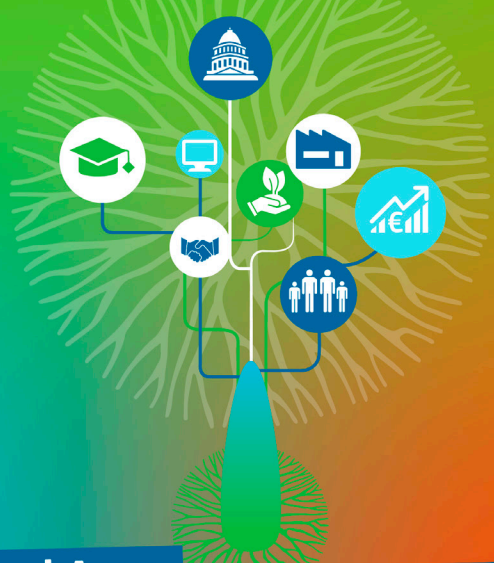


© European Commission, 2019/2020, 2023. Source: Shutterstock



**MAKING
RESEARCH RESULTS
WORK FOR SOCIETY**



#EUResearchArea

#valorisation

**AWARENESS RAISING CAMPAIGN ON
KNOWLEDGE VALORISATION**

CROATIAN EVENT – AGENDA

04.06.2024. | Zonar hotel | Maistra Group



AWARENESS RAISING CAMPAIGN ON KNOWLEDGE VALORISATION CROATIAN EVENT – AGENDA

4 June 2024 | Zonar, Trg Krešimira Ćosića 9 | Zagreb

09:30 – 10:00 **REGISTRATION AND WELCOME COFFEE**

MORNING SESSION | Moderator: Jelena Pajić

- 10:00 – 10:20 **OPENING REMARKS**
Hrvoje Meštrić, Director-General for Science and Technology, Ministry of Science and Education
Signe Ratso, Deputy Director-General, DG Research and Innovation, European Commission
- 10:20 – 10:30 **BUILDING THE NATIONAL TECHNOLOGY AND KNOWLEDGE TRANSFER ECOSYSTEM**
Ana Varjačić, Head of Sector for EU Programmes and Projects
- 10:30 – 10:45 **BUSINESS PERSPECTIVE ON KNOWLEDGE VALORISATION**
Igor Haralović, Founder and Managing Director, Pontus Pharma
- 10:45 – 11:00 **MISSION POSSIBLE: LINKING SCIENCE WITH BUSINESS IN CROATIA**
Deni Nurkić, Co-lead, deep-tech venture builder Nuqles
- 11:00 – 12:30 **POLICY DEBATE**
Knowledge valorization refers to the process of extracting social and economic value from knowledge by bridging different domains and industries, and by turning research outcomes into long-lasting solutions and strategies that positively impact society. How can we develop a learning system and foster connections among communities to maximize the value and impact of knowledge? What policies are already in place and what can be improved?
- PANELISTS:**
- Ioannis Sagias**, Deputy Head, Unit for valorisation policies and IPR, EC
- Todor Milchevski**, Senior Private Sector Specialist, World Bank
- Želimir Kramarić**, Member of the Board of Directors, HAMAG-BICRO
- Ozren Polašek**, Director, Croatian Science Foundation
- Špela Stres**, Director, Slovenian Research and Innovation Agency
- Ananay Aquilar**, Head of TenU, United Kingdom
- 12:30 – 13:40 **NETWORKING LUNCH**

AFTERNOON SESSION
(Parallel sessions)

13:40 – 14:50

PART 1 OF THE SESSION

SKILLS AND CAPACITY FOR KNOWLEDGE VALORISATION	NURTURING STRONG COLLABORATION FOR KNOWLEDGE VALORISATION
ROOM 1	ROOM 2
<p style="text-align: center;">Smiljka Vikić-Topić</p> <p>Senior Research and Innovation Manager Research and Innovation Services-RISE</p>	<p style="text-align: center;">Vlatka Petrović</p> <p>Head of Technology Transfer Office at the University of Zagreb</p>
<ul style="list-style-type: none"> • Code of practice on intellectual assets management: Florentina Golisteanu, Legal and Policy Officer, Knowledge Valorisation and IPR Policies, DG Research and Innovation • Unlocking Potential: Leveraging Hybrid Impact Licensing for Economic and Societal Valorization in Research and Technology: Johan Moyersoer, General Manager, Impact Licensing Initiative 	<ul style="list-style-type: none"> • Code of practice on industry-academia co-creation: Ioannis Sagias, Deputy Head of Unit Knowledge Valorisation and IPR Policies, DG Research and Innovation • Training on industry-academia collaboration, Vojtěch Nosek, CEO & Co-founder and Vojtěch Kadlec, Chief Business Officer and Co-Founder, UNICO

14:50 – 15:05

COFFEE BREAK

15:05 – 16:05

PART 2 OF THE SESSION

SKILLS AND CAPACITY FOR KNOWLEDGE VALORISATION	NURTURING STRONG COLLABORATION FOR KNOWLEDGE VALORISATION
ROOM 1	ROOM 2
<p style="text-align: center;">Smiljka Vikić-Topić</p> <p>Senior Research and Innovation Manager, Research and Innovation Services-RISE</p>	<p style="text-align: center;">Vlatka Petrović</p> <p>Head of Technology Transfer Office at the University of Zagreb</p>
<ul style="list-style-type: none"> • Overview on the services provided by the EU IP Helpdesk supporting the Code of practice on the management of intellectual assets for knowledge valorisation, Michele Dubbini, IP and Innovation Advisor, European IP Helpdesk • Knowledge transfer/knowledge valorisation system in Slovenia and Poland. Moderated open discussion (40 min). Speakers: <ul style="list-style-type: none"> ○ Dr. Špela Stres, director of the Slovenian Research and Innovation Agency and member of the Board of EIC ○ Krystian Gurba, Deputy Director at the Centre for Technology Transfer CITTRU at the Jagiellonian University in Kraków, Poland • <i>Wrap up of the session (10 min)</i> 	<ul style="list-style-type: none"> • Building a system for nurturing collaborations, Ananay Aquilar, Head of TenU • Group exercise/guided discussion on strengthening industry-academia co-creation Mario Vukelić, Associate on EU Projects, Step Ri, Georgios Megas, Head of Innovation and Networking Unit at I-SENSE Group, Institute of Communication and Computer Systems (ICCS), National Technical University of Athens • <i>Wrap up of the session (10 min)</i>

16:05

CLOSING OF THE CONFERENCE AND NETWORKING COCKTAIL