

EOSC-hub

Innovation Management

Sergio Andreozzi, Roberta Piscitelli
Strategy and Policy Team, EGI Foundation
T3.1 Innovation Management, EOSC-hub

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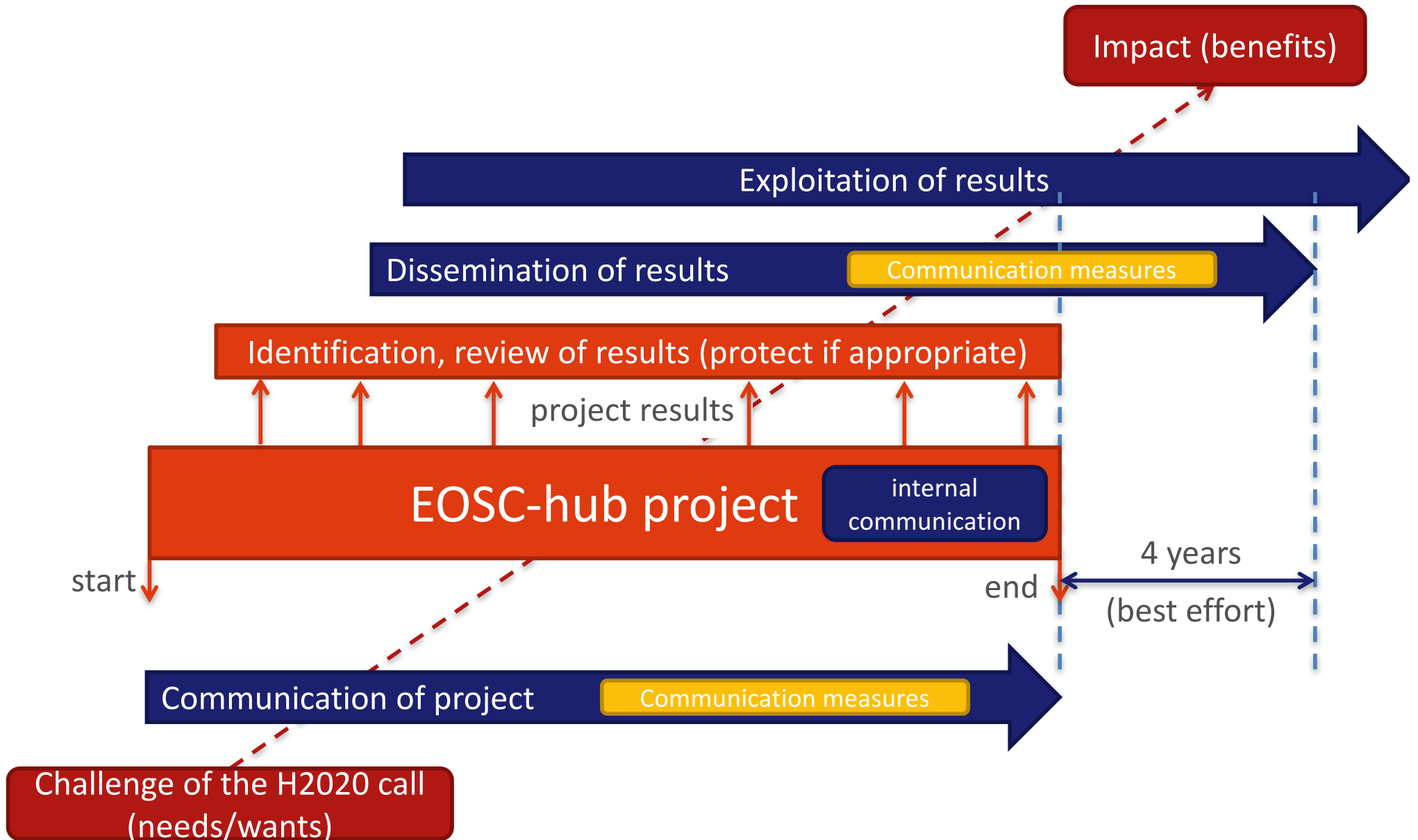


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Content Outline

- **Definitions**
 - Project results, exploitation, dissemination, IP, IPR, innovation, innovation management
- **Innovation management in EOSC-hub**
 - Activities
 - Templates
 - Short-term actions

From needs to impact



Definition: (Project) Result

“means any **fungible or intangible output** of the project, such as data, knowledge or information, that is generated in the project, whatever its form or nature, whether or not it can be protected, **as well as any rights attached to it, including intellectual property rights**”

Horizon 2020 Rules for Participation

Definition: Exploitation

The use of results:

- in further research activities other than those covered by the action concerned
- in developing/creating/marketing a product/process
- in creating and providing a service
- in standardisation activities

Horizon 2020 Rules for Participation

Definition: Dissemination

The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium

Horizon 2020 Rules for Participation

*“to make people aware of the project and its results,
to encourage use of the project results”*

Definition: Intellectual Property (IP)

- Products of the mind
- Products of research & experimentation
- Products of creativity

- Intellectual Property can be a valuable asset
 - Like physical property
- Intellectual property can be traded, sold, bought, leased, used as collateral, or given away

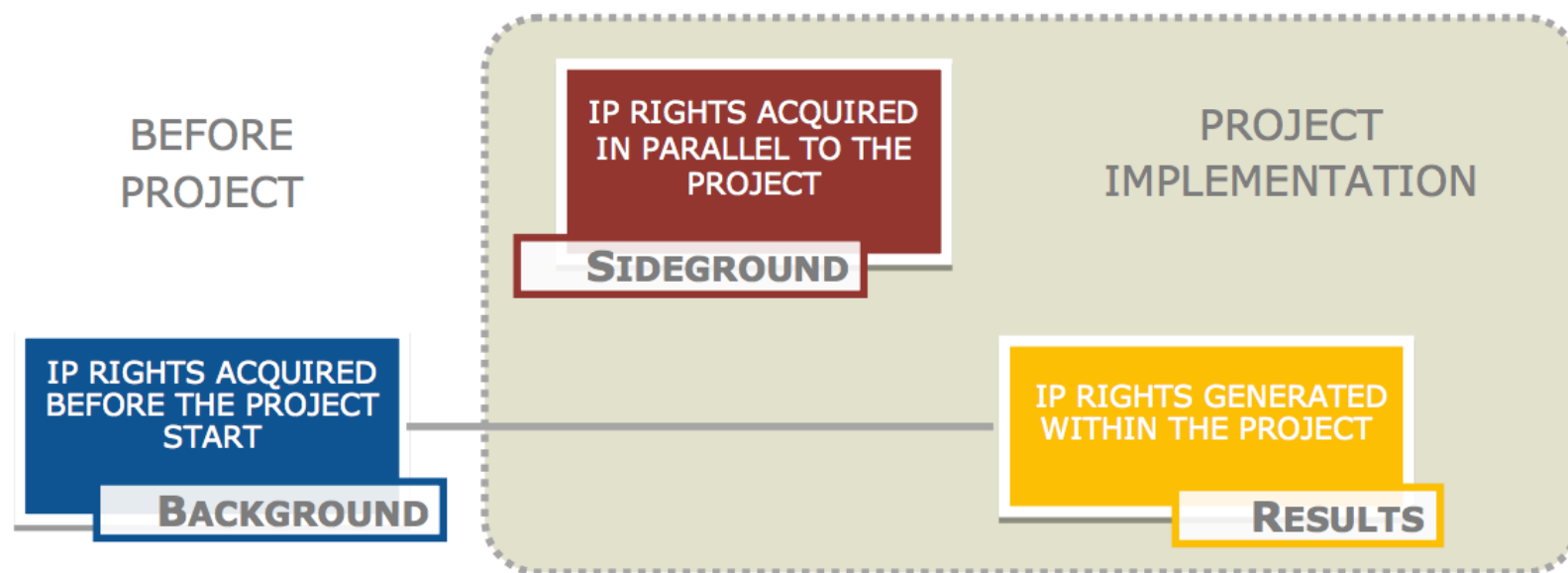
- Examples: software, designs, databases, reports, roadmaps

Definition: Intellectual Property Right (IPR)

- Legal “rights” to protect your Intellectual Property
 - Patents (technical inventions)
 - Copyright (e.g., software, written works, engineering drawings)
 - Design rights (appearance)
 - Database rights (creation and arrangement of data)
 - Trade marks
 - Utility Models/petty patents
 - Non-disclosure agreements
 - Etc.

**IP protection is a decision related to
the approach to exploitation of a project result**

Forms of IP asset



more information in: [European IPR Helpdesk:](#)
[How to manage IP in Horizon 2020: Grant preparation stage](#)

Definition: Innovation

- A **new** (or improved) entity (or creation), which when **used** can produce tangible **benefits**, satisfying users needs and wants



Impact: The benefits derived from the innovation; The larger the benefit, the larger the impact

Types of innovation



Definition: Innovation Management (EC definition)

- “Overall management of:
 - all activities related to the understanding needs,
 - with the objective of successfully identifying new ideas and managing them,
 - in order to develop new products and services which satisfy these needs.
- Innovation management starts at the point of capturing the creative works and finishes when a product or a services is deployed.”

The set of activities within the project include:
capturing, assessing, protecting and managing project results and related IPR,
through dissemination (telling) to exploitation (getting the results and IPR used)

Innovation Management in the EOSC-hub project

9 Jan 2018

Innovation management started at the preparation phase

- Several “open calls” to select partners and ideas, e.g.:
 - Thematic services (open call for idea generation + integration projects + adopted results)
 - Competence centres (open call for idea generation + concepts for CCs)
 - Digital Innovation Hub (open call for idea generation + pilots + adopted results)
- Initial analysis of main project results, approach to IP, market, exploitation and dissemination approach
 - See section 2 of the Description of Work

Table 5 Expected project results and exploitation path

Expected result	Owners	Protection	Target stakeholders	Benefits	Possible exploitation path
Software & Services Federation and collaboration service and tools (Marketplace, Accounting, Security, Helpdesk, Monitoring)	Federation services Participants of WP5	Open source	Service providers	High quality federation and collaboration services & tools to improve interoperability and enable distributed service management and provisioning	Used to manage the integrated operations of the EOSC-hub or offered as a service or as software for reuse outside the consortium
Software & Services Integration of common software and services for storage, compute and data (from EGI, EUDAT and Indigo-DatnCLOUD)	Common services Participants of WP6	Open source	Research, education, industry/SMEs, service providers	Integrated offering of services for storage, compute and data-intensive science presented into a joint service catalogue	All the services will be hosted by EGI and EUDAT service providers, and open for entry to other providers in the EOSC
Software & Services Improved WoNMR portals (8) integrated with EGI/EUDAT	Thematic services ULI, INFN, CIRMP	Portals extensions, proprietary, integration modules open source	Research, education, industry/SMEs (both R&D and commercial)	Integrated offering of services for structural biology exploiting e-Infrastructure resources and solutions	6 portals offered by the University of Utrecht 2 portals offered by CIRMP
Improved Ophidia portal integrated with EGI/EUDAT	ENES	Open source	Research, education, industry/SMEs	Flexible and open data sharing, simplify orchestration of complex workflows supporting climate research	CMCC and DRRZ are the service providers The solution can be reused by other providers

Types of expected project results

Software and
service

Technical
specifications

Policies and
procedures

Documents
and reports

Business
models

Summary of the expected results: <https://confluence.egi.eu/x/EoDL>

Innovation Manager (Role)

- Responsible for:
 1. Setting up a lightweight innovation management system for the project
 2. Coordinating the identification of project results
 3. Supporting the definition of the best IP protection approach
 4. Maintain the dissemination and exploitation plan
- Accountable to the Activity Management Board (AMB)
- Reports to the PMB and the GA as required
- Innovation management function is embedded in Task 3.1
 - Sergio Andreozzi (Innovation Manager)
 - Roberta Piscitelli (Deputy)

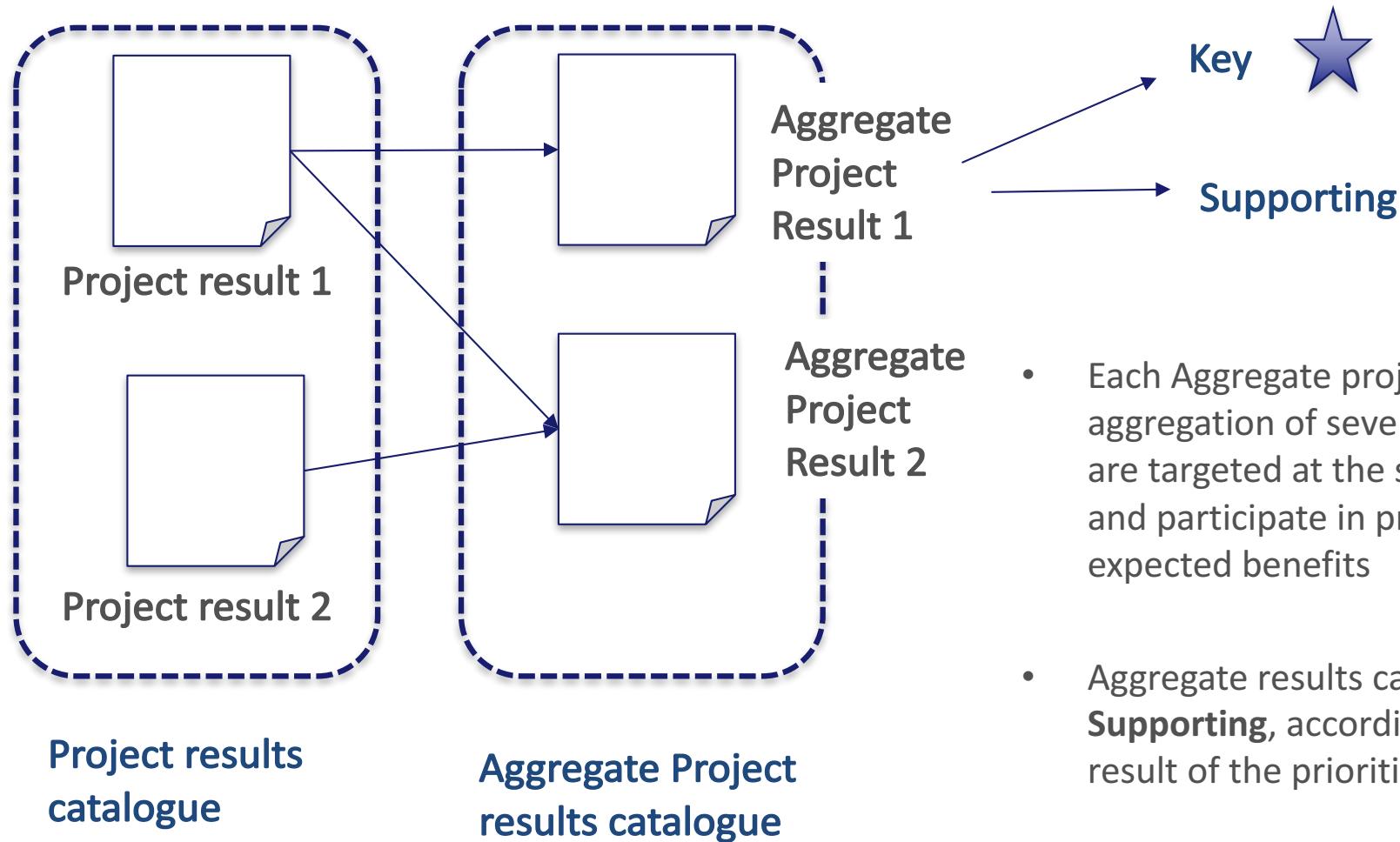
Not an isolated activity

- The design of the processes will also consider appropriate connections with:
 - Continual improvement (T1.3)
 - Management of technical evolution (WP10)
 - Management of service evolution (T2.2)

Supporting activities

- Definition of an innovation management plan (M8)
 - Roles, processes, tools, templates
 - A mature draft will be available in Q1
- Workshop on innovation management and its elements (M6)
- Two webinars to provide guidance on updating the analysis on the project results (M16+M30)
- Support desk for project partners

Project results and aggregate project results



- Each Aggregate project result is an aggregation of several result that are targeted at the same audience and participate in providing the expected benefits
- Aggregate results can be **Key or Supporting**, according to the result of the prioritization

Project result (draft template)

Characterisation

- Type of result
- Intellectual Property Rights
- Innovation and benefits
- Timeline

Exploitation

- Target audience
- Actions

Dissemination

- Dissemination channels and set of actions that will be put in place to disseminate the output

Aggregate project results (draft template)

Characterisation

- Type of result
- Intellectual Property Rights
- Innovation and benefits
- Timeline
- Project result components

Exploitation

- Type and actions
- Market analysis
- Risks analysis

Dissemination

- Dissemination channels and set of actions that will be put in place to disseminate the output.

Impact

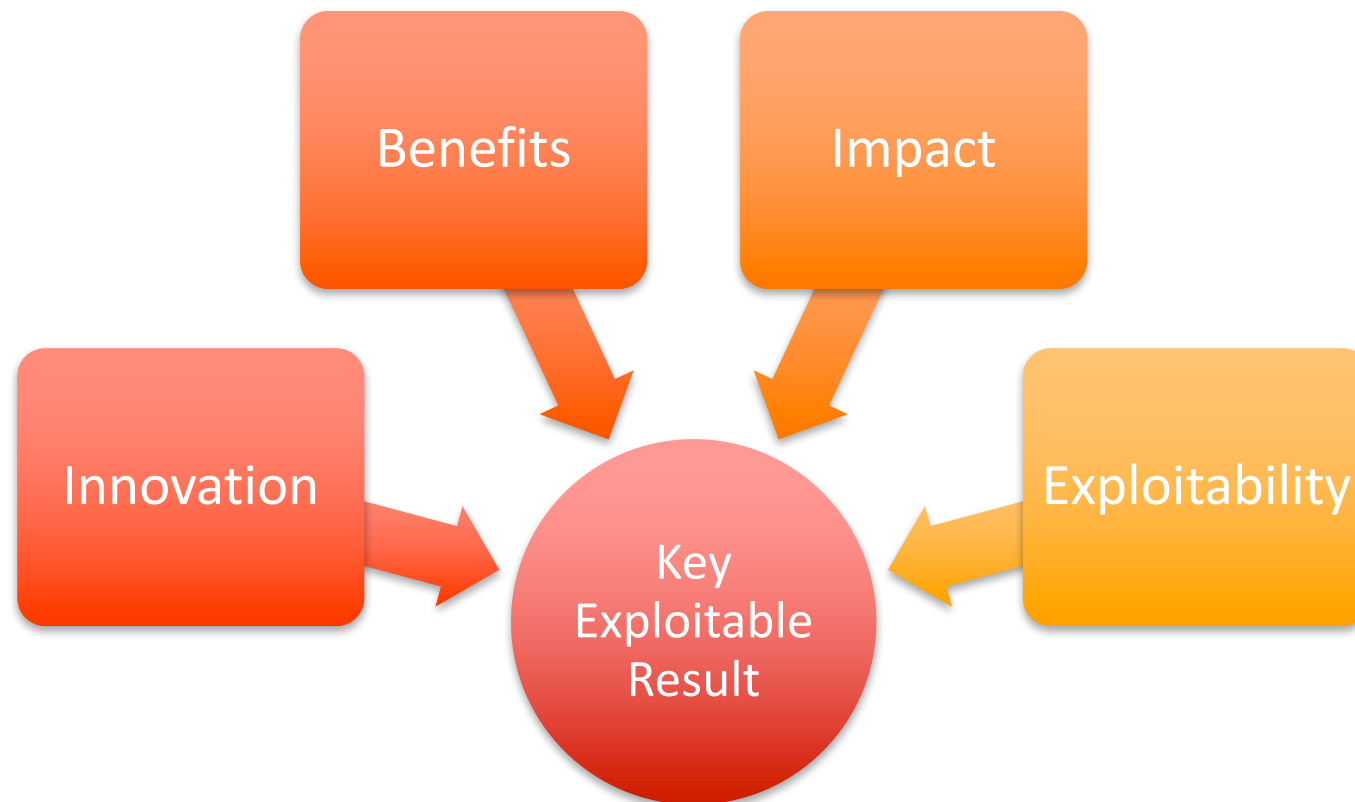
- Relevance to project impacts

Evaluation

- Key or Supporting?

Key Exploitable Results (KERs)

- The most relevant results of the project
- A subset of the aggregate project results selected considering 4 main criteria



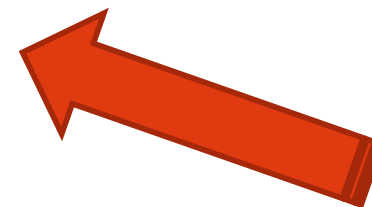
Actions for WP managers

- During the Kick-off event – individual WP meetings
 - Review of the expected aggregate project results arising from the WP
 - Start from the analysis part of the DoW:
<https://confluence.egi.eu/x/EoDL>
 - Update the content in: <https://goo.gl/t12v64>
- By 26 January 2018
 - Provide feedback on the templates to describe:
 - Project results: <https://confluence.egi.eu/x/sIAhAQ>
 - Aggregate project results: <https://confluence.egi.eu/x/fgUHAQ>



Actions for all partners

- Starting from 1st February 2018
 - Create initial project results and aggregate project entries in Confluence
 - Update/review the entries
 - Every time you finalise a deliverable (mandatory)
 - At M16 and M30 (mandatory)
 - Record all dissemination actions related to project results in : <https://confluence.egi.eu/display/EOSC/Dissemination+Activities>
 - Dissemination -> Exploitation -> Impact



By the end of the project, for each Key Exploitable Result, we need a story

Description

- General description

Innovation

- What is new or improved
- Benefits

Exploitation

- Who will exploit the result? For what?
- Use cases and/or success stories
- Dissemination & communication

Summary

- Innovation management
 - Fundamental activity to ensure that project results are captured, assessed, prioritised, protected, disseminated and exploited
 - Processes, tools and templates being defined
- It's a collaborative work
 - Your contribution is essential to ensure that we maximise the impact of the project and we are able to demonstrate it

This presentation is based on material from:

- Maximising the impact of H2020 projects (slides), E. Sweeney
 - <https://goo.gl/ThMtCm>
- Your guide to IP in Horizon 2020, EU IPR Helpdesk
 - <https://www.iprhelphdesk.eu/sites/default/files/documents/EU-IPR-IP-Guide.pdf>
- How to manage IP in Horizon 2020: Grant preparation stage, EU IPR Helpdesk
 - https://www.iprhelphdesk.eu/sites/default/files/newsdocuments/FS_How_to_manage_IP_in_H2020_grant_preparation_0.pdf
- Exploitt: methodology for industrial exploitation and take-up
 - <http://www.focusonfof.eu/downloads/results/exploitt-dossier.pdf>

Thanks!

Contact:

sergio.andreozzi@egi.eu

roberta.piscitelli@egi.eu

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