FOSTERING UNIVERSITY-INDUSTRY COLLABORATIONS THROUGH IP-EXPERIENCE

Grounds and General Objectives

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Why promote the technical knowledge of Intellectual Property Rights in University? Why towards University Students?
Foreword (I): What is Intellectual Property?

**INTELLECTUAL PROPERTY**
Creations of human mind

**COPYRIGHT AND RELATED RIGHTS**
Authors’ rights to literary and artistic creations

**INDUSTRIAL PROPERTY RIGHTS**
Creative works in the technical context

- Patents for invention
- Trademarks
- Industrial Designs
- Geographical Indications
- Plant Variety Rights
- Trade secrets
- ...
Foreword (II): What is Intellectual Property?

EPO Annual Report 2018 *(16 March 2019)*

Patent applications at the European Patent Office continue to grow in 2018:

- **2016**: 159,087
- **2017**: 166,594
- **2018**: 174,317

+4.6%

1 in 5 applications is filed by an SME:

- **20%** SMEs, individual inventors
- **9%** Universities and public research organisations
- **71%** Large enterprises

Source: 11 February 2020, Milan
Grounds (I)

IP in Education — Recommendation on new key competences for Lifelong Learning and Council conclusions on moving towards a vision of a European Education Area (22 May 2018)

The council of EU calls upon the member states and the Commission to:

- stimulate education that fosters creativity and entrepreneurship;
- foster cooperation between education and business;
- The Council acknowledges the work by the Intellectual Property in Education network managed by the European Union Intellectual Property Office.

Grounds (II):

University-Industry Collaboration: New Evidence and Policy Options (10 April 2019)

KEY FACTS ON THE IMPACT OF PUBLIC RESEARCH
Public research institutions have become more active in patenting. Their patent applications increased more than fivefold between 1992-2014 (2,200, that is 1,6% of the total applications in 2014)

POLICY RECOMMENDATIONS: Support co-creation leveraging digital technologies
Policies should move away from knowledge transfer to ‘co-creation’ models where knowledge is jointly created by research and industry.

Source:
Grounds (III)


Key findings for EU

IPR-intensive industries:

- generate 45% of economic activity;
- employ up to one in three people;
- pay 47% higher wages than other sectors;

Key findings for Italy (vs EU):

Source: https://euipo.europa.eu/ohimportal/en/web/observatory/ip-contribution#ip-contribution_1

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IP EXPERIENCE project objectives:

The General Objectives (GO)

- (GO-1). **To enhance the technical knowledge of Intellectual Property Rights**, as well as provide appropriate information to protect the results of their own creativity, **in order to enrich the human capital of young people and promote entrepreneurship**;

- (GO-2). **To encourage the interest of future generations of researchers in the main elements on Intellectual Property Rights** (invention patents, trademarks, design) potentially emerging from research and development activities;

- (GO-3). **To promote the culture of Intellectual Property Rights and the respect for the Intellectual Property Rights of other people in the context of collaborations between University and Industry**, empowering all the stakeholders (academic teachers, companies, and especially university students), in order to strengthen and enhance the emerging models of co-creation between University and Industry.
Project Website: www.ip-experience.eu
Event Registration: www.eventbrite.it

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