

Action 7:

**Upgrade the EU guidance for a better
knowledge valorisation**

Action 7: Upgrade the EU guidance for a better knowledge valorisation

Member State/associated country/stakeholder¹: UAS4EUROPE

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[Indicate the organisation, name, position, e-mail address.]

The action includes the following types of activities:

[These are examples of activities, in which the country or organisation could participate in. For more detailed information, including the objectives, please refer to the explanatory document(s) of this action.]

- Raising awareness of the Guiding Principles for knowledge valorisation and aligning national guidelines and initiatives related to knowledge valorisation.
- Supporting the uptake of the future Code of Practice for the smart use of IP and the future Code of Practice for researchers on standardisation by contributing to their diffusion and promoting their use among all R&I ecosystem actors.
- Engaging in sharing of best practices on knowledge valorisation, e.g. through the Knowledge Valorisation Platform and organising peer-learning activities, e.g. through EU Knowledge Valorisation Week.

Comments, planned or ongoing activities regarding the implementation of the action¹:

[Activities at the level of countries or organisations can be shared in this box. The activities could include national measures (e.g. reforms, initiatives, studies), the participation in EU-level activities, which are described in the explanatory document, and the engagement in transnational activities with other Member States, associated or third countries. Moreover, any other comments can be added.]

Knowledge valorisation is a key mission of Universities of Applied Sciences, as our focus is applied research with all local and regional innovation ecosystem actors. We strongly support the policy action on knowledge valorisation and we commit to

- Supporting the uptake of the future Code of Practice for the smart use of IP and the future Code of Practice for researchers on standardisation by contributing to their diffusion and promoting their use among all R&I ecosystem actors.

¹ Please fill in these boxes.

- Engaging in sharing of best practices on knowledge valorisation, e.g. through the Knowledge Valorisation Platform and organising peer-learning activities, e.g. through EU Knowledge Valorisation Week.

This document is a working document and should not be considered as representative of the European Commission's official position.

EXPLANATORY DOCUMENT

Upgrade EU guidance for a better knowledge valorisation ERA Action 7	
Contact points: Guiding Principles for knowledge valorisation: Iiro Eerola, RTD Unit E2 Code of Practice for smart use of IP: Manon Prado, RTD Unit E2 Code of Practice for researchers on standardisation: Gergely Tardos, RTD Unit E2	
1. Description <i>What does the action consist of? Explanation of the problems being addressed, the means used, the objectives to be achieved. Are certain actions already ongoing? Interplay with other actions or policies (EU or national).</i>	Outcomes: <ul style="list-style-type: none"> • Develop and endorse Guiding Principles for knowledge valorisation • Development of a Code of Practice for smart use of IP together with stakeholders • Development of a Code of Practice for researchers on standardisation <p>The R&I landscape has profoundly changed since the 2008 Commission Recommendation on the management of intellectual property in knowledge transfer activities. An update is needed that moves from the traditional concept of knowledge transfer to valorisation of knowledge assets, generated by different types of actors in a dynamic R&I ecosystem. New challenges have to be addressed like the increasingly complex knowledge value-chains, new market opportunities created by emerging technologies, new forms of industry-academia collaborations and involvement of citizens, as well as reciprocity in the management of intellectual assets in international R&I cooperation context.</p> <p>Diversity of knowledge valorisation channels and tools² should be reflected to address social innovation and encourage multidisciplinary collaborations going beyond technological domains involving disciplines such as social sciences, humanities and arts.</p> <p>The aim of the update is to achieve a common line on measures and policy instruments for improving knowledge sharing and valorisation in Europe.</p>

² Research & innovation valorisation channels and tools - Policy review <https://op.europa.eu/en/web/eu-law-and-publications/publication-detail/-/publication/f35fded6-bc0b-11ea-811c-01aa75ed71a1>

Strengthening innovation ecosystems for knowledge circulation and valorisation is one of the objectives of the Commission Communication on the New ERA. Furthermore, the Council Recommendation of 26 November 2021 on a Pact for Research and Innovation in Europe identifies knowledge valorisation as one of the priority areas for joint action in support of the ERA.

Guiding Principles for knowledge valorisation will constitute a political commitment co-designed with and endorsed by Member States. The objective of the Guiding Principles is to respond to the needs and feedbacks of knowledge valorisation actors and to provide a legal reference to stimulate knowledge circulation and valorisation in Europe. They will also help to address knowledge valorisation gaps across Member States and ensure that widening countries can better benefit from R&I results.

Knowledge valorisation is a process of creating value from knowledge assets by linking different areas and sectors and transforming data and research results into sustainable products and solutions that benefit society in terms of economic prosperity, environmental benefits, societal progress and improved policy making. The new directionality of the Guiding Principles will broaden the scope of the guidance from the 2008 Recommendation and address all ecosystem actors involved in R&I activities including the society and citizens.

In order to ensure the highest level of ownership from the Member States, stronger visibility and aligned positioning towards stakeholders, the Guiding Principles for knowledge valorisation is proposed to be adopted as a Commission proposal for a Council Recommendation.

This activity has advanced well and already reached the first milestones: The ERA Forum subgroup on knowledge valorisation was established in June 2021 to co-design the Guiding Principles on knowledge valorisation. The subgroup held four meetings and delivered draft Guiding Principles presented to the ERA Forum for transition on 10 December 2021 and to the ERAC on 13 December 2021.

Two consultations carried out in 2021 constitute key inputs to the drafting of the Guiding Principles on knowledge valorisation: Survey to the Member States and EEA countries and the Stakeholder consultation (<https://op.europa.eu/en/publication-detail/-/publication/2ba4fdb7-5bc9-11ec-91ac-01aa75ed71a1/language-en>).

A strategic approach to supporting and funding knowledge valorisation should be interlinked with research funding, equipped with corresponding resources and use a mix of instruments taking account of best practices developed across Europe.

The Guiding Principles will be complemented by Codes of Practice to provide guidance for R&I practitioners on how to implement certain elements of knowledge valorisation. The Codes will be co-created with stakeholders. The proposed format for the Codes of Practice is a

	<p>Commission Staff Working Document. Code of Practice for smart use of IP will provide guidance to R&I stakeholders via recommendations and practical examples on how to handle intellectual property related challenges in the current R&I ecosystem, including in the international context, as announced in the Global Approach Communication. It will encourage R&I actors to interact and exchange their experiences and best practice examples on the smart use of intellectual assets.</p> <p>This activity is already ongoing: A call for expressions of interest for stakeholders to join a community of practice for the co-creation of the Code closed on 14 January 2022. The community of practice through which the Code of Practice will be co-created is expected to operational by the end of January 2022.</p> <p>This activity will support the European Industrial Strategy (2020 & update 2021) and the EU IP Action Plan which underlined the importance of IP management, notably IP awareness raising for the research community.</p> <p>Code of Practice for researchers on standardisation will describe the use of standards³ as a knowledge valorisation channel. It will provide practical guidance on how beneficiaries of public R&I programmes can best identify opportunities and techniques to valorise their projects results through standardisation. The code will be co-created with wide range of stakeholders, based on consensual patterns of good practices.</p> <p>This activity is already ongoing: A background study based on a survey to Horizon 2020 beneficiaries has been carried out.</p> <p>The upcoming Standardisation Strategy of the Commission also underlies the role of Horizon Europe from the point of view of standardisation and includes an action on the development of the Code of Practice on standardisation.</p> <p>Codes of Practice covering other important areas of knowledge valorisation will be considered in the future to support the implementation of the Guiding Principles.</p> <p>The Guiding Principles for knowledge valorisation and the related Codes of Practice will be non-binding recommendations. They will respect EU, national and local legislation.</p>
<p>2. Actors</p> <p><i>Who should implement the action? Member States, Commission, Associated Countries,</i></p>	<p>Guiding principles for knowledge valorisation should be implemented by policy makers at the national, regional and local level. That relates to policy initiatives addressing the following categories of ecosystem actors involved in R&I activities: Academia, universities, RTOs and other PROs, enterprises, SMEs, startups and spin-offs, social enterprises, funding and investment organisations, individuals (e.g. innovators, researchers, scientists and students), intermediaries (e.g. KTOs/TTOs, incubators, science parks, IP-</p>

³ A standard is a document that sets the requirements of a product, service or process and its use. They form a common language that allows researchers, people, public institutions and industry to communicate, produce and commercialise products and services in a harmonised manner.

<p><i>other 3rd countries, stakeholders, etc.</i></p> <p><i>Please note whether half of Member States are already expected to be involved (para. 10 of Council conclusions)</i></p>	<p>experts, consultants and innovation support professionals etc), national, regional and local authorities and policy makers, private research organisations, society, citizens and standardisation bodies.</p> <p>Codes of Practice will provide guidance to the above mentioned list of R&I stakeholders via recommendations and practical examples on how to handle intellectual property related challenges in the current R&I ecosystem and to identify opportunities and techniques to valorise projects results through standardisation.</p> <p>23 Member States and one EEA-EFTA State (Norway) participated in the ERA Forum subgroup on knowledge valorisation indicating high level of interest towards the Guiding Principles for knowledge valorisation. A Council Recommendation will be applicable to all Member States.</p>
<p>3. Timing and milestones</p> <p><i>As far as a calendar can be established already at this stage.</i></p>	<p>Guiding Principles for knowledge valorisation:</p> <ul style="list-style-type: none"> - Establishment of ERA Forum subgroup on knowledge valorisation: Achieved in June 2021 - Stakeholder consultation: Achieved in September 2021 - Draft Guiding Principles co-created by the ERA Forum subgroup: Achieved in December 2021 - Presentation of the Draft Guiding Principles to the ERA Forum for transition: Achieved in December 2021 - Presentation of the Draft Guiding Principles to the ERA Stakeholders group: Achieved in March 2022 - Proposed to be adopted by the Commission: Q2-Q3 2022 - Proposed to be adopted by the Council: Q4 2022 <p>Code of Practice for smart use of IP:</p> <ul style="list-style-type: none"> - Launch of the community of practice: Q1 2022 - Draft code of practice co-creation with practitioners: Q2 2022 - Submission of the Draft code of practice to the ERA Forum for comments Q3 2022 - Preparation of Staff Working Document: Q3-Q4 2022 - Delivery of the Code of practice: Q4 2022 <p>Code of Practice for researchers on standardisation:</p> <ul style="list-style-type: none"> - Conduct of the scoping study: Achieved in Q1 2022 - Draft code of practice co-creation with practitioners: Q2 2022 - Submission of the Draft code of practice to the ERA Forum for comments Q3 2022 - Preparation of Staff Working Document: Q3-Q4 2022 - Delivery of the Code of practice: Q4 2022
<p>4. Funding</p> <p><i>Identification of different sources of funding (EU, national,</i></p>	<p>Support the implementation of the Guiding Principles and the Codes of Practice through actions in Horizon Europe and other EU programmes. Member States should decide the funding at national and regional level</p>

<p><i>private, etc.) and if possible projected amounts.</i></p>	<p>based on how the Guiding Principles will be implemented. Member States are encouraged to include Guiding Principles in their funding schemes.</p>
<p>5. Expected impact</p> <p><i>It is important to attempt to identify the expected impacts of the action, even if at an early stage there may be many unknowns.</i></p>	<p>Increasing the impact of R&I by transforming Europe’s leadership in knowledge creation to the leadership in knowledge valorisation. The upgraded guidance will address all ecosystem actors involved in R&I. It will improve making use of knowledge in society for instance through products, services, processes and solutions that support the wellbeing of citizens on a sustainable planet, economic prosperity, open innovation, evidence-informed policymaking and strategic autonomy while preserving an open economy.</p> <p>More strategic approach to intellectual asset management will allow leveraging the full value of knowledge assets generated by R&I activities. Horizon Europe project reporting includes already some novelties reflecting intellectual asset management such as identification of the owners of project results.</p>
<p>6. Monitoring</p> <p><i>Qualitative and quantitative elements that allow progress in the implementation to be monitored. Once the policy platform is operational, Member States and Commission will be able to use it for this purpose.</i></p>	<p>In the context of Action 19, i.e. ERA monitoring, a set of qualitative elements will be developed partly based on submissions to the Knowledge Valorisation Platform, to consider for example:</p> <ul style="list-style-type: none"> - Availability of national/regional strategies and initiatives related to knowledge valorisation including the management of intellectual assets in R&I and technology transfer - National/regional funding instruments that support intersectoral mobility of researchers - Number of research funding organisations that integrate IP and technology transfer methodologies and practices in research assessment - Best practice examples and methodologies for knowledge valorisation submitted by stakeholders <p>A set of quantitative indicators to be developed, such as:</p> <ul style="list-style-type: none"> - Share of innovative firms cooperating with HEIs or public/private research organisations - Number of academic spin-offs created from universities and public research organisations - Survival rates of academic spin-offs from universities and public research organisations - Commercialisation of technology and other research results through licensing - Indicators to capture impact on policy making and socio-economic transformations in particular in the context of global societal challenges and mission-oriented research. - Behavioural metrics that indicate improvements in skills and practices.

	<p>Indicators already developed and used in Member States will be considered. More detailed tailor-made indicators will be developed when the contents of the Codes of Practice will be available and when the ERA monitoring develops further.</p>
<p>7. Communication <i>What communication actions could be useful to promote the action, and who should do so (Commission, national public authorities, stakeholders, etc.)?</i></p>	<p>Communication actions for the Guiding Principles for Knowledge Valorisation, the Code of Practice for smart use of IP and the Code of Practice for researchers on standardisation:</p> <ul style="list-style-type: none"> - Europa website, social media content, infographics, factsheets, promotional videos, slides, Horizon Magazine articles, etc.
<p>8. Additional information</p>	