MAKING RESEARCH RESULTS WORK FOR SOCIETY
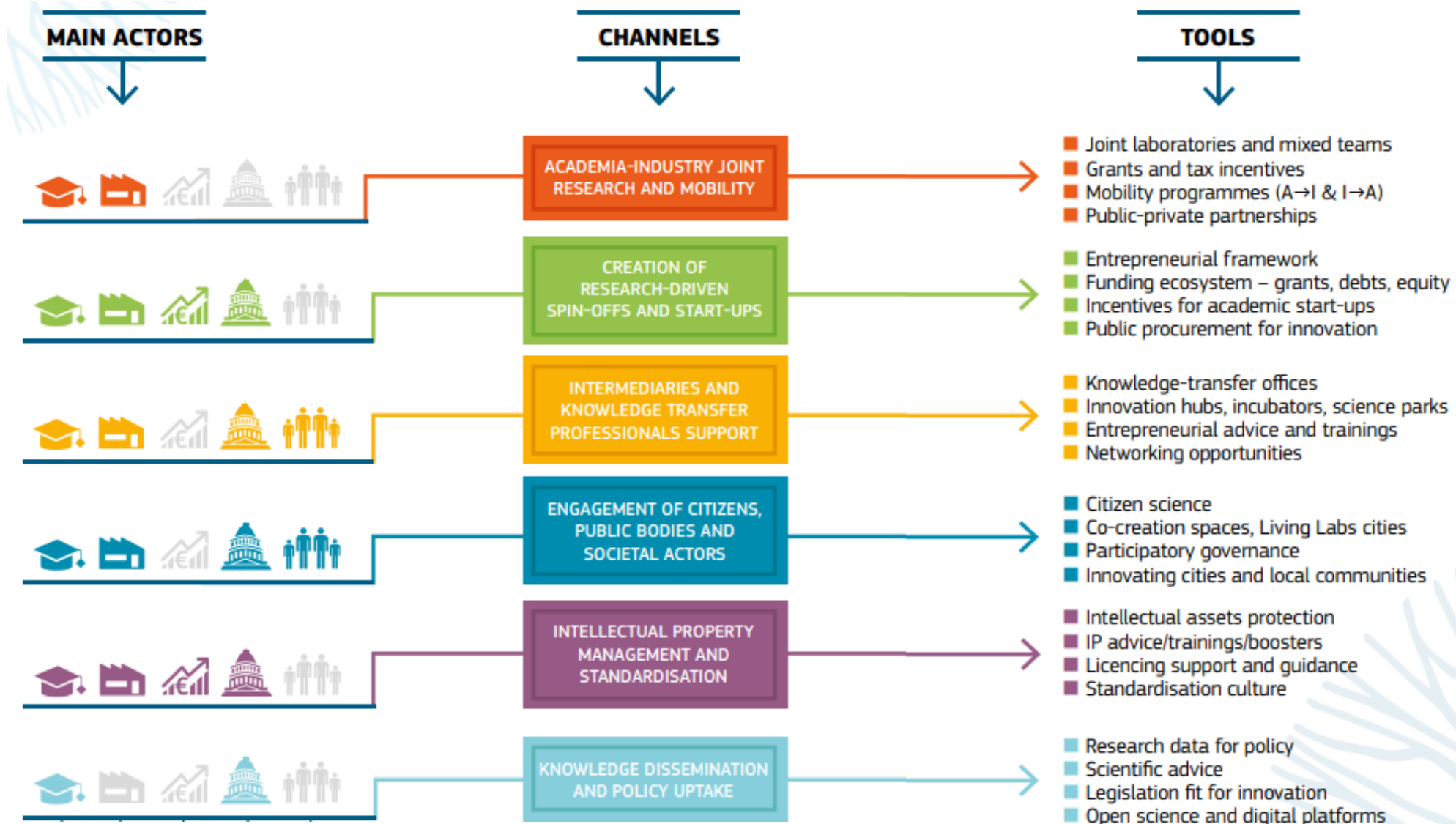
Commission Recommendation on Code of practice on standardisation

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European Commission

Research and Innovation

Knowledge valorisation:
Mapping of actors, channels, and tools

MAIN ACTORS

CHANNELS

TOOLS

ACADEMIA-INDUSTRY JOINT RESEARCH AND MOBILITY
- Joint laboratories and mixed teams
- Grants and tax incentives
- Mobility programmes (A→I & I→A)
- Public-private partnerships

CREATION OF RESEARCH-DRIVEN SPIN-OFFS AND START-UPS
- Entrepreneurial framework
- Funding ecosystem – grants, debts, equity
- Incentives for academic start-ups
- Public procurement for innovation

INTERMEDIARIES AND KNOWLEDGE TRANSFER PROFESSIONALS SUPPORT
- Knowledge-transfer offices
- Innovation hubs, incubators, science parks
- Entrepreneurial advice and trainings
- Networking opportunities

ENGAGEMENT OF CITIZENS, PUBLIC BODIES AND SOCIETAL ACTORS
- Citizen science
- Co-creation spaces, Living Labs cities
- Participatory governance
- Innovating cities and local communities

INTELLECTUAL PROPERTY MANAGEMENT AND STANDARDISATION
- Intellectual assets protection
- IP advice/trainings/boosters
- Licencing support and guidance
- Standardisation culture

KNOWLEDGE DISSEMINATION AND POLICY UPTAKE
- Research data for policy
- Scientific advice
- Legislation fit for innovation
- Open science and digital platforms

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European Research Area Action 7: Upgrade EU guidance for a better knowledge valorisation

Guiding principles for knowledge valorisation

provide a common reference to improve knowledge valorisation in the EU

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

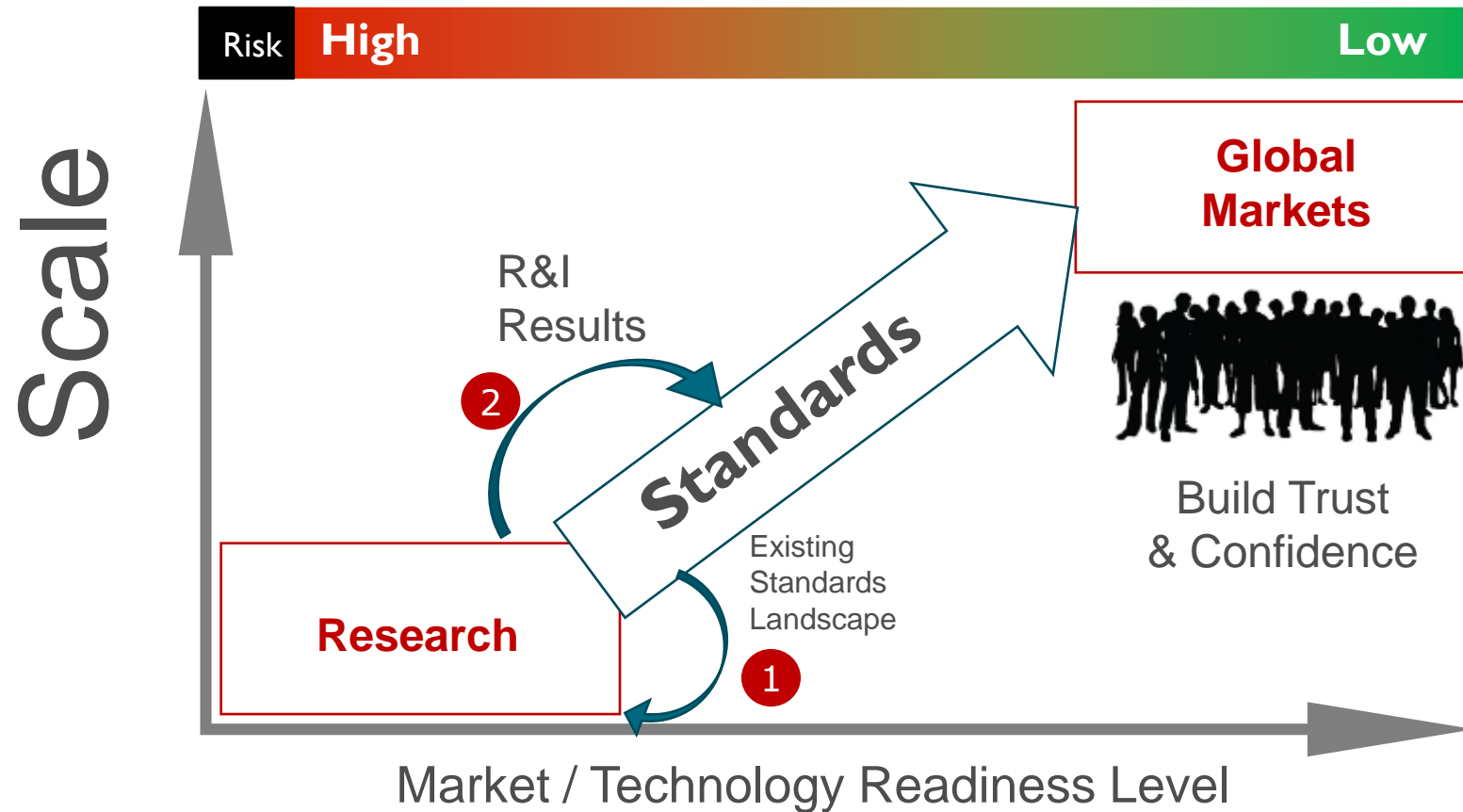Code of practice on
standardisation for
knowledge valorisation

Why Integrate Standards, Research & Innovation
Bridge the Innovation Gap for Impact at Global Scale

Risk | **High** ... **Low**

Scale

R&I Results

Standards

Global Markets

Build Trust & Confidence

Research

Existing Standards Landscape

2

1

Market / Technology Readiness Level

Standards De-risk & Accelerate Technology-Product-Service Development, Adoption & Scaling

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Definition of standard

technical specification

for **voluntary** application

adopted by a **recognised standardisation body**

used as a **rule**, **guideline** or **definition**

for a repeatable way of doing something

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Standardisation Strategy – the key actions

No alignment with political priorities

- Enhance Annual WP to reflect standardisation urgencies
- High-Level Forum to assist in priorisation
- Review of all harmonised European standards against contribution to zero-emission economy and Europe's Digital Decade
- EU excellence hub and Chief Standardisation Officer

Good governance concerns

- Proposal for amendment → introducing good governance principles for ESOs
- Call to ESOs to modernise their governance
- Announce the Evaluation of Regulation 1025/2012
- MS peer review process on SME-friendly conditions

Geopolitics of standards

- Coordination of EU MS/NSB positions
- International standards for a free, open and secure global internet
- EU funding (Horizon, NICI), pilots in African countries and EU Neighbourhood
- Continuation of concerted actions with like-minded partners (TTC, Japan)

Unexploited potential of pre-normative work

- Code of Practice for researchers
- Standardisation Booster

Lack of experts

- Targeted actions on education and skills:
  - Horizon Europe/COST
  - EU Academy Platform/e-learning material
  - Standardisation University Days

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Objectives, development and content of the code

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Objective of the code of practice on standardisation

Supporting our stakeholders to valorise their R&I results through standardisation by

- Contributing to the synchronisation and systemic integration of R&I and standardisation

- Providing guidance to researchers and innovators

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Recommendations addressed at 3 main stakeholder groups

Based on the lessons learnt and success factors from examples of Horizon 2020 projects

| Higher education institutions and research & innovation organisations | Project partners | Policy and stakeholders |

Inclusiveness – all types of projects with a wide range of TRLs

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Higher education institutions and research and innovation organisations

- Developing a standardisation policy, self-standing or as part of an IP or research results valorisation policy

- Considering standardisation activities in the career development plans

- Providing for education and training on standardisation

- Making Technology Transfer Offices fit for standardisation

- Developing an indicator and evaluation system

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Project partners

- Analyses of the landscape

- Common understanding and strategic position on standardisation

- Involving partners with expertise in making standardisation a tangible part of the project

- Investing in stakeholder engagement

- Realistic outputs, outcomes and impacts and combined qualitative and quantitative reporting

- Ensuring sustainability beyond the project duration

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Policy and stakeholders

- Promoting by Members States standardisation as means of knowledge valorisation

- Examining by Member States the standardisation needs of startups and SMEs in R&I projects i

- Standards Development Organisation to develop their service portfolios to align with R&I activities

- Use by Member States national support in relation to standardisation as a R&I valorisation tool

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Standardisation examples

Standardisation supporting the dissemination of healthcare solutions for older persons

Standardisation aspects were given great attention in the project REACH2020 (Responsive Engagement of the Elderly Promoting Activity and Customized Healthcare) with the aim to enhance the uptake and dissemination of the developed technical 'tools' that

Read more

How standardisation helps applying innovative research results to reduce the numbers of diagnostic errors in healthcare

The goal of the Horizon 2020 project SPIDIA4P (Standardisation of generic Pre-analytical Procedures for In vitro Diagnostics for Personalised Medicine) was the improvement of the global healthcare systems by driving the standardisation of pre-analytical

Read more

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More information

- Find out more information about the Code of practice:

  - [Guiding Principles for Knowledge Valorisation implementing Codes of Practice (europa.eu)](europa.eu)

  - [Commission adopts Recommendations on codes of practice for the management of intellectual asset and standardisation (europa.eu)](europa.eu)

  - [Factsheet: Code of practice on standardisation in the European Research Area - Publications Office of the EU (europa.eu)](europa.eu)

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Further initiatives on standardisation

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Standardisation **Booster**

European Standardisation Panel Survey

- Understanding **current activities and future trends of companies regarding R&I based standardization**

- **Complementary to the Code of practice** to understand industry's demand for standards

- Survey **launched on 14 October**
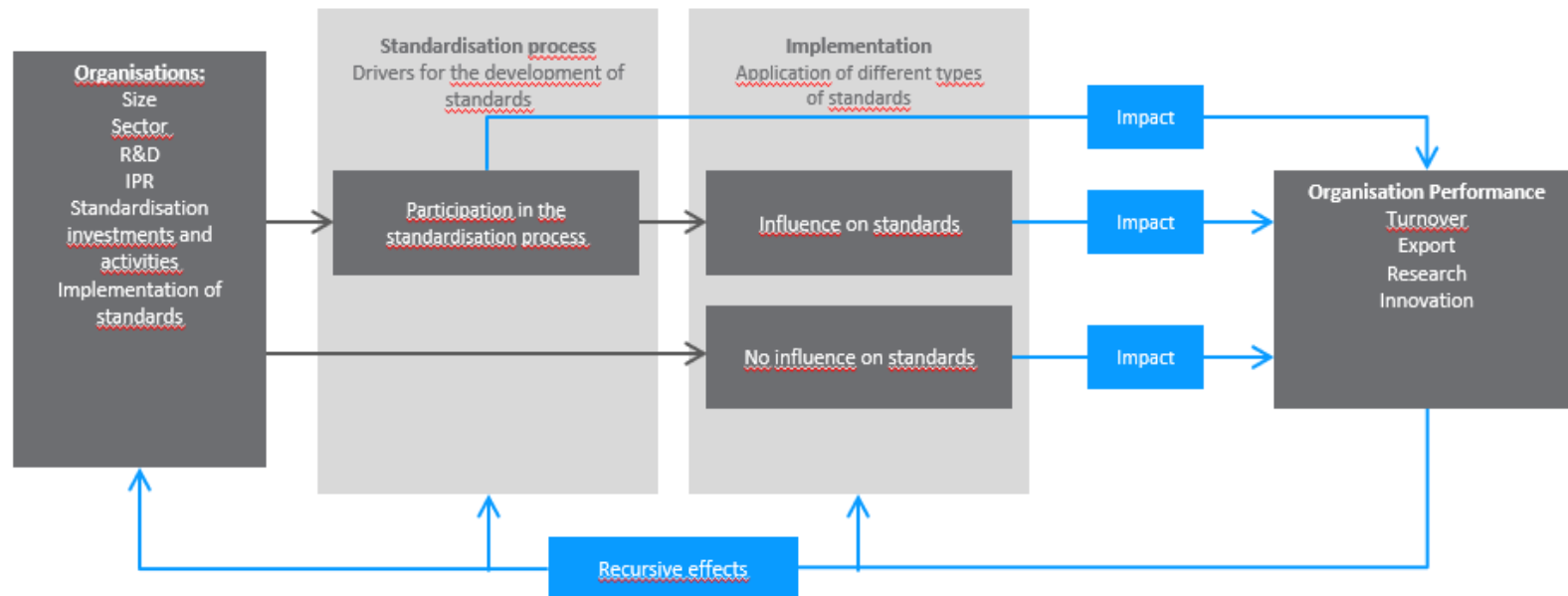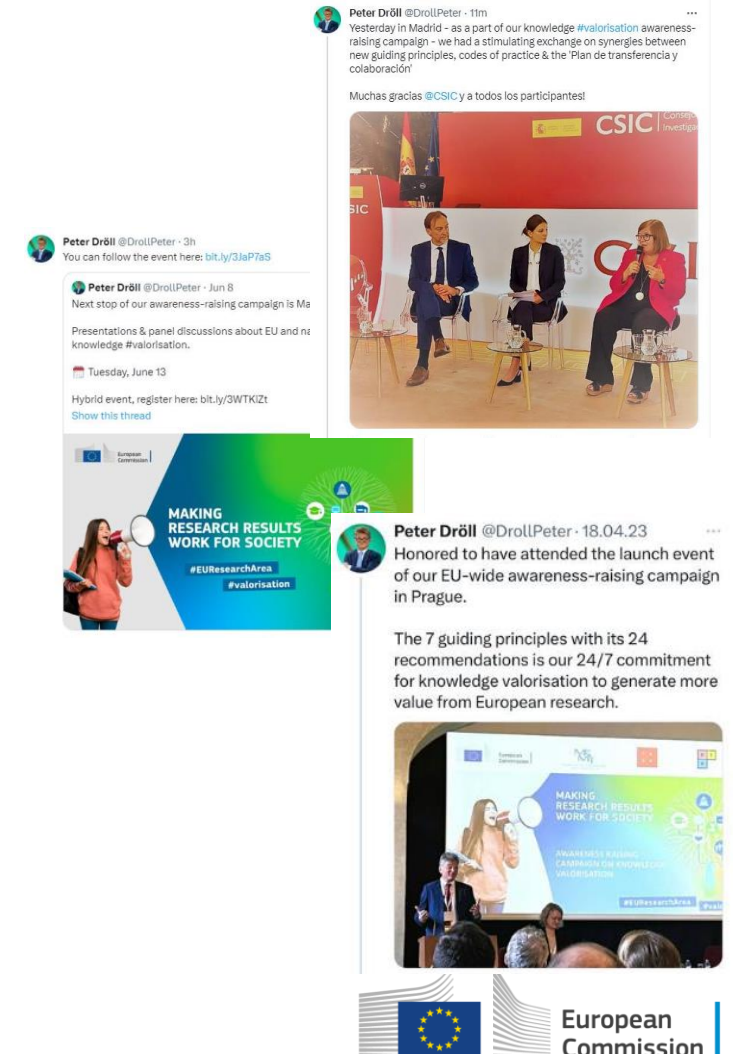
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Activities supporting the implementation of knowledge valorisation

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Awareness raising campaign

- **Launched on 18 April 2023 in Prague**

- **6 national events** (Czechia, Lithuania, Spain, Slovenia, Austria, Portugal)

    - **trainings provided by IP Helpdesk and CEN-CENELEC**

- **8 upcoming events in 2024**

Follow the road show: [Join the European Union campaign to boost knowledge valorisation (europa.eu)](europa.eu)

Awareness raising campaign – Conference in Brussels

- **Conference 'Making research results work for society'**

  - **631 participants**

  - **6 sessions** including a panel discussion on the code of practice on intellectual assets management and a session on standardisation

  - CEN-CENELEC Award for Standards&Innovation Ceremony

  - Bottom-up approach, inspiring others by sharing ideas, best practices and discussing challenges and hot to overcome them

  - **Recordings will be published** on the Knowledge Valorisation Platform

Mutual Learning Exercise

Knowledge Valorisation - Focus on skills, intersectoral cooperation and incentive systems

18 participating countries

Austria 🇦🇹 Belgium 🇧🇪 Bulgaria 🇧🇬 Croatia 🇭🇷 Estonia 🇪🇪

Latvia 🇱🇻 Malta 🇲🇹 Moldova 🇲🇩 Norway 🇳🇴 Poland 🇵🇱

Finland 🇫🇮 Greece 🇬🇷 Hungary 🇭🇺 Ireland 🇮🇪

Romania 🇷🇴 Slovenia 🇸🇮 Sweden 🇸🇪 Spain 🇪🇸

Topics:

- '**Incentives and skills**'
  a) Policy and legal context, governance and funding (Madrid, 24/25 Jan. 2024)
  b) Research talent (Vienna, 19/20 June 2023)

- '**Intermediaries**' (Stockholm, 20/21 Sept. 2023)

- '**Networks and Processes**' (Helsinki, 23/24 Nov. 2023)

- '**Intellectual Assets Management**' (cross-cutting)

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EU Knowledge Valorisation Platform
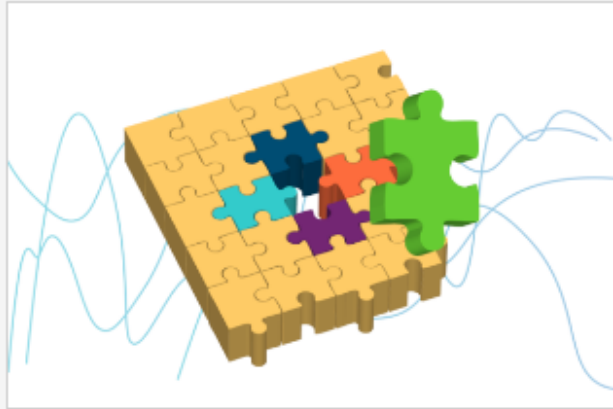
Best practices

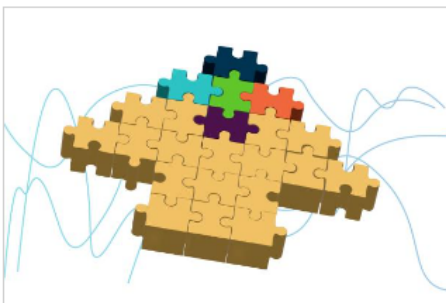Get inspired by policies and practices of other valorisation actors and share your own example
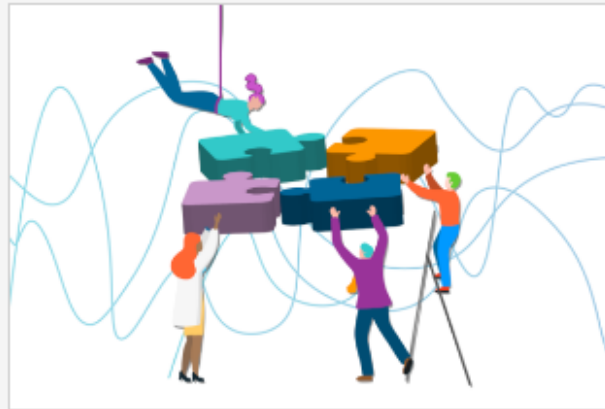
Engagement

Follow the community of practice on smart management of intellectual assets

Thematic focus

Read about latest developments and interesting aspects of EU knowledge valorisation

Guidance

Learn all about the brand-new EU Guiding Principles for Knowledge Valorisation that engage all actors in the research and innovation eco-system.

Visit the platform and submit your best practice:
Knowledge Valorisation Platform (europa.eu)

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New Codes of Practice

- Code of Practice on **Industry – Academia co-creation**

  - Creating an enabling environment for industry-academia co-creation

  - Effective knowledge valorisation in industry-academia co-creation

- Code of Practice on **Citizens engagement**

  - Managing citizens engagement and maximising Impact

  - Building an Enabling environment for citizens engagement to benefit society

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Thank you