**Webinar 3**

**Exploitation strategy in research and innovation collaborative projects**

**(example of Horizon 2020 projects)**

Date

1st of December 2017, 10AM - 11.30 AM CET

Participants

Research, development and innovation (RDI) actors from EaP countries - such as technology managers, researchers and other staff of universities, research centres, and private SMEs; other actors of EaP innovation system.

Speakers

* Svetlana Klessova: senior innovation consultant, Director of [inno TSD](http://www.inno-group.com/) (France)
* Alexandra Petkevich: chief project manager at [ADANI](http://www.adanisystems.com/) (Belarus)

Context

The EaP PLUS project is organising a series of webinars on specific innovation-related topics, exploitation paths and other horizontal issues important for Research, Development and Innovation (RDI) in EaP countries and for the EU-EaP RDI cooperation. The aim of the webinars is to allow the transfer of knowledge from EU experts to EaP institutions on topics related to research exploitation, innovation strategy in RDI projects, academia-industry collaboration, RDI internationalisation, Intellectual Property Rights and other topics related to Research, Development and Innovation projects.

Agenda

* **10-10.10 AM**: Introduction by Svetlana Klessova (inno TSD, Director) on the EaP PLUS project, the series of webinars, and the speakers
* **10.10-10.35 AM**: Exploitation strategy in H2020 projects – overview and step by step implementation example (by Svetlana Klessova)
* **10.35-11.00 AM**: Case study – [MESMERISE](http://www.cordis.europa.eu/project/rcn/203299_en.html) project (by Alexandra Petkevich)
* **11.00-11.05 AM**: Conclusion and info on the next webinar
* **11.05-11.30**: Questions/answers

Speakers’ bio

Svetlana Marie-Claire Klessova, inno TSD, Sophia Antipolis, France

Svetlana Klessova is Director and senior innovation consultant at inno TSD. She has 20+ years of experience in innovation, technology transfer issues and RDI international collaboration, including exploitation issues in FP7 and Horizon 2020 projects. She has worked on 60+ projects since she became consultant at inno TSD in 1997. Svetlana is coordinator of a FP7 research and innovation project on real time monitoring and optimization of resource efficiency in the chemical industry (MORE) funded under the NMP scheme (2013-2017). She is responsible for the IPR-Exploitation Board in the CONSENS Horizon 2020 project (2015-2017). Svetlana is Innovation Manager and responsible for exploitation issues in the Horizon 2020 project CoPro (2016-2019). She is editor of the step-by-step guide “Innovation Strategy in R&D projects“, available for download via <http://www.health2market.eu/results/step-by-step-guide> , and co-author of the 1st edition of the guide “How to Effectively Network/Communicate in International R&D projects” <http://www.bilat-rus.eu/en/226.php>

Alexandra Petkevich, ADANI, Belarus

Mrs. Alexandra Petkevich is a Chief Project Manager dealing with project management methodology at ADANI (Belarus). Alexandra is also a Project Manager of the HORIZON2020 project – MESMERISE, that started in May 2016 and has a duration of 3 years. Previously, she has worked for Belfranchising Ltd. as project manager in the sphere of franchise consultancy. Education - International Economic Relations Department in the Belorussian State Economic University and numerous courses related to Project Management.

Next steps

The next EaP PLUS RDI webinar will take place in April 2018 (TBC). This fourth webinar in a series of six webinars in total will be the second part (continuation) of the current webinar “Exploitation strategy in RDI collaborative projects” and will focus on **impact maximization**.