



**ASTPPROTON**<sup>®</sup>  
KNOWLEDGE TRANSFER EUROPE

.....  
**DELIVERING  
INNOVATION**

FALL MEETING

22 - 24 NOVEMBER 2017 | GUIMARÃES, PORTUGAL

**#ASTPPROTON17**



AGÊNCIA NACIONAL  
DE INOVAÇÃO

.....



WEDNESDAY 22 NOVEMBER

## PRE-CONFERENCE MEETINGS

12:30 - 15:30

| NAAC REPRESENTATIVES ONLY

### BIANNUAL FACE-TO-FACE MEETING NATIONAL ASSOCIATIONS ADVISORY COMMITTEE

All representatives of European national associations are invited to this meeting chaired by Andrew Carlin, ASTP-Proton Vice President for NAAC.

Location: Sala da Eira

## MASTERCLASSES

Trainer: Amanda Zeffman, Head of Consultancy Services, Cambridge Enterprise, UK  
Consultancy: Putting Your Researchers' Valuable Expertise to Work

Consultancy is increasingly recognised as an immensely important mechanism for knowledge transfer. There are a number of benefits: a consultancy project can serve as a way of building trust and mutual understanding; it can offer exposure to real-world industry problems and enrich academic research; it can provide additional income to the academic and the KTO. This Masterclass will examine the benefits of consultancy and offer insights on the best way to structure and operate them alongside other KT activities.

Location: Formação 03

14:00 - 15:30

### SPECIAL INTEREST GROUP MEETING

Software SIG Workshop invites active participation by members of the SIG group and any interested attendees. We will work in small groups on two key activities:

- Identifying and establishing a standard model documentation for software (scouting and valuation, licensing) IP management. Please bring your models/templates and the documents you use, if you can share with us, so we can work towards a best practice.
- Identifying available background information and training materials (software IP, software IP management, software management in R+D+I projects, software valuation models, etc.) Either your own, or available on the web, to create an annotated database of materials that fit in with the model.

Location: Formação 04



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## SOCIAL PROGRAMME

16:00 - 18:00

| REGISTRATION REQUIRED

### GUIDED TOUR

Following the guided tour of Guimarães, participants will be taken straight to the Welcome Reception.

Meeting point: Lobby Hotel de Guimarães

18:15 - 19:30

### WELCOME RECEPTION

Enjoy a warm welcome to Guimarães from ASTP-Proton President, Henric Rhedin and the mayor of Guimarães, Domingos Bragança. Relax with a drink, meet friends old and new, and network with your peers before the official opening of the meeting.

Location: TBC

19:30

| REGISTRATION REQUIRED

### DIRECTORS' DINNER

The Directors' Dinner is an informal opportunity to meet and network with fellow knowledge transfer directors and contemplate your evolving needs over the next 5-10 years as a consequence of a continually changing landscape. What strategies can you employ to deliver efficient and effective KT operations? What challenges do you face in terms of recruitment or upskilling of experienced professionals to meet these needs?

As well as brainstorming with your peers, your participation will help influence future ASTP-Proton training courses.

Moderator: Amanda Zeffman, Chair, Professional Development Committee, ASTP-Proton

Location: TBC



MORNING ACTIVITIES

OPENING SESSION

7.45

8.00 - 8.45

9.00 - 10.30

REGISTRATION DESK OPEN

Participants can collect their badges and programmes from the ASTP-Proton registration desk.



Location: Foyer

MORNING MEETING NEW MEMBERS

Have you recently joined ASTP-Proton and would like to know more about the association and the benefits available to you?

Join this meeting to get to know the team behind ASTP-Proton and get the latest and best information about training events and tools available to help you excel professionally.

MODERATORS:

KAREN LAIGAARD, DIRECTOR TECHNOLOGY TRANSFER OFFICE, UNIVERSITY OF COPENHAGEN, DENMARK

MARC LEGAL, PRESIDENT-CEO, OLISENS, FRANCE

Location: Sete Cidades

OPENING PLENARY

Opening Session and Welcome to Guimarães  
HENRIC RHEDIN, PRESIDENT, ASTP-PROTON  
JOSÉ CARLOS CALDEIRA, PRESIDENT, ANI, PORTUGUESE NATIONAL INNOVATION AGENCY, PORTUGAL

Keynote

"THE BEST OF BOTH WORLDS? HOW COLLABORATION BETWEEN UNIVERSITIES AND LARGE COMPANIES CAN DRIVE ECONOMIC GROWTH...WITH THE CAR OF THE FUTURE."

KEYNOTE SPEAKERS: CARLOS RIBAS, CEO, BOSCH PORTUGAL, PORTUGAL

ANTÓNIO CUNHA, FORMER RECTOR, UNIVERSITY OF MINHO, PORTUGAL

MODERATOR: HENRIC RHEDIN

Presenting the Bosch Portugal collaboration with University of Minho; a 55M€ project regarding the Car of the Future, which has hired more than 100 engineers and 200 PhDs to develop a joint competence centre.

This is the biggest project of its kind in Portugal and the presentation will focus on how the relationship between a large company and a university has been established, the strategy in knowledge transfer, the role of the KTO, and the (many) challenges faced in this relationship.

Location: Flores



**FIRST PARALLEL SESSION** **11:00 - 12:30**

**TRACK I - NEW CHALLENGES**      **TRACK II - HARNESSING OUR COMMUNITY**      **TRACK III - THE LATEST TRENDS**

**WORKSHOP**

**WORKING WITH FOUNDERS – MANAGING CONFLICTS OF INTEREST**

FACILITATOR: MARJAN KRAAK, HEAD OF THE SPIN-OFF GROUP, PROGRAMME MANAGER PIONEER FELLOWSHIPS, ETH ZURICH, SWITZERLAND

This workshop will discuss the pitfalls and strategies for managing conflicts of interest by sharing solutions for mitigating and managing difficult situations by looking at real examples from different institutions.

Universities often foster entrepreneurship and therefore promote their spin-off companies. However, this can be a two-sided coin. On one side, KTOs support the founders while negotiating licensing agreements with the company they previously nurtured. Other conflicts of interest often observed are related to professors being co-founders of the spin-off. Should they still have collaborations between the spin-off and their research group?

Location: S. Miguel

**WORKSHOP**

**THE COMMUNITY IN ACTION**

We all want to be sure that we keep up to date with the latest news, ideas, trends and opportunities for our sector. How can we optimise the resources available within ASTP-Proton's network to achieve this for everyone? This workshop aims to explore in more detail a range of issues, from the tools we use (websites, Linked-in, blogs etc.) to the generation of information. How can we work together to develop and use complex resources and share news and opportunities? How can we do more to identify partners for EU projects which support our office functions? Let's not forget the benefits of sharing success stories.

FACILITATOR: NEDELJKO MILOSAVLJEVIC DIRECTOR, CENTRE FOR TECHNOLOGY TRANSFER, UNIVERSITY OF BELGRADE, SERBIA

Location: Sete Cidades

**PRESENTATION**

**THE COMING-OF-AGE OF KTOS: MONITORING AND MEASURING OUR MATURITY**

SPEAKERS: AHMED BOUNFOUR, PROFESSOR, UNIVERSITY PARIS-SUD, HOLDER/COORDINATOR, THE EUROPEAN CHAIR ON INTELLECTUAL CAPITAL MANAGEMENT, FRANCE

LAURA KREILING, UNIVERSITY PARIS-SUD, FRANCE

CHRISTOPHE HAUNOLD, DEPUTY GENERAL MANAGER, TOULOUSE TECH TRANSFER, FRANCE

MODERATOR: CARLOS CERQUEIRA, INNOVATION DIRECTOR, INSTITUTO PEDRO NUNES, PORTUGAL

The speakers will share their work on developing a "capability maturity framework for knowledge transfer" that allows for the quantitative and qualitative measurement of the level of KTO maturity and proposal of areas of improvement. They will also introduce for discussion possible contextual elements for 'intelligent benchmarking'. Following short presentations, attendees can discuss possible building blocks for a maturity model for KTO and its conditions of implementation.

Experience from the recent Progress-TT program, which looked at identified key KTO areas of competence, will also be discussed.

Location: Flores

**12:30 - 13:30 LUNCH | FOYER** **FACE-TO-FACE MEETINGS | S.JORGE & FUNCHAL**

**KNOWLEDGE STOCK EXCHANGE**

**13:30 - 15:00**

**INITIATIVE SHARING**

Location: Sete Cidades

This is an opportunity to engage with the innovators. Listen to KTOs present their initiatives and challenges. This is also a chance to identify potential partners.

13:30 - 13:45 | **EU-Health Innovation Marketplace - The UTILE Project**

Speaker: TBC

"The UTILE project aims to develop the EU-Health Innovation Marketplace, an online platform for valorisation of FP7 Health and Horizon2020 SC1 project results. Join us and learn about how, through extensive evaluation, research results with the highest potential for translation and exploitation will be presented on the UTILE marketplace."

13:45 - 14:00 | **The Discoveries CTR**

Speaker: Maryam Atakhorrami, Business and Innovation Group, University College London Translational Research Office, UK

"Showcasing EU funded cross-border collaborations to leverage the impact of Portuguese Life Science research."

14:00 - 14:15 | **Cooperative Knowledge Transfer**

Speaker: Michel Morant, Interface Entreprises, University of Liège, Belgium

"More and more collaborative research between institutions leads to cooperative knowledge transfer, and spin-off companies."

Michel will share the experience of University of Liège when setting up a spin-off with other universities. Hear how to progress from research, maturation, creation to the growth of a new company.

14:15 - 14:30 | **Valorisation of SSAH**

Speaker: Christoph Köller, Görgen and Köller GmbH, Germany

"Lots of things are happening regarding valorisation of Social Science, Arts and Humanities (SSAH). Come and hear about big events which have taken place over the last few months for example in Brussels and Glasgow where SIG representatives were present."

14:30 - 14:45 | **Initiative sharing 5**

Speaker: TBC

14:45 - 15:00 | **Initiative sharing 6**

Speaker: TBC

**MARKETPLACE**

Location: Flores

Learn about technological needs, services and tools to help you boost your K/TTO activity.

13:30 - 13:45 | **Peer Review by Critical Friends**

Speaker: Christian Stein, Ascenion GmbH, Germany

"For years I had a vision; I wanted to welcome experienced TTO directors to our office and hear their opinions on the best ways for us to organise and improve. Last winter, ASTP-Proton helped me organise and select trusted experts to conduct such a review. Now I want to share this experience with you."

13:45 - 14:00 | **Impact Canvas Tool**

Speaker: Leena Köppä, Innovation and Entrepreneurship Services Y-Kampus, Finland

"In order to improve our capacity to test early ideas with a focus on the impact on society or customer need, we developed the 'Impact Canvas Tool'. This tool is targeted for pre-start-up or researchers, and could be used by facilitators such as KTOs."

14:00 - 14:15 | **Accreditation in the KT Profession**

Speaker: Steven Tan, Counsel Member, ATPP

Amanda Zeffman, Chair, Professional Development Committee, ASTP-Proton

"ATPP and RTPP accreditation will be explained along with information about ASTP-Proton's professional development events and Road to RTPP programme."spisoinspinspin

14:15 - 14:30 | **KT Tools**

Speaker: Célia Gavaud, Progress-TT, Italy

"Review of PROGRESS-TT deliverables: it is the end of the project. Find out which tools are available for you to use."

14:30 - 14:45 | **TII - Technology Innovation International | Global Commercialisation Hub**

Speaker: Jorge Figueira, Universidade de Coimbra, Portugal

"Meet TII and join the My Commercialisation Expert database."

14:45 - 15:00 | **Marketplace 6**

Speaker: TBC



**SECOND PARALLEL SESSION** **15:30 - 17:00**

**TRACK I - NEW CHALLENGES**

**TRACK II - HARNESSING OUR COMMUNITY**

**TRACK III - THE LATEST TRENDS**

**WORKSHOP**

**ENRICHING THE ECOSYSTEM WITH TECHNOLOGY ROAD MAPPING**

FACILITATOR: IMO H ILEVBARE, PRODUCT MANAGER, (INNOVATION AND TECHNOLOGY MANAGEMENT) IFM EDUCATION AND CONSULTANCY SERVICES, CAMBRIDGE BUSINESS SCHOOL, UK

Assessing disclosures is a crucial skill and often involves wishing you had a crystal ball. This tool enables the collection of disclosure data across technical features, market gaps and the potential to use them to enable prioritisation and decision-making for exploitation strategies.

This hands-on workshop will introduce participants to a methodology that includes a portfolio of tools used by innovation managers across academia and industry.

Location: S. Miguel

**WORKSHOP**

**MOTIVATION AND ENGAGEMENT OF FEMALE ENTREPRENEURS**

Despite 50% of all students being female, and about 40% of all scientists too, the number of invention disclosures submitted by women is often less than 10%. Studies have shown that women file proportionately fewer invention disclosures and launch fewer start-ups than men. Neglecting 50% of the potential is something we cannot ignore.

This workshop will explore why we struggle to motivate female inventors and entrepreneurs and seek ways to change the situation.

Location: Sete Cidades

FACILITATORS :

PAULO FERREIRA DOS SANTOS, SERIAL ENTREPRENEUR, PORTUGAL

CLARA GONÇALVES, EXECUTIVE MANAGER, UPTECH, PORTUGAL

SARA MATT-LEUBNER, HEAD, TRANSFERCENTER SCIENCE-ECONOMY-SOCIETY, UNIVERSITY OF INNSBRUCK, AUSTRIA

**PRESENTATION**

**DATA PROTECTION AND COMMERCIALISATION**

SPEAKER: LISA SCHULTZ, IN-HOUSE COUNSEL, UNIVERSITY OF COPENHAGEN, DENMARK

MODERATOR: CATARINA MAIA, HEAD OF TECHNOLOGY LICENSING OFFICE, INESC TEC, PORTUGAL

In 2016, the European Parliament adopted the General Data Protection Regulation (GDPR) with an enforcement date of 25th May 2018. After this date, organisations failing to comply will face heavy fines. Research institutions handle large amounts of personal data and KTOs negotiate research collaboration agreements, clinical trial agreements and commercial agreements where personal data is exchanged. In addition, other datasets produced during research projects and which are not published receive significant interest in industry and are sold by academia.

This session will look at the implications for research institutions in terms of implementing the data protection regulation as well as the opportunities for commercialising data.

Location: Flores

17:15 - 18:15

## ASTP-PROTON MEMBERS' MEETING

ASTP-Proton members are invited to take part in this meeting to hear about the latest updates from the Board.



Location: Flores

18:30

## CONFERENCE DINNER

All conference participants are invited to the Conference Dinner. We meet at 18.30 to leave for the restaurant.

If arranging your own transport or not attending the dinner, please inform us in advance.

Dress code is casual.

Meeting point: Lobby of Hotel de Guimarães



Location: Restaurant, Res Quinta De Castelões

## EARLY MORNING SOCIAL ACTIVITIES

7.00

## MORNING RUN

Would you like a morning run through UNESCO World Heritage site, Guimarães? Join your fellow energetic peers at 7.00am in the hotel lobby for this 4.5 kilometre circuit. You will be back at the hotel around 7.30am.

All running levels are welcome. Just follow the leader, Marc Legal.



Meeting point: Lobby Hotel de Guimarães

8.00 - 8.45

## MORNING COFFEE

The dedicated volunteers of ASTP-Proton will be available in the hotel foyer from 8.00am to 8.45am.

Please do join us for coffee, questions and suggestions.

PROFESSIONAL  
DEVELOPMENT COMMITTEE  
PROGRAMMING COMMITTEE  
SURVEY COMMITTEE  
MARKETING COMMITTEE  
BOARD



Location: Foyer

## OPENING SESSION

9.00 - 10.30

## PLENARY SESSION

KEYNOTE SPEAKER: ALESSANDRO SANNINO, CHIEF PROJECT SCIENTIST, GELESIS, ITALY

MODERATOR: HENRIC RHEDIN

Alessandro will share his experiences with setting up and developing his own company and talk about what went well, and what did not – and how we can better support spin-offs.

Location: Flores

10:30 - 11:00 COFFEE BREAK | FOYER

FACE-TO-FACE MEETINGS | S.JORGE &amp; FUNCHAL

## THIRD PARALLEL SESSION

11:00 - 12:30

## TRACK I - NEW CHALLENGES

**WORKSHOP****NEW PARTNERS IN THE INNOVATION CHAIN**

FACILITATOR: PETER BIEWALD, CEO, MEDIFUNDO GMBH, GERMANY

The discussion around the funding gap is nearly as old as knowledge transfer itself. Today KTOs have found numerous ways to bridge this gap, such as crowdfunding initiatives, or working with charities to get ideas to application.

In this session, two charities and a crowdfunding company will explain how they work. In the following discussion, we will unearth the potential for collaborations between crowdfunding, charities and KTOs.

Location: S. Miguel

## TRACK II - HARNESSING OUR COMMUNITY

**WORKSHOP****SOFTWARE EXPLOITATION: COLLECTING CASE STUDIES**

As one of the leaders of the software SIG, Malcolm will run this workshop to invite participants to share experiences with software exploitation.

Please come along prepared to share your cases and user stories to start identifying immediate needs and common challenges. We can then start building a model process for implementing best practice in software IP management and exploitation.

Location: Sete Cidades

FACILITATOR: MALCOLM BAIN, PARTNER, ID LAW PARTNERS, BGMA, SPAIN

## TRACK III - THE LATEST TRENDS

**PRESENTATION****DIGITAL HEALTHCARE**

MODERATOR: JOAQUIM CUNHA, EXECUTIVE DIRECTOR HEALTH CLUSTER, PORTUGAL

We live in an era of unprecedented technological innovation. From telemedicine, to surgical robots to smart hospitals. The continuous digital breakthroughs are revolutionising healthcare in new and exciting ways. Also unique, is the way the consumer is taking an interest in learning, monitoring and pursuing a healthier lifestyle.

In this session we'll explore the five major digital healthcare trends and the implications of people's power over their own health and lifestyle.

Location: Flores

## CLOSING PLENARY SESSION

12:30 - 13:15

## KEYNOTE PRESENTATION

### RAISING OUR GLASSES TO INNOVATION: THE WINE INDUSTRY MOVING INTO THE FUTURE

KEYNOTE SPEAKER: ROSA AMADOR, DIRECTOR GENERAL, ADVID-VINE AND WINE CLUSTER OF THE DOURO REGION, PORTUGAL

Portuguese wine can be tasted everywhere in the world, representing 727M€ in exports last year. It is not only a matter of taste: innovation is essential to the increasing competitiveness of the wine industry, and in this session we will hear from the vine and wine cluster of the Douro region as well as innovative start-ups about the challenges and success stories in this palatable sector.

Location: Flores

## THE YEAR AHEAD

13:15-13:30

HENRIC RHEDIN, PRESIDENT, ASTP-PROTON

President will outline key activities of the association for the coming year, including previews for Annual Conference and Fall Meeting 2018.

Location: Flores

## LUNCH 13:30 | CONFERENCE ENDS

Are you heading straight to the airport after the conference?

At 14:00 a special ASTP-Proton bus is leaving from Hotel de Guimarães to Porto airport, it will take approximately 50 minutes to get there.

If you wish to join this bus, please inform the ASTP-Proton staff beforehand.

Location: Foyer



## SCHEDULE YOUR FACE-TO-FACE MEETINGS

We have a smart phone app available for this meeting. Use it to contact the people you want to meet, and schedule your meetings. We have reserved two rooms: S.Jorge and Funchal for your use. By using the app you can also:



Review the programme



Discover your fellow guests  
and conference speakers



Connect and make appointments  
with the people you want to meet

## THROUGHOUT THE FALL MEETING

To download the conference app, follow these

1. Go to [link] for the correct version for your iPhone, Android or Windows phone
2. Register via LinkedIn or your e-mail
3. Enter the event code: ASTPProton17
4. Get networking!



#ASTPPROTON17

FOR THE LATEST NEWS & UPDATES FOLLOW @ASTPProton

# SAVE THE DATE

FOR 2018 ANNUAL CONFERENCE

Join us in Liège, Belgium

**23-25 MAY 2018**

