



ASTP-ProTon Annual Conference

14 - 16 May 2014

Oslo, Norway

'Exploiting Resources, Creating Impact'

**in collaboration with
Inven2 and The Research Council of Norway**

inven2



Wednesday, 14 May

TT Primer 12:30-15:30

Guided walking tour 16:00-18:00

Welcome reception 18:00-19:30

European Forum for Knowledge Transfer Directors 19:30-22:30

Thursday, 15 May

registration desk open from 8.15 am

opening plenary 09.00 – 10.30

Opening Sara Matt-Leubner, ASTP-Proton President

Welcome to Oslo

From Soil to Oil – Norway's transformation

Our opening plenary will set the scene for the conference: Exploiting Resources, Creating Impact. And what better example than our 2014 host country, Norway? For thousands of years as a resource-based economy, Norway has survived on the exploitation of raw materials. With the oil and gas adventure Norway has been able to transform a commodity-based economy into an innovative, cutting-edge, knowledge-based economy. This transformation has been possible thanks to the close ties between resource-based industries and the knowledge-producing institutions. A current and much debated question in Norway is, however, what the country will do after the oil and gas reserves are gone. Our two opening plenary speakers will touch upon these issues and probably many more!

break 10.30 – 11.00

first parallel session 11.00 – 12.15

Track I: Intellectual/Knowledge Resources

Track II: Financial Resources

Track III: Human Resources

Information sources - challenges in accessing the right info for the job and who can provide it

Project- and market evaluation in TechTransfer

Information is power. Information is required in every step of the knowledge transfer activity - from evaluating research results, to identifying markets and clients, making a business case and negotiating deals. This session would focus on how knowledge transfer and innovation professionals can better access and make use of relevant information.

Financing the equity gap in technology transfer

Investment and venture funds are vehicles through which we can bridge the financing gap between research and early stage financing. Most of us know that these programmes do exist but are unsure of how to use them and what the funds are looking for in partner institutions. This session will enlighten us as to how to attract risk capital to our institutions.

Making the TTO work – how do we get the most out of our TTO teams?

Whether your TTO has 5 members of staff or 50 it needs to be a smooth operating machine that can fulfill the requirements of our stakeholders, internal as well as external. Do TTO's use incentive schemes for TTO staff? How are the teams organized? How big are they? How do different teams collaborate? Are all TTO staff under the same roof? What are the particular challenges in each set-up? This session will offer a glimpse inside two TTO's and some of the mechanisms they employ.

lunch 12.15 – 13.45

knowledge stock exchange 13.45 – 15.15

ASTP-Proton invites you to join the innovative **Knowledge Stock Exchange**. We offer you 3 options:

- **The information corner**
- **Face-to-face meetings:** Meet your fellow peers in 1-on-1 sessions to explore options for collaboration or experience sharing
- **Initiative sharing:** Discuss an initiative that you came up with for a problem that you encountered and share with your international TT colleagues

Each option will offer up to 6 slots of 15 minutes. During this session, you can navigate through the different options- making your personal programme! Once you have registered as a participant, you will be invited to the Knowledge Stock Exchange website where you will be informed about all possible slots and you will be asked to add your profile and make your own personal planning.

Supported by Entente

break 15.15 – 15.45

second parallel session 15.45 – 17.00

Track I

Topic: IP – why does it matter?

We all spend considerable time and money protecting IP and disseminating knowledge about the importance of ensuring proper IP protection.

This session will offer the audience the bigger picture of the impact IP has on the economy. We will also hear about the latest developments in terms of the unitary patent which should have a positive impact not only on the overall European competitiveness but also on TTOs' patent budgets!

Track II

Attracting big funds for our activities

Some research institutions have worked with institutional venture funds and investment funds for many years, attracting big pots of money to bring promising research results to the market. Which models have these research institutions used in order to ensure mutually beneficial partnerships? Two research institutions who have established such funds will share their experiences, good and bad.

Track III

Managing Human Resources in Entrepreneurship - beyond entrepreneurs

Individuals with management expertise and, in particular, past or current entrepreneurial experience are critical components in the creation and support of technology based entrepreneurial ecosystems. This session will explore various forms of university based entrepreneurial expert engagement programs - such as mentor programs, entrepreneur-in-residence programs, advisory boards and the utilization of experts -, how to source such individuals, and how to incentivize their participation.

general assembly (members only) 17.00 - 18.00

conference dinner 18.30

Friday, 16 May

plenary 09.00 – 10.30

The UK Impact Agenda – what does it mean and why we should care?

break 10.30 – 11.00

third parallel session 11.00 – 12.15

Track I

Valorisation of social sciences and humanities

Exploring an under-valued knowledge: why SS&H matter

Case studies of valorisation of SS&H: from licensing to spin-offs

Research results from Social Sciences and Humanities are usually overlooked in terms of the value (societal but also economic) they may bring. This session will discuss the impact of SS&H, propose methods to valorize it, including commercialization, and showcase a successful example of such value in practice.

Track II

Why should we invest in your IP?

Obviously, to generate returns! But, what kind of returns – mission driven, jobs, financial, all or none? 2013 was a most active year for IP investors as well as TTOs of research institutions, teaching hospitals and universities. TTOS invested through a variety of vehicles to establish proof-of-principle and de-risk projects, making seed investments to spawn new ventures, and acting like VCs seeking to generate for financial returns. Increasingly, technology transfer professionals are being asked to think and act like investors. In an interactive discussion, this session will explore these and related issues.

Track III

TTO Partnerships: a necessary evil to obtain funding

Most of our TTO's have worked together with other TTO's in some kind of collaboration. Usually this kind of collaboration is triggered off by some funding where collaboration is a requirement. Do we only work together because here is public money available? Is collaboration with other TTO's a necessary evil in order to get access to funds? Do we actually get something out of these partnerships? Would we rather have done it by ourselves? Can we establish TTO partnerships without money?

lunch 12.15 – 13.15

fourth parallel session 13.15 – 14.30

Track I

Networks and alliances with industry

There are many ways in which research institutions create networks and alliances with industry. In addition, industry is increasing its partnering activities with research institutions by creating new alliances and platforms for open innovation and more. How can TTOs contribute to the success of these partnerships and activities beyond dealing with IPR issues? What works and how do the partners actually benefit and create tangible results?

Track II

Instruments and funding provided by H2020: something for you?

It has been communicated that Horizon 2020 is not just a mere continuation of the previous EU framework programs, but contains some important changes. What are the "major simplifications" the commission has announced? What kind of funding is provided for Technology Transfer activities? Learn all about the different instruments under H2020 and their funding criteria: with a total budget of 79 billion euro H2020 is definitely there to have impact.

How to implement “Social responsible licensing” at your university

UAEM (Universities Allied for Essential Medicines) is in dialogue with a number of European universities to ask them to include clauses in their licensing agreements which will allow for Socially Responsible Licensing. Some universities, both in the States and in Europe, have already devised socially responsible policies for their universities as well as clauses in licensing agreements. AUTM endorsed already years back the “Nine points to consider in licensing” and the topic has been covered in many conferences, articles, etc.

What do we mean by socially responsible licensing? Does it really improve access to medicines in vulnerable populations? How do we implement policies within our research institutions? Will this affect our relations with industry? These are just some of the issues covered by a representative from UAEM and AUTM.