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Impact and Innovation in H2020



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Get your ticket to innovation.



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Eugene Sweeney

- Technical and Commercial Background
- >25 years experience with EC as proposal evaluator, project reviewer and consultant (IPR, Innovation and ICT)
- >35 years experience of commercialising research and new technologies
 - 1970's Researcher (first spin-out in 1978)
 - 1980's Computer industry (bringing new technologies to market)
 - 1990's Early stage technology/IP investment and commercialisation
 - 2000 - Iambic Innovation Ltd: research exploitation and Innovation
- Member of International (ISO) and European (CEN) Standards Committees on Innovation Management and IP Management
- Member of Licensing Executive Society

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Horizon 2020

Focus on **IMPACT & INNOVATION**

- **Not just** about **producing research** results
- Must **also plan to use the results** to address strategic challenges and contribute to the expected impacts
- **Without use:**
 - there will be **no innovation**
 - **call challenges will not be met**, and
 - contribution to **impacts will be low**
- Impact and Innovation must be **addressed in all sections** of a proposal, and **managed in all stages** of a project

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Roadmap

Impact and Innovation in H2020

- **Framework definitions**
- **Developing proposals to maximising impact**

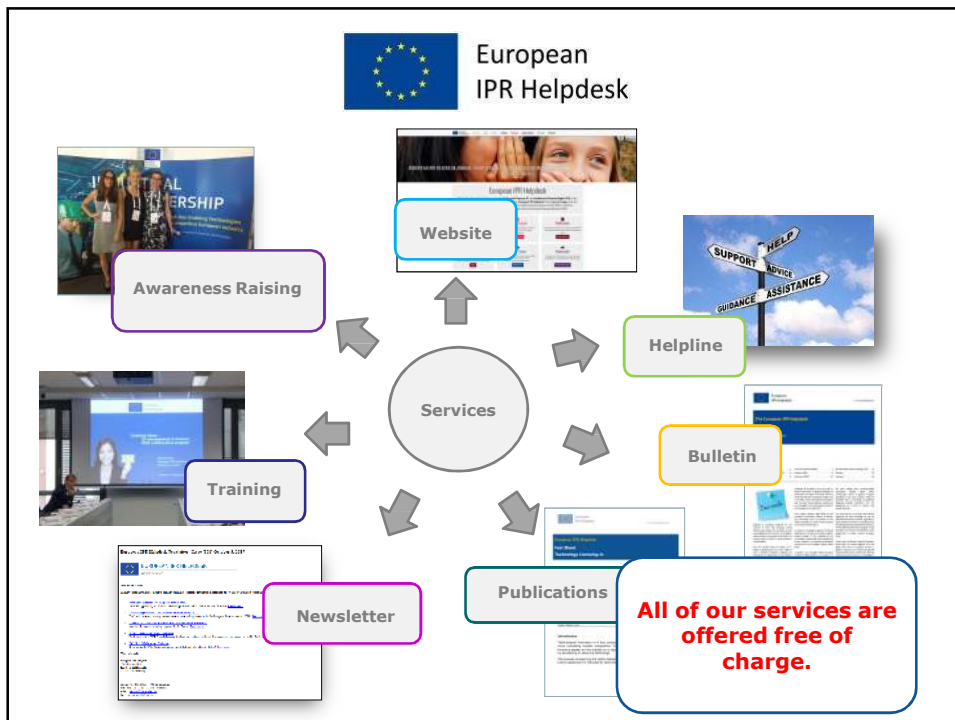


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The European IPR Helpdesk

.....an innovation support action offering support on IP matters to beneficiaries of EU funded research projects and EU SMEs

www.iprhelpdesk.eu



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Supporting material




New Brochure and Thematic Special: Making the Most of Your Horizon 2020 Project

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Innovation

A **new** (or improved) entity (creation), which when **used** produce tangible **benefits**, satisfying needs and wants.



Project outputs → **utilisation** → **Innovation** **Benefit**

Invention IS NOT Innovation

Impact

The **benefits** derived from the innovation. The larger the benefit – the larger the impact




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Exploitation from EC Reference Terms

“The **utilisation** of results in **further research** activities other than those covered by the action concerned, or in developing, creating and marketing a **product or process**, or in creating and providing a **service**, or in **standardisation** activities.”

NB: Exploitation is not only commercial



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Any type of innovation

- Innovations **do not have to be commercial**
- Innovations can be based on new **products, services**, organisational or business **methods**, improved **networks** or collaborations, advisory **reports**, etc, etc

Any type of benefit and impact

- Benefit (hence impact) **does not have to be financial**.
- The impact of the innovation can be **societal, research, environmental, technical, commercial, educational**,
- or **anything that delivers a benefit to someone or addresses a need**

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Innovation Potential *(Sec 1, Excellence)*

- What is the **potential** of the results to deliver **innovations** which **contribute to the expected impacts** (e.g. products, services, new approaches, etc.)



Innovation Capacity *(Sec 2, Impact)*

- Can the results be used to develop innovations **in areas not specifically mentioned in the call?**

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Innovation Process

- The process to create the innovation

Idea  **Market introduction** 

Innovation Management *(Sec 3 Implementation)*


- The management of the process

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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!)

*Inventions
Software
Reports
Designs
Databases
Music
Books
Works of art
Videos
Roadmaps
etc*

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States provide legal protection for Intellectual Property Right (IPR)

Patents (technical inventions)

Copyright (Software, Written works, Engineering drawings, Semiconductor Topologies, etc)

Design Rights (functional or aesthetic)

Database Rights (organising and querying and retrieving data)

Trade marks

Plant Breeders Rights

Utility Models/petty patents
etc

NOT ONLY PATENTS
<ul style="list-style-type: none">• Some legal rights come into existence automatically• Some need registration
<ul style="list-style-type: none">• Confidentiality Agreements (Know-how)• Secrets (Trade Secrets)
<ul style="list-style-type: none">• National rights• Regional variations in law• Time limited rights



Intellectual Property Rights (IPR)?

WHY?

- To **promote innovation** and **benefit society**
 - **encourage invention and creativity**
 - **avoid secrecy so others can build on good ideas (i.e. increase innovation capacity)**




Intellectual Property Rights (IPR)?

WHAT'S THE DEAL?

- The state grants the owner:
 - the **legal right to prevent** others using the creation (without agreement)
 - for **commercial purposes (only)**
 - for a **limited period**
- in return for
 - **disclosing details** of the new creation
 - so **others can develop new innovations**

IP Protection is a strategic commercial decision

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Intellectual Property Rights (IPR)?

WHO
BENEFITS?

- The state benefits:
 - **avoiding secrecy, enhancing innovation capacity** to stimulate further innovation, so **enriching society**
- The creator benefits:
 - being able to **prevent unauthorised commercial** use by others, unless they come to an agreement
- **Commercial partners benefit:**
 - From the limited monopoly, and get a **return on their investment** for making market ready and building a market.

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IP and IPR

The key to innovation

- Intellectual **Property** – key assets resulting from the project
- Intellectual Property **Rights** – the tools to support commercial exploitation of the assets (IP)

The strategy for use of IP and IP Rights must be part of the Dissemination and Exploitation plan, Sec 2.2(a)

The management of the IP is a critical part of the innovation management, Sec 3.2



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Innovation Management

"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"

Structures, procedures, responsibilities and accountabilities

for managing

all innovation related activities

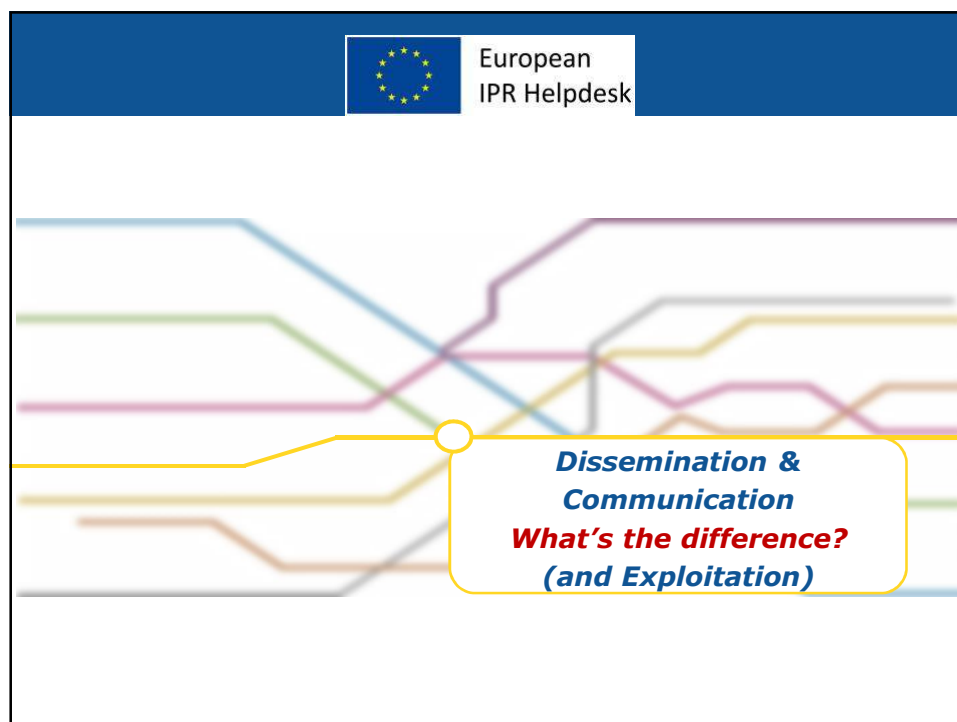
Someone must be responsible for this



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Innovation Management includes:

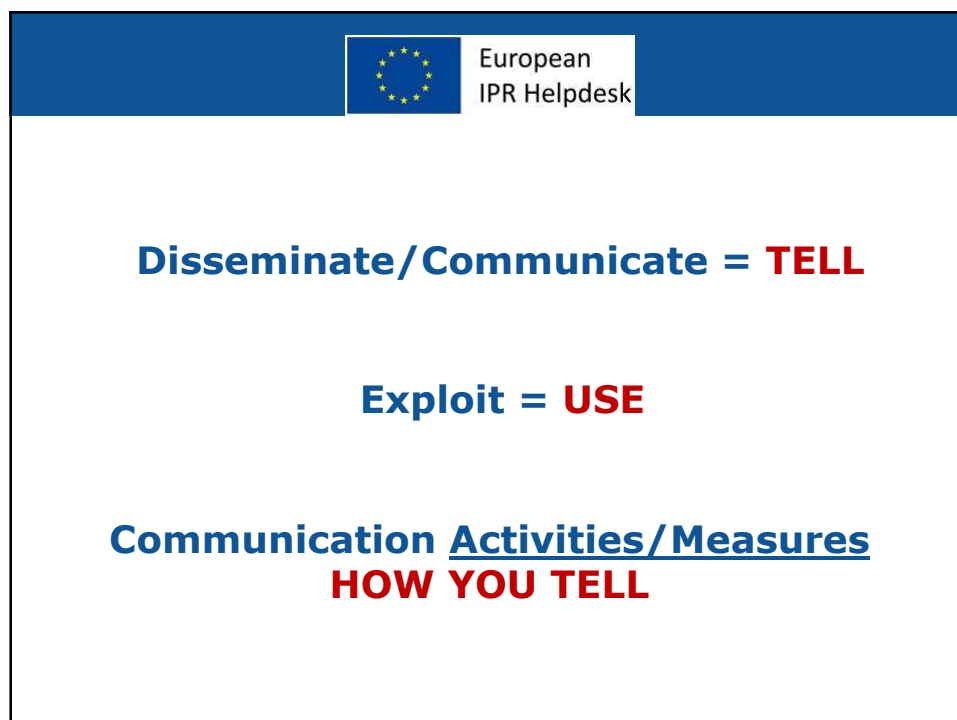
- Managing assets – IPs and IPRs:
 - Securing **access and usage rights** for background and 3rd party assets used during **AND after the project**
 - **Capturing** and **managing** the results generated by the project
 - **Assessing** and **protecting** the results
 - **Disseminating** (telling about results)
 - **Exploitation** (getting the results **used!**)
- Elaborating/Updating **Dissemination and Exploitation Plan**
- Market/Competitor watch
- **Coordinating** innovation activities among partners



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Dissemination & Communication
What's the difference?
(and Exploitation)

The slide features a blue header with the European Union flag and the text 'European IPR Helpdesk'. The main content area contains a background of several overlapping, multi-colored lines (blue, green, purple, yellow, brown) that create a complex, abstract pattern. A yellow callout box with a white border and a small white circle at its top-left corner points to the right, containing the text 'Dissemination & Communication What's the difference? (and Exploitation)'.



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Disseminate/Communicate = TELL

Exploit = USE

Communication Activities/Measures
HOW YOU TELL

The slide features a blue header with the European Union flag and the text 'European IPR Helpdesk'. The main content area is white and contains three lines of text. The first line is 'Disseminate/Communicate = TELL' in blue and red. The second line is 'Exploit = USE' in blue and red. The third line is 'Communication Activities/Measures' in blue, underlined, followed by 'HOW YOU TELL' in red.

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Extract from proposal template

2.2 Measures to maximise impact

a) **Dissemination and exploitation of results**

- ..proposed measures will help to **achieve the expected impact** of the project
- ..measures to be implemented both **during and after the end** of the project
- .. **strategy** for **knowledge management and protection**

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Extract from proposal template

2.2 Measures to maximise impact

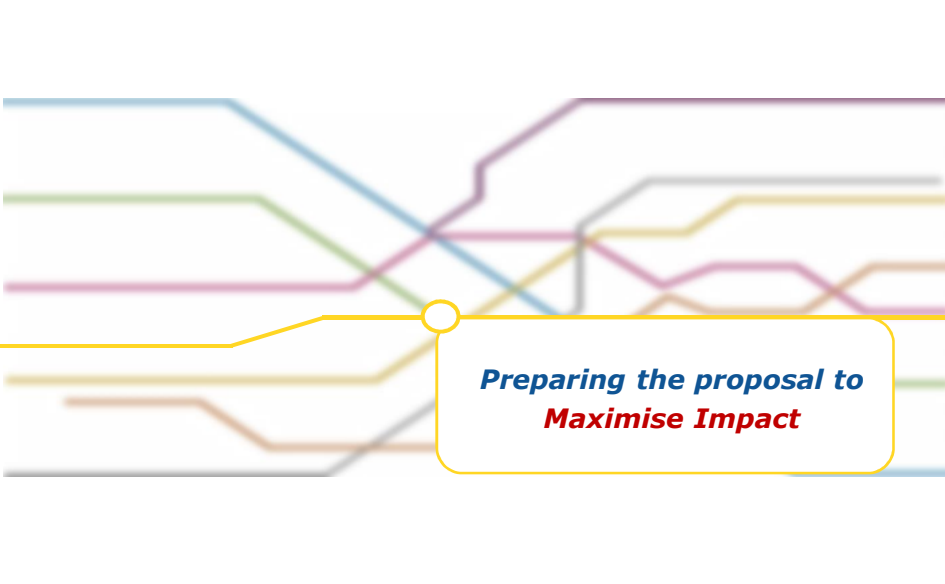
b) **Communication activities**

- Describe the proposed communication measures for promoting **the project and its findings...**
- **...during the period of the grant**

**The PLAN OF ACTIVITES
Feeds into the budget**



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**Preparing the proposal to
Maximise Impact**



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The H2020 Work Programme

Clearly describes the challenges and expected impacts
(needs and wants) (benefit)

LCE 10 – 2014: Next generation technologies for energy storage

Specific Challenge: There is a **need to** develop new or improved storage technologies with higher performance, availability, durability, performance, safety and lower costs. These new and enhanced storage technologies

Expected impacts:

- Enlarging the portfolio of effective storage technologies ...
- Lowering the cost, increasing the efficiency and durability.....
- Contributing to solutions for high penetration rates of distributed energy resources and intermittent renewable energy....
- Integrate storage into the management.....



Strategic Intelligence Information Sources

- **Academic Sources**
 - publications, conference proceedings

- **Industry Sources**
 - Market reports
 - Industry partners
 - Company websites, annual reports (incl. financial)
 - Industry publications, events, conferences and exhibitions

- **Influencers**
 - Policy papers
 - Technical reports and white papers


- **External Drivers or constraints**
 - Standards bodies (CEN/CENELEC, ISO, ETSI, National Bodies)
 - Patents and other registered IP



Strategic Intelligence to Action Plans

1. Gather information to **understand the whole landscape** (market, technical, IPR, SOTA, Competitors, etc)
2. Analyse information to obtain **strategic intelligence...** to allow you to:-
3. **Justify** the project objectives, which will address the call challenges and maximise the expected impacts
4. **Plan to:**
 - **create** the project **results**
 - **get the results used** to maximise impact

No use = no impact!




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Excellence

Extract from proposal template

- **Objectives** should be **consistent with the expected exploitation and impact** 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**, and the extent the proposed work is **ambitious**
- Describe the **innovation potential**
- Refer to the results of any **patent search** carried out



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Impact

Extract from proposal template (1 of 2)

- Describe how your project will contribute to:
 - each of the **expected impacts mentioned in the work programme**, under the relevant topic;
 - any **substantial impacts not mentioned in the work programme**, that would **enhance innovation capacity**; create new market opportunities, etc.
- Describe any **barriers/obstacles**, and any **framework conditions** (such as regulation, standards, public acceptance, ...), that may determine whether and to what extent the expected impacts will be achieved.

Evaluation criterion is the EXTENT of the contribution

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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'

"Your plan for the dissemination and exploitation of the project's results is key to maximising their impact."
(from H2020 proposal template)

If the results are not used (exploited)

The call challenges will not be addressed

There will be no impact!

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Key Points

- Focus on the project results, **which address the challenges of the call**
 - Do not be distracted by how partners will individually exploit their own results
- **Dissemination and exploitation go together**
 - It's a Dissemination **AND** Exploitation Plan **not 2 independent plans!**
 - Exploitation drives dissemination - and vice versa
- Collaborative projects lead to **bundles of shared IP and IPR**


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How will results be accessed? (the exploitation part)

- **Who will provide them?**
 - A research institution? A new company? NFP foundation?
- **What are the expected terms?**
 - Free, royalties, equity share, staged or fixed payments, etc?
 - May be different for each target group or results

Likely to be after the project ends

So plan must be credible!

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Implementation Evaluation Criterion

- ..
- **Appropriateness of the management structures and procedures, including risk and innovation management**
- ..

which includes management of IP

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Summary

- Address IP, Impact and Innovation in **all sections**
- Get **strategic intelligence** about the **whole** landscape (scientific, technical, market, IPR, regulations, standards, etc), so you can
- **justify** the concept, objectives, and methodology
- **Plan to create** the project results
- **Plan to tell the right people about the project results to get them used** (Dissemination and Exploitation)
- Show that you can manage to implement the plans **(including innovation management)**

No USE = No IMPACT

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