

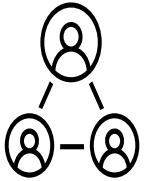
# Code of practice on industry-academia co-creation for knowledge valorisation

ERA\_FABRIC INTERREGIONAL POLICY WEBINAR  
16 January 2025

**IIRO EEROLA**

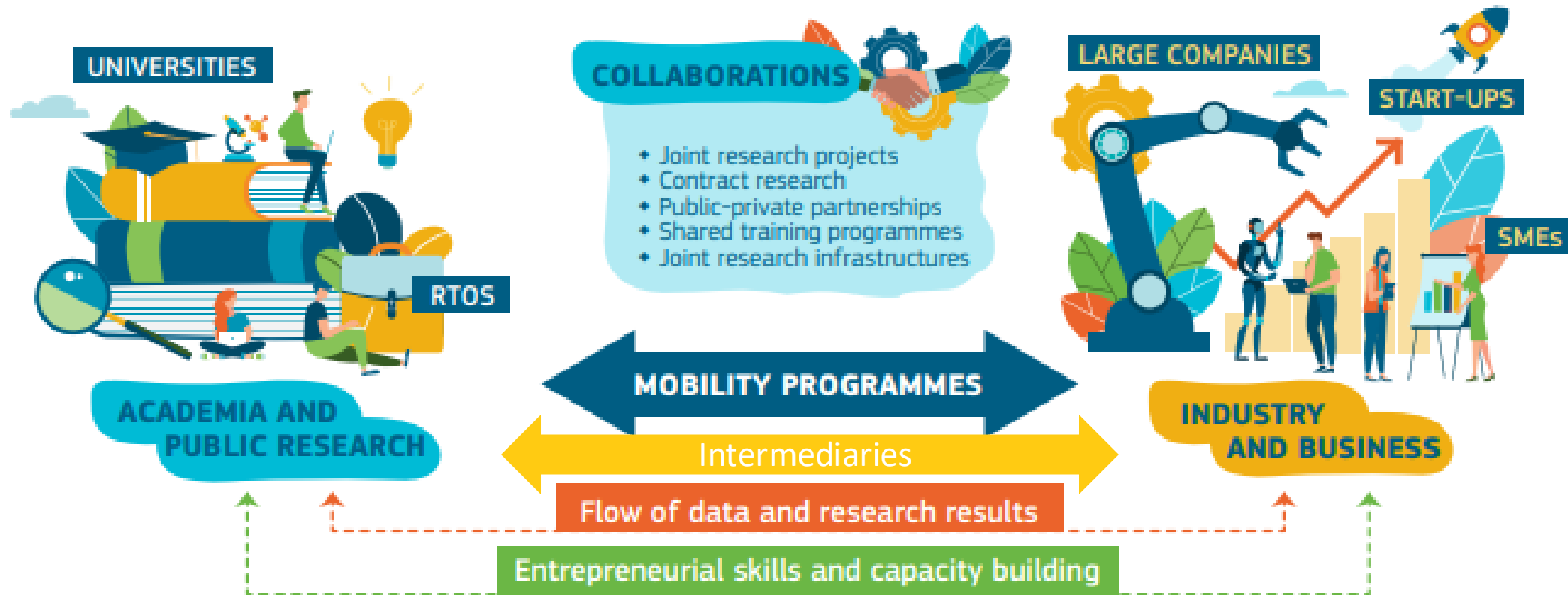
Unit E2 - Valorisation policies and IPR  
Directorate E - Prosperity  
DG Research & Innovation  
European Commission

## Knowledge valorisation



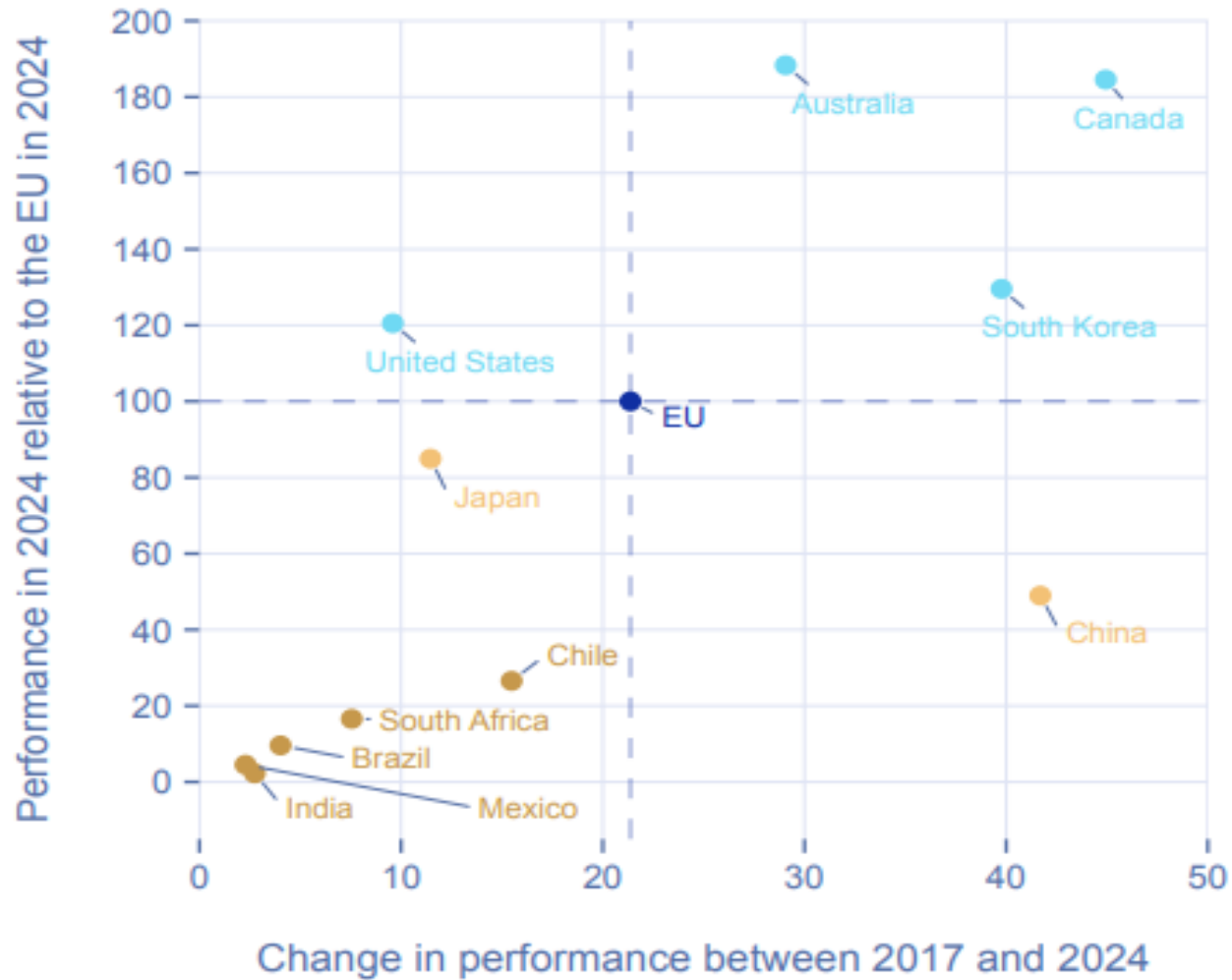
- the process of **creating social and economic value from knowledge** by
- **linking different areas and sectors** and by
- **transforming data, know-how and research results into sustainable products, services, solutions and knowledge-based policies that benefit society.**

# 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

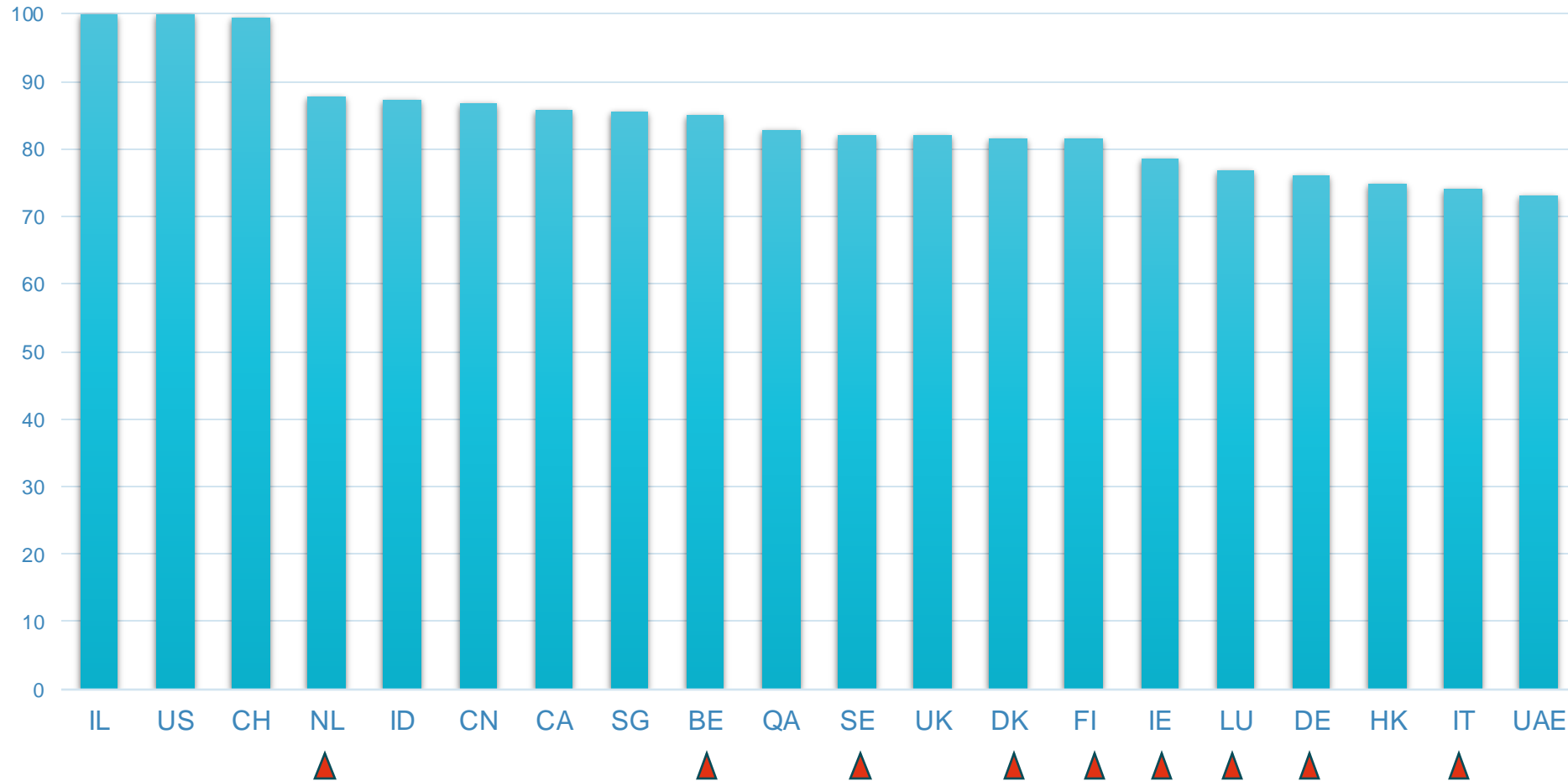
### 3.2.2 Public-private co-publications



European Innovation Scoreboard 2024

Source: Scopus

## TOP 20 Countries University-Industry R&D Collaboration



Global Innovation Index 2023

Source: World Economic Forum, Executive Opinion Survey 2022

## Draghi Report:

*“A lack of first-class higher education institutions in the EU and **weak interaction between universities and businesses** limit technology transfer, innovation capacity and ultimately economic growth.”*

*“The links between higher education and business are weak and researchers have few incentives to become entrepreneurs.”*

*“...only about one-third of the patented inventions registered by European universities or research institutions **are commercially exploited.**”*



## The future of European competitiveness

Part A | A competitiveness strategy for Europe

SEPTEMBER 2024



# ERA Action 7: Upgrade EU guidance for better knowledge valorisation

## Guiding principles for knowledge valorisation

Council Recommendation (1 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)



# Commission Recommendation (EU) 2024/774 on a Code of practice on industry-academia co-creation

## Objectives:

- Support **implementation** of the Council Recommendation on the Guiding principles for knowledge valorisation adopted on 2 December 2022.
- Provide concrete **recommendations** to facilitate industry-academia co-creation to improve knowledge valorisation:
  - Create **enabling environment** and **thriving conditions for co-creation**, help develop **interactive models** and foster the role of **intermediaries and digital platforms** that facilitate co-creation and better match innovation's supply and demand.



# Code of practice on industry-academia co-creation (1)

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

Recommendations to:

- Promote industry-academia co-creation in the organisation's **strategy**.
- **Raise awareness** on mutual benefits and value creation opportunities.
- **Provide incentives** for all staff to participate in industry-academia co-creation.
- Invest in **developing skills** and in **lifelong learning** for strengthened industry-academia co-creation.
- Invest in **networking, communication and relationship-building** to facilitate industry-academia co-creation.



©Studio Romantic\_#526949638\_2022\_AdobeStock

# Code of practice on industry-academia co-creation (2)

## Managing industry-academia co-creation for effective knowledge valorisation

Recommendations to:

- **Develop a joint-industry-academia partnership framework** for effective knowledge valorisation.
- **Foster the role of intermediaries** to encourage and manage sustainable long-term industry-academia co-creation.
- **Promote valorisation of the outcomes** of industry-academia co-creation activities.
- **Pool resources and engage in joint infrastructures and co-creation facilities** to enhance industry-academia co-creation.
- **Assess the outcomes, value created and impact** of industry-academia co-creation activities.



AdobeStock | #556626899

# Other knowledge valorisation activities

## Awareness raising campaign

[Tour of capitals](#)

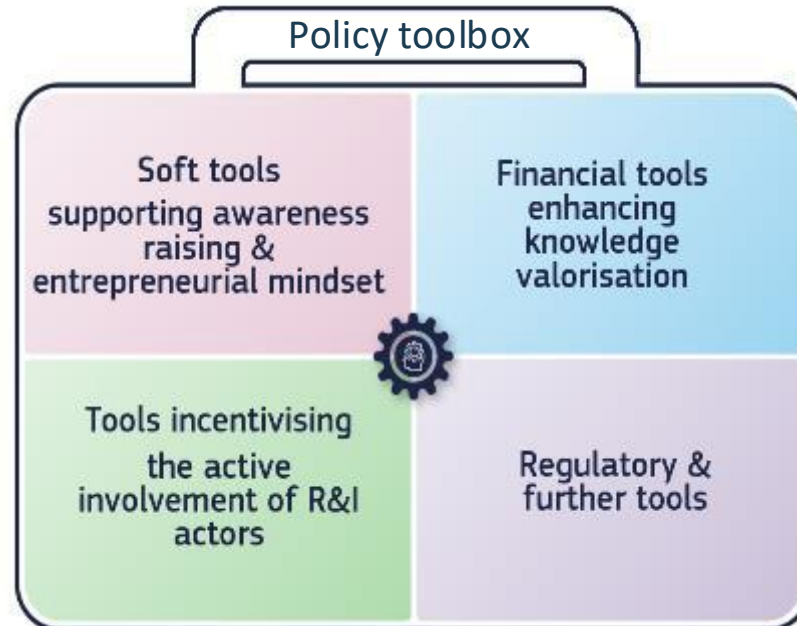
(12 events since April 2023)

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 \(CoLABs\)](#)

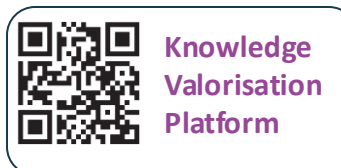
[ODIN an open innovation in science platform](#)

[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](#)

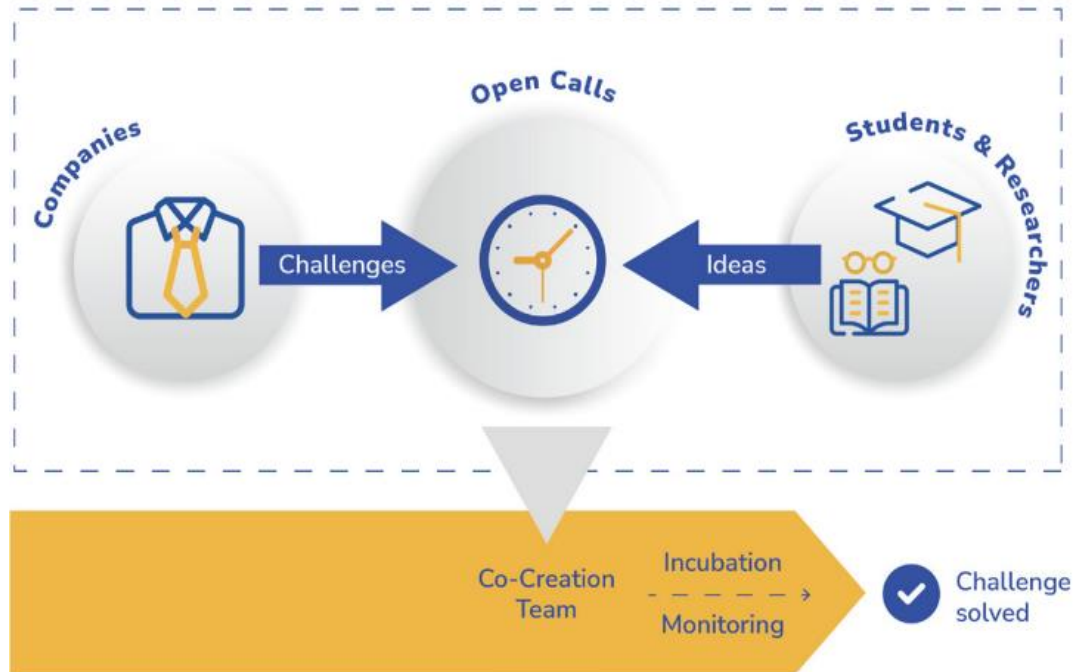
**Submit your best practice:**



Knowledge  
Valorisation  
Platform

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



**CALLS OPEN FOR STUDENTS AND RESEARCHERS!** [indusac.eu](http://indusac.eu)



## 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](#)

