
[IP Training Event Bologna! Impact & Innovation in H2020](#)

Date:

Tuesday, 16.10.2018

Time:

09:00 – 13:30 (half day)

Location:

Aula Giorgio Prodi - Alma Mater Studiorum Università di Bologna - Piazza San Giovanni in Monte 2, 40124 - Bologna

Host:

Alma Mater Studiorum Università di Bologna

Speaker:

Various

The European IPR Helpdesk invites you to participate in the international IP exploitation training event hosted by the Alma Mater Studiorum Università di Bologna and the Enterprise Europe Network:

"From Invention to Innovation" Strategies for the Successful Exploitation of Horizon 2020 Results - Bologna

The strategic use and management of Intellectual Property (IP) – in business as well as in international research initiatives – is essential for strengthening the European scientific and technological base, boosting innovation and ensuring growth in the EU. In this context the new EU Framework Programme for Research and Innovation, Horizon 2020, places even more emphasis on systematic IP exploitation strategies as a means to better protect innovation initiatives and to reap

commercial and economic benefits from EU-funded research.

Therefore this IP training event will address the overall topic of how to create value through professional management and exploitation of IP. Following a very practical and comprehensive training approach, participants will be introduced to central concepts and strategies of how to turn intellectual assets into value-creating innovations.

Target groups of the event:

- Researchers of the University
- Research manager / “grants officer”
- Start Ups (e.g. EmiliaRomagnaStartUp community (ERSU))
- SMEs who are involved in EU funded projects
- EEN support staff

Registration: Please register [here](#).

Agenda

9:00 – 9:15 **Registration / coffee**

9:15 – 9:30 **Welcome**

9:30 – 9:50

Services of the European IPR Helpdesk

Claire Fentsch, European IPR Helpdesk

10:00 – 11:00

Why IP is important in a science – industry collaboration -

from an industry and an university point of view

Donata Folesani, ASTER

&

Alessandra Baccigotti, Knowledge Transfer Office

11:00 – 11:30 Coffee break

11:30 – 12:15

Impact and Innovation in Horizon 2020

Dr Eugene Sweeney, Iambic Innovation Ltd.

12:15 – 13:00

Maximizing Impact in H2020 project results

Dr Eugene Sweeney, Iambic Innovation Ltd.

13:00 – 13:30

Q&A and closure

[Calendar](#)