



**AWARENESS RAISING CAMPAIGN ON KNOWLEDGE VALORISATION  
TOUR OF CAPITALS  
WORKING TOWARDS A LEARNING SYSTEM FOR VALORISATION AND IMPACT  
PROGRAMME**

7 February 2024 | Uppsala square, 15th floor | Rijnstraat 50, The Hague

9:00 – 9:30	REGISTRATION, COFFEE
9:30 – 10:00	WELCOMING REMARKS Tjerk <b>OPMEER</b> , Acting Director General Business and Innovation, Ministry of Economic Affairs and Climate Feite <b>HOFMAN</b> , Director General Higher and Vocational Education, Science and Emancipation, Ministry of Education, Culture and Science <b>Moderator: Marissa HERDER</b> , Ministry of Education, Science and Culture
10:00 – 10:15	OPENING REMARKS BY EUROPEAN COMMISSION <b>Ioannis SAGIAS</b> , Deputy Head of Unit Knowledge Valorisation & IPR, Directorate-General for Research and Innovation, European Commission
10:15 – 10:45	Coffee break
10:45 – 12:00	HOW TO BUILD A LEARNING SYSTEM AND HOW TO CONNECT COMMUNITIES FOR KNOWLEDGE VALORISATION AND IMPACT PANEL DISCUSSION <b>Laurens HESSELS</b> , Senior Researcher at Rathenau Institute and Professor by Special Appointment at Leiden University <b>Ioannis SAGIAS</b> , Deputy Head of Unit Knowledge Valorisation & IPR, Directorate-General for Research and Innovation, European Commission <b>Anouschka VERSLEIJEN</b> , Director, Luris - the Knowledge Transfer Office of Leiden University <b>Eppo BRUINS</b> , Chairman of the Advisory Council for Science, Technology and Innovation (AWTI)
12:00 – 13:00	Lunch



**MAKING RESEARCH &  
INNOVATION RESULTS WORK  
FOR SOCIETY**



13:00 – 14:00

BREAK-OUT SESSIONS

THE FOUNDER JOURNEY AND HOW CLEAR IP GUIDELINES CAN HELP

BARCELONA ROOM

**Peter Maarten WESTERHOUT**,  
Techleap

**Roy KOLKMAN**, University of  
Twente/Novel-T

**Florentina GOLISTEANU**,  
Knowledge Valorisation & IPR,  
Directorate-General for Research  
and Innovation, European  
Commission

DEVELOPING THEORIES OF CHANGE AS A FUNDAMENT FOR SELECTING IMPACT INDICATORS

LISBON ROOM

**Stefan DE JONG**, Impact Alliance  
**Fedes VAN RIJN**, Impact Alliance

TOWARDS A BETTER ECOSYSTEM FOR IMPACT – A DISCUSSION BASED ON 10+ YEARS ADVICE BY THE AWTI

UPPSALA SQUARE

Eppo **BRUINS**, Chairman, AWTI

Hamilcar **KNOPS**, Senior Advisor,  
AWTI

Chris **EVELEENS**, Advisor, AWTI

14:15 – 15:15

BREAK-OUT SESSIONS

UNIVERSITIES AND IMPACT: COLLABORATION AND ETHICAL ASPECTS

BARCELONA ROOM

Jacob **JOLIJ**, Universities of the  
Netherlands

Janet **VELDSTRA**, Universities of the  
Netherlands

Reflection by **Florentina  
GOLISTEANU**, Knowledge  
Valorisation & IPR, Directorate-  
General for Research and  
Innovation, European Commission

PRACTICE-ORIENTED RESEARCH AND WHAT IT CAN MEAN FOR KNOWLEDGE VALORISATION

LISBON ROOM

Pieter **WYBENGA**, Association of  
Dutch Universities of Applied  
Sciences

STANDARDISATION FOR INNOVATION

BOLOGNA ROOM

Marc **ITTER**, NEN

Ioannis **SAGIAS**, Knowledge  
Valorisation Policies & IPR,  
Directorate-General for Research  
and Innovation, European  
Commission

15:15 – 15:45

CLOSING SESSION

UPPSALA SQUARE

Marissa **HERDER**, Ministry of Education, Culture and Science

Susanne **CAARLS**, Head of Department, Ministry of Education, Culture  
and Science

15:45 – 17:30

DRINKS | Café | 15th floor



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