

# EaP PLUS

Eastern Partnership +



## RDI webinar series 1: Innovation Strategy in Research and Innovation Projects – Increasing the impact of your research

Svetlana Klessova – inno TSD (France)  
Peter Häfner – engage AG (Germany)

Tuesday 11th  
of April 2017

*EaP PLUS is a project funded under the European  
Framework Programme for Research and Innovation  
H2020 – Grant Agreement 692471*



# Today's Agenda

10-11:45 AM

- Opening remarks, by Morgane Veillet Lavallée
- Introduction to an innovation strategy, Svetlana Klessova
- Innovation strategy in practice, Peter Häfner
- Q&A and concluding remarks

# The EaP PLUS project

- 3 year long **Coordination & Support Action** dedicated to the EU – EaP STI cooperation
- Builds on previous projects addressing the region (IncoNet EaP, Bilat, BS-Eranet, BSH, etc.)
- Includes partners from all the 6 EaP countries and from several EU MS

# EaP PLUS: a multi-level support action

## Four main objectives:

- I. Support to EU-EaP *Policy Dialogue*
- II. Foster interaction between EU-EaP researchers  
& *promotion of H2020*
- III. Enhance the EU-EaP *research-innovation* partnership
- IV. Foster optimal framework conditions

# I. Interaction between EU-EaP researchers & promotion of H2020

- **Grants for EaP researchers** to attend Brokerage Events in EU or preparatory meetings for H2020 (<https://www.eap-plus.eu/object/call/50> );
- **Info Days** and **Support to H2020 NCP Networks** in all EaP Countries (training, awareness campaigns for NCPs); 1<sup>st</sup> Info Day in UA April 2017);
- **Targeted Cooperation with *Scientific Diaspora*** using input from IncoNet EaP (policies & national databases); organization of 6 Diaspora workshops
- **Development of Webinars** (11 for H2020; 6 for specific innovation related topics)

## RDI related webinars

- Six webinars on specific innovation related topics, exploitation paths and other horizontal issue important for the EU EaP RDI cooperation
- Webinars tailored to the needs of the EaP countries, based on an analysis demand (+150 participants in the survey) that was conducted in January 2017
  - Innovation strategy
  - Research exploitation
  - Academia-industry collaboration
  - RDI internationalisation
- Next webinar planned for September 2017
- Link to website: <https://www.eap-plus.eu/>

## II. Enhance the EU-EaP research - innovation partnership

- Co-patenting analysis focusing on EaP international patents
- Trainings for EaP technology managers
- Review of the state of affairs of (emerging) clusters in EaP
- Implementation of a Grant Scheme to boost EU-EaP Cluster collaboration + Workshop for recommendations
- Promoting ETPs concept in EaP (Review of State of Affairs & Workshop in Kiev)

### III. Optimal framework conditions and increasing coordination in policies & programmes

- **Training seminars** for policymakers in R&I policies (Vienna in June 2017; Athens in 2018);
- **EU-EaP STI cooperation barometer** (online until 14 April; <https://www.eap-plus.eu/object/news/76>);
- **Exploring cooperation and synergies** with Joint Programming Initiatives (JPIs), COST Actions and EU/MS



## Guest speakers



**Svetlana Klessova**, Director and Senior Innovation Consultant of inno TSD (France)

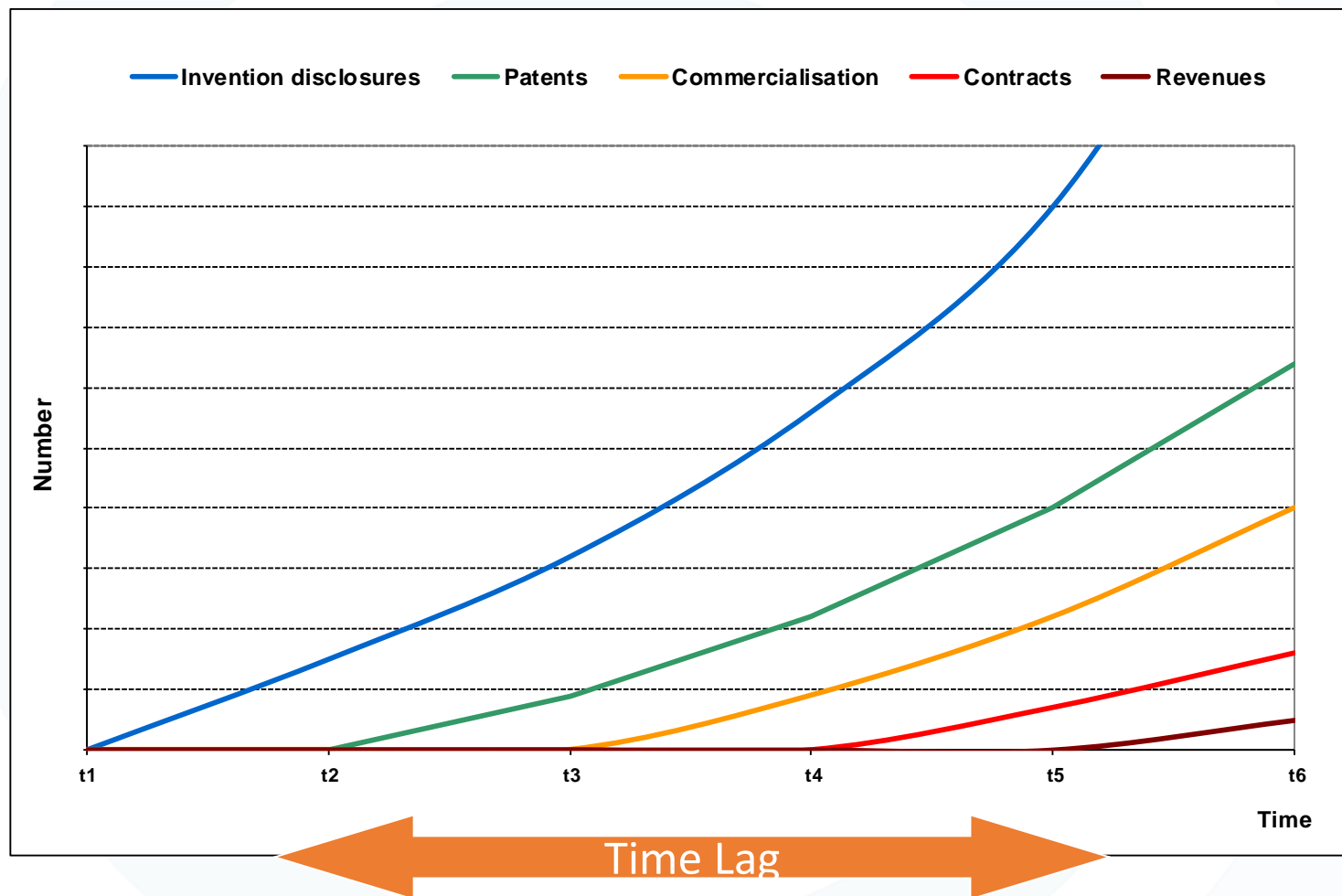


**Peter Häfner**, Senior innovation manager and Head of Berlin office of engage AG, Germany

# Introduction to an innovation strategy

## Svetlana Klessova

# The long road from inventions to revenue



# Innovation strategy

## ➤ Different terminologies, similar meaning:

- ✓ « Technology transfer strategy »
- ✓ « Exploitation strategy »
- ✓ « Commercialization strategy »

## ➤ Innovation strategy - some definitions:

- ✓ A framework to capture value from your innovations
- ✓ A framework for establishing the innovation process and the ways to identify innovation potential in your research portfolio
- ✓ A roadmap outlining the expected ultimate achievement of an innovation project, and the road to it

# Who does it concern?

## ➤ Useful if you want to :

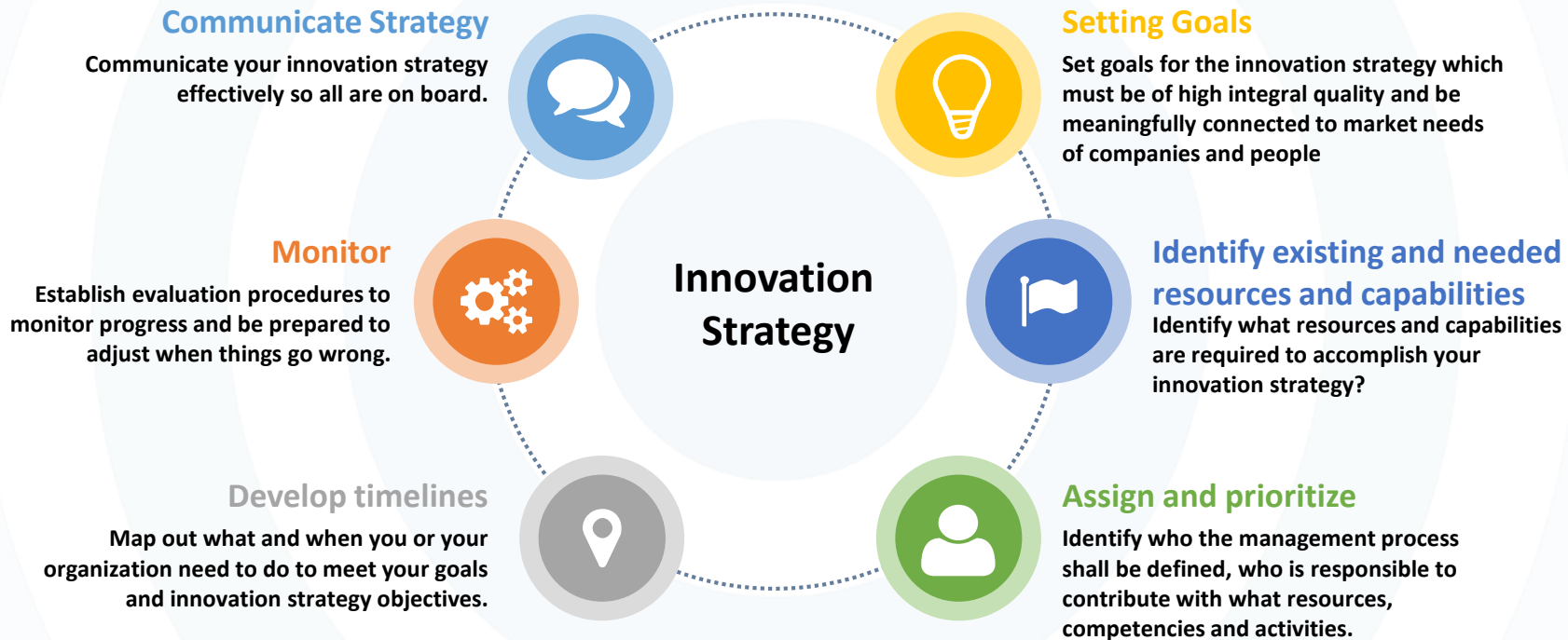
- ✓ Make further development of your research/innovation, useful to the market
- ✓ Create commercial value out of research results
- ✓ Find industrial partners
- ✓ Demonstrate potential to the public funding agencies – such as EC – and attract funding
- ✓ Become an entrepreneur, generate revenues

# What for?

- To create the optimal / maximal economic value out of research
- To help identify innovation in your research portfolio = be selective
- To ensure that your efforts are given the right focus and support
- To help define your research and development efforts ...

→ Your innovation strategy should be the guiding star for decision-making, investments and activities, not a secret; not paperwork

# Innovation Strategy Planning Wheel



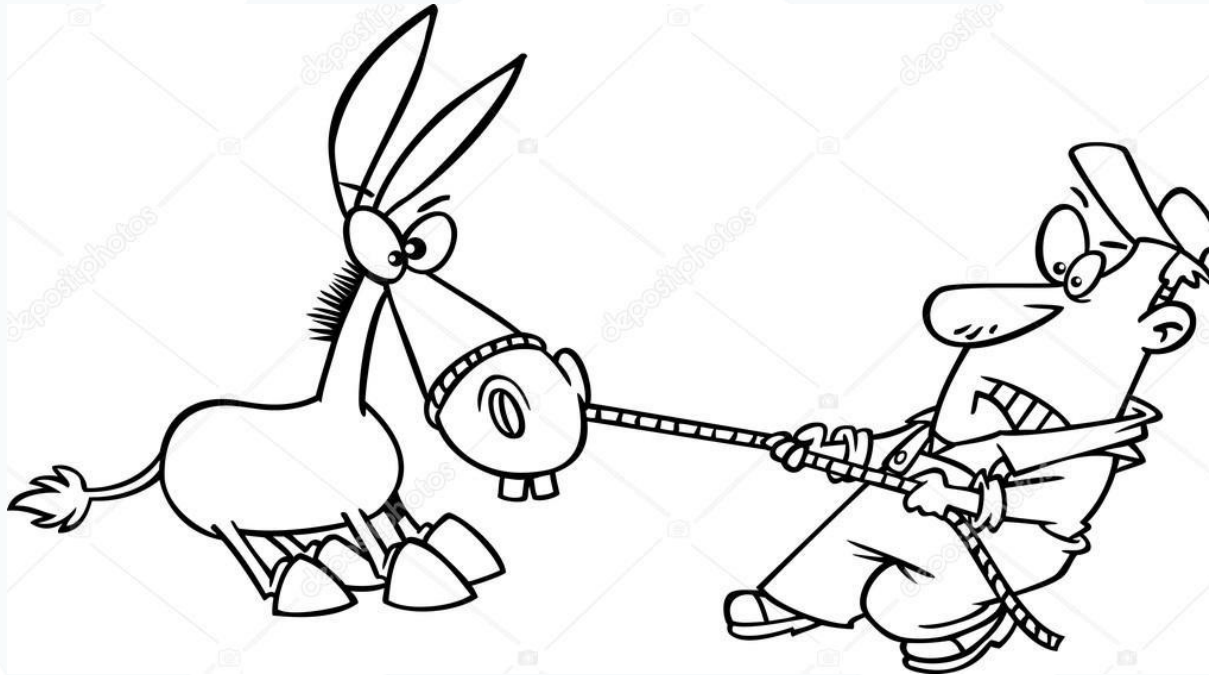
**Core message: goals should be connected clearly to actual market needs of real companies and people – and not what one believes, wishes, or thinks to be a need**

*«Sound strategy starts by having the right goal.»*  
-Michael Porter

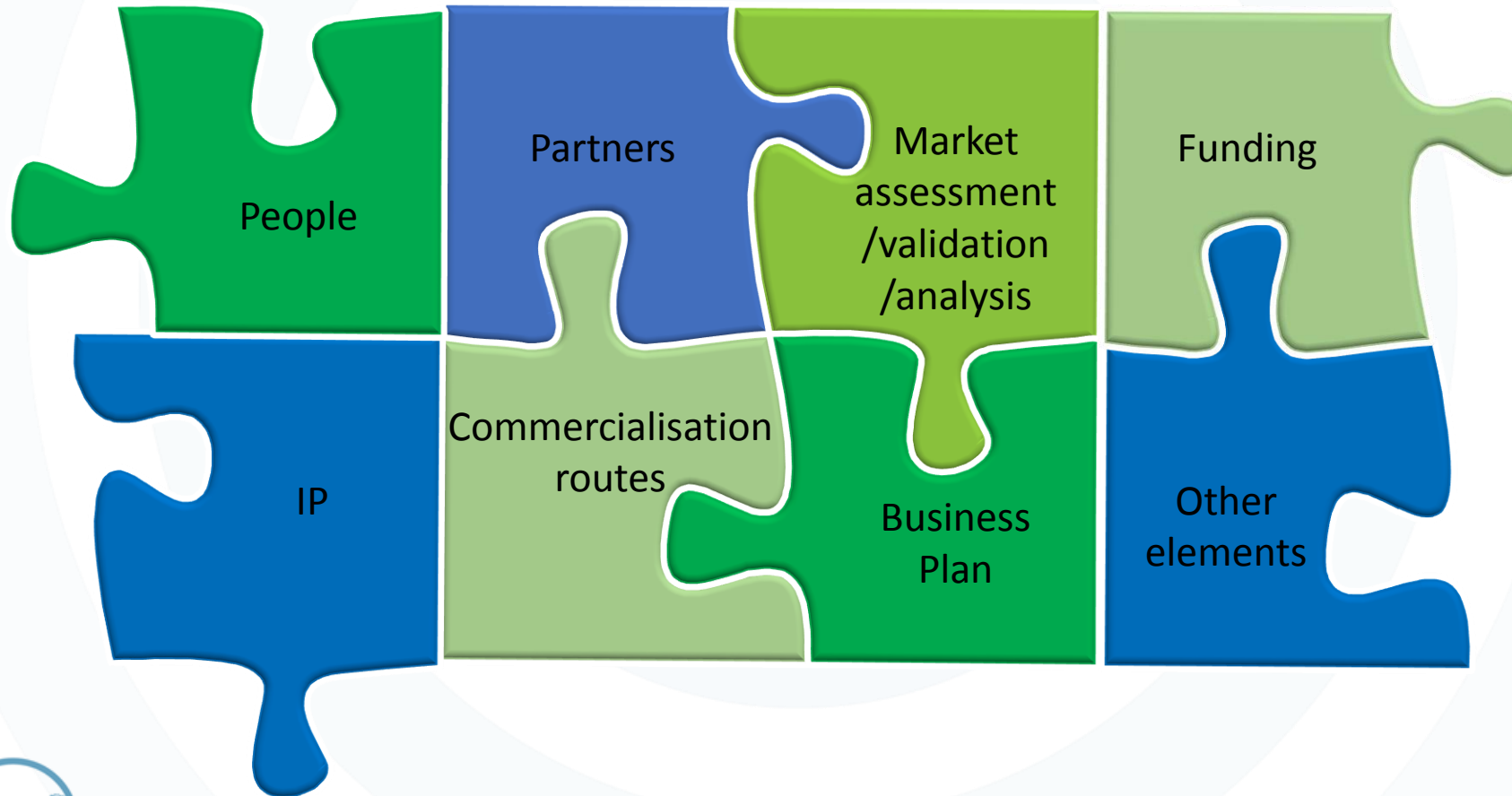




Don't focus on what you can offer,  
but on what is really needed



# The components of an innovation strategy – once the goal is found:



# 5 things to remember about the innovation strategy preparation

- Build strong teams around you, and maintain this investment in human capital
- Define specific goals – creation of value out of your researchy
- Ensure that your efforts are given the right focus and support
- Communicate easily, early, often and widely
- Emphasise the long term goals

# Some useful links

- Innovative Strategy in R&D project: a step by step guide

<http://www.health2market.eu/results/step-by-step-guide>

- MOOC – massive open on line course ‘Roadmap to Entrepreneurial Mindset and Toolkit’ (free of charge):

<https://www.udemy.com/entrepreneurial-mindset-and-toolkit/#/>

Experience the successful path from an innovative idea to a relevant, robust and attractive entrepreneurial project.

- Free e-learning courses: Business ventures and marketing; Entrepreneurship and business planning; Intellectual property and ethics

<http://www.health2market.eu/results/e-learning-courses>

- Participation to H2020 webinars in 6 EAP countries, minutes from the Ukraine webinar (April 2017):

<https://www.eap-plus.eu/object/event/41/>

# Innovation strategy in practice

## Peter Häfner