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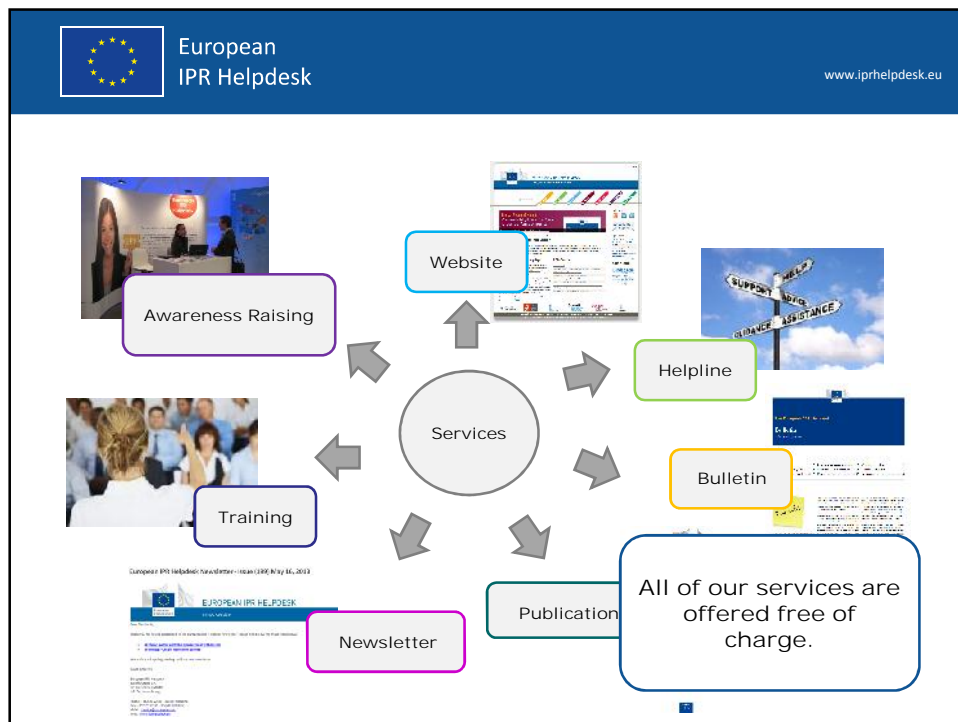
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Welcome to our online training session:

# Impact and Innovation in H2020 a guide for proposers



Dr Eugene Sweeney  
Iambic Innovation Ltd  
27 May 2015





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## Today's speaker



Dr. Eugene Sweeney

- Founder/Director of Iambic Innovation Ltd (UK)
- Technical and Commercial Background
- Over 35 years experience of commercialising IP/research and new technology
- Over 20 ears experience with EC as proposal evaluator, project reviewer and consultant
- Member of International (ISO) and European (CEN) Standards Committees on Innovation Management



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## Horizon 2020

- An impact orientated approach
- Delivering strategic technologies that can drive competitiveness and growth
- Impact and Innovation must be addressed in all sections of a proposal, not just the impact section
- Impact and Innovation must be managed in all stages of a project, not just during exploitation



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## Roadmap

Impact and Innovation in  
H2020 proposals

- Vocabulary
- Preparation
- Developing the proposal
  - Excellence
  - Impact
  - Implementation

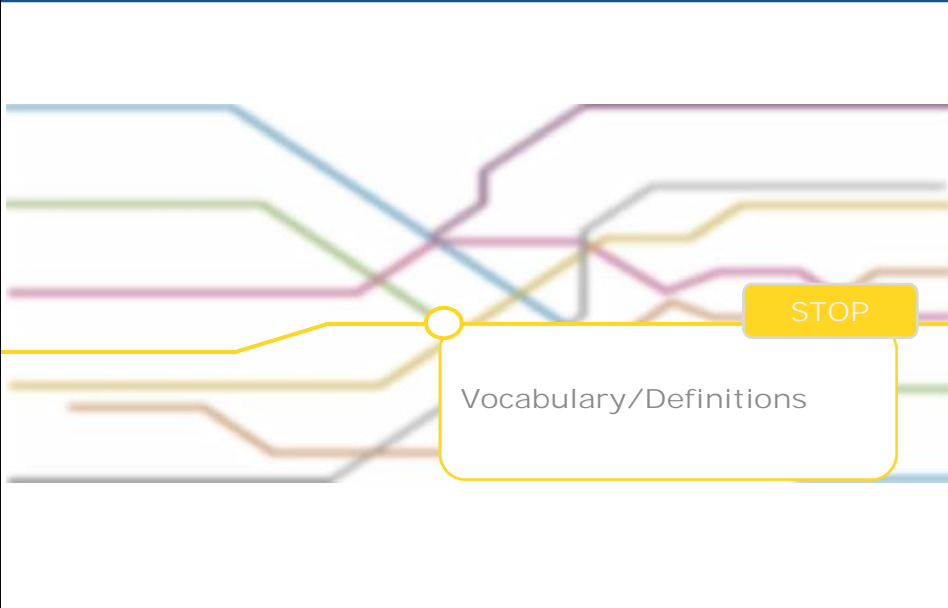


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STOP


Vocabulary/Definitions

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## Vocabulary/Definitions

- Intellectual Property (IP) & Intellectual Property Rights (IPR)
- Innovation
  - Innovation Potential
  - Innovation Capacity
  - Innovation Management
- Impact
- Exploitation
- Dissemination
- Communication

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## Intellectual Property (IP)

- Products of the mind
- Products of research & experimentation
- Products of creativity
- Intellectual Property, like Physical Property can be a valuable asset.
- Like physical property, intellectual property is an asset which can be traded (sold, bought, leased, used as collateral, or given away!)



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## Intellectual Property Rights (IPR)


The law provides legal “rights” to protect your Intellectual Property, known as Intellectual Property **Rights** (IPRs)

- Patents (technical inventions)
- Copyright (Software, Written works, Engineering drawings, Semiconductor Topologies, etc)
- Design Rights (appearance)
- Database Rights (creation and arrangement of data)
- Trade marks
- Plant Breeders Rights
- Utility Models/petty patents
- etc

- **NOT ONLY PATENTS**

- Confidentiality Agreements (Know-how)
- Secrets (Trade Secrets)

- National rights
- Regional variations in law
- Time limited rights




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## Intellectual Property Rights (IPR)

- WHY?
  - To promote innovation by encouraging invention and creativity, and thereby benefitting society
- HOW?
  - The state grants a limited monopoly in return for publishing the invention
- WHO BENEFITS?
  - The state benefits by avoiding secrecy, thus stimulating further innovation, and thus enriching society
  - The creator benefits by preventing unauthorised use by others, unless they come to an agreement






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## Innovation

The successful exploitation of new creations, which when used produce tangible benefits, satisfying needs and wants.




Invention

Invention IS NOT Innovation

Innovation

## Impact

The extent of the benefits derived from the innovation



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## Any type of benefit and impact

- Benefit (hence impact) does not have to be financial.
- Innovations can be based on new products, services, organisational or business methods, improved networks or collaborations, advisory reports, etc, etc
- The impact of the innovation can be societal, environmental, technical, commercial, educational, or anything that delivers a benefit to someone or addresses a need

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## Innovation Potential

- What is the potential of the project to deliver an innovation (i.e. something new which when used will deliver a benefit)?

## Innovation Capacity

- Do the project results have the capacity to stimulate further innovations, and/or increase the amount of benefits delivered?
- Can the project results be used in other areas (beyond those of the project)?

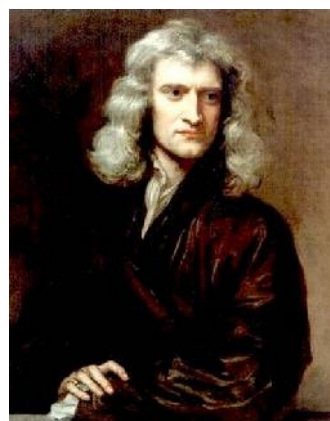


## Exploitation and Dissemination

- Exploitation (or use) can be commercial or research
- Dissemination (or publishing) stimulates further research and development (the rationale for IPR), and exploitation

"If I have seen a little further, it is by standing on the shoulders of giants."

Sir Isaac Newton, c1670



Portrait of Isaac Newton  
by Sir Godfrey Kneller, 1689



## Communication?

- Internal Communication (e.g. collaboration platforms, etc)
- Communication of the project (e.g. web page)
- Communication of project results (e.g. dissemination)
- Communication measures (e.g. publications, events, etc)



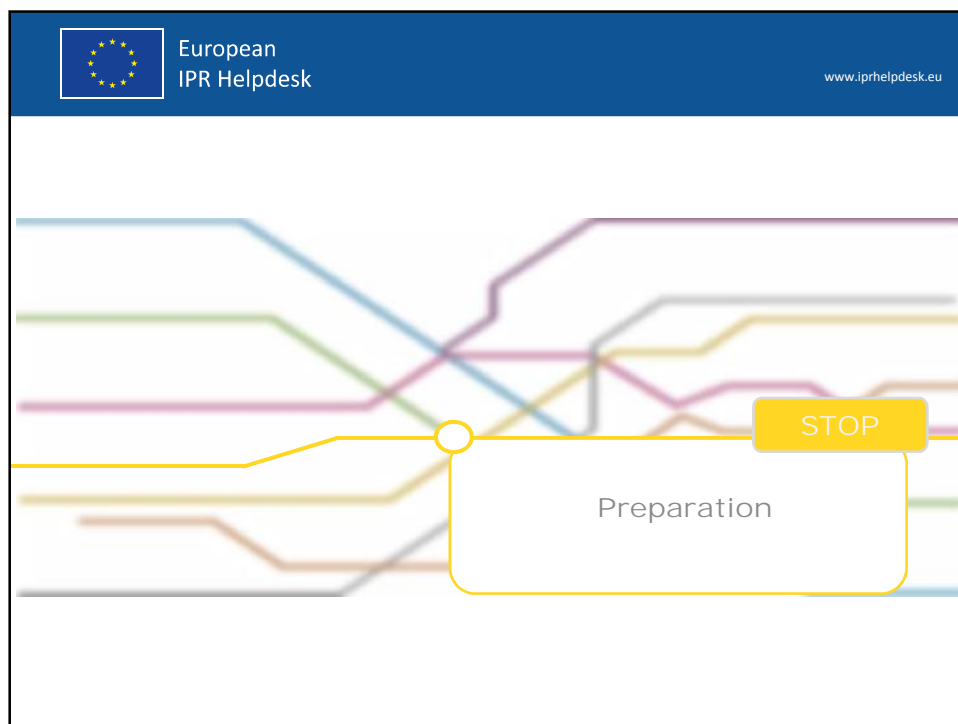
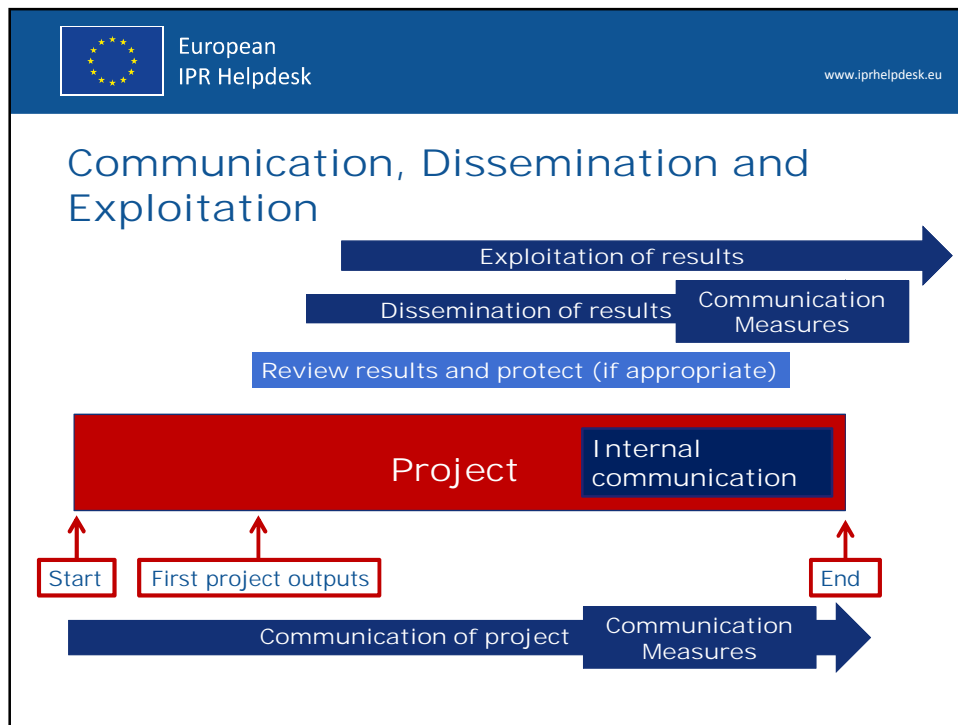
## Extract from proposal template

### 2.2 Measures to maximise impact

- a) Dissemination and exploitation of results
- b) Communication activities

"Describe the proposed **communication measures** for promoting **the project and its findings** during the period of the grant. Measures should be proportionate to the scale of the project, with clear objectives. They should be **tailored to the needs of various audiences**, including groups beyond the project's own community. Where relevant, include measures for public/societal engagement on issues related to the project."







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## Proposals for all Actions (RIA, IA, CSA, SME, FTI, etc)

- Demonstrate an understanding of the technology and market environment, to select and justify the project objectives
- Presenting a credible and viable methodology to achieve the project objectives...
- ...and to deliver innovations with impact.
- Demonstrate the ability and capability to deliver, including work plan, governance, policies, systems, structures, operational processes and risk management.

Excellence – Impact - Implementation




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## Innovation, SME Actions, FTI

- Focus on the business opportunity
- Include the concept for commercialisation
- Ensure good level of innovation, i.e. develop something new
- Analyse competing solutions and explain why you will succeed and not your competitor





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## Understand the (Potential) Impact

- Innovation is about satisfying needs & delivering benefits
- What needs will be addressed (relevant to the **call topic**)?
- What benefits delivered?
  - to whom?
  - and how much benefit (i.e. what is the contribution to the expected **impact of the call**)?
- Select the project objectives to maximise Impact (i.e. the extent of the benefits) expected by the **call topic**.





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## The Work Programme

**Clearly describes the challenges and expected impacts**

e.g. ICT9–2014: Tools and Methods for Software Development

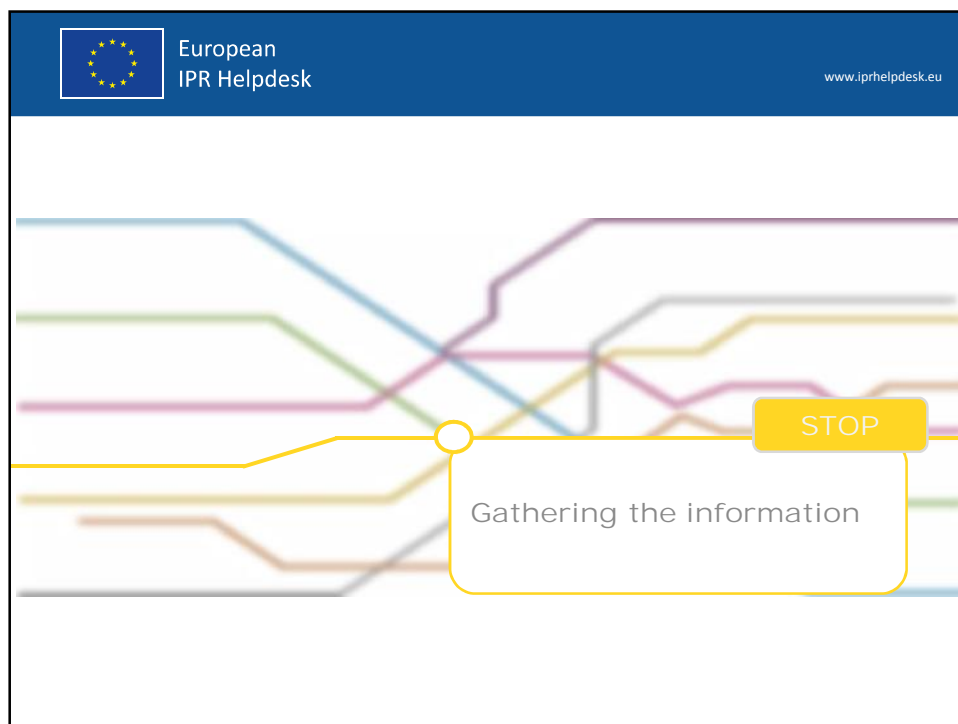
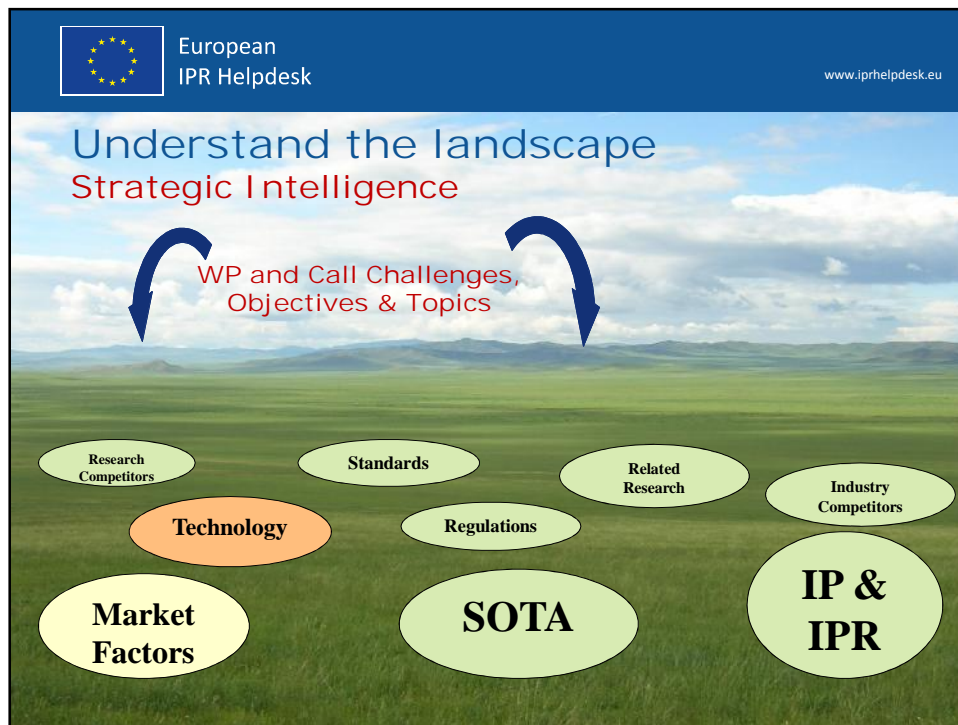
**Specific Challenge:** The quality levels required for complex and critical systems for example in terms of reliability, resilience and automatic adaptation, still represent a major challenge .....


**Scope:** Proposals are expected to cover one or both of the themes identified below.

- Software tools and methods for large, complex .....
- Software architectures and tools for highly distributed ....

**Expected impacts:**

- A significant and substantiated productivity increase in .....
- Availability and market take-up of innovative tools for .....
- At macro level, evidence of potential for productivity gains .....






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## Strategic Intelligence to Action Plans

- Gather information to understand the landscape (market, technical, IPR, SOTA, Competitors, etc)
- Analyse the information to obtain strategic intelligence... to allow you to
- **Justify** the project objectives considering consortium expertise, capabilities and proposed resources .. and to
- Plan to deliver – developing strategies and plans to maximise impact and exploitation:
  - R&D strategy and delivery plan
  - Research result dissemination strategy and plan
  - Commercial exploitation strategy and plan



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## Data > Intelligence > Plans

- State of the Art (show you understand it and how will you go beyond it – what new IP will be produced?)
  - Academic papers
  - Patents and other registered IP
- Market: size, segmentation, distribution, growth, “needs and wants” (what will you target, and how will you be positioned?)
  - Market reports/Industry partners
  - Patents and other registered IP




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## Data > Intelligence > Plans

- Competitor Intelligence: market share, technologies, current and future plans (Where will you be positioned; what are your key differentiators/USP's?)
  - Company websites, annual reports (incl. financial)
  - Market reports
  - Patents and other registered IP
- Technologies: other technical solutions which can address the objectives; their status, strengths and weaknesses (Why will your technical solution be better, and in which areas?)
  - Technical reports
  - Patents and other registered IP



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## Data > Intelligence > Plans

- Potential Barriers/Obstacles: IPR's (freedom to use), statutory requirements, industry standards, health & safety requirements
  - Regulations (e.g. safety, etc)
  - Standards
  - Patents and other registered IP
- Standards: prescriptive, advisory, best practice
  - [www.iso.org](http://www.iso.org)
  - [www.cen.eu](http://www.cen.eu)
  - [www.etsi.org](http://www.etsi.org)



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## Standards

- Standardization is identified in Horizon 2020 as one of the measures that will support market take-up of research results and innovation.
- Help on addressing standardization in Horizon 2020 projects is available from CEN-CENELEC.
- For more information see:  
<http://www.cenelec.eu/research/tools/horizon2020/>
- Download guide from:  
[http://www.cenelec.eu/research/news/publications/Publications/Standards\\_Horizon2020.pdf](http://www.cenelec.eu/research/news/publications/Publications/Standards_Horizon2020.pdf)




INTEGRATING STANDARDS  
IN YOUR HORIZON 2020 PROJECT




Linking innovation and standardization:  
a pocket guide for project proposers





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STOP

The power of patents



## Strategic Intelligence from Patents

- State of the Art
- Freedom to use
- Potential new technology areas
- Key players – now and who is looking for the future!
- Market Intelligence
- Competitor Intelligence
- Technology Intelligence
- Finding research and/or commercialisation partners



## Why Patents

- The **largest** freely available technical publication resource
- Patents are often the **only** publication on a subject
- Patents are usually the **first** publication
- **Large** resource : 80+ million documents
- **Growing** Rapidly : 2 applications every minute




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## Patents

### Not just IPR/legal information

- Bibliographic Information (who, where, when – companies and individuals)
- Technical Information (state of the art, background, research areas)
- Legal Status Information (freedom to use, regions protected in)
- Commercial Information (future markets and territories)

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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
  - reveal trends over time
  - geographical activity – past, present and future!




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## Free patent searching

- European Patent Office – esp@cenet
  - [www.espacenet.com](http://www.espacenet.com)
- World Intellectual Property Organisation – Patentscope
  - [patentscope.wipo.int](http://patentscope.wipo.int)
- Google patent
  - [www.google.com/patents](http://www.google.com/patents)
- National patent offices



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Search [Result list](#) [My patents list \(0\)](#) [Query history](#) [Settings](#) [Help](#)

**Smart search**  
Advanced search  
Classification search


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Smart search  Siemens 6ES7 120-7  
Clear Search

**Maintenance news**  
Scheduled maintenance  
Espacenet outages - times are  
Client:  
Mon-Sat 08:00 to 18:30  
Possible outages on the 15th of  
April from 20:00 to 21:00  
A real mess

**News flashes**  
Latest updates  
Related links

**GPI - Global Patent Index**  
Complement your search strategies in Espacenet by adding an additional search tool. GPI takes a look and explains the advantages of this tool.

**Espacenet: Intro**



# Impact and Innovation in H2020

## A guide for proposers

The screenshot shows the Espacenet Patent search interface. The top navigation bar includes the European IPR Helpdesk logo and the URL www.iprhelpdesk.eu. The main header features the Espacenet logo and the text 'Patent search'. Below this, there are tabs for 'Search', 'Result list', 'My patents list (0)', 'Query history', 'Settings', and 'Help'. The 'Result list' tab is active, showing a search for 'glycemic control and txt - sensor using Smart search'. The search results are displayed in a table with columns for 'IPC', 'Publication info', and 'Priority date'. The first result is '1. USE OF AN EQUILIBRIUM INTRAVASCULAR SENSOR TO ACHIEVE TIGHT GLYCEMIC CONTROL' by INVENTION: MARK T. WILLIAM, JR. [US]. The second result is '2. SYSTEM AND METHOD FOR MAINTAINING GLYCEMIC CONTROL BASED ON GLUCOSE ACTIVITY MEASUREMENTS' by INVENTION: FURNARY ANTHONY P. [US]. The interface also includes a 'Quick help' section on the left with various links and a 'Download covers' button on the right.

This screenshot is similar to the one above, but with additional annotations. A blue circle highlights the 'Download covers' button in the top right corner of the results area. Another blue circle highlights the 'Download covers' button in the bottom right corner of the results area. The search results are the same as in the first screenshot, showing the same two patent entries. The interface also includes a 'Quick help' section on the left with various links and a 'Download covers' button on the right.



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Europäisches  
Patentamt  
European  
Patent Office  
Office européen  
des brevets

**Espacenet search results on 30-04-2014 13:39**


7 results found in the Worldwide database for:  
(txt = glycemic and txt = control) and txt = sensor using Smart search  
Displaying selected publications

| Publication       | Title                                    | Page |
|-------------------|--|------|
| US2014018646 (A1) | USE OF AN EQUILIBRIUM INTRAVASCULAR S... | 2    |
| WO2011075711 (A1) | SYSTEM AND METHOD FOR MAINTAINING GLY... | 3    |
| US2010280499 (A1) | SYSTEM AND METHOD FOR GLYCEMIC CONTROL   | 4    |
| US2010100535 (A1) | METHODS AND APPARATUSES RELATED TO BL... | 5    |
| US7727147 (B1)    | Method and system for implantable glu... | 6    |
| US2009048503 (A1) | GLYCEMIC CONTROL MONITORING USING IMP... | 7    |
| US2003028089 (A1) | DIABETES MANAGEMENT SYSTEM               | 8    |



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**STOP**

Searching for Prior Art

- Don't reinvent the wheel
- Freedom to use
- Build on the work of others


The screenshot shows the Espacenet Patent search interface. At the top, there is a blue header with the European Union flag and the text 'European IPR Helpdesk' and 'www.iprhelpdesk.eu'. Below this is a grey navigation bar with the Espacenet logo and 'Patent search' text. A search bar is present with a dropdown menu showing 'Smart search', 'Advanced search', and 'Classification search'. The 'Smart search' option is highlighted with a blue circle. Below the search bar, there is a 'Refine search' button, also highlighted with a blue circle. The main content area shows a 'Result list' with various patent entries, including 'SENSOR TO ACHIEVE TIGHT GLYCEMIC CONTROL' and 'GLYCEMIC CONTROL BASED ON GLUCOSE ACTIVITY MEASUREMENTS'. The interface includes various filters and options for refining the search results.

The screenshot shows the Espacenet Cooperative Patent Classification interface. At the top, there is a blue header with the European Union flag and the text 'European IPR Helpdesk' and 'www.iprhelpdesk.eu'. Below this is a grey navigation bar with the Espacenet logo and 'Patent search' text. A search bar is present with a dropdown menu showing 'Smart search', 'Advanced search', and 'Classification search'. The 'Classification search' option is highlighted with a blue circle. Below the search bar, there is a 'Cooperative Patent Classification' section. This section includes a search bar with the text 'a keyword or a classification symbol' and a 'Search' button. Below the search bar, there is a table of classification symbols and descriptions. The table has two columns: 'Symbol' and 'Classification and description'. The symbols are A, B, C, D, E, F, G, H, and Y. The descriptions are: HUMAN NECESSITIES, PERFORMING OPERATIONS; TRANSPORTING, CHEMISTRY; METALLURGY, TEXTILES; PAPER, FIXED CONSTRUCTIONS, MECHANICAL ENGINEERING; LIGHTING; HEATING; WEAPONS; BLASTING ENGINES OR PUMPS, PHYSICS, ELECTRICITY, and GENERAL TAGGING OF NEW TECHNOLOGICAL DEVELOPMENTS; GENERAL TAGGING OF CROSS-SECTIONAL TECHNOLOGIES SPANNING OVER SEVERAL SECTIONS OF THE IPC; TECHNICAL SUBJECTS COVERED BY FORMER USPC CROSS-REFERENCE ART COLLECTIONS [XRACS] AND DIGESTS. The 'CHEMISTRY; METALLURGY' row is highlighted with a blue circle.



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Search Result list My patents list (0) Query history Settings Help

Smart search  
Advanced search  
**Classification search**

Search for a keyword or a classification symbol Search View section Index A B C D E F G H I Y

Quick help

What is the Cooperative Patent Classification system?  
How do I enter classification symbols?  
What do the different buttons mean?  
Can I retrieve a classification using keywords?  
Can I start a new search using the classifications list?  
Where can I view the description of a particular CPC class?  
What is the meaning of the stars in front of the classifications found?  
What does the text in brackets mean?

**Selected classifications**

C how x  
Clear Find patents  
Patents to search from

**Cooperative Patent Classification**

Symbol Classification and description

☒ C CHEMISTRY; METALLURGY

**Chemistry**

☒ C01 **INORGANIC CHEMISTRY** (processing powders of inorganic compounds preparatory to the manufacturing of ceramic products **C04B 35/00**; fermentation or enzyme-using processes for the separation of elements or inorganic compounds except carbon dioxide **C12P 3/00**; obtaining metal compounds from mixtures, e.g. ores, which are intermediate compounds in a metallurgical process for obtaining a free metal **C21B C22B**; production of non-metallic elements or inorganic compounds by electrolysis or electrophoresis **C25B**)


☒ C02 TREATMENT OF WATER, WASTE WATER, SEWAGE, OR SLUDGE (setting tanks, filtering, e.g. sand filters or screening devices, **B01D**)

☒ C03 GLASS; MINERAL OR SLAG WOOL (organic glasses **C08**; metallic glasses, amorphous metals **B22F C22C**)

☒ C04 CEMENTS; CONCRETE; ARTIFICIAL STONE; CERAMICS; REFRACTORIES (alloys based on refractory metals **C22C**)

☒ C05 FERTILISERS; MANUFACTURE THEREOF (processes or devices for granulating materials, in general **B01J 2/00**; soil-conditioning or soil-stabilising materials **C09K 17/00**)

☒ C06 EXPLOSIVES; MATCHES



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Symbol Classification and description

**Ceramics**

☐ **C04B 35/00** **Shaped ceramic products characterised by their composition** ( porous ceramic products **C04B 38/00**; ceramic articles characterised by particular shape, see the relevant classes, e.g. linings for casting ladles, funnels, cups or the like **B22D 41/02**; ceramic substrates for microelectronic semi-conductors **H01L 23/15** ); **Ceramics compositions containing free metal bonded to carbides, diamond, oxides, borides, nitrides, silicides, e.g. cermets, or other metal compounds, e.g. oxynitrides or sulfides other than as macroscopic reinforcing agents C22C; (shaping of ceramics B28B); Processing powders of inorganic compounds preparatory to the manufacturing of ceramic products ( Chemical preparation of powders of inorganic compounds C01, infiltration of sintered ceramic preforms with molten metal C04B 41/61 )**

☐ C04B 35/01 based on oxide ceramics

☐ C04B 35/013 containing carbon ( ( C04B 35/103 takes precedence ) )

☐ C04B 35/016 based on manganese

☐ C04B 35/03 based on magnesium oxide, calcium oxide or oxide mixtures derived from dolomite

☐ C04B 35/04 based on magnesium oxide

☐ C04B 35/043 Refractories from grain sized mixtures

☐ C04B 35/0435 containing refractory metal compounds other than chromium oxide or chrome ore

☐ C04B 35/047 containing chromium oxide or chrome ore

☐ C04B 35/0473 obtained from fused grains

☐ C04B 35/0476 obtained from prereacted sintered grains ( ("simultaneous sinter") )

☐ C04B 35/05 Refractories by fusion casting

☐ C04B 35/054 Refractories by fusion casting



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### Result list

Select all (0/25)
 Compact
 Export (CSV / XLS)
 Download covers
 Print

Approximately **738** results found in the Worldwide database for:  
 C04B35/016 as the Cooperative Patent Classification  
 Only the first **800** results are displayed.

Results are sorted by date of upload in database

| 1. PROCESS FOR PREPARING ADVANCED CERAMIC POWDER USING ONIUM DICARBOXYLATES |   |                                      |   |                                     |  |
|---|---|--------------------------------------|---|-------------------------------------|--|
| ★   | <b>Inventor:</b><br>WILSON<br>WILLIAMS<br>WAYNE | <b>Applicant:</b><br>SACUF INC. (US) | <b>CPC:</b><br>C01B13/10<br>C01G23/002<br>C01G23/006<br>(+40) | <b>IPC:</b><br>C01B<br>C01G<br>C01H | <b>Publication info:</b><br>UK1156593 (A1)<br>2014.08.15 |
|   | <b>Priority date:</b><br>2006.04.03             |                                      |   |                                     |  |

| 2. METHOD OF FABRICATING AN LTM PEROVSKITE PRODUCT |   |  |   |                          |   |
|--|---|--|---|--------------------------|---|
| ★  | <b>Inventor:</b><br>MARIN<br>SAMUEL (FR)<br>LEVY<br>CAROLINE (FR) | <b>Applicant:</b><br>SAINT-GERAN CT<br>RECHERCHES (FR) | <b>CPC:</b><br>C01G45/1204<br>C01P2007/34<br>C01B2235/3200<br>(+22) | <b>IPC:</b><br>H01N 4/60 | <b>Publication info:</b><br>US2014227632 (A1)<br>2014.08.14 |
|  | <b>Priority date:</b><br>2006.10.24                               |  |   |                          |   |

| 3. COMPOSITE OXYGEN TRANSPORT MEMBRANE |                                     |                   |   |  |   |
|--|-------------------------------------|-------------------|---|--|---|
| ★                                      | <b>Inventor:</b>                    | <b>Applicant:</b> | <b>CPC:</b><br>B01D2255/402<br>B01D2255/407<br>B01D2255/502<br>(+6) | <b>IPC:</b><br>B01D53/22<br>B01D53/00<br>B01D59/02<br>(+5) | <b>Publication info:</b><br>CN103087651 (A)<br>2014-08-13 |
|  | <b>Priority date:</b><br>2011-12-16 |                   |   |  |   |

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Claims

Mosaics

Original document

Cited documents

Citing documents

INPADCC legal status

INPADCC patent family

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**Quick help**

- What happens if I click on "In my patents list"?
- What happens if I click on the "Register" button?
- What happens if I click on the red "patent translate" button?
- Why is the description sometimes in French or German or another language allowed?
- How can I search in the text of the description?
- How can I view chemical structures in the full text?

### Enhanced identification system

#### Description of US6661336 (B1)

Translate this text into

Albanian

patenttranslate

(powered by EPO and Google)

The EPO does not accept any responsibility for the accuracy of data and information originating from other: the EPO does not guarantee that they are complete, up to date or fit for specific purposes.

[0002] This is a continuation of PCT/US98/01385 filed May 14, 1998

**FIELD OF THE INVENTION**

[0003] This invention relates to a method of identifying a plurality of transponders, each of which transmits identification data to a receiver, and to themselves. The invention further relates to method and apparatus for improving the identification systems.


**BACKGROUND OF THE INVENTION**

[0004] Identification systems are known in which a plurality of transmitters, typically transponders, are active ("interrogation signal") and then transmit reply signals, usually containing identification data, to a receiver, with interrogator. The signals may be transmitted in many ways, including electromagnetic energy, e.g. radio frequency, coherent light, and sound, e.g. ultrasound. For example, the transmission may be achieved by actual emission or by the modulation of the reflectivity of an antenna of the transponder, resulting in varying amounts of RF energy reflected or back-scattered from the transponder antenna.

[0005] GB 2,118,806 A discloses an identification system in which the individual transponders are programmed in random manner. Timing signals for the transponders in this identification system are derived from a crystal transponders expensive to manufacture.

[0006] EP 467,036 A describes another identification system which uses a pseudo-random delay between transmission and reception. A linear feedback shift register is seeded by the transponder identification address to make as possible.

[0007] EP 161799 A discloses an interrogator/transponder system in which an interrogator broadcasts an identification field. Each transponder transmits a reply signal consisting of a unique



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## Patent Information Help and Support

- <http://www.epo.org/searching>
  - Online Training
- EPO (European Patent Office) **PATLIB Centres**
  - Local support and services

**Directory of patent information centres (PATLIB)**

» This directory lists all the patent information centres (PATLIB) which are open to the public and provide free of charge to companies and other stakeholders the necessary information and services to help them to develop their innovation strategy.

**Centres by country**

- Austria (1)
- Belgium (7)
- Bulgaria (1)
- Canada (1)
- China (1)
- Czech Republic (1)
- Denmark (1)
- Finland (1)
- France (1)
- Germany (1)
- Greece (1)
- Hungary (1)
- India (1)
- Ireland (1)
- Italy (1)
- Japan (1)
- Korea (1)
- Lithuania (1)
- Luxembourg (1)
- Malaysia (1)
- Mexico (1)
- Netherlands (1)
- Norway (1)
- Poland (1)
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- Slovakia (1)
- Slovenia (1)
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**Centres by IP rights covered**

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- Design (1)
- Patent (1)
- Trade mark (1)
- Utility model (1)

**Centres by services**

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- Training (1)
- Translation (1)
- Valuation (1)
- Writing (1)



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**STOP**

Pulling it together to  
Developing a Proposal





## Excellence

### Extract from proposal template


- Objectives should be consistent with the expected exploitation and impact of the project
- Describe the positioning of the project
- Describe research and innovation activities which will be linked with the project
- Describe the advance your proposal would provide beyond the state-of-the-art
- Describe the innovation potential
- Refer to the results of any patent search carried out



## Impact

### Extract from proposal template (1 of 2)

- Describe how your project will contribute to:
  - the expected impacts set out in the work programme, under the relevant topic;
  - improving innovation capacity
  - strengthening the competitiveness and growth of companies
- Describe any barriers/obstacles that may determine whether and to what extent the expected impacts will be achieved.



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## Impact

### Extract from proposal template (2 of 2)

- Provide a draft plan for the dissemination and exploitation of the project's results
  - The approach to innovation should be as comprehensive as possible, and must be tailored to the specific technical, market and organisational issues to be addressed
- Include a business plan where relevant
- You will need a consortium agreement to manage the ownership and access to key knowledge (IPR, data etc.)
- Outline the strategy for knowledge management and protection



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## Disseminate & exploitation plan

- (Draft) dissemination and exploitation strategies and plan for the project results, including the project results as a whole at **proposal stage**
- Preparation of more detailed strategies and plans **during the project**
- Coordination of dissemination and exploitation plans to avoid conflicts

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## Strategies and Plans

### Dissemination and Exploitation

- Justify the opportunities
  - Analysis of the market (market/competition/barriers/key targets, etc)
  - Key targets (researchers, policy makers, industry, users, etc.)
  - Key messages (research, commercial, educational, advisory, etc.)
- Deliver the right messages using the right measures
  - Dissemination and Communication
- Exploitation (use) Roadmap
  - further development, open platform, standards, regulatory, issues, etc.
- Exploitation vehicle
  - Institution, licence, start-up company, JV, Community based (e.g. open source models), etc.
- Expected terms of use
  - Free, Fee based, subscription, per use, etc.

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## Knowledge (IP) management

- IP used by the project
  - access and usage rights for key IP before AND after the project (foreground, background and 3<sup>rd</sup> party – especially OS licences)
- IP generated by the project
  - Capture/disclosure, **ownership**, management of IP, secure evidence of creation, pre-publication reviews for technical inventions
  - Project policies and strategies
- IP assessment
  - prior art, market opportunity
- IP protection
  - patents, copyright, database rights, trademarks, territories, etc)

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## Implementation

### Extract from proposal template

- Give visibility in the work plan to 'dissemination and exploitation'
- Describe how **effective innovation management** will be addressed in the management structure and work plan.
  - "Innovation management is a process which requires an understanding of both market and technical problems, with a goal of successfully implementing appropriate creative ideas."
- Describe the industrial/commercial involvement in the project to ensure exploitation of the results



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## Innovation Management

### EC Definition

"Overall management of all activities related to understanding needs, with the objective of successfully identifying new ideas, and managing them, in order to develop new products and services which satisfy these needs.

Innovation management starts at the point of capturing the creative works and finishes when it a product or service is deployed."

Someone must be responsible for managing all innovation related activities from capturing, assessing, protecting and managing the IP; through dissemination and exploitation (use) of the IP; to market deployment.



The slide has a blue header with the European Union flag logo, the text 'European IPR Helpdesk', and the website 'www.iprhelpdesk.eu'. The main content area is white and contains the title 'Implementation' in blue. Below the title is the text 'Management structures and procedures to:' followed by a bulleted list of three items, each preceded by a blue right-pointing arrow. The items are: 'Create, capture, protect (if necessary) and manage the project outputs (IP)', 'Tell all the right people about the project and its results (dissemination and communication)', and 'Get the results used, to maximise the expected impact (exploitation)'. The number '58' is in the bottom right corner.


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## Implementation

Management structures and procedures to:

- Create, capture, protect (if necessary) and manage the project outputs (IP)
- Tell all the right people about the project and its results (dissemination and communication)
- Get the results used, to maximise the expected impact (exploitation)

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## Practical management of the project to maximise impact

IPR Helpdesk Webinar

Maximising the impact of H2020 projects


Date: Wednesday, 08.07.2015  
Time: 10.30-11.45 am (Central European Time, GMT + 1)

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## Summary

- Address IP, Impact and Innovation in all 3 sections of the proposal
  1. Gather information to understand the landscape (market, technical, IPR, SOTA, Competitors, etc), so you can..
  2. Analyse the information to obtain strategic intelligence, to enable you to..
  3. justify the project objectives for maximum impact, and to..
  4. plan the a route to achieve the objectives, and to..
  5. Implement with the right work plan, management structures and procedures.
- Justify everything!!



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## Thank you.

We look forward to getting in touch with you!

For further questions and general IP advice, please contact our Helpline team:  
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Presentation produced by Dr. Eugene Sweeney, Iambic Innovation Ltd. May 2015

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