



Webinar 2 “Innovation strategies and innovation management”

Date

Thursday 7th of September 2017, 10AM - 11.45 AM CET

Objective

To explain broad issues related to innovation management, its link to innovation strategies, and examples of decisions to be taken. The focus will be on innovation management broadly. Innovation management in Horizon 2020 – that includes exploitation and dissemination – will be touched upon, but will be especially covered in the next webinar N°3 (later this year, December 2017 but TBC).

Participants

Research, development and innovation (RDI) actors from EaP countries - such as technology managers, researchers and other staff of universities, research centres, and private SMEs; other actors of EaP innovation system.

Speakers

- **Svetlana Klessova:** senior innovation consultant, Director of inno TSD (France)
- **Peter Häfner:** senior innovation manager of engage AG, Head of Berlin and Leipzig offices (Germany)

Context

The EaP PLUS project will organise six webinars on specific innovation-related topics, exploitation paths and other horizontal issues important for Research, Development and Innovation (RDI) in EaP countries and for the EU-EaP RDI cooperation. The aim of the webinars is to allow the transfer of knowledge from EU experts to EaP institutions on topics related to research exploitation, innovation strategy in RDI projects, academia-industry collaboration, RDI internationalisation, Intellectual Property Rights and other topics related to Research, Development and Innovation projects.

A survey was launched in January 2017 to identify the needs and interests of EaP countries on RDI. Following the survey results, the first webinars are on the innovation strategies in RDI projects. The indicative topics and timing for the following webinars are as follows:

- **December 2017, webinar 3:** Exploitation strategy in RDI collaborative projects, Part 1: overview, implementation steps, exploitation plan (case example: Horizon 2020 research and innovation project)
- **Feb/March 2018, webinar 4:** Exploitation strategy in RDI collaborative projects, Part 2
- **May/June 2018, webinar 5:** Engaging in academia-industry collaboration
- **January 2019, webinar 6:** Internationalization of RDI activities - Exploring the models of international innovation partnerships

The content of the webinars will be based on good European practices and, when possible, will consider previous materials developed in other EC-funded projects.

Agenda

- **10-10.10 AM:** Introduction: Innovation management as part of the innovation strategy
- **10.10-10.30 AM:** Choosing from different kinds of commercialization options to pursue (start up, cooperation project, licensing or sale of IP): how to decide?
- **10.30-10.45 AM:** How to manage IP – different options for IP protection: legal and non-legal
- **10.45-11.AM:** Innovation system: focus on how to fill the pipeline of new innovations, encourage innovation in organisations
- **11-11.15 AM:** Conclusion and next webinar (Innovation management in H2020, that includes dissemination and exploitation)
- **11.15-11.45:** Questions/answers

Speakers' bio

Svetlana Marie-Claire Klessova, inno TSD, Sophia Antipolis, France



Svetlana Klessova is Director and senior innovation consultant at inno TSD. She has 20+ years of experience in innovation, technology transfer issues and RDI international collaboration, including exploitation issues in FP7 and Horizon 2020 projects. She has worked on 60+ projects since she became consultant at inno TSD in 1997. Svetlana is coordinator of a FP7 research and innovation project on real time monitoring and optimization of resource efficiency in the chemical industry (MORE) funded under the NMP scheme (2013-2017). She is responsible for the IPR-Exploitation Board in the CONSENS Horizon 2020 project (2015-2017). Svetlana is Innovation Manager and responsible for exploitation issues in the Horizon 2020 project CoPro (2016-2019). She is editor of the step-by-step guide "Innovation Strategy in R&D projects", available for download via <http://www.health2market.eu/results/step-by-step-guide> , and co-author of the 1st edition of the guide "How to Effectively Network/Communicate in International R&D projects" <http://www.bilat-rus.eu/en/226.php>

Peter Häfner, engage AG, Berlin/Leipzig, Germany



Mr Peter Häfner is senior innovation manager at engage AG, and head of engage's Leipzig and Berlin offices. He leads consulting projects for public and private clients in Germany in the field of innovation management and technology commercialisation. His main focus are projects concerning the stimulation and support of technology-oriented spin-offs from higher education and research institutions. Prior to joining Engage AG in 2010 Peter Häfner studied Physics and Business Administration at the Chemnitz University of Technology with a focus on marketing, innovation management and psychology. He gained his first entrepreneurial experiences in 1992 by founding a company in the social sector. Subsequently, he was in charge of marketing and sales for a service provider specialised in consulting and advanced training. Since 2003, Mr. Häfner supported university spin-offs and was involved in the training of entrepreneurs. As of 2005 he was in charge of setting up structures for efficiently identifying commercially relevant technologies and supporting particularly technology-



oriented spin-offs from the universities Chemnitz, Freiberg, Mittweida and Zwickau as CEO of SAXEED Center for Entrepreneurship.

Next steps

The following EaP PLUS RDI webinar will take place in December 2017 (TBC). This third webinar in a series of six webinars in total will focus on innovation management in Horizon 2020, including exploitation and dissemination strategies.