



MAKING RESEARCH RESULTS WORK FOR SOCIETY



DRIVING EU PROSPERITY: THE FUTURE OF KNOWLEDGE VALORISATION

10 DECEMBER 2024

ALBERT BORSCHETTE
CONFERENCE CENTER
BRUSSELS



JOIN US AT THE FLAGSHIP ANNUAL EVENT 'DRIVING EU PROSPERITY: THE FUTURE OF KNOWLEDGE VALORISATION'!



LATEST DEVELOPMENTS

Several recent policy initiatives are the living proof that the EU's political leadership acknowledges how essential knowledge valorisation is for competitiveness, strategic autonomy, and societal welfare.

The Council Conclusions on strengthening knowledge valorisation, the new Political Guidelines of the Commission, the Letta Report, the Draghi Report and the Heitor Report, all mention the need of more knowledge sharing and accelerating societal and market uptake.

We are also wrapping up two years of the Awareness raising campaign on knowledge valorisation, getting valuable insights from stakeholders from the entire R&I ecosystem. We now have a better picture surrounding initiatives and actionable steps for the implementation of the Guiding principles for knowledge valorisation and of the Codes of practice on intellectual assets management, standardisation, industry-academia collaboration and citizen engagement.

Now it is time to reflect on how the new EU recommendations have shaped our efforts and explore what the future holds for a thriving valorisation ecosystem.



WHAT TO EXPECT

Join an excellent line-up of speakers for many engaging sessions, **opening with an international perspective**, looking at what it takes to **strengthen business-academia collaboration**, to **advance socially responsible licensing**, to **create links between intellectual assets management and standardisation**, and to **foster citizen engagement to align R&I outcomes with societal priorities**. The event will wrap up with a **policy debate on the future of knowledge valorisation**.

Building on our cooperation, **the European Union Intellectual Property Office (EUIPO) and the European Patent Office (EPO) will present their insights for transforming ideas into viable solutions and their support services**.

Inspiring innovators will be showcased in the **Awards ceremonies** related to CEN-CENELEC's **Standards and Innovation** and to the **Citizen's Hackathon Sparks for climate**.

For a more interactive approach, various **support services put in place by the European Commission or working closely with R&I actors will present their activities at physical stands**.

Whether you wish to join in person or online, we offer an unparalleled opportunity to engage with leading experts, ask questions and share your views.



JOIN NOW!

This event takes place on **10 December 2024** at the premises of the European Commission, in the **Albert Borschette Conference Center**, situated at **Rue Froissart 36, 1040 Etterbeek, Brussels**. You can [register here](#). It does not involve any registration fees.

PROGRAMME

9:00 – 9:30 REGISTRATION AND COFFEE

9:30 – 9:45 **Opening remarks**
Maria Cristina Russo, Director Prosperity Directorate, DG Research and Innovation

9:45 - 10:00 **Master of ceremony**
Ioannis Sagias, Deputy Head of Unit Valorisation Policies and IPR, DG Research and Innovation

International perspective on knowledge valorisation

Toshiyasu Ichioka, Director, RIKEN Europe Office

UNLOCKING INNOVATION: DRIVERS AND FACILITATORS FOR INDUSTRY ACADEMIA CO-CREATION

10:00 – 10:30 **Bert Pluymers**, EU.FFICIENT Project Coordinator and Industrial Research Manager, KU Leuven
Matthias Müllenborn, Senior Director Public Private Partnerships, Novo Nordisk
Sofia Magkia, Head of Innovation Office, Demokritos

Moderator: Ellen Enkel, Professor of Business Administration and Mobility, University of Duisburg-Essen

10:30 - 10:45 COFFEE BREAK

HOW TO FOSTER SOCIETAL VALUE THROUGH SOCIALLY RESPONSIBLE LICENSING?

10:45 – 11:15 **Christine Coch**, Legal Director, Brightlands Maastricht Health Campus

Moderator: Ivana Vuka, Senior Innovation Manager, RISE

11:15 - 11:30 COFFEE BREAK

STREAMLINING INNOVATION: EFFECTIVE MANAGEMENT OF STANDARDS AND IP

11:30 – 12:15 **Helena da Costa**, Policy Officer for Knowledge Valorisation and Sectoral Standardization for Innovation, National Innovation Agency, Portugal
Fernando Utrilla, Head of the Research and Innovation Unit, Spanish Association for Standardisation (UNE)
Eugene Sweeney, Iambic Innovation Ltd, Member of EU Committee of ASTP
Rudi Bekkers, Full Professor, Eindhoven University of Technology

Moderator: Katerina Nohejl, Policy Officer, Standards Policy, DG GROW

CEN-CENELEC Standardisation Awards

Annual awards ceremony for contribution to standardisation activities

12:15 - 12:45 **Master of ceremony:** **Giovanni Collot**, Account Manager for Public Relations, CEN-CENELEC
Keynote speech by the Innovation Champion
Short speeches of the winners of the awards

12:45 - 14:00 LUNCH

FUELLING INNOVATION: HELPING EU COMPANIES AND UNIVERSITIES UNLOCK IP VALUE

14:00 – 14:45 **Nathan Wajsman**, Chief Economist, European Union Intellectual Property Office (EUIPO)
Yann Ménière, Chief Economist, European Patent Office (EPO)

Moderator: **Ioannis Sagias**, Deputy Head of Unit, Valorisation Policies and IPR, DG Research and Innovation

14:45 - 15:00 BREAK

THE FUTURE OF KNOWLEDGE VALORISATION

15:00 – 16:00 **Silvia Garcia**, Executive Board Member at National Innovation Agency, Portugal
Teresa Riesgo, Secretary General for Innovation, Spanish Ministry of Science and Innovation
Pavel Doleček, Deputy Minister for Science, Research and Innovation, Czech Republic
Julie Galland, Director of the Technological Research Division, French Alternative Energies and Atomic Energy Commission (CEA)

Moderator: **Maria Cristina Russo**, Director Prosperity Directorate, DG Research and Innovation

16:00 - 16:15 COFFEE BREAK

16:15 - 16:45 **AWARD CEREMONY OF THE EUROPEAN CITIZENS' HACKATHON CHAMPIONSHIP SPARKS FOR CLIMATE**
The Nettuniani (winning solution for Adaptation to climate change mission)
delICE (winning solution for Climate-neutral and smart cities mission)
Allium (winning cross-cutting solution)

16:45 - 17:00 **CLOSING REMARKS**
Maria Cristina Russo, Director of the Prosperity Directorate, DG Research and Innovation

17:00 - 18:00 NETWORKING COCKTAIL

SESSIONS

10:00 - 10:30

UNLOCKING INNOVATION: DRIVERS AND FACILITATORS FOR INDUSTRY-ACADEMIA CO-CREATION

Building on the Code of practice on industry-academia co-creation, the session will look into the experiences and views from academia and industry on how to foster a collaborative and entrepreneurial culture, and build long-term partnerships to facilitate innovation that create value for economy and society.

10:45 - 11:15

HOW TO FOSTER SOCIETAL VALUE THROUGH SOCIALLY RESPONSIBLE LICENSING?

By walking us through the implementation of the '10 principles for Socially Responsible Licensing' adopted by the Netherlands Federation of University Medical Centers (NFU), this interview-style session will show how to align commercial interests in the exploitation of intellectual assets with societal values.

11:30 - 12:15

STREAMLINING INNOVATION: EFFECTIVE MANAGEMENT OF STANDARDS AND IP

How can standardisation activities be streamlined with IP management for enhanced knowledge valorisation? In this thought-provoking session, experts from universities, innovation agencies, standard development organisations and the knowledge transfer ecosystem will address this question by sharing their insights and experience.

12:15 - 12:45

CEN AND CENELEC STANDARDS + INNOVATION AWARDS

The awards recognize the important contribution of researchers and innovators to standardization in three categories:

- **European research project** which has successfully contributed to standardization;
- **Individual researcher/innovator** who has achieved a successful integration of research/innovation and standardization;
- **Young researcher** who has addressed standardization in the work done for academic theses, doctoral dissertations or other university research projects.

SESSIONS

14:00 - 14:45

FUELLING INNOVATION: HELPING EU COMPANIES AND UNIVERSITIES UNLOCK IP VALUE

Through this interview-style session, the Chief Economists of the **European Union Intellectual Property Office (EUIPO)** and of the **European Patent Office (EPO)** will present their views on the importance of supporting companies and universities with the valorisation of their intellectual property (IP) and illustrate the initiatives of their respective organisations to support these actors.

15:00 - 16:00

THE FUTURE OF KNOWLEDGE VALORISATION

In this policy session, a panel of speakers from ministries, innovation agency and a major research and technology organisation will discuss the future of knowledge valorisation policy in the EU, including for the European investments in research & innovation. They will share their experience and vision on the power of valorisation policies and activities to enhance EU competitiveness and societal wellbeing.

16:15 - 16:45

AWARD CEREMONY OF THE HACKATHON CHAMPIONSHIP SPARKS FOR CLIMATE

EU wide competition, addressing climate change and improving people's lives resulted in interesting solutions which have been developed jointly by citizens and researchers. Please join the awarding ceremony for the winning teams of the European Citizen Hackathon Championship.



STANDS

Do you want to know more about the EU initiatives to support research and innovation actors? Visit the dedicated stands to learn more about how you can benefit from these services and share your views!

EUROPEAN UNION INTELLECTUAL PROPERTY OFFICE

The European Union Intellectual Property Office (EUIPO) is the **EU agency responsible for the registration of EU trade marks and designs valid in the entire EU territory**. The EUIPO is also responsible for managing **geographical indications for craft and industrial products and for international cooperation in the field of intellectual property**, as well as the European Observatory on Infringements of Intellectual Property Rights.

The EUIPO provides various support services such as **EU funding of IP costs for SMEs (SME Fund)**, **free IP advice** in EU languages, a **IP Scan service helping to identify intellectual property assets** and learn how to incorporate intellectual property strategy into a business plan, as well as **training opportunities and access to free online databases** (TMview, TMclass, DesignView, etc.).

More information is available on the Ideas Powered for business website <https://business.ideaspowered.eu/>.

IP HELPDESK

The European Intellectual Property (IP) Helpdesk is a **first-line IP support service of the European Commission**. It offers **free, comprehensive support to European SMEs and start-ups, universities, and public research organisations (including their technology transfer offices), and EU research beneficiaries**, helping them manage intellectual property (IP) effectively and maximize knowledge valorisation.

Through tailored services such as an **IP expert-staffed helpline, on-site and online training** tailored to IP management needs, and an extensive **resource library with guides, case studies, and fact sheets on IP strategies**, the European IP Helpdesk empowers users to protect, exploit, and leverage IP. In collaboration with the Enterprise Europe Network, it also maintains a **network of IP ambassadors across Europe**, offering localized guidance for IP protection, exploitation, and commercialization, which strengthens IP's role in knowledge valorisation across the European innovation ecosystem.

EUROPEAN UNION OPEN SCIENCE CLOUD

EOSC EU NODE - YOUR GATEWAY TO OPEN SCIENCE

EOSC is a major initiative driven by the European Commission, Member States, associated countries, and the research community to accelerate open science and the use of digital methods and services. It aims at promoting scientific cooperation to gain new insights and boost research productivity.

With the launch of EOSC EU Node in October 2024, a milestone has been reached as **researchers across Europe now have the possibility to store, share, process, analyse and reuse digital research objects such as data, publications, software** etc. From this starting point, a federation of thematic and national nodes will be built in the coming years with the objective of creating a truly integrated and digitised research ecosystem.

How can the EOSC EU Node contribute to knowledge valorisation? It gives you better possibilities to manage research results in a way that **enables open science and open innovation** as recommended in the Code of practice on the management of intellectual assets. This is due to the tools of the EOSC EU Node on knowledge sharing and multidisciplinary cooperation.

STANDS

CEN-CENELEC

CEN (European Committee for Standardization) and CENELEC (European Committee for Electrotechnical Standardization) are legally recognized as the **European Standards Organizations** (Regulation EU 1025/2012). Their primary function is to develop and harmonize European standards in supporting EU legislation across a wide range of sectors from industrial manufacturing to energy and information technology.

In the context of R&I, CEN and CENELEC offer a platform for collaboration between researchers, innovators, policymakers, and industry leaders. The **standardisation system provides a foundation and a set of parameters to work within allowing researchers and innovators to focus their energies on creating impactful solutions**. Integrating standards into R&I activities can help facilitate early identification of areas which can benefit from standardisation, as well as ensure the timely inclusion of R&I results in standardisation activities and contribute to improving the standards.

CEN and CENELEC are committed to **leveraging the potential of standardisation for valorising of research outcome and to being the natural standardisation partners of researchers and innovators in Europe**. There are various ways through which CEN and CENELEC support research activities including direct participation in Horizon Europe, facilitation of contact with members, establishment of liaison with technical committees, set-up of CEN/CENELEC workshop agreements, identification of experts for participation in advisory boards, as well as advising regarding development of standardisation deliverables such as standard gap analysis and standardisation roadmaps. It is always possible to consult CEN & CENELEC research helpdesk for information and guidance.

ASTP

ASTP is Europe's premier association for **Knowledge Transfer (KT) professionals**, dedicated to promoting and professionalising the practice of knowledge transfer. As a non-profit organisation, ASTP focuses on enhancing the impact of public research on the economy and society by fostering collaboration between universities and industry. Since 2000, ASTP has been committed to shaping the future of the KT profession and providing outstanding training and support. ASTP is also actively involved in multiple **EU projects** aimed at improving and expanding the practice of knowledge transfer across Europe.

ASTP provides **specialised training courses and masterclasses** geared towards the internationally recognised RTTP accreditation. It also hosts **global networking events**, such as the Tea with ASTP webinars, ASTP-EU Forums and Thematic Events, to enhance the efficiency of the European innovation ecosystem. The **ASTP Annual Conference** serves as a premier event for exchanging insights, showcasing best practices, and fostering collaboration among KT professionals worldwide. ASTP also champions the profession globally, providing a platform for members' ideas through Special Interest Groups and uniting European National Associations under the NAAC. ASTP's initiatives reflect the evolving needs of its members and the KT sector by championing member interests, developing impactful training programmes, and creating opportunities for meaningful professional connections.



STANDS

STANDARDISATION BOOSTER

Since April 2022, HSbooster.eu has been piloting the first European Standardisation Booster. The booster has mobilised standardisation experts to guide hundreds of EU-funded projects and beneficiaries to valorise their results by contributing to the creation or revision of standards. To do this, HSbooster.eu has designed and delivered a matrix of support services for projects at different stages of their lifecycle and with different levels of knowledge and expertise in standardisation.

Awareness: HSbooster.eu has provided 30+ awareness raising events and published 3 online tools. This includes the Standards Orientation Tool for designing a standardisation strategy.

Mentoring: 300+ projects have received one-to-one/many mentoring from a community of 90+ approved standardised experts. Experts analyse needs, assess the landscape and provide practical advice on contributing to standardisation.

Funding: €50,000 has been distributed to projects to contribute to standardisation development and adoption. This includes the development of CEN Workshop Agreements.

Training: Our Standardisation Academy boasts 25 online modules, 15 webinars and even the Serious Smiley Game, a role-play game on participating at a standardisation meeting. All materials have been designed specifically for the EU project community.

The Future: As the pilot comes to an end in March 2025, HSbooster.eu provides a tried and tested framework of services, a community of approved experts and a range of tools and resources and training material to scale up the support to EU-projects to sustain and enhance the link between research and standardisation domains in Europe and a growing community of experienced experts.

HORIZON BOOSTER AND RESULTS PLATFORM

European Commission's Directorate-General for Research and Innovation (DG RTD) places a significant focus on the **dissemination and exploitation** – or sharing and using – of research results. In this context of valorisation, a myriad of opportunities is available to support EU-funded projects in taking their results to the next level. Among other initiatives, this includes:

(1) Brand new edition of the Horizon Results Booster – now known as the **Booster** – to help **EU-funded projects bring their research or innovations to concrete use and to maximise their impact**. Running until 2028, the new Booster provides targeted **coaching, assisting participants in developing strategies, business plans, risk assessments**, and more – all for free. The Booster services are available at all levels of technology readiness, in any scientific or technological field. Depending on the types of results, the coaching provided can help launch an innovation on the market, disseminate relevant findings to policy makers, or identify opportunities for further applied research.

(2) Horizon Results Platform (HRP): an online platform introduced by the Commission in order to **host and promote research results to foster further visibility** & access to opportunities e.g. via matchmaking with other interested parties. Through HRP, EU-funded research and innovation projects can address their target audience and express their specific exploitation needs. Aside from space for EU-funded project results, other stakeholders are able to use the various search criteria in order to identify the results of relevance to their activities.

SPEAKERS & MODERATORS

OPENING REMARKS



Maria Cristina Russo is Director of the Prosperity Directorate in DG Research and Innovation. In this role she is responsible for Industrial research innovation & investments agenda, Valorisation policies and IPR, Industrial transformation, and Industry 5.0 and AI in Science.

Previously, she was Director for Global Approach & International Cooperation in R&I with responsibility for developing and implementing the EU international strategy for international cooperation in research and innovation and the international dimension of the Horizon programme. She has been working for the European Commission since 1992 where she held several policy and managerial positions related to external relations, the EU decision-making process and various EU policies, in particular Research & Innovation. Before being appointed Director, she was member of the Cabinet of the Commissioner in charge of research policy and Head of Unit in the Secretariat-General of the European Commission holding different positions dealing with inter-institutional relations and policy making, and in the department in charge of consumers' policies and financial services.

Maria Cristina holds a degree in Political Sciences from the Luiss University of Rome and a Research Master's Degree in European Studies from the College of Europe in Bruges.

MARIA CRISTINA RUSSO

Director, Prosperity Directorate,
Directorate-General Research and Innovation, European
Commission

MASTER OF CEREMONY

Ioannis Sagias is the Deputy Head of the Unit responsible for the valorisation policies and intellectual asset management in the Directorate General for Research and Innovation at the European Commission. He joined the European Commission 16 years ago and he worked in various posts as scientific and policy officer in the fields of information society, informatics, public sector modernisation and research and innovation. He holds an MEng in Electrical and Computer Engineering from the National Technical University of Athens (NTUA). He also holds an MBA from the same university. Before joining the EC he worked for many years in the private sector as a project manager and project leader in the informatics domain.



IOANNIS SAGIAS

Deputy Head of Unit of Valorisation Policies & IPR, Directorate Prosperity,
Directorate-General Research and Innovation

INTERNATIONAL PERSPECTIVE ON KNOWLEDGE VALORISATION

Toshiyasu Ichioka is Director for RIKEN Europe Office established in Brussels in 2018 to enhance RIKEN's research capacity and visibility through collaborative research and innovation with European partners and beyond. Prior to joining RIKEN in November 2018, he worked at Japan Science and Technology Agency (JST) and developed JST's overall international strategy. He also worked for the EU-Japan Centre for Industrial cooperation, where he was responsible for the promotion of EU-Japan cooperation in science, technology and innovation and established the Japanese National Contact Point (NCP) for EU Framework Programmes among others.

His earlier roles include project management at Universitat Pompeu Fabra (ES) where he managed an eHealth project under FP6 and scientific research at various research institutions: University of Latvia (LV), where he was a Marie Curie Fellow, Max-Planck-Institute for Nuclear Physics (DE), Aarhus University (DK), CERN (CH), and RIKEN (JP). He holds PhD and MSc in Multi-Disciplinary Sciences from the University of Tokyo (JP) and BSc in Physics from Kyoto University (JP).

TOSHIYASU ICHIOKA

Director, RIKEN Europe Office



UNLOCKING INNOVATION: DRIVERS AND FACILITATORS FOR INDUSTRY ACADEMIA CO-CREATION

Dr. Ir. Bert Pluymers is appointed as Senior Industrial Research Manager at KU Leuven, where he is the contact and interface person for technology transfer for the division LMSD (Leuven Mecha(tro)nic System Dynamics). In this role he is bridging the gap between industry and academia: on the one hand by translating ongoing research activities toward industrial stakeholders and on the other hand by steering research activities towards current/future industrial needs in the LMSD fields. As of 2014 he is also business developer with the Flemish strategic research centre for the manufacturing industry – *Flanders Make*, and as of 2022, he is coordinator of the *Flanders Make @ KU Leuven Community*.



BERT PLUYMERS

EU.FFICIENT Project Coordinator and Industrial Research Manager, KU Leuven



Dr. Matthias Müllenborn is the Senior Director of Public-Private Partnerships at Novo Nordisk, working with external innovation and research consortia to drive change in healthcare benefiting patients and society. He holds a master's in physics from the University of Münster in Germany, and a PhD from UCLA. Matthias has served as an Associate Professor at DTU Health Tech and CEO of a biotech spin-off of Sonion. From 2003 to 2017, he led product development at Oticon, specializing in new technology, bone anchored hearing instruments, and cochlear implants. With extensive experience in managing complex projects, including NIH and EU-funded initiatives, Matthias is a seasoned leader in the intersection of healthcare innovation and technology.

MATTHIAS MÜLLENBORN

Senior Director Public Private Partnerships, Novo Nordisk

Sofia Magkia is a senior innovation manager and business developer with over 30 years of public sector experience. As Head of the extended Innovation Department at NCSR Demokritos since 2017, she has played a key role in its establishment and has led impactful initiatives, including Greece's first PhD & Post-Doc Industrial Fellowship Program, leveraging over €11.5M in funding. She also oversees Lefkippos Tech Park (composed of 45 companies), fostering collaborations among researchers, industry, and investors, achieving a 72:1 private-to-public investment ratio.

Her vision is to transform academic talent into impactful ventures, building strong partnerships that advance Greece's innovation ecosystem. Sofia holds a Master's in Banking and a Bachelor's in Business Administration.



SOFIA MAGKIA

Head of Innovation Office, Demokritos

Ellen Enkel is Full Professor of Business Administration and Mobility, at the Faculty of Engineering at the University of Duisburg-Essen. Prof. Enkel also serves as Director for the Institute of Mobility Transformation (MOTION) at University of Duisburg-Essen, and is member of the mobility council of North Rhine-Westphalia. Additionally, Prof. Enkel acts as an expert on open innovation and knowledge valorisation in networks for the European Commission. Prof. Enkel's research focuses on digital transformation, ecosystems, trust in and acceptance of technology and open innovation. In the last decade, she has published in various articles in journals like *R&D Management Journal*, *Technovation*, *Technological Forecasting and Social Change*, *International Journal of Innovation Management* and *The Journal of Technology Transfer*. She works with top companies like BMW, Audi, VIG, Airbus and BASF to transfer her research into practice and create impact.

ELLEN ENKEL

Professor of Business Administration and Mobility, University of Duisburg-Essen



HOW TO FOSTER SOCIETAL VALUE THROUGH SOCIALLY RESPONSIBLE LICENSING?

As Legal Director of Brightlands Maastricht Health Campus B.V. (MHC), the knowledge transfer office of Maastricht University and Maastricht University Medical Center (MUMC+), Christine Coch plays a pivotal role in bridging the gap between academia and industry. With a deep understanding of intellectual property (IP) law, contracts, and licensing agreements, she ensures together with her team that academic research and innovations are protected and effectively commercialized. Christine's expertise spans through corporate law, patent law, trademark registration, and negotiating complex agreements with industry partners, startups, and governmental organizations.

Christine holds a law degree and started her carrier at a law firm in Maastricht specialized in corporate law. Subsequently she started working at the legal department of Maastricht University. In 2016 she started as in-house lawyer at MHC and is member of the Management Team. Christine and her team at MHC work closely with researchers, innovators, and entrepreneurs to develop strategies for patenting inventions, drafting technology licensing agreements, and managing the legal aspects of spin-out companies. As Legal Director she aims to maximize the impact of research outputs while ensuring legal compliance and safeguarding institutional interests.

CHRISTINE COCH

Legal Director, Brightlands Maastricht Health Campus

Ivana Vuka is a Senior Innovation Manager at RISE, where she coordinates European IP Helpdesk activities for Widening countries, focusing on awareness raising, innovation support, and building Community of Practices. With a decade of experience in technology transfer and intellectual property (IP) management, she has extensive experience in providing training on innovation, IP and commercialisation. As the former head of the Technology Transfer Office at the University of Split, Ivana also served as innovation and intellectual IP expert for the Enterprise Europe Network, proof of concept grant schemes, and managed numerous national and EU-funded projects helping bridge the gap between research and market as well as societal application.

Recently, Ivana joined Impact Licensing Initiative project, which aims to address the gap in the today's licensing practices by promoting Impact Licensing as an instrument to optimise the valorisation potential of technologies and data, benefiting both the economy and society without losing sight of the economic dimension. Ivana holds a Master's Degree in Marine Biology and Ecology, and a PhD in Neuroscience.

IVANA VUKA

Senior Innovation Manager, RISE



STREAMLINING INNOVATION: EFFECTIVE MANAGEMENT OF STANDARDS AND IP

Helena is a Ph.D. Student in Engineering and Public Policy, currently in the final year of her doctoral studies at Instituto Superior Técnico, and holds a Master of Science in Economics and a Degree in Sociology from Nova University of Lisbon. In her current role at the National Innovation Agency (ANI), Helena develops science, technology, and innovation policy focusing on knowledge valorization, deep tech, and artificial intelligence, with a particular emphasis on fostering the transfer of science-based knowledge into real-world applications and supporting the development of high-potential technologies.

Previously she was a Research Fellow at the IN+ Center for Innovation, Technology, and Policy Research, and LARSyS at the Instituto Superior Técnico. Helena supported research projects across multiple fields, including artificial intelligence, space technologies, industry 4.0, and innovation policy. Helena was also a Teaching Assistant at the Instituto Superior de Engenharia, University of Algarve.

HELENA DA COSTA

Policy Officer for Knowledge Valorisation and Sectoral Standardization for Innovation, National Innovation Agency, Portugal

Fernando Utrilla is a Mechanical Engineer at the University of Zaragoza (Spain) and has a Master degree in Innovation Management by AENOR. He joined the Spanish National Standardization Body (UNE, Spanish Association for Standardization) in 2001 after working in the machinery industry. Initially, he was responsible for standardization in different engineering sectors and for the growing of Innovation Management standards (UNE 166000, CEN/TS 16555, ISO 56000).

Since 2012, he is the Head of the R&I Department in UNE, taking part in more than 110 funded European projects and providing international training and advice on the role of standardization in the lifecycle of innovation.

FERNANDO UTRILLA

Head of the Research and Innovation Unit, Spanish Association for Standardisation (UNE)

Eugene has over 40 years of professional experience in the commercial exploitation of research and early-stage technologies. As a researcher, he formed his first spin-out company to provide software products for engineering applications. He then worked in the early micro-computer and network industry, where he was responsible for sourcing, licensing-in, and developing new software and technologies, and then taking them to market. After that, for 11 years, he was a senior executive at an international early-stage technology investment organisation, where he managed a portfolio of IP and early-stage technologies, commercialising them through equity investments, start-ups, JVs, and licensing. In 2000 he formed Iambic Innovation Ltd to provide services related to intellectual asset management and research exploitation.

He is a senior advisor and trainer for the EU IP Helpdesk, and a member of the EU Committee of ASTP (Europe's premier association of Knowledge Transfer professionals). As well as leveraging standards to support technology transfer, he has been involved in standards development for over 13 years and is currently an active member of the International (ISO) and European (CEN) Standards Committees, developing the ISO 56000 series of standards for Innovation Management and Intellectual Property Management Systems.

EUGENE SWEENEY

Iambic Innovation Ltd, Member of EU Committee of ASTP

Rudi Bekkers is a Full Professor at the Eindhoven University of Technology and specialises in the relationship between standardization and intellectual property rights. He published papers in established journals, such as Research Policy, TFTS, the Academy of Management Annals, and California Management Review, and conducted over 70 studies, mostly for governments and public parties. He is appointed as a member of the High-Level Forum on Standardisation (HLF) of the EC, the Forum Standardisatie of the Dutch Government, the IEEE-SA Europe Advisory Council, among others.

RUDI BEKKERS

Full Professor, Eindhoven University of Technology



Katerina Nohejl is a lawyer with background in European law and policy, with over 14 years of experience within the European Commission. Her current role lies in the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), where she is a policy officer in the Standards Unit.

Previously, she worked in the Directorate-General for Research and Innovation (DG RTD), aligning research initiatives with the EU's legal framework. She began her career in the private sector, specialising on commercial and civil law.

KATERINA NOHEJL
Policy Officer, Standards Policy,
DG GROW

CEN-CENELEC STANDARDISATION AWARDS

Giovanni Collot is a communications professional and journalist with a background in EU affairs and international relations. He is the Account Manager for Public Relations at CEN and CENELEC, where he has been working since 2018. He holds a degree in International Relations from the Trieste University and a master's degree in Innovation Management from Politecnico di Milano. Giovanni is fluent in Italian, English, and French.



GIOVANNI COLLOT
Account Manager for Public Relations,
CEN-CENELECC

FUELLING INNOVATION: HELPING EU COMPANIES AND UNIVERSITIES UNLOCK IP VALUE

Born in Wrocław, Poland and a dual Polish/Danish national, Nathan Wajzman was educated at the University of Aarhus in Denmark and later undertook graduate studies in the USA, earning a PhD in Economics from the University of Florida and an MBA from Temple University in Philadelphia.

Dr. Wajzman was named Chief Economist of the EUIPO in May 2011, and additionally Director of the newly created Corporate Strategy and Foresight Department in July 2024. He has been with the agency since 2007.

Prior to joining the EUIPO, Dr. Wajzman spent 20 years working in the private sector. A stint as a forecasting analyst at an electric utility in Florida was followed by a career in telecommunications and finance industries in the USA and several European countries, including positions with AT&T in the USA and Belgium, Swiss Reinsurance Company in Zurich, and Claranet Benelux, a managed hosting and internet service provider in the Netherlands.

NATHAN WAJSMAN
Chief Economist, European Union Intellectual
Property Office (EUIPO)

Yann Ménière joined the EPO as Chief Economist in 2016. He has many years of extensive experience of providing economic insights into issues relating to patents, innovation and economic growth and contributes high-level expertise and analysis to public and expert forums on a regular basis. Yann led the chair on IP and Markets for Technology at MINES ParisTech where he was previously a professor of economics. He also lectured on the economics of IP at Imperial College London, the Université catholique de Louvain (Belgium) and CEIPI. His research and expertise relate to the economics of innovation, competition and intellectual property.



YANN MÉNIÈRE
Chief Economist, European Patent Office (EPO)

THE FUTURE OF KNOWLEDGE VALORISATION



Sílvia Garcia, Board member at the National Innovation Agency, holds a degree in Chemical Engineering, a postgraduate degree in Industrial Management and a PhD in Biotechnology. Her background includes extensive industry experience, particularly in the field of technological innovation across both the public and private sectors.

Former roles include leading the Innovation Laboratory at Casa da Moeda and Imprensa Nacional, where she was instrumental in its establishment and growth, and launching the company's innovation award, which is one of the most significant private awards for innovation in Portugal. At the Portuguese Environment Agency, she held the position of senior technician in the field of industrial licensing, with the responsibility of monitoring public policies with the European Union, particularly in the area of environmental sustainability.

SÍLVIA GARCIA

Board Member at National Innovation Agency,
Portugal

Teresa Riesgo is the General Secretary of Innovation of the Ministry of Science, Innovation and Universities of Spain and President of Centre for the Development of Industrial Technology (CDTI) since January 2020, former Director General for Research, Development and Innovation, since July 2018. She holds Master and PhD Degrees in Industrial Engineering from the Technical University of Madrid, where she was Full Professor of Electronics since 2003. During her academic career she has participated in more than 60 research projects, many of them international and in cooperation with industry, and published more than 200 scientific papers.

She has actively participated in academic activities of the University as International Double Degree Programmes worldwide, as the department and research centre Head, etc. After more than 25 years of academic activities, she took the responsibility as DG at the Ministry where she is now in charge of the promotion of innovation and the planning and follow-up of the Spanish strategies of science and innovation



TERESA RIESGO

Secretary General for Innovation,
Spanish Ministry of Science, Innovation and Universities

Pavel Doleček currently holds the position of Deputy Minister for Science, Research and Innovation. Before being appointed as Deputy Minister, Pavel Doleček had been serving as Vice-Rector for Strategic Cooperation and Development at Charles University and held the responsibility for coordination of investment and developmental projects and strategic partnerships with state administration, other universities and public and private sector. Before that he had been working at the Ministry of Education, Youth and Sports (MEYS) as the Head of the Strategic Unit and then in the position of Deputy Minister for Higher Education, Science and Research.

He was in charge of the conception and realization of higher education and research policy under the authority of the MEYS, including international bilateral and multilateral cooperation, legislative framework and funding policy.

Pavel Doleček has been participating in several governing boards, be it those of state-funded organizations or universities as well as program boards of institutions providing financial support for research, development and innovation. He dealt with pedagogical, publishing and research activities.



PAVEL DOLEČEK

Deputy Minister for Science, Research and Innovation,
Czech Republic

Director of Technological Research at the CEA since January 2023, Julie Galland is a graduate of the École Polytechnique (Palaiseau, France), and holds a doctorate in solid state physics. At the CEA, she leads the Technological Research division of about 3500 employees who develop key enabling technologies that foster the competitiveness of national and European industry, and contribute to solve the major challenges posed by the necessary energy transition, the advent of digital technology and demographic upheaval.

Before joining the CEA, Julie Galland held a number of positions within the French Ministry of economic affairs between 2012 and 2023. First as head of the office in charge of the Semiconductor Sector and then of the office in charge of the Health Industries Sector, Julie Galland most recently held the position of Deputy Director for the Aerospace, Electronics and Software Sectors, where she drew up research, development and industrialisation policies. Julie Galland has been responsible for structuring projects to promote innovation and productive investment in the fields of semiconductors, pharmaceuticals and medical devices, the cloud, HPC and space. In these sectors, she has contributed to the structuring of industries and the consideration of public policy guidelines.



JULIE GALLAND

Director of the Technological Research Division, French
Alternative Energies and Atomic Energy Commission (CEA)

PRACTICAL DETAILS

LOCATION

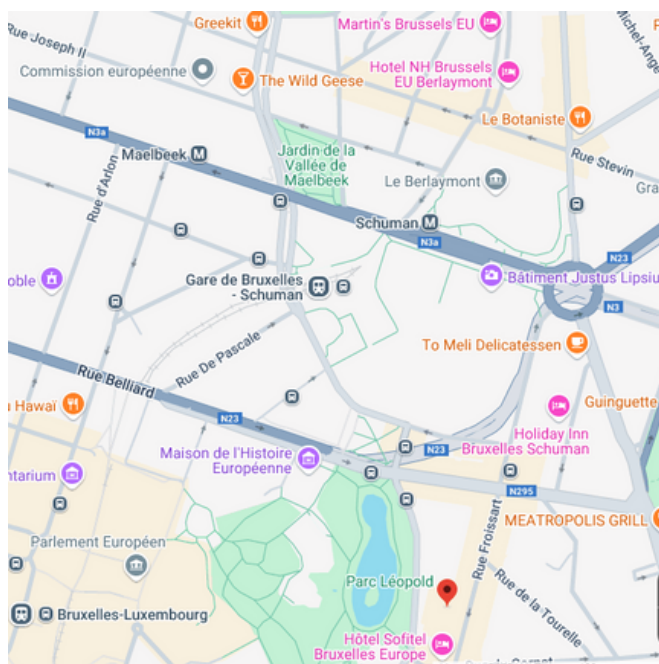
Albert Borschette Conference Center, Room 0.D (entrance level floor)
Rue Froissart 36, 1040 Etterbeek, Brussels

PUBLIC TRANSPORT

Nearest metro station: Schuman (lines 1 and 5).

Airport connection: regular direct trains from Brussels Airport to Schuman Train Station and airport bus stop Schuman for bus line 12, situated only a few minutes' walk from the event venue.

Please note that the European Commission will not cover travel and accommodation costs of participants.



VENUE

The conference room is **located on the ground floor** of the Albert Borschette building.

Signposts will be placed visibly on the way from the ground-floor Reception to reach the room.

In front of the room there is a wide corridor where **stands for networking opportunities** will be available. The European Commission will offer the coffee and water during breaks and a **sandwich/salad walk-in lunch**.

*Please note that in order to enter the building **you need to have with you the confirmation of registration** to be presented to the guards, which will issue the **visitor pass** to access the building. You will also undergo scanning of your luggage to be able to enter the building.*