



**European Academy**  
for Taxes, Economics & Law

For Higher Education and Research Institutions

# Building Local and Regional Cooperation for Innovation

## Technology Transfer • Funding • SME Engagement

11<sup>th</sup> – 12<sup>th</sup> June 2015, Berlin

With the following experts:

- Nottingham University, Lead on SME Engagement, United Kingdom
- Higher Education Funding Council for England (HEFCE), Local Growth Expert Adviser, United Kingdom
- Wageningen University and Research Centre, Senior Policy Advisor Strategy and Strategic Accounts, the Netherlands
- Managing Director of SMS Electronics & SMS Product Services and Chair at Nottingham Manufacturing Network, United Kingdom
- North Denmark EU-Office/Enterprise Europe Network, Project Consultant, Denmark
- Erasmus MC: University Medical Center Rotterdam, Director Technology Transfer Office, the Netherlands
- Umeå University, Ambassador for Research, Innovation and Utilization, Sweden

# FOR HIGHER EDUCATION AND RESEARCH INSTITUTIONS

## Building Local and Regional Cooperation for Innovation

### Technology Transfer • Funding • SME Engagement

#### Face new challenges and discover new opportunities for universities and industry in local cooperation and innovation

The internal logic of research and science as well as efforts of the European Union have developed a global perspective in research, innovation and technology transfer. Almost no university or research institution can survive without cooperating on a multinational level. Now, the focus is shifting back to the regional and local level. All successful universities, research centers and institutions have in common that they are embedded in a sound cooperation and exchange with their surrounding regions. Therefore, local and regional cooperation is crucial for all higher education and research institutions to remain successful and competitive. In addition to all the practical advantages, the regional involvement is an important criterion in the evaluations of project proposals and thus can be a powerful tool to increase the chances of getting funded. Moreover, many funding schemes, from national as well as from European funding sources, require industry engagement. But for that, several steps and contacts have to be made and long term relations have to be established.

#### „Why look so far if such beauty is right before your eyes?“

Become aware of your strategic and practical role as a driver for Smart Specialisation at your local and regional level. Involving and winning over the local administration and industry is key to the success of regional exchange. Only a solid framework and a good communication network will allow universities and research institutions to create additional value for the local economy, industry, administration as well for themselves. Take the opportunity at our two-day seminar to learn about strategies on how to induce an economic and intellectual benefit for all cooperation partners. Receive practical hints and advice on how to establish strategic partnerships and avoid the risk of losing know-how, research results and experts due to brain-drain and intellectual property theft. Hear from an industry representative what drives SMEs to cooperate with higher education and research institutes. In addition, understand what it takes to successfully involve the researcher in your valorisation activities. Profit from best practice examples and take the opportunity to exchange knowledge and experience with your peers.

#### Who is this seminar for?

**Directors, Heads of Units or Departments, Project Developers, Officers, Leaders, Managers and other members of staff from:**

- Universities, Higher Education Institutes
- Research Centres and Institutes
- Research Clusters
- Local and regional authorities
- Ministries dealing with R&D&I
- Funding bodies
- National and Regional Agencies dealing with R&D&I

#### From the following departments:

- Technology Transfer
- Valorisation
- Research, Development and Innovation (R&D&I)
- Business Development, Business Cooperation
- Entrepreneurship, Industrial Partnerships
- External Relations
- Legal Affairs
- Contract Office
- Strategic planning and operations management
- Projects Administration Department
- Regionalisation

#### As well as from:

- Small and medium sized enterprises (SMEs)
- University Spin-offs & Start-ups

*“Great opportunity to get information and compare different attitudes towards cooperation.”*



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## What will you learn at this seminar?

- Which steps have to be taken to optimise your organisation for regional cooperation?
- How to raise awareness for your local and regional needs and expertise
- How do you identify regional key players in industry, education, administration and research?
- How to develop long-term strategic local and regional partnerships
- What are strategies for successfully involving SMEs?
- In how far can social media benefit your cooperation activities?
- What does the industry expect to gain from collaboration?
- How to protect your intellectual property (IP) during cooperation
- What role do universities play in the EU's Smart Specialisation Strategy?
- How to raise awareness inside your organisation for regional and local cooperation
- How can the university connect best with the researcher?
- How can doctoral education become a driver for regional development?
- What are the advantages and disadvantages of a centralised vs. a decentralised Innovation and Research Support Office?

## Your benefits

- Learn strategies to establish long-term partnerships
- Get first hand examples of best practices in local and regional cooperation
- Exploit the full potential of your external network
- Know what drives businesses to engage with higher education and research institutes
- Bring your external and internal networks together for mutual benefit
- Avoid losing intellectual property (IP) and experts to other local and regional organisations
- Effectively include regional knowledge and expertise in your projects
- Methods of raising awareness of the benefits of regional cooperation in your organisation and how to adapt your organisational structure
- Learn about ways of managing your local investments



# PROGRAMME DAY 1

## Building Local and Regional Cooperation for Innovation Technology Transfer • Funding • SME Engagement

8.30-9.00

Registration and Handout of Seminar Material

9.00-9.05

Opening Remarks from the European Academy for Taxes, Economics & Law

9.05-9.30

### Welcome Note from the Chair and Round of Introductions

- Expectations and experiences of the participants

**Kevin Richardson, Local Growth Expert Adviser, Higher Education Funding Council for England (HEFCE), United Kingdom**

11.00-11.45

### Exploiting the Full Potential of an External Network in the Region – Defining and Involving the Right Stakeholders

- The external network – Is there a need?
- Is there a need for a university to understand, influence and engage with local & regional players?
- What are their drivers – Are they relevant to you?
- How do you align and influence relevant strategic drivers?
- How do you develop strategic alliances?
- What are the benefits of local & regional strategic alliances to all participants?

**Steve Upcraft, Lead on SME Engagement, Business Engagement and Innovation Services, Nottingham University, United Kingdom**

9.30-10.15

### Higher Education Institutes as Anchor Institutions and Driver for Regional Development and Innovation

- Origins of the concept of “anchor institutions”
- Universities as anchor institutions; implications and tensions
- Strategic challenges for universities; ‘policy push’ and ‘demand pull’
- Traditional universities and the seven dimensions of civic universities
- Organisational and human resource issues

**Kevin Richardson, Local Growth Expert Adviser, Higher Education Funding Council for England (HEFCE), United Kingdom**

11.45-12.00

Discussion Round

12.00-13.30

Lunch Break and Networking Opportunity

13.30-14.15

### Strategies for Successfully Involving SMEs – Laying the Foundation for Long-term Success

- Strategic Investment Programme in North Denmark
- EU-DK Support
- Use of social media
- Stakeholder involvement
- Working with clusters
- Finding the right match

**Kirsten Ejdum-Bøgh, Project Consultant, North Denmark EU-Office/Enterprise Europe Network, Denmark**

14.15-14.30

Discussion Round

14.30-15.00

Coffee Break and Networking Opportunity



15.00-16.00

### **Cooperation: Is Business Listening?**

- What are the key priorities for business?  
Do they see the opportunity?
- Does business know what is on offer? Is it relevant?
- What drives them to engage with universities/research institutes?
- What do they expect to gain from collaboration?
- Are the cultures within business and academia that different?
- Is a win-win scenario possible?

**Mark Goldby, Managing Director, SMS Electronics & SMS Product Services and Chair at Nottingham Manufacturing Network, United Kingdom**

16.00-16.15

Discussion Round

16.15-17.15

### **Challenges with Industry Cooperation – Securing IPR – Upholding Academic Freedom**

- Background public-private partnerships
  - What are PPPs?
  - Policy behind and effects
  - Challenges and best practices
- Examples BioSolar Cells, CBSG
- Valorisation, utilisation, innovation
  - Valorisation models in PPPs
  - Valorisation in BioSolar Cells and CBSG
- Valorisation goals and economic impact
  - Culture for valorisation and IPR rules
  - Transfer of knowledge
  - Impact on research organisations and on companies

**Gionata Leone, RTTP, Senior Policy Advisor  
Strategy and Strategic Accounts,  
Corporate Education, Research and Innovation,  
Wageningen University and Research Centre,  
the Netherlands**

17.15-17.30

Discussion Round

17.30

End of Day One

**Get Together Reception**

***Inspiring.***

***"The international experience and exchange were enlightening."***

# PROGRAMME DAY 2

## Building Local and Regional Cooperation for Innovation Technology Transfer • Funding • SME Engagement

9.00-9.15

### Welcome Note from the Chair

- Brief summary of the first seminar day

**Kevin Richardson, Local Growth Expert Adviser,  
Higher Education Funding Council for England  
(HEFCE), United Kingdom**

9.15-10.15

### Smart Specialisation Strategies – The Role of Universities/HEIs

- Origins and important concepts; from sectors to related diversity and the role of key enabling technologies
- Smart Specialisation and EU Cohesion Policy; including the ex ante conditionality
- The strategic and practical role of universities/HEIs
- Recent experiences and emerging challenges
- Smart Specialisation and Social Innovation/Grand Societal Challenges

**Kevin Richardson, Local Growth Expert Adviser,  
Higher Education Funding Council for England  
(HEFCE), United Kingdom**

10.15-10.30

Discussion Round

10.30-11.00

Coffee Break and Networking Opportunity

11.00-11.45

### Don't Forget Your Colleagues – The Importance of an Internal Network

- Is there a university strategic imperative to engage with the local/regional innovation agenda?
- What are the drivers – Are they relevant to the external agenda?
- How do you build a reliable and robust internal 'delivery network'?
- What are the benefits to the institution and individuals of engaging with the external agenda?
- What are the advantages and disadvantages of a centralised vs. a decentralised Innovation and Research Support Office?
- How do you bring the external and internal networks together for mutual benefit?

**Steve Upcraft, Lead on SME Engagement,  
Business Engagement and Innovation Services,  
Nottingham University, United Kingdom**

11.45-12.00

Discussion Round

12.00-13.30

Lunch Break and Networking Opportunity

13.30-14.15

### Strategies to Engage the Researcher in Your Institution's Activities: Experiences from a Technology Transfer Office

- How can the university best connect with the researcher?
- How to sell 'valorisation' to the researcher?
- Gaining trust and show added value
- Knowing what motivates the researcher – It is not money!
- Using the researcher's network
- Communicate the benefits from valorisation

**Dr M.H. Thijss Spigt, Director, Technology Transfer  
Office, Erasmus MC: University Medical Center  
Rotterdam, the Netherlands**

14.15-14.30

Discussion Round

14.30-15.00

Coffee Break and Networking Opportunity

15.00-15.45

### Collaborative Doctoral Education as Driver of Regional Development on the example of the Industrial Doctoral School at Umeå University

- How to successfully integrate PhD-training with collaboration with external partners in joint projects
- What does it take to combine scientific excellence with knowledge-based development for companies, public authorities and other organisation in a multi-disciplinary cohort?
- Pros and cons – Experiences from a research project
- Methods to widen the knowledge and interest among researchers for utilisation and innovation of research results

**Anders Åstrand, Ambassador for Research,  
Innovation and Utilization, Department of Applied  
Physics and Electronics, Umeå University, Sweden**

15.45-16.00

Discussion Round

16.00

End of the Seminar and Handout of Certificates

*"The seminar will be of good, practical use in H2020."*

# SPEAKERS



**Europäische Akademie**  
für Steuern, Wirtschaft & Recht



## **Steve Upcraft**

**Lead on SME Engagement,**

**Business Engagement and Innovation Services, Nottingham University, United Kingdom**

As Lead for SME Engagement at the University of Nottingham Steve Upcraft's activities focus on developing and delivering appropriate methods by which small and medium sized business can benefit from the expertise and resources of this world class university. The position has progressively evolved over the last ten years and has included the design, development and delivery of numerous UK and EU funded projects including their latest 'Ingenuity Plus' programme. Previously, Steve Upcraft's roles have included a Technical Liaison Officer for Rexam plc identifying collaborative opportunities with the UK's HE sector, Technical Director of a precision tooling company, Technical Director of a food packing business and a Technical Manager for a food ingredients business.



## **Kevin Richardson**

**Local Growth Expert Adviser,**

**Higher Education Funding Council for England (HEFCE), United Kingdom**

As Local Growth Expert Adviser with HEFCE, Kevin Richardson acts as the key adviser on policy and strategy relating to local growth in general and supports HEIs as anchor institutions to make their optimal contribution to local growth, in particular with EU Structural and Investment Funds (ESIF). Kevin Richardson is responsible for the liaison with departments of central government and national agencies. Moreover, he supports the central government to negotiate with the EU Commission the final agreements on ESIF Operational Programmes as on the design and development of the national Smart Specialisation Advisory Hub. Previously, as Secondee to the Department of Business, Innovation & Skills (BIS) Kevin Richardson represented the interests of local partners across England within the cross departmental team developing the next programme period for ESIF. He was the lead author of the national strategy for Smart Specialisation in England. Previous to his position at BIS, Kevin Richardson managed the Central Policy Unit at Newcastle City Council for more than ten years.



## **Gionata Leone, RTTP**

**Senior Policy Advisor Strategy and Strategic Accounts, Corporate Education, Research and Innovation, Wageningen University and Research Centre, the Netherlands**

Gionata Leone is a Registered Technology Transfer Professional (RTTP) with 15 years of experience as a scientist and 16 years of experience as a business developer at Wageningen University and Research Centre. Gionata Leone gained extensive experience in setting up (genomics) service providers and management of (green) life-sciences public/private consortia in the Netherlands, with responsibility for development and implementation of valorisation strategies. He is member of the Executive Committee of BioSolar Cells, a consortium with a budget of some € 42 million administered by Wageningen University and Research Centre. Previously, Gionata Leone developed the valorisation strategy and supported the foundation of the public-private consortium Centre for BioSystems Genomics, which had a total budget of some € 100 million. Gionata Leone believes that innovation occurs when everyone – researchers, companies, government – works together to ensure that new ideas reach the public, but are appropriately regulated and efficiently delivered to those who need them.



## **Mark Goldby**

**Managing Director, SMS Electronics & SMS Product Services and Chair at Nottingham Manufacturing Network, United Kingdom**

Mark Goldby is the Managing Director, Co-Founder and Owner of SMS Electronics – a high-tech Electronics Manufacturing Service provider (EMS) based in Nottingham. He has 25 years of experience in the Electronics industry, mainly with electronics giant Siemens. Mark Goldby has guided the business to success that has been recognised nationally by topping The Sunday Times International Track 100 Awards in 2010 for the UK's fastest growing privately owned company. Mark Goldby is also a board member of the Nottingham Means Business Club representing Nottinghamshire's manufacturing sector and is the Chairman of the Nottingham Manufacturing Network which is a peer network championing the strength and diversity of Nottingham's manufacturers. Moreover, Mark Goldby is a Nottingham Ambassador and represents the City of Nottingham on his numerous overseas business trips.

# SPEAKERS

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## Kirsten Ejdum-Bøgh

### **Project Consultant, North Denmark EU-Office/Enterprise Europe Network, Denmark**

As Project Consultant with the North Denmark EU-Office, Kirsten Ejdum-Bøgh is engaged in administrative project management on SMEs and universities that are involved in funding and innovative projects activities. Based on the funding opportunities and project possibilities within Horizon 2020 and other European programmes, Kirsten Ejdum-Bøgh gives guidance on application writing and requirements. As Member of the Strategic Development Group for the Implementation of Strategic Investment Programme, her work also focuses on the improvement of the growth potential of innovative SMEs. The objective of the North Denmark EU-Office is to contribute to economic growth and positive business development in the northern part of Denmark by means of creating permanent jobs and developing companies. The North Denmark EU-Office seeks to achieve this by involving North Danish companies and public institutions in EU co-financed development projects as well as by making information, knowledge and competence available for companies, institutions and citizens in the region.



## Dr M.H. Thijs Spigt

### **Director, Technology Transfer Office, Erasmus MC: University Medical Center Rotterdam, the Netherlands**

As Director of the Technology Transfer Office, Thijs Spigt is responsible for the valorisation activities of the largest Academic Medical Center in the Netherlands and leads a group of almost 20 people. Thijs Spigt has extensive experiences in life science industry: from commercial (i.a. HIV medication and antibiotics) via R&D licensing in infectious diseases (i.a. vaccines) up to out-licensing of generics (i.a. oncology and CNS products), and licensing consultancy. Furthermore, as a Science and Technology Counsellor in Berlin, he is familiar with the responsibilities of a government when it comes to organising and stimulating international cooperation.



## Anders Åstrand

### **Ambassador for Research, Innovation and Utilization, Department of Applied Physics and Electronics, Umeå University, Sweden**

Apart from his role as Senior Lecturer, Anders Åstrand is also an Ambassador for Research, Innovation and Utilization, both at the Department of Applied Physics and Electronics at Umeå University. Over the years, Anders Åstrand has practiced and developed collaboration with external partners in education and research. His knowledge and experiences of collaboration has been used in workshops arranged by VINNOVA, the Swedish Innovation Agency. He has also contributed to workshops arranged by the European Industrial Doctoral School, E.I.D.S. together with Bangor University, Wales, UK, Gent University, Belgium, University of Pardubice, Czech Republic and University of Aveiro, Portugal.

# ORGANISATIONAL MATTERS

## Building Local and Regional Cooperation for Innovation



European Academy  
for Taxes, Economics & Law

### Date of Event

11<sup>th</sup> – 12<sup>th</sup> June 2015

### Booking Number

S-1015

### Event Language

The event language is English.

### Event Price

**Early booking price valid until the 3<sup>rd</sup> of April 2015:**

**1.189,- Euro excl. German VAT (19%)**

Normal price from the 4<sup>th</sup> of April 2015:

**1.389,- Euro excl. German VAT (19%)**

### The above price covers the following:

- Admission to the seminar
- Hand-out documents
- Seminar certificate, if seminar fully attended
- Soft drinks and coffee/tea on both event days
- Lunch on both event days

Upon request you can receive a **digital version** of the seminar documents after the event for **60,- Euro excl. German VAT (19%)** in addition to the seminar.

### BOOKING

E-mail: [booking@euroacad.eu](mailto:booking@euroacad.eu)

Phone: +49 (0)30 80 20 80 230

Fax: +49 (0)30 80 20 80 250

For online booking please visit  
our website: [www.euroacad.eu](http://www.euroacad.eu)

### Contact

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(Programme is subject to alterations)

### Event Location

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Karl-Liebknecht-Straße 32

D- 10178 Berlin

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Fax : +49 (0)30 301 0411 759

Email: [reservierung.alexanderplatz@ramada.de](mailto:reservierung.alexanderplatz@ramada.de)

Please contact the hotel directly and refer to the "European Academy for Taxes, Economics & Law" if you wish to benefit from a limited number of available rooms. Of course you can always look for an alternative hotel accommodation.



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at Potsdamer Platz

Entrance: Leipziger Platz 9

10117 Berlin / Germany

**BOOKING****BOOKING NUMBER: S-1015 (KB)****11<sup>th</sup> – 12<sup>th</sup> JUNE 2015, BERLIN**

Herewith we register the following persons for the Seminar: "Building Local and Regional Cooperation for Innovation".

**Delegate 1**  Ms.  Mr.

First name \_\_\_\_\_ Last name \_\_\_\_\_

Your organisation \_\_\_\_\_

Phone \_\_\_\_\_

Department \_\_\_\_\_

Fax \_\_\_\_\_

Unit \_\_\_\_\_

E-mail \_\_\_\_\_

Job position \_\_\_\_\_

Street \_\_\_\_\_

Postcode / City \_\_\_\_\_

Country \_\_\_\_\_



# Terms & Conditions for Conferences, Seminars and other Training Courses

## 1. Area of Application

The following terms and conditions settle the contractual relationship between conference participants and the European Academy for Taxes, Economics & Law Brauner Klinenberg GmbH [referred to as "European Academy for Taxes, Economics & Law" in the following]. Differing terms and conditions, as well as, other settlements and/or regulations have no validity.

## 2. Registration / Confirmation of Application

A registration can be made via internet, mail, fax, or email. The registration is considered granted and legally binding if not rejected by the European Academy for Taxes, Economics & Law in writing within seven (7) days after receipt of registration. The registration will be supplemented by a booking confirmation via email. Partial bookings are only valid for seminars designed in modules.

## 3. Service

The course fee covers the fee per participant and course in € net, subject to current German VAT. It includes training course documents as per course description, a lunch meal/snack and refreshments during breaks, as well as, a participation certificate.

The European Academy for Taxes, Economics & Law has the right to change speakers/instructors and to modify the course program if and where necessary while maintaining the overall nature of the course. All registered participants will be notified in case of a course cancellation due to force majeure, due to speakers' preventions, due to troubles at the chosen location or due to a low registration rate. Course cancellation notification due to a low registration rate is issued no later than two (2) weeks before the course date. Course fees are reimbursed in the cases listed above; however, reimbursement for travel expenses or work absenteeism is only granted in cases of intention or gross negligence by the European Academy for Taxes, Economics & Law. Any reimbursement of travel expenses are to be considered as an exceptional goodwill gesture and form no future general obligation. In case of disturbances and/or interruptions, the European Academy for Taxes, Economics & Law commits itself to solve or limit any problems that might occur in order to maintain and continue the course as planned.

## 4. Payment Date and Payment, Default of Payment

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Cancellations need to be issued in writing. Cancellation by the participant will be subject to cancellation charges as follows:

- 30 days or more prior to commencement of the course: service charge of 80,00 € net, subject to current German VAT, payable immediately, course fee will be reimbursed,
- two (2) weeks to 30 days prior to commencement of the course: 50% of course fee net, subject to current German VAT, payable immediately,
- non-attendance or cancellation less than two (2) weeks prior to commencement of the course: 100% of course fee net, subject to current Germany VAT, payable immediately

The European Academy for Taxes, Economics & Law gladly accepts without additional costs a substitute participant nominated in case of a cancellation if the substitute participant is registered at least three (3) days prior to the commencement of the course. Neither cancellation of a specific module/part of the course or substitution per module/per day is possible.

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