



Western Balkans  
Steering Platforms

on

Culture  
Education and Training  
Research and Innovation

SKOPJE, 3-5 JUNE 2024

# Strengthening the R&I capacity in the Western Balkans through knowledge valorisation

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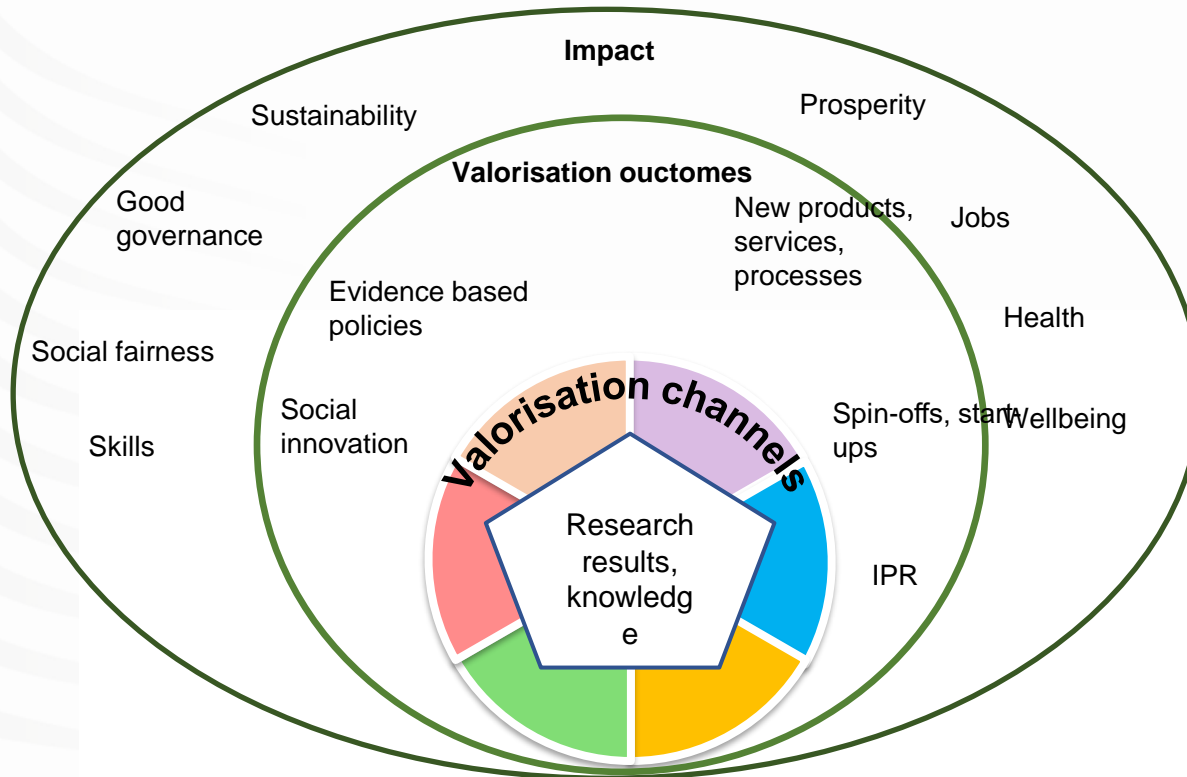
DG RTD Unit E2 – Valorisation policies and IPR



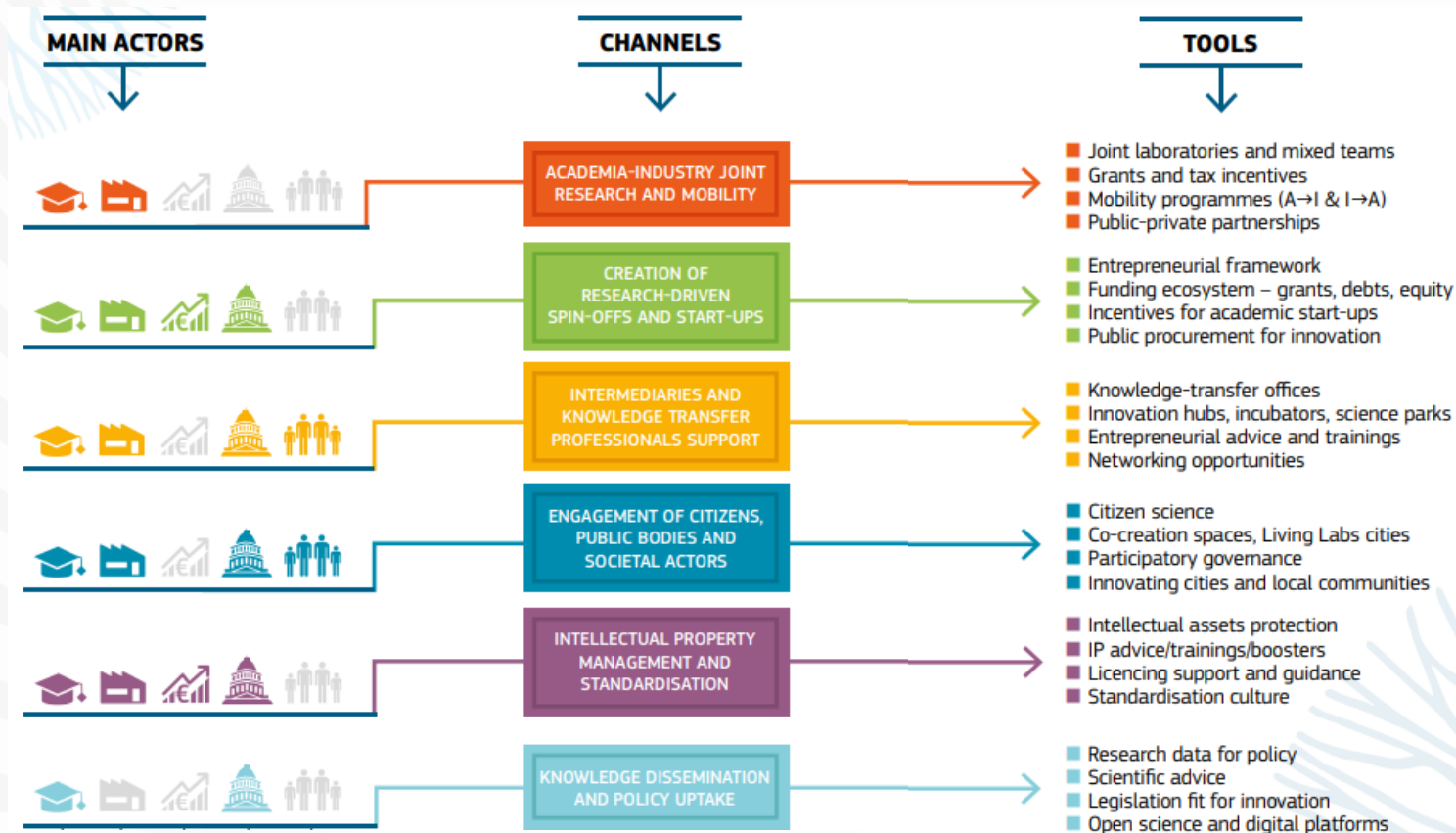
# Knowledge valorisation – definition

Knowledge valorisation is **the process of creating social and economic value from knowledge** by linking different areas and sectors and transforming data and research results into sustainable products, services and solutions that benefit society in terms of economic prosperity, environmental benefits, progress and better policymaking.

# Knowledge valorisation – outcomes



# Mapping of actors, channels, and tools



# Knowledge valorisation policy: Outcomes (I)

## Guiding principles for knowledge valorisation

Respond to the needs and feedback of knowledge valorisation actors including policy making and provide a common reference to improve knowledge valorisation in the EU.

Council Recommendation (EU) 2022/2415 of 2 December 2022

### I) Code of practice on intellectual assets management

Co-create hands-on guidance with and for R&I actors on how to handle challenges related to intellectual asset management in the current R&I ecosystem.

Commission Recommendation (EU) 2023/499 of 1 March 2023

### II) Code of practice on standardisation

Co-create hands-on guidance with and for R&I actors on how to valorise project results through standardisation.

Commission Recommendation (EU) 2023/498 of 1 March 2023



# Knowledge valorisation policy : Outcomes (II)

## **III) Code of practice on industry-academia co-creation for knowledge valorisation**

Practical guidance for R&I actors on how to create an enabling environment for industry-academia co-creation and to manage co-creation for effective knowledge valorisation.

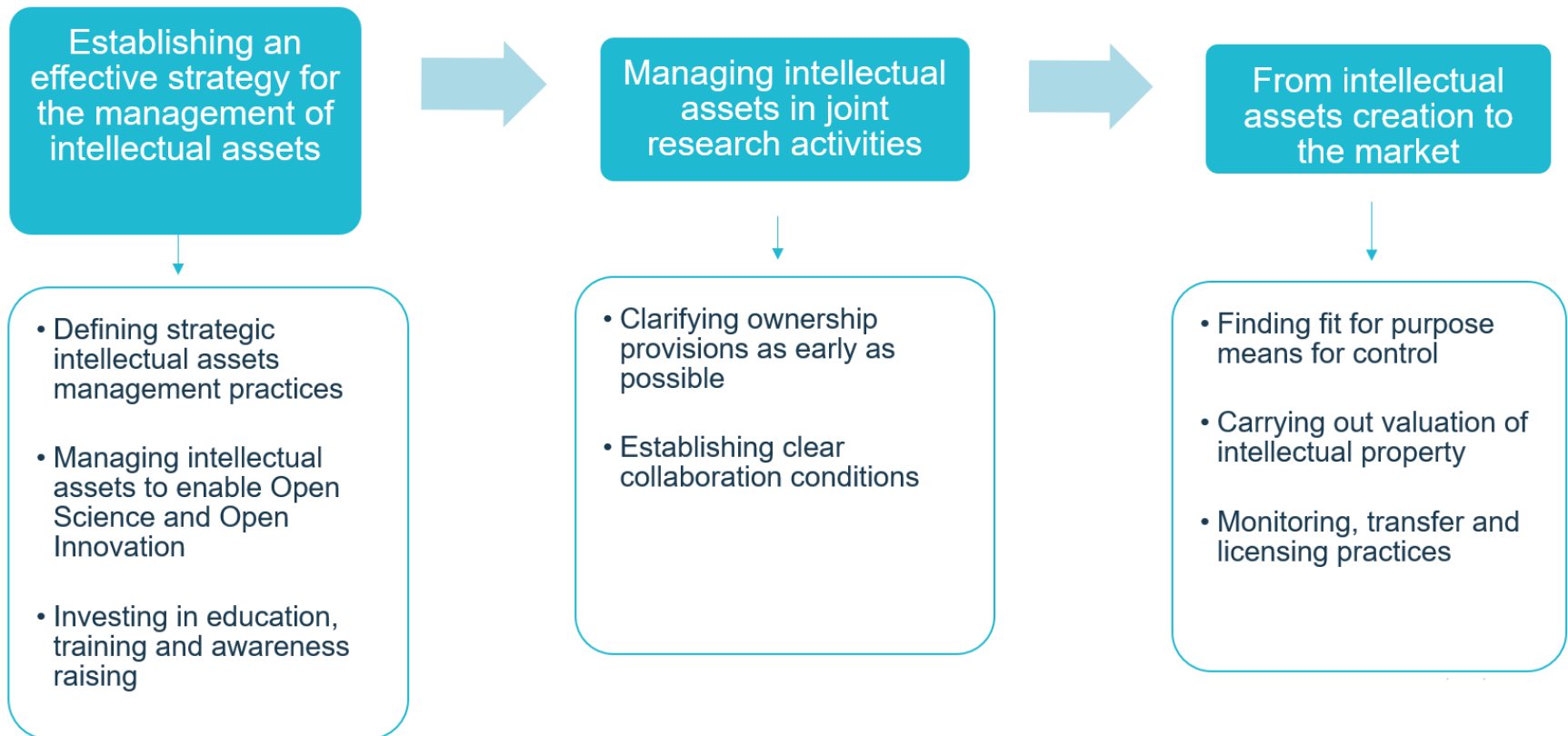
Commission Recommendation (EU) 2024/774 of 1 March 2024

## **IV) Code of Practice on citizen engagement for knowledge valorisation**

Practical recommendations for R&I actors to harness the potential of citizens through participatory processes and practices for contributing to the creation of innovative, knowledge-based solutions that are better matching citizens' needs

Commission Recommendation (EU) 2024/736 of 1 March 2024

# Code of practice on the management of intellectual assets



SKOPJE, 3-5 JUNE 2024

# Sharing Best Practices – Code of practice on the management of intellectual assets management



**IP and intellectual assets strategies**

[Ireland's National IP Protocol and Resource Guide](#)



**Results scouting**

[ScoutinScience: AI-based tech transfer scouting](#)



**Training and skills**

[DINA-ITC: Dynamization and Training on Knowledge Exchange and Transfer](#)



**Platforms and Intermediaries**

[PROMO-TT: Matching research, industry and investors](#)





# Code of practice on standardisation

Based on the lessons learnt and success factors from examples of Horizon 2020 projects

Higher education  
institutions and  
research & innovation  
organisations

Project partners

Policy and  
stakeholders

Inclusiveness – all types of projects with a wide range of TRLs



# Sharing best practices – Code of practice on standardisation

## REACH 2020

*Standardisation aspects were given great attention in the project [REACH2020](#) ([Responsive Engagement of the Elderly Promoting Activity and Customized Healthcare](#)) with the aim to enhance the uptake and dissemination of the developed technical ‘tools’ that allow home and care environments to be transformed into customizable prevention systems for older people.*

## Bitmovin

*[Bitmovin](#) is a start-up that scaled-up thanks to standardisation. Originally a spin-off from research at Klagenfurt University (AT). Bitmovin’s founders entered the standardisation process of a new video technology very early and co-created the **MPEG-DASH standard**, adopted as **ISO/IEC 23009-1**.*

## D<sup>2</sup>ECP

*[The project](#) has promoted, and leads, CEN/TC 371/WG 5 on ‘Operational rating of energy performance of buildings’. Management of this working group is continued through H2020 project CHRONICLE, having some common partners and related scope.*

# Code of practice on industry-academia co-creation

## Creating an enabling environment for industry-academia co-creation

### Recommendations:

- Strategy
- Awareness raising
- Incentives
- Skills development and lifelong learning
- Networking and communication



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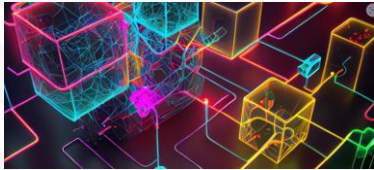
## Managing industry-academia co-creation for effective knowledge valorisation

### Recommendations:

- Joint industry-academia partnership framework
- Role of intermediaries
- Valorisation of co-creation outcomes
- Joint infrastructures and co-creation facilities
- Assessing outcomes, value created and impact

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# Sharing Best Practices – industry-academia co-creation



**Developing a joint-  
industry-academia  
partnership framework**

**Knowledge Valorisation through Industry  
Collaboration – Collaborative  
Laboratories (CoLABs)**



**Skills Development  
– Lifelong Learning**

**EATRIS's innovative training workshop  
& curriculum**



**Networking -  
Communication -  
Relationship-building**

**Photonics Center - Collaboration for  
Business and Research**

# Code of practice on citizens engagement

## Building an enabling environment for sustainable citizen engagement

### Recommendations:

- Engagement strategies, capacities and awareness
- Knowledge and intellectual assets management
- Social inclusion, diversity and gender equality
- Replicability and scalability of the initiatives
- Appropriate evaluation framework

## Managing citizen engagement for knowledge valorisation

### Recommendations:

- Incentives and expectations of all actors involved
- Transparent and inclusive exchanges
- Appropriate methods, tools and skills for the engagement activity
- Open communication strategy
- Potential of digital technologies to facilitate engagement



# Sharing Best Practices – Citizens engagement



**Define the appropriate methods, tools and skills for the engagement activity**

**[Design methodologies for co-creating solutions with citizens](#)**



**Identify and agree on incentives and expectations of all involved stakeholders**

**[Voluntary integration of residences in energy markets](#)**



**Adopt a transdisciplinary and cross-sector collaboration approach**

**[How participatory workshops can contribute to generating social licences and policy guidelines](#)**



**Harness the potential of digital technologies to facilitate engagement**

**[Digital Solutions for Societal Challenges – Hackathon](#)**



## Further information

[Commission adopts Recommendations on codes of practice for the management of intellectual asset and standardisation \(europa.eu\)](#)

[Commission Recommendation \(EU\) 2024/774 on a Code of practice on industry-academia co-creation](#)

[Commission Recommendation \(EU\) 2024/736 on a Code of Practice on citizen engagement for knowledge valorisation:](#)

[Guidance on the Guiding principles for knowledge valorisation and the Codes of practice](#)

[Factsheet: Code of practice on the management of intellectual assets for knowledge valorisation - Publications Office of the EU \(europa.eu\)](#)

[Factsheet: Code of practice on standardisation - Publications Office of the EU \(europa.eu\)](#)

[Factsheet on industry-academia co-creation](#)

[Factsheet on citizen engagement for knowledge valorisation](#)

[European standardisation panel survey - Publications Office of the EU \(europa.eu\)](#)

[HSBooster.eu](#)

[EU Knowledge Valorisation Platform](#)

[Subscription to EU Knowledge Valorisation Newsletter](#)



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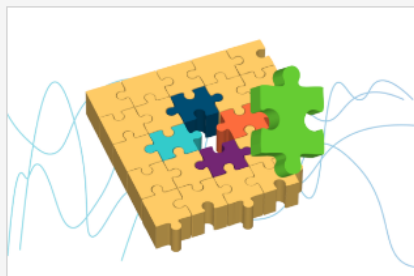


Knowledge valorisation policy activities



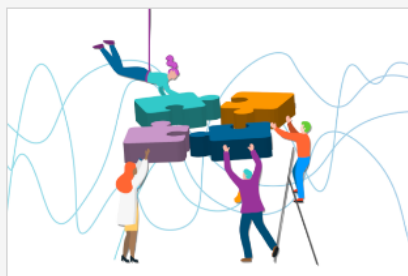
# The EU Knowledge Valorisation Platform

**+/- 120 best practices** from 29 countries  
**Newsletter** launched in September 2023



## Best practices

Get inspired by policies and practices of other valorisation actors and share your own example



## Engagement

Follow the community of practice on smart management of intellectual assets



## Thematic focus

Read about latest developments and interesting aspects of EU knowledge valorisation

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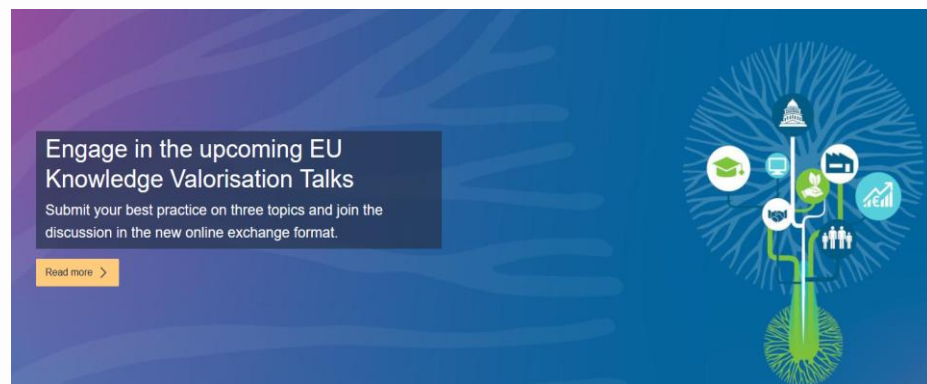
# Awareness raising campaign on knowledge valorisation

- Raise awareness on, and support the uptake of, the **guiding principles** and the **codes of practice** developed so far
- After 7 events in 2023 (in CZ, LT, ES, AT, SL, PT, EL) the “Tour des Capitales” events continue in 2024 with events already taken place in Netherlands in February, in Ireland in April and in Croatia in June. More events planned for the second half of the year
- The campaign brings forward topics of national, regional and stakeholder interests for knowledge valorisation
- The campaign helps collecting feedback about the implementation of the Guiding principles and the Codes of Practice



# Knowledge Valorisation Talks

- **AI and other digital techs: a revolution in knowledge valorisation?** Thursday 27 June 2024 (from 13:00 to 13:30/45)
- **Research security: dealing with risk in intellectual assets management.** Tuesday 24 September 2024 (from 13:00 to 13:30/45)
- **Social Sciences and Humanities: untapped potential for innovative solutions and better policies.** Tuesday 19 November 2024 (from 13:00 to 13:30/45)





# Mutual Learning Exercise (MLE)

## Knowledge Valorisation – Focus on skills, intersectoral cooperation and incentive systems

18 participating countries



The final report and the topical reports can be found in this [link](#)

## Topics:

- **'Incentives and skills'**
  - a) Policy and legal context, governance and funding (Madrid, 24/25 Jan. 2024)
  - b) Research talent (Vienna, 19/20 June 2023)
- **'Intermediaries'** (Stockholm, 20/21 Sept. 2023)
- **'Networks and Processes'** (Helsinki, 23/24 Nov. 2023)
- **'Intellectual Assets Management'** (cross-cutting)
- **Final report** was presented in 5<sup>th</sup> June 2024 in an event under the Belgian Presidency of the EU Council



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Thank you!