

ASTP[®]PROTON

KNOWLEDGE TRANSFER EUROPE

**The way forward to strengthening KTOs and
enhancing KT in Europe through collaboration
with National Networks**

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Vice-President **ASTP[®]PROTON**

CEO Innovation and Transfer Center

ASTPPROTON

The Merger

ARE NOW ONE



1. ASTP

ASTP was founded in 1999 with the focus on the individual practitioner from European KT/TT offices.

Every year ASTP came in contact with approximately 1 000 KT/TT professionals through its biannual conferences and quarterly training events. The total estimated number of individual practitioners in Europe is between 8 000 and 10 000. It is estimated that 25% of all active KT/TT professionals in Europe has participated in ASTP events over the years.

The main objective of ASTP was to professionalize and promote technology and knowledge transfer between the European science base and industry.

Strengths:

- resources (member engagement) and financial position (independence)
- staff size and experience
- strong networking and training capacity by organizing 6 events per year
- ATTP involvement, established peer recognition system for KT/TT Professionals

2. ProTon Europe

ProTon Europe started in 2003 as a European project supported by the EC.

Afterwards, it was set up as an international association in 2005. With about 200 members, representing 450 TTO/KTOs in total, ProTon's stated objective was to strengthen innovation in Europe by increasing the effectiveness of KT and cooperation between Public Research Organisations and industry.

Strengths:

- institutional focus
- access to EU decision makers
- network of KT/TT offices in Public Research Organisations (PROs) and their national associations
- representative of public research and knowledge transfer
- survey and statistics
- involvement in the EUKTS system

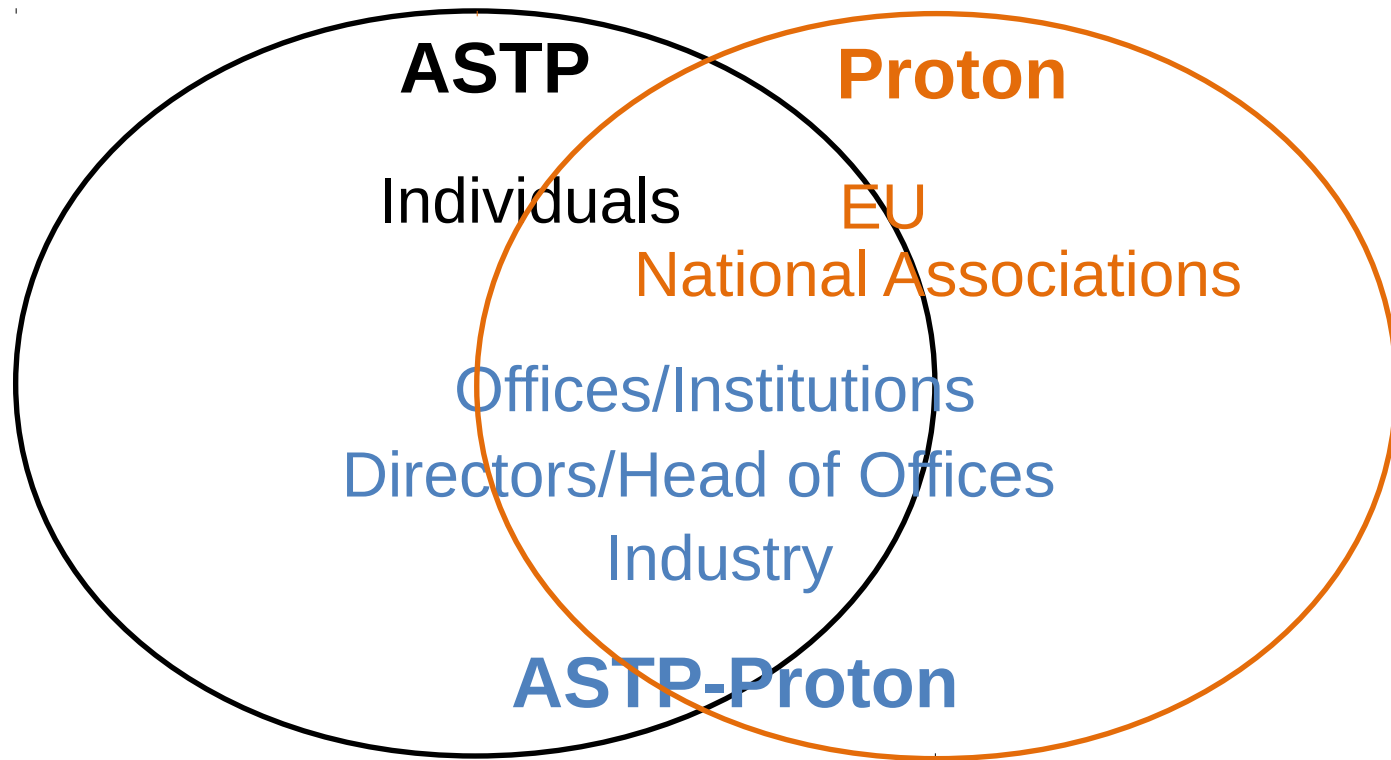
Why a new association for Europe?

ASTP and ProTon Europe were the two major European associations for KT professionals with a combined membership base of approximately 1 000 people from 450 institutions.

After operating for many years in parallel and with a different approach to professionalization, it has been decided by the boards of both associations that **the best route forward for KT in Europe is to combine forces.**

The two boards decided to merge the two associations into a unique one, named ASTP-PROTON.

By merging, ASTP**PROTON** will be able to offer more services with a broader scope, be more inclusive in the “innovation biosphere” and make it possible to positively impact KT and the entire innovative process in Europe in the long term.



ASTPPROTON

The Mission



The mission of ASTP-PROTON is to **enhance the impact** of public research on society and the economy.

ASTP-PROTON aims to be the **representative organisation** for all the national associations for KT.

We are the only organisation in **regular contact with all the national associations** and we therefore have a unique access to the leaders in KT across Europe.

We aim to offer services for members that offer a **pan-European dimension** because so much of TT nowadays crosses country boundaries.

ASTPPROTON

Mission Realization

Board 2013/2014

Sara Matt-Leubner, President and CEO of transidee, University of Innsbruck, Austria

Sean Fielding, Vice President (EU Relations) and Director, Research and Knowledge Transfer, University of Exeter, United Kingdom

Marta Catarino, Vice President (Programming) and Director, TecMinho University of Minho, Portugal

Marc Le Gal, Vice President (Business Development) and Director, PRES Université de Lyon, Lyon Science Transfert, France

Spela Stres, Vice President (Metrics) and Head, Technology Transfer and Innovation Centre CTT Jožef Stefan Institute, Slovenia

Christian Stein, Vice President (Professional Recognition) and CEO of Ascenion, Germany

Heather Thompson, Vice President (Professional Development) and Director, IP Development and Partnering University of Manchester Intellectual Property, United Kingdom

Koen Verhoef, Vice President (Finance and Communications) and Manager, Technology Transfer Office Netherlands Cancer Institute, the Netherlands

Michel Morant, Vice President (NAAC) and General Manager, Interface Enterprises University of Liege, Belgium



Headquarters



Claar-Els van Delft, General Manager

Arlyta Wibowo, Business developer

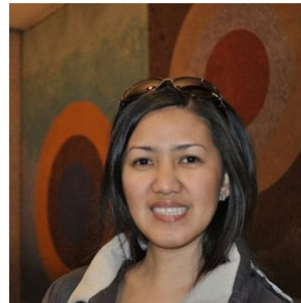
Esther van Meer, Events Manager

Ancilla Sterrenburg-Kluin, Network coordinator

Chared Verschuur-Ballo, Communications Manager

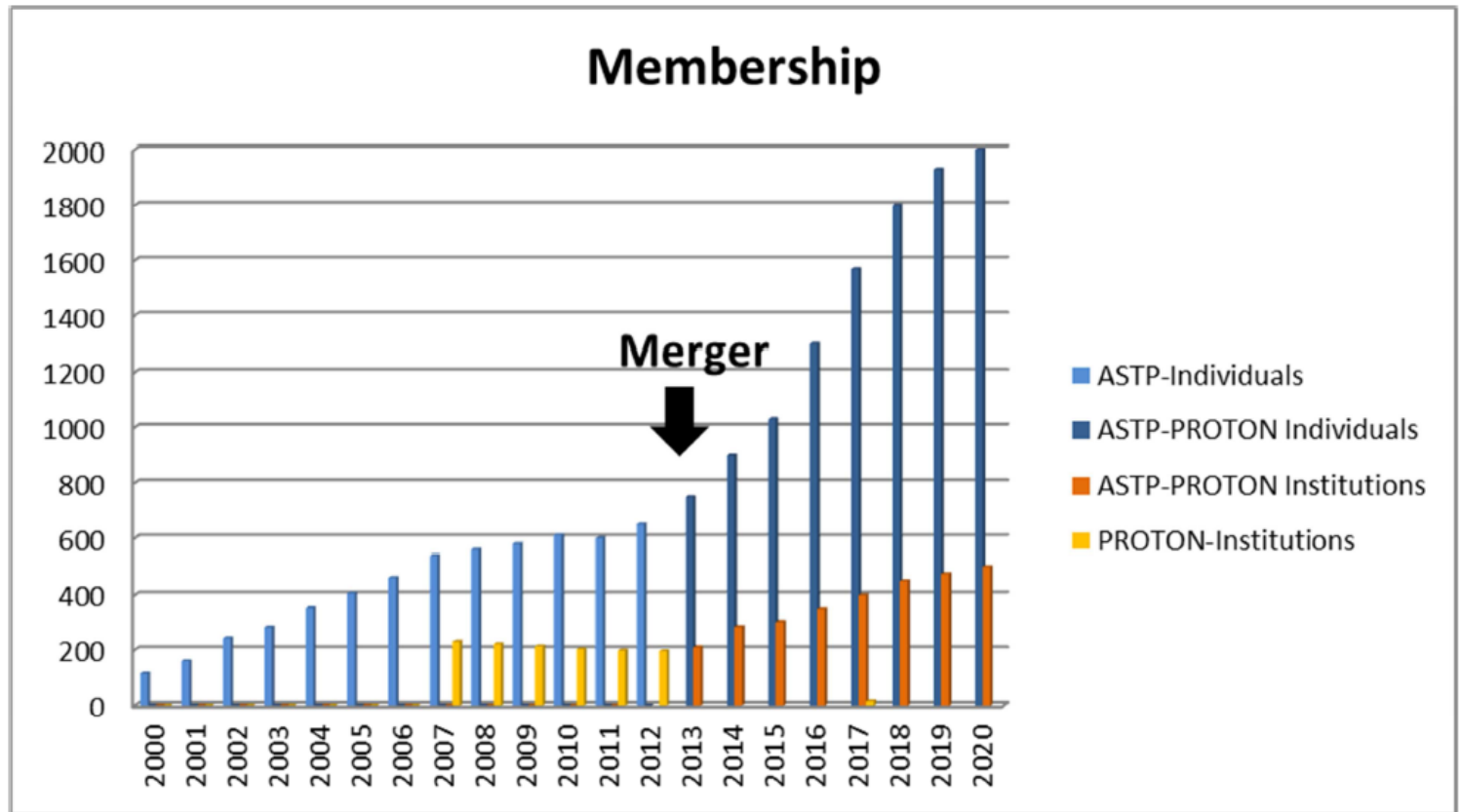
John Kruining, Financial Administrator

Jose Syne, European Public Affairs Manager



Members

More than 650 knowledge transfer professionals in more than 40 countries



ASTPPROTON

The Playground

PROMOTION: Promoting knowledge transfer

SURVEYS: knowing where we are is a basis for improvement

EDUCATION: Providing high quality services, increasing

- o the performance of individuals and KT offices
- o the efficiency of the European innovation ecosystem

COMMUNITY BUILDING – the NAAC:

Forming a strong community of KT professionals and KTOs
Establishing a community (also members from industry!)

PROFESSIONAL RECOGNITION

CONNECT TO THE USERS

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Promotion

ASTP-PROTON PUBLICATIONS



Survey Report on KT Activities
Impact Report Europe 2013
Salary Report 2013

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Surveys

ASTP-PROTON is working on the production of **reliable metrics, quantitatively and qualitatively, on the impact of public research on the economy.**

ASTP-PROTON wants to create value for the profession and use this data to **assist decision making on the national and EU level.**

Being an independent, practitioner based association with direct access to European KT professionals we are the ideal institution to design surveys as well as to collect data.

ASTP-PROTON's intention is to **give interregional and inter-peer comparison.**



ABOUT A JOINT — ASTP & PROTON — SURVEY REPORT

- (starting from fiscal year 2012)

- Andrea Piccaluga and Spela Stres
- Presentation for the *ASTP Annual Conference*
 - *Vienna, May 2013*

Metrix Survey

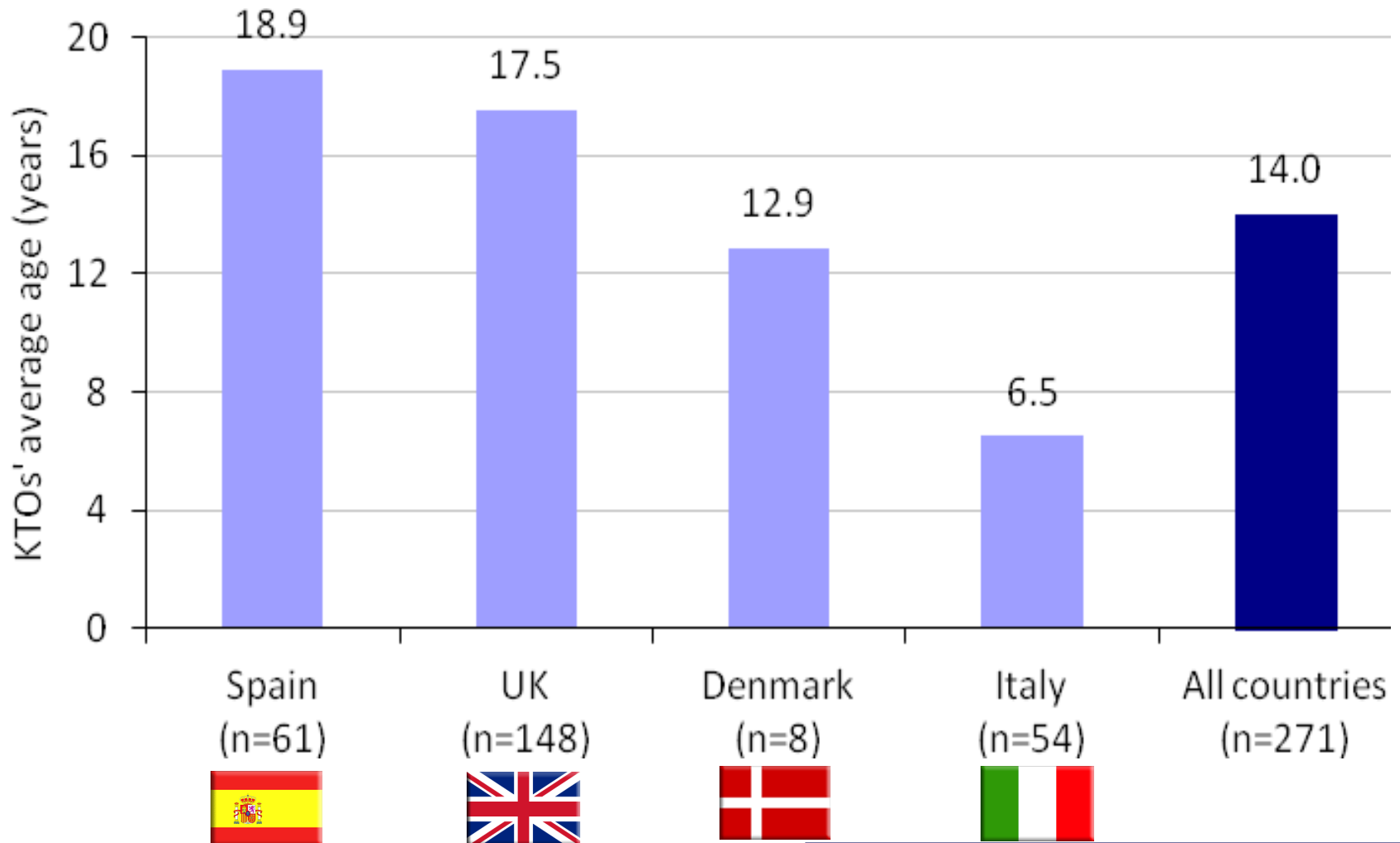
- ProTon Europe since 2003
- ASTP since 2005
- Merger: jointly collect data / joint report

Our parallel past

- Questionnaires
- Largely common to both surveys
- Collected
 - through national networks – ProTon
 - among the membership base of ASTP in cooperation with AUTM and MERIT - ASTP
- Reports available on ASTP/ProToN websites

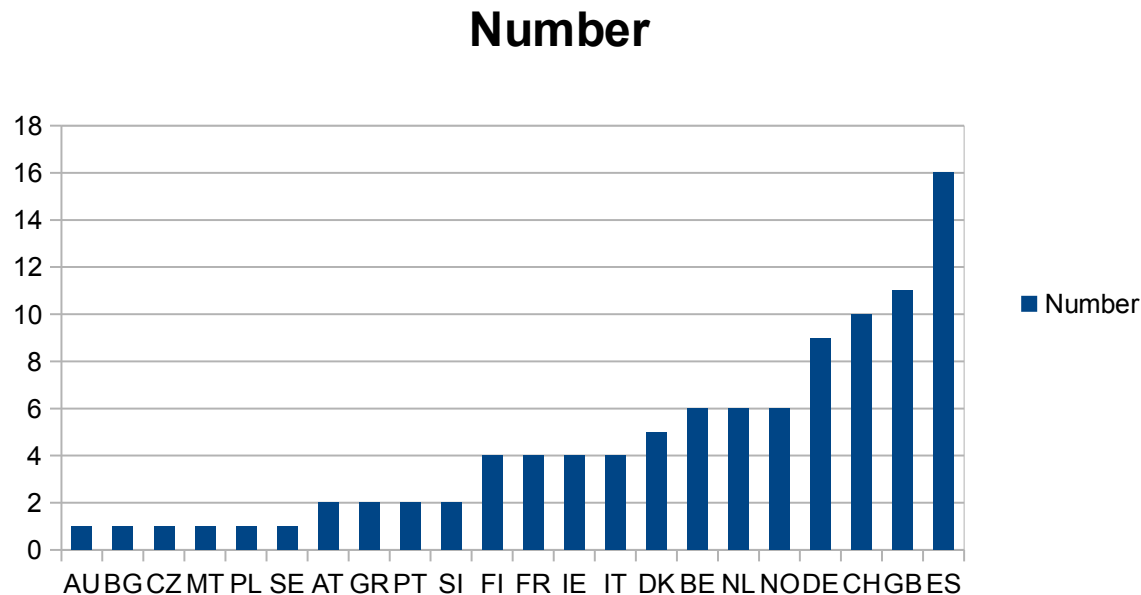
KTOs' age in 2011, by country (ProToN)

- STRENGHT – NETWORKS!



KTOs participating in 2011, by country (ASTP)

- STRENGHT – INDIVIDUALS!



- 22 European Countries

... and our common future

- A common questionnaire by mid June, 2014.
- Collect data through individual members and through national networks.
- Web site used by ASTP through collaboration with AUTM.
-
- Common report by the end of 2014.



- Spela Stres
- spela.stres@ijs.si



- Andrea Piccaluga
- picca@sssup.it

The Market of Surveys ...

- Salary Survey
- Student IP Survey
- TTO Type Survey
- [Metrix Survey](#)
- [Client Satisfaction Survey](#)
- [Impact Survey](#)

Metrix Survey

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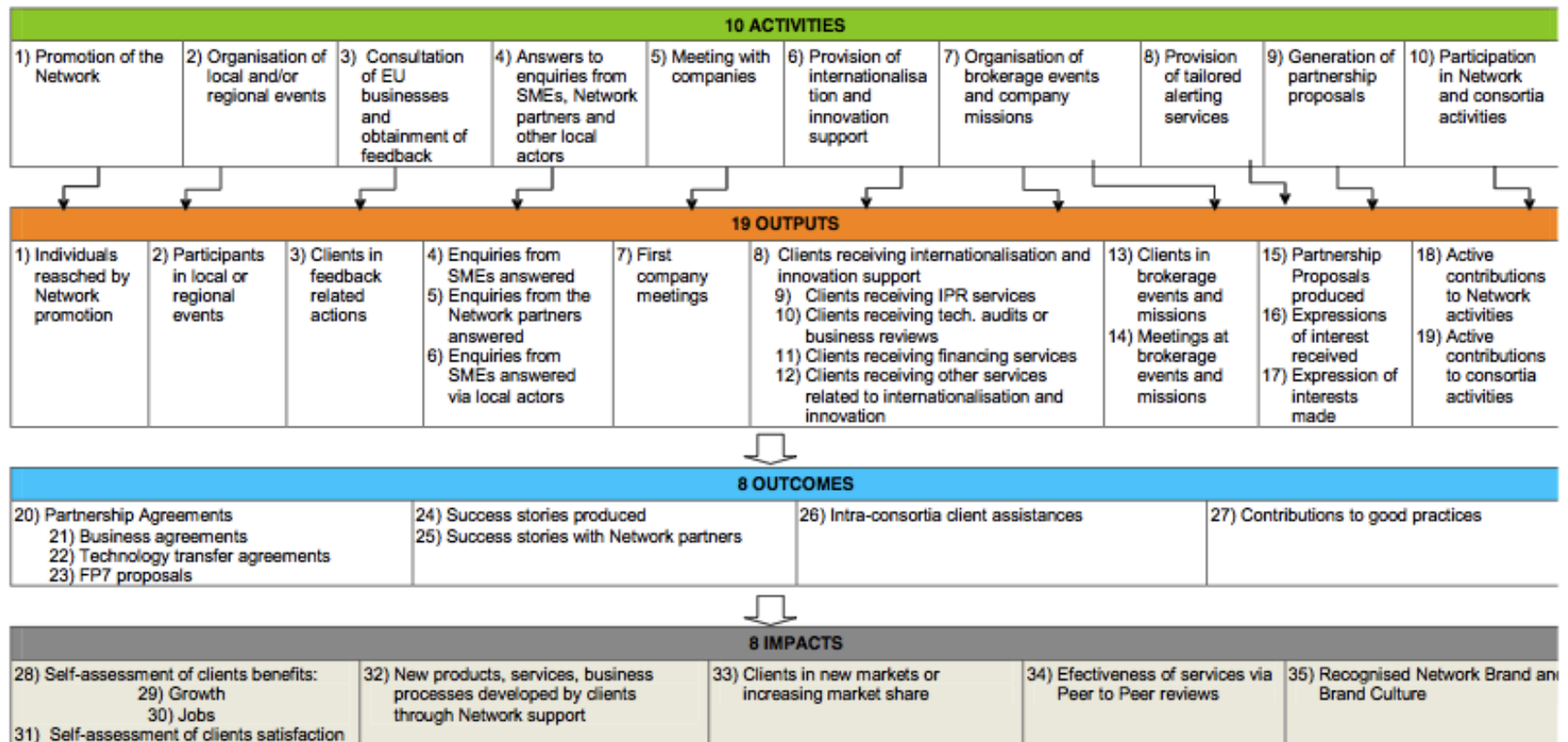
- WHO FOR?
- Members?
- The EC?
- Partners?
- National politicians?
- Society?

- WHAT FOR?
- Curiosity?
- Survey?
- Benchmark?
- Evaluate impact?



Enterprise Europe Network

OVERVIEW OF ACTIVITIES, OUTPUTS, OUTCOMES AND IMPACTS



ASTP-PROTON Surveys

Surveys are carried out by:

- setting up of **partnerships with NAs** (National Associations) to collect data. The main focus will be on increasing the number of countries that contribute to national data
- **participating in other surveys** performed by other institutions and by asking their members to participate in return, if this would be beneficial to ASTP-PROTON members
- **collecting data on KT/TT in Europe that we can compare and benchmark with colleagues and institutions elsewhere in the world**

The issue is to be:

- the main partner of EC for providing data and metrics.

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Education

Spread knowledge
Exchange best practices
Collaborate with others

How we support this?

- establishing and exchanging **best practices** for knowledge and technology transfer, by organising conferences and other events
- organising **training courses** to professionalise the knowledge and technology transfer profession
- **bringing best practices to members** through various communication channels
- stimulating **cooperation** between KT/TT offices (e.g. staff exchange)
- **mentoring/recognition by peers** in the profession

Activities

- **Training Courses:** 3 days, hands on training:
 - (i) Fundamentals in KT and TT
 - (ii) advanced training course on licensing, creating spin outs, research collaboration, marketing & dealmaking etc
- **Masterclasses:** one day fly in fly out classes for the experienced in the field of KT and TT
- **Annual & Fall Conferences:** two major events per year; one in spring and one in fall including special sessions for newcomers in the field (TT primer) and for the seniors in KT/TT (European Forum for KT Directors)
- **On Site Trainings:** we organize the training tailor-made to the need of our customers and come with the trainers to your site

Activities (cntd)

- **Site Visits NEW:** A one-day site visit to find out what they do and how they do it: last one 31st of March at Imperial College London- sold out
-
- **European Forum for KT Directors NEW:** with this forum we aim to extend our services to the other end of the spectrum and approach the most senior knowledge and technology transfer professionals, the directors of KTOs, and organize a dedicated evening event for networking at director level in conjunction with our annual conference or fall conference
- **Webinars NEW:** easy accessible expertise sharing. First one in April, interviewing Koenraad Debackere (KU Leuven)
- **Best Practices Competition COMING SOON**
- **TTOs Peer Review COMING SOON**

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Establishment of a pan European
Advisory committee -
The National Association Advisory Committee

Community building - NAAC

Goals NAAC

The NAAC is bringing **the point of view of institutions** and national associations to the ASTP-PROTON Association and will **make proposals to and advise the Executive Board** of ASTP-PROTON on issues related to the objective of increasing the efficiency of the European Innovation ecosystem like:

1- KTO model and management

2- KT/TT policy and implementation nationally

- **KTO and institutional policies**
- **Relationships with international partners** (e.g. EUA, EARTO; EIRMA, EBN)
- **Relationship with EU authorities** (e.g. EU, EPO, EIT)

3 - Professional recognition of TTO's/KTO's

- Measuring the growth and impact of the profession (survey, indicators)

Operations and Activities NAAC

Operations

- meet twice a year, taking the opportunity of conferences
- meet every 2 months via teleconference / responding to particular issues

Activities

- Writing **policy statements**
- Have **meetings with EU**, and other European association to see how to enlarge our public
- Exchange **experience**
 - about national policies
 - on NA activities
- Discussing membership **fee system**
- Setting up **partnerships** for events and training

NAAC CURRENT MEMBERS

Representing	Country
ITTIG (Irish Technology Transfer and Innovation Group)	Ireland
Reseach Curie	France
GIS-TransferCenter	Bulgaria
Network of Slovenia	Slovenia
Snitts	Sweden
Dutch national network	the Netherlands
Information network of Iceland	Iceland
Technology and Knowledge Transfer Forum of Hungarian Universities	Hungaria
RedOtri	Spain
Danish National Network	Denmark
Lieu network	Belgium
NTNU	Norway
Technologie Allianz	Germany
(informal) Network of Serbia	Serbia
(informal) network of Malta	Malta
USIMP	Turkey

NAAC 14 maj 2014 Oslo:

1. Short introduction of all NAs present
2. Position of
 - NAAC within ASTP proton,
 - position of ASTP proton in EU,
 - role of NAAC in EU
3. Added value of NAAC:
 - exchange of information
 - exchange platform
4. Trainings
5. Survey

Conclusions:

NAAC will have 2 meetings a year organized together with a conference on TT (e.g ASTP Proton annual conference) and 1 annual meeting in Brussels

NAAC website will contain link to LinkedIn and forums for NAs.

The networks from each country will be represented by the profiles at the NAAC website.

Trainings: NAAC (ASTPProton) should organize trainings for KT directors

Survey: The questionnaires of ASTP Proton and NAAC will be merged.
The data for the new surveys will be collected for the years 2012 and 2013, since the data of 2012 is missing at the moment.

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Professional Recognition

Excellent knowledge transfer is crucial for the development of science based countries

In order to make the importance of KT more visible to all stakeholder
KT has
has to become a recognized profession

Requirements for a doing to be a profession

- a body of knowledge
- a professional body
- a recognised path for career profession

Benefits of recognition

- Provides international recognition as a knowledge and technology transfer expert
- Establishes individual's credibility within the profession
- Institutes a uniform means of practice and standards for knowledge and technology transfer
- Unites professionals on a global basis - creation of a community

Current Situation

ASTP-PROTON is strongly involved in two well established and complementary accreditation and certification systems



ASTP-PROTON will do its best to harmonise the two systems in order to give the best to its members, i.e. have mutual recognition of trainings and credits in both systems.

Quality and external recognition is one of the key factors for a long-term professional development and recognition.

Recognition of individuals should be delivered by an independent body (ATTP, EUKTS, CLP) and a good partnership with these entities have to be consolidated.

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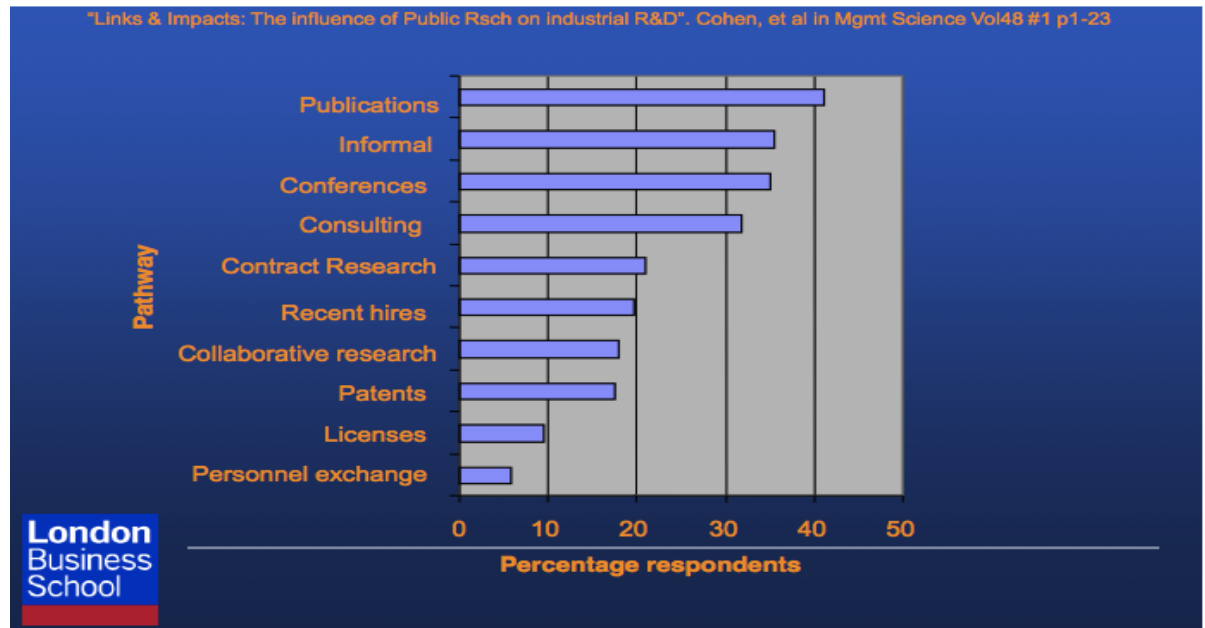
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Connect to the users

How can we make sure that industry and in particular SMEs benefit from knowledge created at public research organizations?

Connect KT professionals stronger to SMEs

- What does Industry want?
 - Assist TT professional to become more aware of SME needs
 - Emphasize concrete needs of technological projects within SMEs
 - Involving industry representatives into the board of ASTP-PROTON
- Work closer together with EEN and increase the collaboration with DGE



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PROFESSIONAL RECOGNITION
CONNECT TO THE USERS

**How can we go on together,
successfully
&
For the benefit of the SEE, too?**

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Thank you for your attention

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ASTP-PROTON is an independent, professional, practitioner based, non-profit entity.

The mission of ASTP-PROTON is to enhance the impact of public research on society and the economy.

Summary

- The mission of ASTP-PROTON is to enhance the impact of public research on society
- by collecting data on KT/TT in Europe that we can compare and benchmark with colleagues and institutions elsewhere in the world and that will assist decision making on the national and EU level.
- establishing and exchanging best practices for knowledge and technology transfer, by organising conferences and other events
- by creating a pan European network of national networks (NAAC) to reach out to as many KT professionals as possible
- by establishing a KT profession through education and recognition
- by connecting KT professionals stronger to SMEs
- by being the independent and neutral voice for KT in Europe

ASTP-PROTON

Core Competences

- Professionalisation via exchange of expertise and best practice by top KTT professionals throughout Europe: for practitioners – by practitioners
- Broad international scope
- Complete coverage of all maturation stages of knowledge transfer offices
- Support of KT professionals in all KT matters
- Flexible structure, short lines of communication, direct access
- Informal: ample time at all our events for networking, social programmes
- Events and education: expert speakers in interactive programs covering all topics from strategic and structural, to daily routine