

**The role of intermediaries  
for research valorisation:  
The Research Valorisation  
Programme 2.0  
in North-East Romania**



# Factors Preventing the Dissemination of Innovation



- The R&D system is underfunded
- The Romanian legislative framework is characterised by excessive bureaucracy, though financing of the business environment is considered by all programs with national and European funding
- The majority of companies in Romania does not have a form of intellectual property protection
- Romania has a number of intellectual property (IP) regulations with several contradictions
- The Romanian labour market is disrupted by socio-demographic problems
- There are problems within the vocational education and training systems
- Low innovation culture
- Structural economic/market factors
- Romania has a low presence in the European Research Area (ERA)
- R&D infrastructure records a low degree of use

# Technical Assistance Program (TA)

- ❑ The **Technical Assistance Program (TA)**, run by the North-East Regional Development Agency with the support of the World Bank Group in Romania, in the North-East Region, is a consequence of the **„Lagging Regions” Initiative**.
  - The **objective of this initiative** was to examine the factors that hold back growth and investment in catching-up regions, to offer recommendations on how to unlock their growth potential, and to provide assistance in doing so.

The **overall objective of the TA Program** is to **increase the innovation capacity** by developing and testing, three assistance programs (RVP, TTIBP and SCRP) implemented in the North-East and North-West regions and a national program (PoCP), including monitoring and evaluation mechanisms.

- ❑ The implementation of the TA program - **3 principles**:
  - **Demonstrating commercialization results**. Stakeholders in both regions aspire to demonstrate a commercialization “win” by the end of the engagement.
  - **Stakeholder capacity building**. The objective of the TA is to ensure that local capacity exists among local stakeholders to implement the RVP, TTIBP and SCRP at scale once the support program is completed.
  - **Agile implementation**. This implies the adoption of simplified procedures to be continually adapted during the pilots and then codified into guidelines/procedures based on the lessons learned from the pilot programs.

# Research Valorization Program 1.0

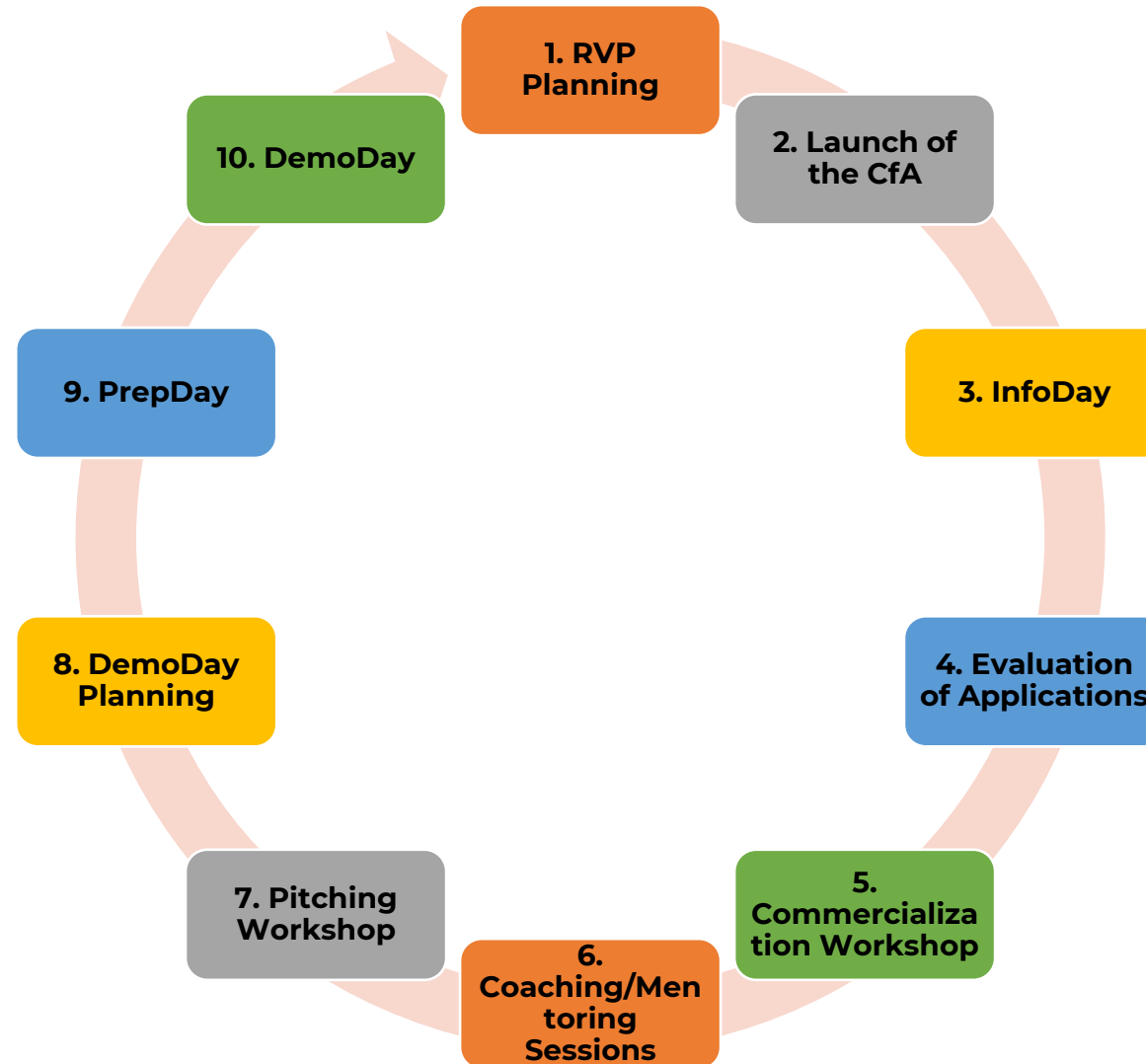
- Research from the “RIS3 Support for Lagging Regions” initiative showed that **the NE and NW regions have underexploited research and innovation potential, due to impediments on both the supply and demand sides.**
  - The low level of technology readiness of the research pipeline
  - A lack of clear understanding of legal options for the commercialization of research
  - The limited understanding of the application of state aid regulations for the commercial use of public research infrastructure
  - Limited knowledge and capacity of intermediaries to perform their technology transfer functions

The **objective of the RVP** is to **directly and indirectly support the commercialization of research projects.**

The RVP activities to be carried out under the TA Program support, selected high-potential research teams, to improve the technological and market readiness of their projects, to identify potential markets, and to improve their understanding of IPRs.

- **RVP 1.0 tested the methodology and identified the best possible approach.** The WBG team led the engagement, with the program focusing on a smaller set of potential beneficiaries (5 supported projects).
- **RVP 2.0 leveraged the lessons learned from RVP 1.0** and has two defining features (7 supported projects):
  - (i) increased coordinating role for RDAs (with international experts playing a supporting role);
  - (ii) participation extended to research teams from a wider set of selected universities in the NE region.

# RVP 2.0 in 10 Steps



## RVP 2.0: Conclusions

- ❑ No other/better alternative on the market at the moment at regional and national level for research teams;
- ❑ All project team members, partners and participating research teams unanimously support the possibility of a future RVP 3.0 roll-out, as they consider the program to be the best way to bridge the connection between the academic and business environments;
- ❑ Aspects to be considered for future RVPs:
  - more 1/1 sessions between the project teams and potential clients or representatives of companies in the field of the proposed technology;
  - more IPR info sessions & workshops;
  - the creation of connections with foreign universities;
  - the remuneration of teams during the implementation of the program;
  - awarding more benefits to teams that successfully graduated RVP.

# Regional Operational Programme North-East 2021-2027

## Priority 1 – A more competitive, more innovative region

- Financial instruments for mid-cap companies
- RDI projects in collaboration with the private sector
- RDI projects and investments in SMEs
- Innovation vouchers
- Proof of Concept
- Seal of Excellence
- Innovative development of clusters
- Modernization of micro-enterprises
- Sustainable growth of SMEs
- Financial instruments for SMEs
- MVP - start-ups and spin-offs
- Vinnovate
- Competencies for smart specialization
- Valorization of research results - RVP 3.0



Financial allocation:  
420.07 mil euros

It supports research, innovation and the adoption of advanced technologies, boosts the growth and competitiveness of SMEs, supports the development of skills for smart specialization, industrial transition and entrepreneurship

#### Results:

- 1546 supported enterprises,
- 351 SMEs introducing product or process innovations,
- 37 researchers working in supported organizations,
- 80 start-ups supported.

# Regional Operational Programme North-East 2021-2027

Home page > Priority 1 > A new category has been created in the register: Valorization of research results - RVP 3.0

## Valorization of research results – RVP 3.0

- Financial instruments for mid-cap companies >
- RDI projects in collaboration with the private sector >
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- MVP - start-ups and spin-offs >
- Innovate >
- Competencies for smart specialization >
- Valorization of research results - RVP 3.0 >



Call status: upcoming

Financial allocation: 875 thousand euros

R5O 14. Developing skills for smart specialisation, industrial transition and entrepreneurship.

Support program for the valorization of research results – RVP 3.0

Supporting research teams from public universities in the region to identify research results with market potential and develop their commercialization strategies

**What is funded:**

consulting services (mentoring and coaching) and training programs (entrepreneurship, IPR management, marketing, etc.) customized to the needs of research teams from public universities in the region, to identify research results with market potential and develop their marketing strategies.

**Eligible beneficiaries:** universities, public or private training and consulting service providers



**World Bank Technical Assistance Programs – Structured Research Contract Program**  
(Leverage the existing human and physical infrastructure to increase research services provided to firms)

**LabELMAG The Laboratory for Innovative Materials Electromagnetic Study**

<https://labelmag.tuiasi.ro/>

**CEMEX Advanced Center for Research & Development in Experimental Medicine**

<http://www.cemex.umfiasi.ro/>

OBJECTIVE



**SCRP** is leveraging the potential of existing human and physical infrastructure to provide research services to firms and other organizations

BENEFICIARIES



Public research organizations (PRO): Labs/departments of universities, research institutes with research infrastructure (RI), firms accessing the research infrastructures

EXPECTED RESULTS



Consulting activities conducted; Private sector outreach strategy available; Better capacity to monitor and report the use of research infrastructure to EU grantors; New templates for research contracts; Business offering of the PROs


IMPLEMENTATION ARRANGEMENT



1. Support to review the legal and institutional framework: **State Aid Note**
2. Pilot the **reporting methodology** for economic activities in line with the State Aid rules & procedures.
3. Contract facilitation (Development of commercial offer for selected labs; Support the online marketing efforts.)

# Intellectual Property Workshops



 North-East RDA organized workshops on IP in collaboration with **OSIM** and **EUIPO**

① Detailed information on the application process for obtaining industrial property rights at the national level (OSIM, November 2021)

- ✓ *Trademarks and geographical indications*
- ✓ *Patents of invention*
- ✓ *Drawings and models*

 112 participants

② Registration of an Intellectual Property Right at the European level (EUIPO, august 2021)

- ✓ *The benefits of protecting Intellectual Property rights*
- ✓ *Procedure for registering trademarks and designs at the EUIPO*
- ✓ *SMEs Fund*

 67 participants

OSIM- State Office for Inventions and Trademarks  
EUIPO- European Union Intellectual Property Office

## TERRITORIA

### Territorial Responsible Research and Innovation ThROugh the Involvement of Local R&I Actors

Project Information

**TeRRitoria**  
 Grant agreement ID: 824565

DOI  
 10.3030/824565

Closed project

Start date: 1 February 2019      End date: 28 February 2022

Funded under  
 Integrate society in science and innovation issues, policies and activities in order to integrate citizens' interests and values and to increase the quality, relevance, social acceptability and sustainability of research and innovation outcomes in various fields of activity from social innovation to areas such as biotechnology and nanotechnology

Total cost  
 € 1 999 833,75

EU contribution  
 € 1 999 833,75

Coordinated by  
 FONDATION EUROPEENNE DE LA SCIENCE  
 France

The **TeRRitoria** vision is to tackle a **double challenge**:

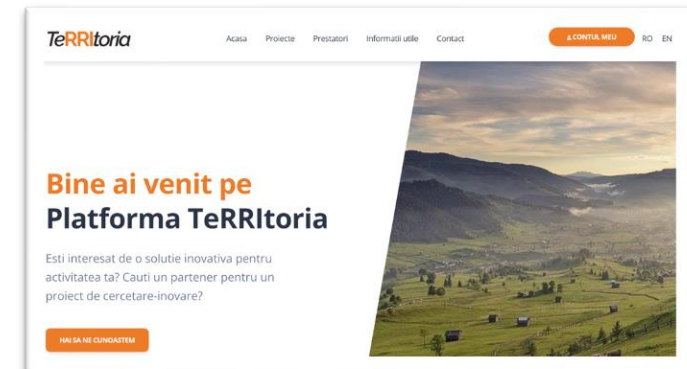
- ❑ to bring RRI at the forefront of the debate for developing local and regional R&I capacities;
- ❑ to use RRI as a springboard for broadening the number of stakeholders involved in the process for enhancing the regional research and innovation strategies under the framework of S3.

The **overall objective of the project** is to experiment with the adoption of Responsible Research and Innovation (RRI) approach in European regional and territorial R&I systems.

TeRRitoria is based on **the idea that RRI approaches, policies and practices, developed so far, at the level of research institutions, may be adapted to that of regional and territorial governance**. Thus the project will contribute to developing what can be called “Territorial RRI” by developing a set of transformative experiments in 5 European selected territories – 4 regions and 1 municipality

The **key objectives** are:

- ❑ to introduce concrete and measurable changes in the R&I systems of the 5 above mentioned territories, so as to make them more inclusive;
- ❑ to introduce concrete and measurable institutional changes in the territorial organisations involved in the project, so that RRI becomes an embedded element of their planning process;
- ❑ to develop a better understanding of how RRI can be adapted at the territorial level and finally to contribute to the enhancement of the Smart Specialisation Strategy process through exploring synergies with RRI.



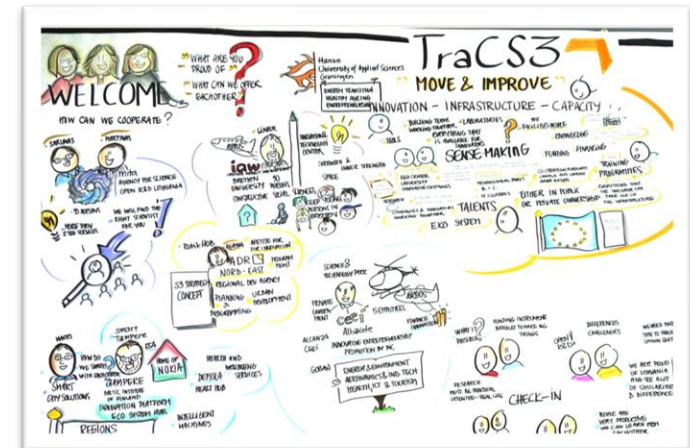
## TraCS3

# Fostering Transnational Collaboration in S3 key priority areas through the improvement of Regional Innovation Eco-systems

- ❑ Submitted for the 3<sup>rd</sup> Interreg Europe programme call (Deadline: the 30th of June 2017)
- ❑ Project duration: 5 years (Phase I - 3 years: 6 Semesters and Phase II - 2 years: 4 Semesters)
- ❑ Project budget: approx. 2 M Euro (Partners' contribution 15%) budget per partner approx. 180-200 K Euro (+15% own contribution)
- ❑ The project overall **objective** is was to improve regional policies in support of innovation infrastructure (e.g. incubators, technology information centres, research centres), in S3 key priority sectors with strong innovation potential, addressing the societal challenges and enhancing interregional cooperation within and between emerging and expanding innovation eco-systems.

### Project approach:

- ❑ Identification of good practices and new methodologies for improving regional innovation eco-systems in relation to the scope of the project
- ❑ Mapping of regional innovation eco-systems with a special attention to: innovation infrastructure, innovation capacities, regional innovation policies related to interregional and transnational cooperation.
- ❑ Gap analysis of regional innovation eco-systems related to innovation infrastructure and identification how the interregional and transnational cooperation can help to fill in the gap.



# Thank you!

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