

European initiatives for knowledge valorisation: Industry-academia co-creation

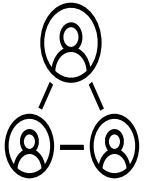
Interreg Workshop on University-Industry
Collaboration, Bilbao, 7 November 2024

IIRO EEROLA

Unit E2 - Valorisation policies and IPR
Directorate E - Prosperity
DG Research & Innovation
European Commission

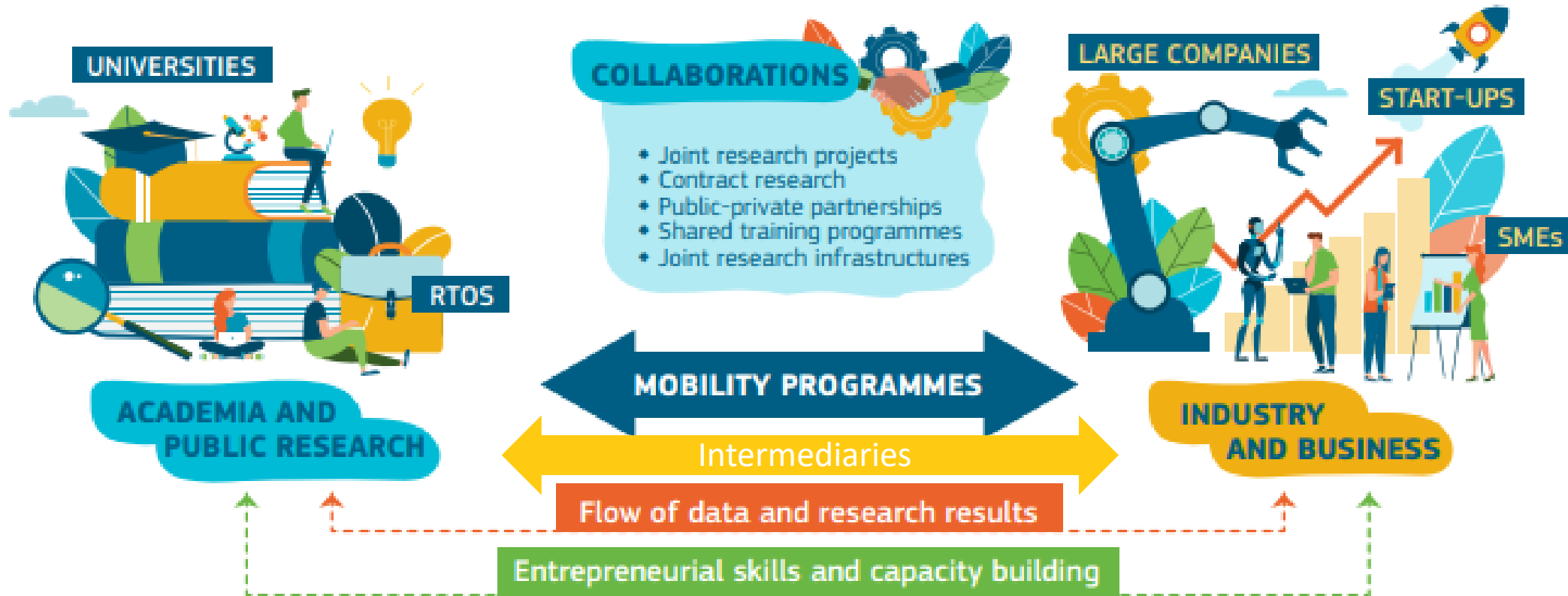
Definition

Knowledge valorisation



- the process of **creating social and economic value from knowledge** by
- **linking different areas and sectors** and by
- **transforming data, know-how and research results into sustainable products, services, solutions and knowledge-based policies that benefit society.**

Industry-academia collaboration is a key channel for knowledge valorisation



Need for interactive models of collaboration, digital platforms and co-creation models matching the supply and demand for innovation

ERA Action 7: Upgrade EU guidance for better knowledge valorisation

Guiding principles for knowledge valorisation

Council Recommendation (2 December 2022)

Code of practice on the management of intellectual assets for knowledge valorisation

Code of practice on standardisation for knowledge valorisation

Code of practice on industry-academia co-creation for knowledge valorisation

Code of practice on citizen engagement for knowledge valorisation



Commission Recommendations (1 March 2023)



Commission Recommendations (1 March 2024)



Code of practice on industry-academia co-creation

Recommendations:

Creating an enabling environment for industry-academia co-creation

- Strategy
- Awareness raising
- Incentives
- Skills development and lifelong learning
- Networking, communication and relationship-building

Managing industry-academia co-creation for effective knowledge valorisation

- Joint industry-academia partnership framework
- Role of intermediaries
- Valorisation of co-creation outcomes
- Joint infrastructures and co-creation facilities
- Assessing outcomes, value created and impact



©Studio Romantic_#526949638_2022_AdobeStock

Other knowledge valorisation activities

Awareness raising campaign

[Tour of capitals](#)

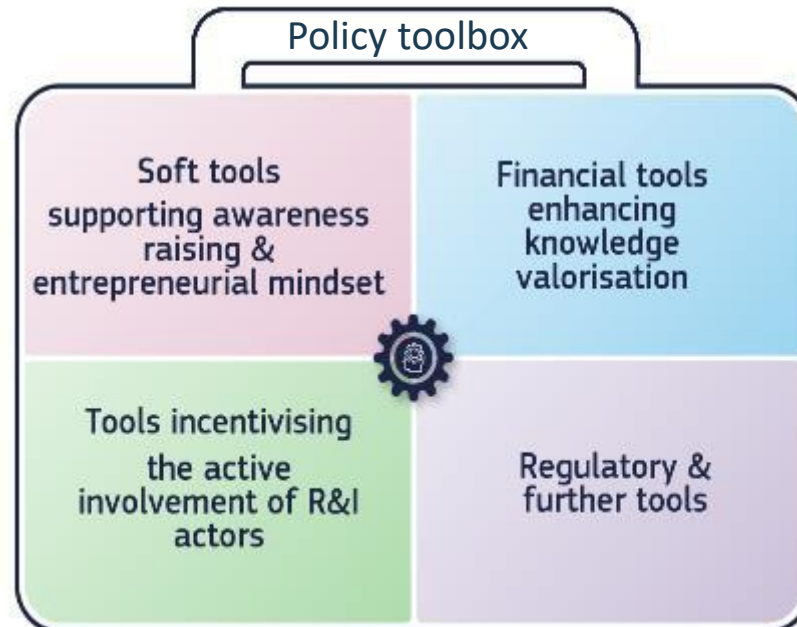
(12 events since April 2023)

Stakeholder event in Brussels on 10 December 2024



Mutual Learning Exercise Knowledge Valorisation

18 countries involved – [Final report published spring 2024](#)



AI and other digital techs: a revolution in knowledge valorisation? 27 June 2024 [Link](#)

Research in Action - how to define, measure and communicate the societal impact of your work? 24 September 2024 [Link](#)

What it takes: successful models for academia-industry knowledge valorisation 19 November 2024 [Link](#)

Get inspired by best practices

IP and intellectual assets strategies



[National intellectual property rights strategy of Finland](#)

[ScoutinScience: AI-based tech transfer scouting](#)

[Build and Manage an IP Portfolio: Identifying and Evaluating Commercial Potential of Portuguese Higher Education Institutions' Assets](#)

Standardisation



[Standardisation supporting the dissemination of healthcare solutions for older persons](#)

[How standardisation helps applying innovative research results to reduce the numbers of diagnostic errors in healthcare](#)

Citizen engagement



[Voluntary integration of residences in energy markets](#)

[How participatory workshops can contribute to generating social licences and policy guidelines](#)

[Citizens' jury on responsible smart mobility](#)

Industry academia co-creation



[Knowledge Valorisation through Industry Collaboration – Collaborative Laboratories \(CoLABs\)](#)

[ODIN an open innovation in science platform](#)

[Photonics Center - Collaboration for Business and Research](#)

[Regional Innovation Matchmaking Platform – RIMAP](#)

[CTA Public-private partnership promoting R&D and technology transfer between industry and academia](#)

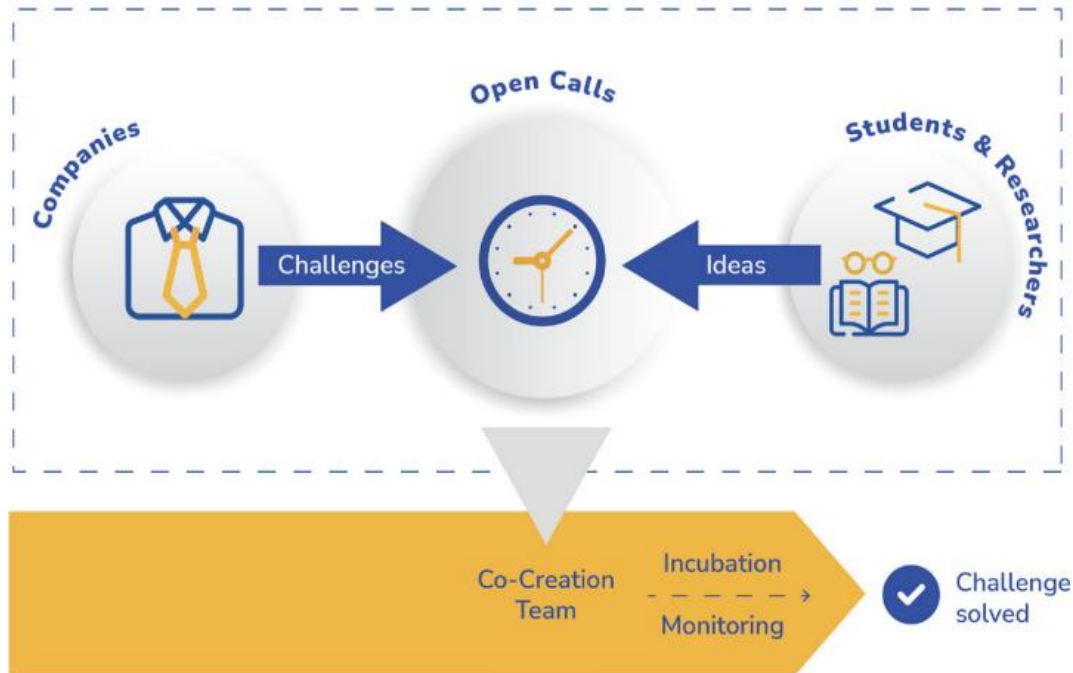


Knowledge
Valorisation
Platform

Speak at the EU Knowledge Valorisation Talks 2025:
Submit your best practice: Deadline: 9 December 2024

Develop and validate a state-of-the-art, industry-academia collaboration mechanism for quick, challenge-driven, human-centred co-creation.

- Focus on **industrial R&I and business challenges**, with special attention to **SMEs**,
- Support at least **300 international co-creation teams** of students, researchers and company staff to develop solutions to the challenges



Objective

To create, pilot and validate Communities of Expert Facilitators to improve co-creation processes in Europe, with a focus on personalised training, networking and hands-on learning.



Impact

Connect **2,000+** Expert Facilitators (EFs), representing **150** Higher Education Institutions (HOIs) and Research and Technology Organisations (RTOs), **80** companies / Small and Medium-sized Enterprise (SMEs), and **50** public organisations, all of them from **18** different Member States (MSs) and at least **8** Widening and Associated Countries.

Further information

- [Knowledge valorisation platform](#)
- [Guiding Principles for Knowledge Valorisation implementing Codes of Practice \(europa.eu\)](#)
- [Code of practice on the management of intellectual assets for knowledge valorisation](#)
- [Code of practice on standardisation in the European Research Area](#)
- [Code of practice on industry-academia co-creation for knowledge valorisation](#)
- [Code of practice on citizen-engagement](#)
- [Council conclusions : Strengthening knowledge valorisation as a tool for a resilient and competitive industry and for strategic autonomy in an open economy in Europe](#)
- [Mutual learning exercise on knowledge valorisation](#)

