projects supported under a given topic.

The results of a project should contribute to these outcomes, fostered in particular by the dissemination and exploitation measures. This may include the uptake, diffusion, deployment, and/or use of the project's results by direct target groups.

Outcomes generally occur during or shortly after the end of the project.

Example: 9 European airports adopt the advanced forecasting system demonstrated during the project.

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Impact in Horizon Europe Proposals

From proposal template


“Wider long term effects on society (including the environment), the economy and science, enabled by the outcomes of R&I investments (long term).

It refers to the specific contribution of the project to the work programme expected impacts described in the destination.

Impacts generally occur some time after the end of the project.

Example: The deployment of the advanced forecasting system enables each airport to increase maximum passenger capacity by 15% and passenger average throughput by 10%, leading to a 28% reduction in infrastructure expansion costs.”

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Intellectual Property (IP)


The KEY assets in a project
Project Inputs & Outputs

Products of the mind

An asset which can be traded

- Inventions
- Software code
- New methods
- Manuals/Reports
- Designs (aesthetic/functional)
- Databases
- Works of art
- Music
- Videos
- Books
- Roadmaps
- etc

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Intellectual Property Right (IPR)

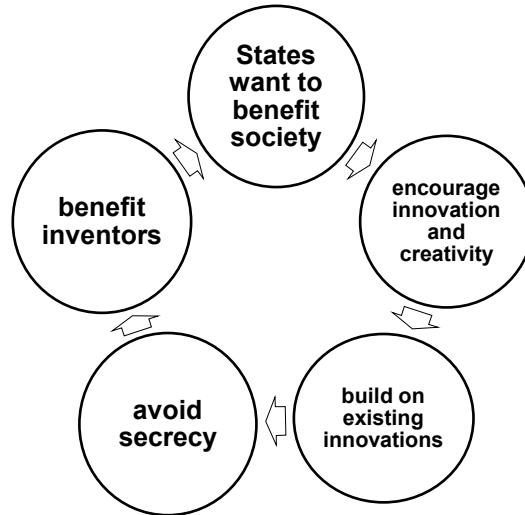
- Patents
- Copyright
- Design Rights
- Database Rights
- Trade marks
- Plant Breeders Rights
- Utility Models/petty patents
- Plant varieties
- etc

- Some legal rights come into existence automatically
- Some need registration
- Confidentiality Agreements (Know-how)
- Secrets (Trade Secrets)
- Time limited rights
- National rights

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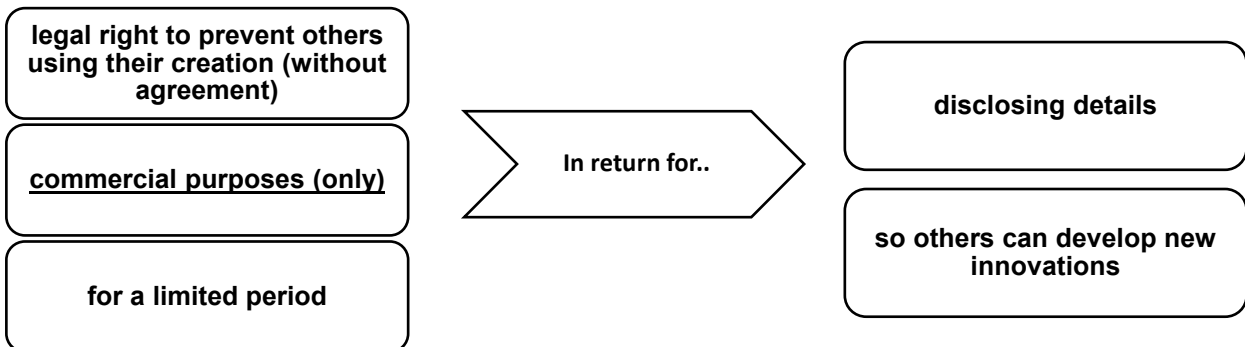
Why IP Rights?




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What is the deal?



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Who benefits?


The state by avoiding secrecy	<ul style="list-style-type: none">• Improves innovation capacity, stimulates innovation, enriches society
The creator by being able to prevent unauthorised commercial use	<ul style="list-style-type: none">• Unless they come to an agreement (which may be financial)
Commercial partners from the limited monopoly	<ul style="list-style-type: none">• To get a return on investment

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IP Protection is a strategic commercial decision



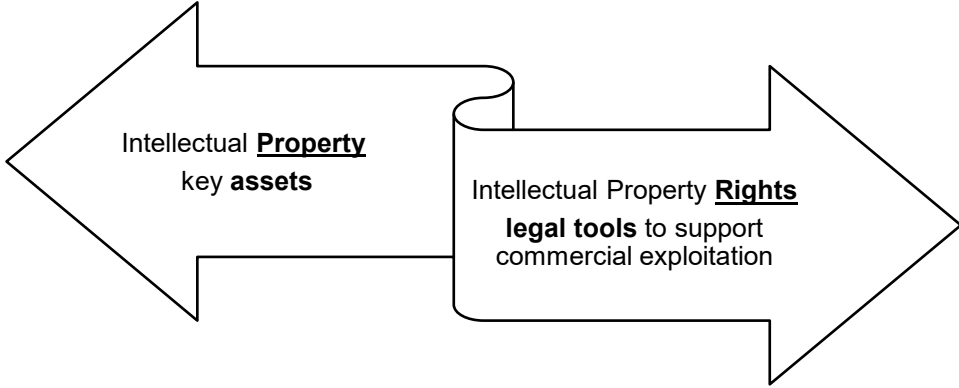
```
graph LR; A[There are commercial opportunities] --> B[Would IP protection help?]; B --> C[Are the benefits greater than costs?]; C --> D[If so, invest!]
```

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Don't confuse IP and IPR



Intellectual **Property**
key **assets**

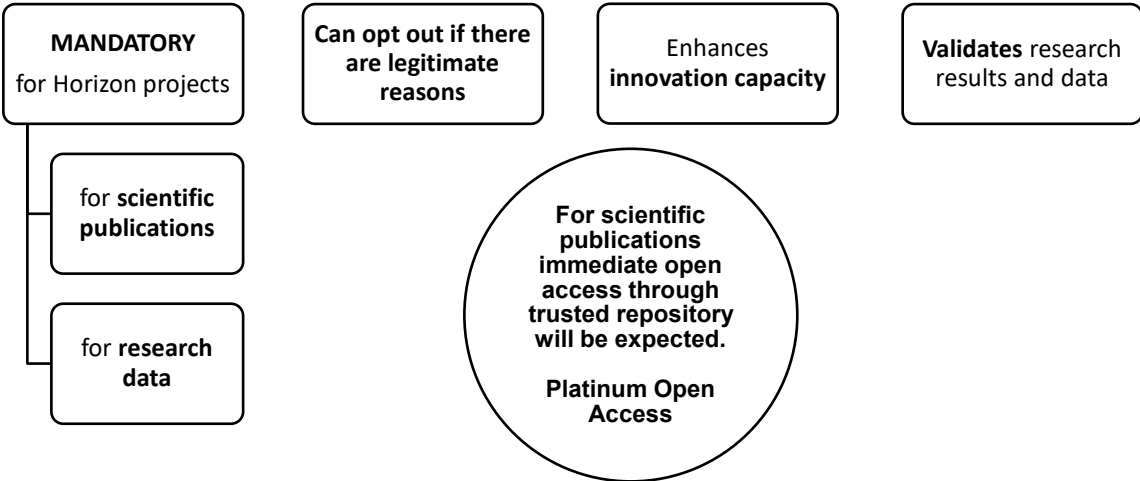
Intellectual Property **Rights**
legal tools to support
commercial exploitation

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Open Science - Open Access



MANDATORY
for Horizon projects

for **scientific publications**

for **research data**

Can opt out if there are legitimate reasons


Enhances **innovation capacity**

Validates research results and data

For scientific publications immediate open access through trusted repository will be expected.

Platinum Open Access

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Open ≠ unprotected

Works in open access are usually protected by copyright and related rights, other IP rights may protect the underlying content

e.g. a publication **made available as open access under a CC BY licence**, may also have the method described protected by a patent, and the software code to implement the method also protected by copyright (and **not available as open access**).

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Open Science Obligations in Horizon Europe (for publications and data)

Not an obligation to publish

If/when a scientific article is published, it **will have to be in open access**

Not an obligation to disseminate or ignore IP rights

The dissemination of results can be postponed to allow the appropriate protection of results beforehand

But owners of the copyright must: retain sufficient intellectual property rights (copyright) to comply with the OA requirements

At the latest upon publication: deposit the AAM or VoR in a trusted repository, and ensure open access via the repository under CC BY licence, or equivalent

AAM: Accepted Author Manuscript. VoR: Final version

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Research Data

- **Copyright** protects the **contents (the data)**
- **Database right** protects the **collection** if there has been a "substantial investment" in obtaining, verifying or presenting the contents of the database.

IP Helpdesk Webinars
"IP and Artificial Intelligence"
"IP and Artificial Intelligence – Advanced"

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Open Science Obligations in Horizon Europe (Research data AND data management)

Digital research data generated must be **managed responsibly**

- In line with the **FAIR** principles and:

As soon as possible **deposit the data**

- In a **trusted repository**
- Ensure **open access under CC BY or equivalent**
- Follow principle '**as open as possible as closed as necessary**'

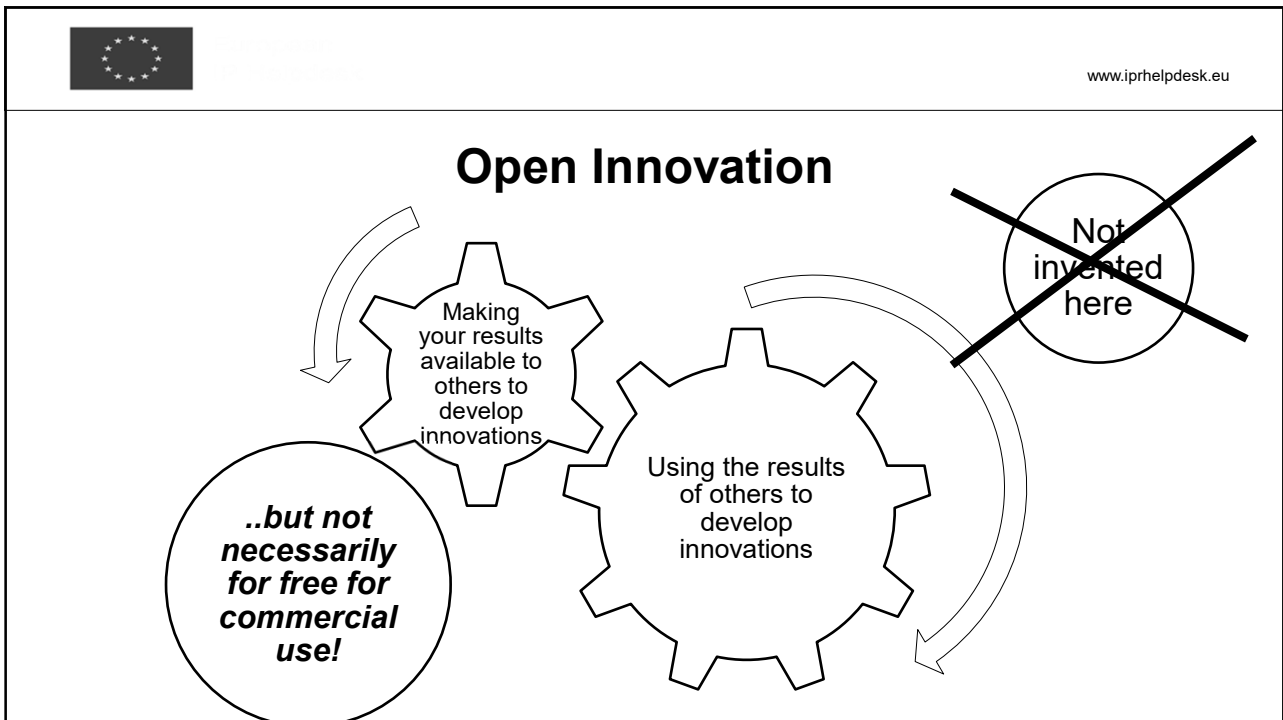
Provide **information** via the repository

- Any **research output/tools/instruments needed to re-use or validate** the data
- Information about the **licensing terms**

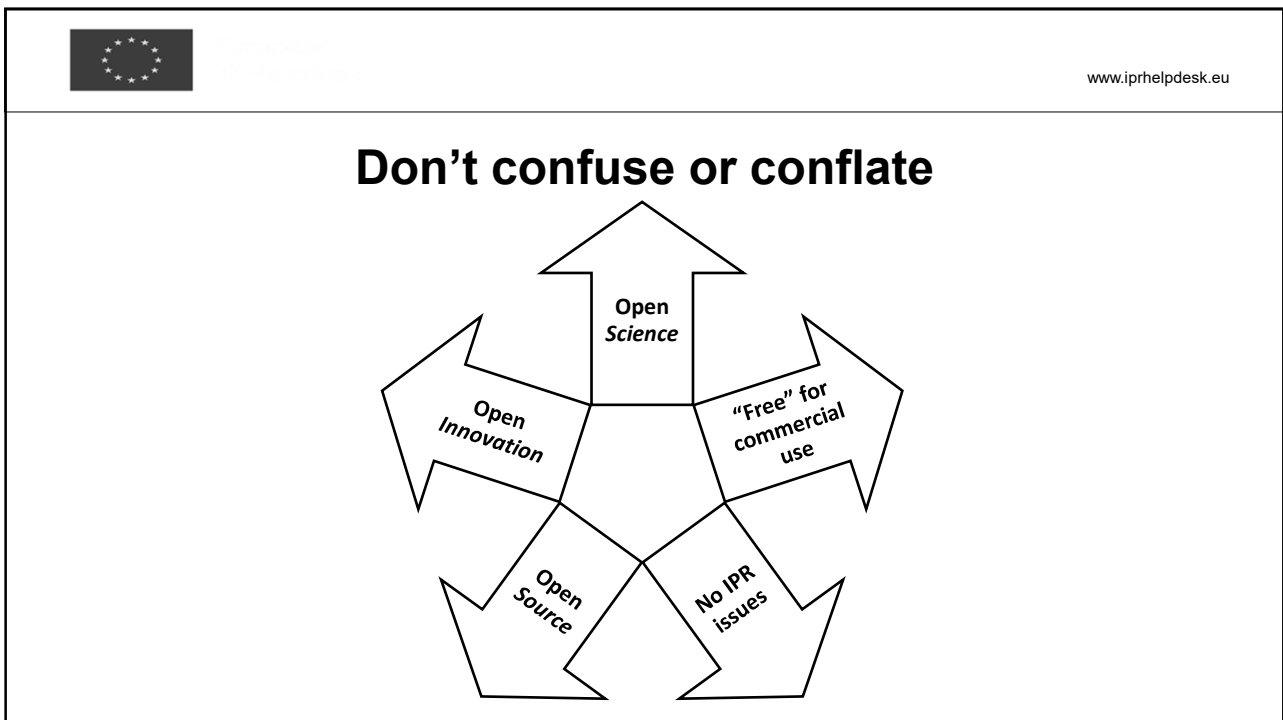
Metadata must be open

- Under **CC 0 or equivalent** (to the extent legitimate interests or constraints are safeguarded), in line with the FAIR principles


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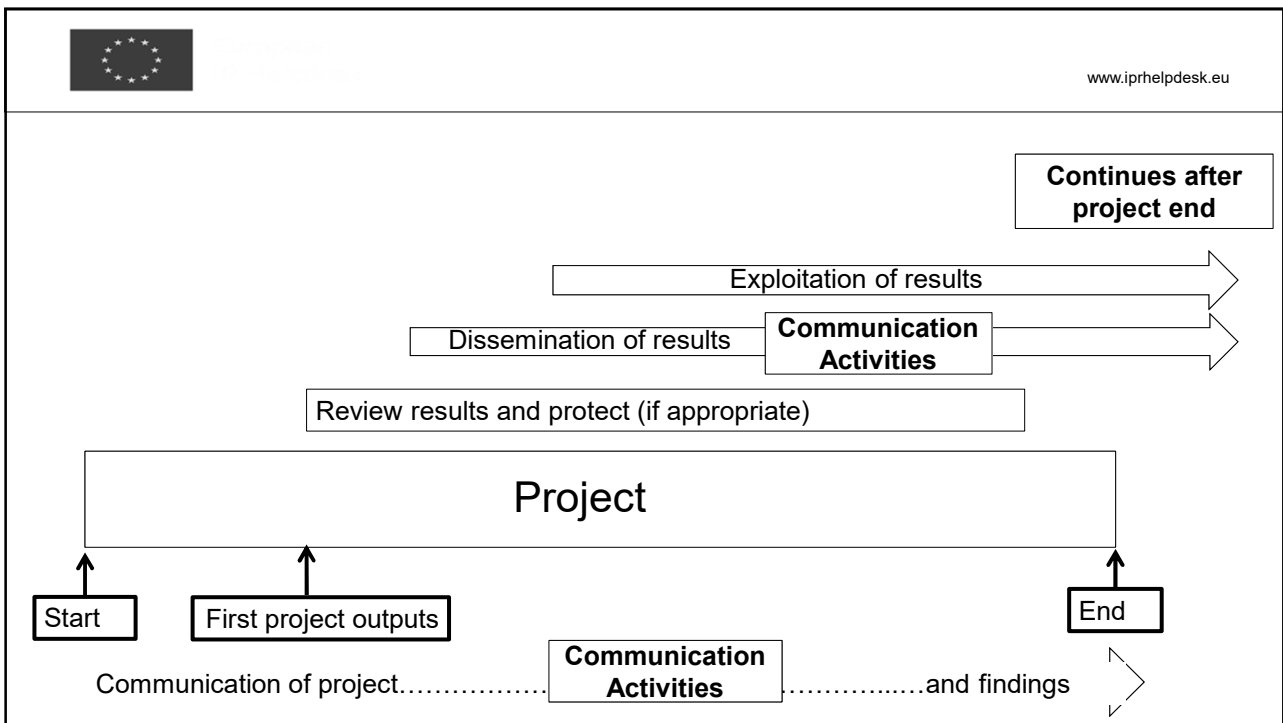


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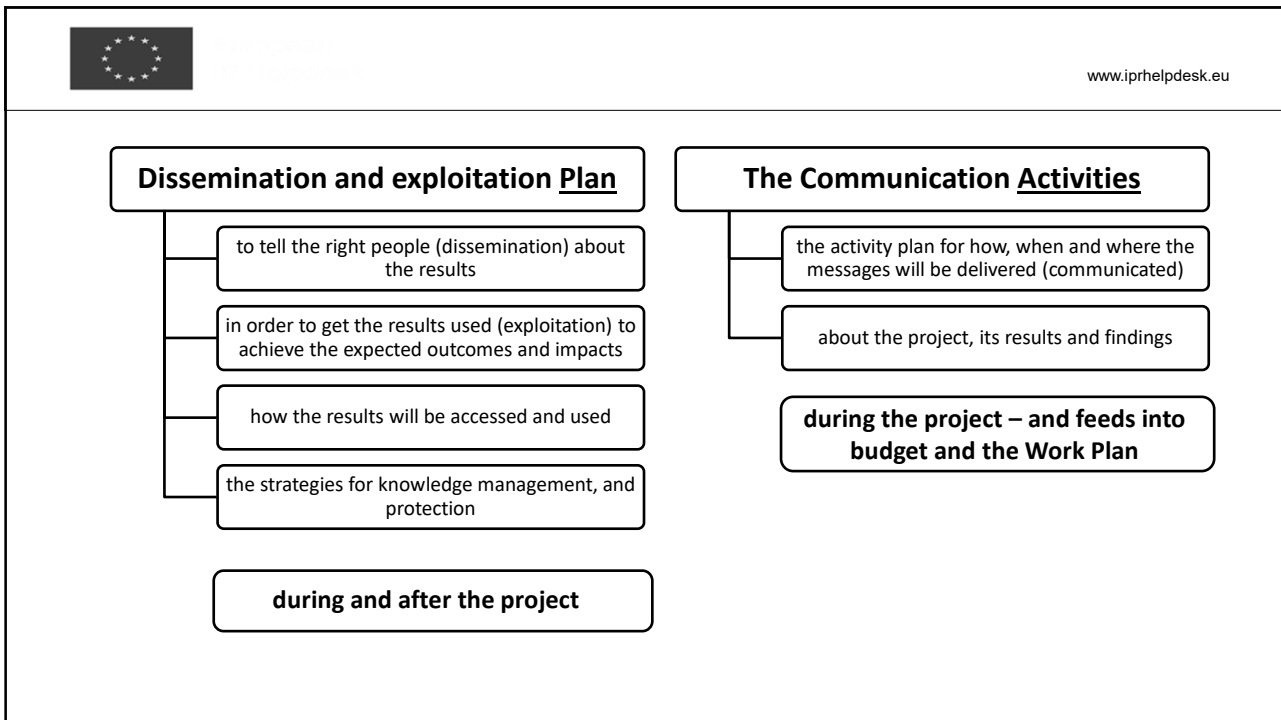
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What's the difference between Dissemination and Communication

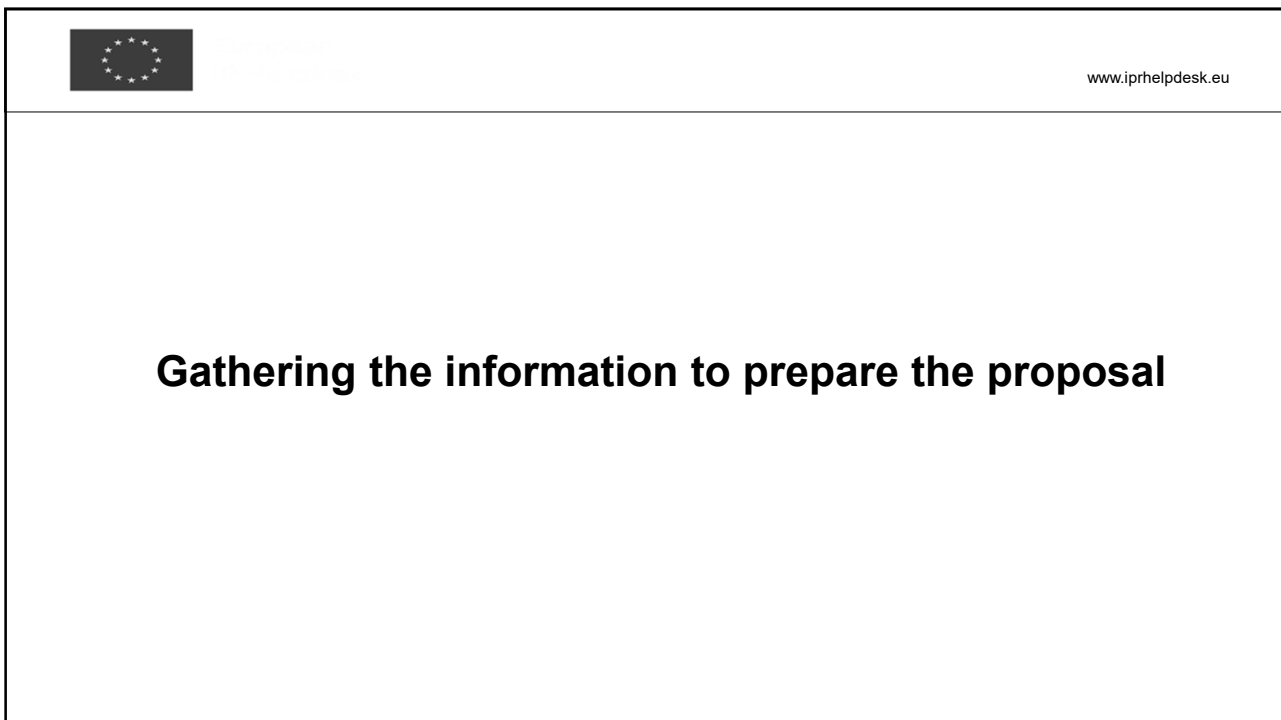
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Strategic Intelligence

Academic Sources

- publications, conference proceedings

Industry Sources

- Market reports
- Industry partners
- Company websites, annual reports (incl. financial)
- Industry publications, events, conferences and exhibitions

Influencers

- Policy papers
- Technical reports and white papers

External Drivers or constraints

- Standards bodies (CEN/CENELEC, ISO, ETSI, National Bodies)
- Patents and other registered IP
- Regulatory requirements

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Why Patent Information?

- The largest freely available technical publication resource
- Patents are often the only publication on a subject
- Patents are usually the first publication
- Large resource and growing rapidly

Not just technical information

- Bibliographic Information (companies and individuals)
- Legal Status Information (freedom to operate)
- Commercial Information (key players and markets)

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Patents

Highly structured and classified

- **Technical classification**
 - 60,000 IPC (International) classes
 - 120,000 ECLA (European) classes
 - 250,000 CPC (Cooperative – EPO and US) classes
- **Time and region classification**
 - trends over time
 - geographical activity

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Free patent searching

- European Patent Office – Espacenet
 - www.espacenet.com
- World Intellectual Property Organisation – Patentscope
 - patentscope.wipo.int
- Google patent
 - www.google.com/patents
- National patent offices

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Strategic Intelligence from Patents

- State of the Art
- Building on existing work
- Key players
 - Market Intelligence
 - Competitor Intelligence
 - Technology Intelligence
- Freedom to operate – potential barriers to commercial exploitation
- Finding research and/or commercialisation partners
- Identify licence-in opportunities
- Provides comfort & security for commercial partners

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Strategic Intelligence to Action Plans

- Gather information to understand the whole landscape (market, technical, IPR, standards, regulatory, etc)
- Analyse information to obtain strategic intelligence... to allow you to:-
- Plan and Justify how you will address the specific challenges of the call topic, and maximise the expected impacts

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PULLING IT TOGETHER TO DEVELOPING A PROPOSAL

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Excellence: Section 1

- Ensure Objectives are consistent with the expected impacts of the call
- Be clear about the innovations to be developed
- Show how Open Science practices are incorporated
- Consider relevant synergies and collaborations
- Don't only refer to scientific publications. Include everything which is relevant for shaping concept and methodology and achieving impact.

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Impact: Section 2

➤ Pathways to Impact

- How much contribution to the expected impacts of the call;
- Barriers/obstacles, framework conditions that may affect achievement of the expected impacts – and mitigating actions

➤ Measures to maximise the impacts

- Draft plan for telling the right people about the project and the results (dissemination), and how they can be used (exploitation) to maximise impact – including strategies for IP management and protection, and communication activities

Horizon Europe

- The draft D&E plan is an admissibility condition
- Mandatory deliverable by M6 - a detailed plan – to be further updated during project.
- Impacts, and credible pathways to reach them will be treated in a more rigorous way
- Incentives to report progress, and support actions to help exploitation after the project ends

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Implementation: Section 3

- No longer need to describe management structures and procedures

BUT

- Innovation activities must be reflected in the Work Plan

- IP and knowledge Management, Protection and exploitation (including jointly owned results and bundles of results)
- A complete Dissemination and Exploitation plan, including Communication Activities by M6, and updated throughout project.

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16 February 2022



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Summary

- Address IP, Impact and Innovation in all sections of the proposal
- Get strategic intelligence by analysing the whole landscape (scientific, technical, market, IPR, regulatory, standards, etc)
- So you can plan and justify the pathways to maximise the impacts
- .. and Develop strategies to protect and exploit the project results
- and create innovations which are used

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Presentation produced by Dr. Eugene Sweeney, Iambic Innovation Ltd. February 2022

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