

IP EXPERIENCE



**FOSTERING UNIVERSITY-INDUSTRY COLLABORATIONS THROUGH
IP- EXPERIENCE**

Grounds and General Objectives

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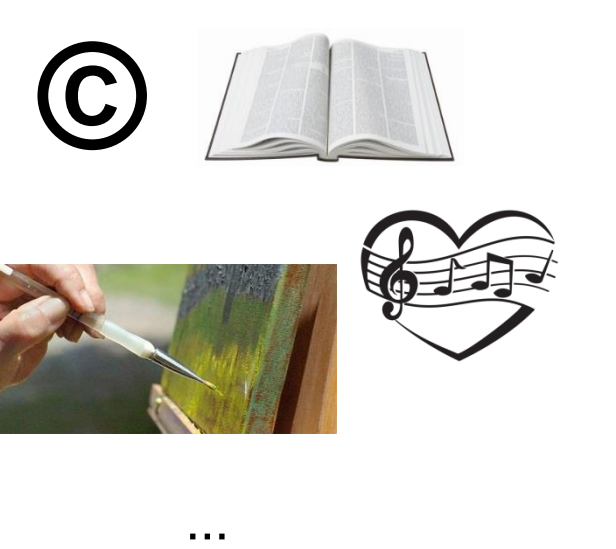
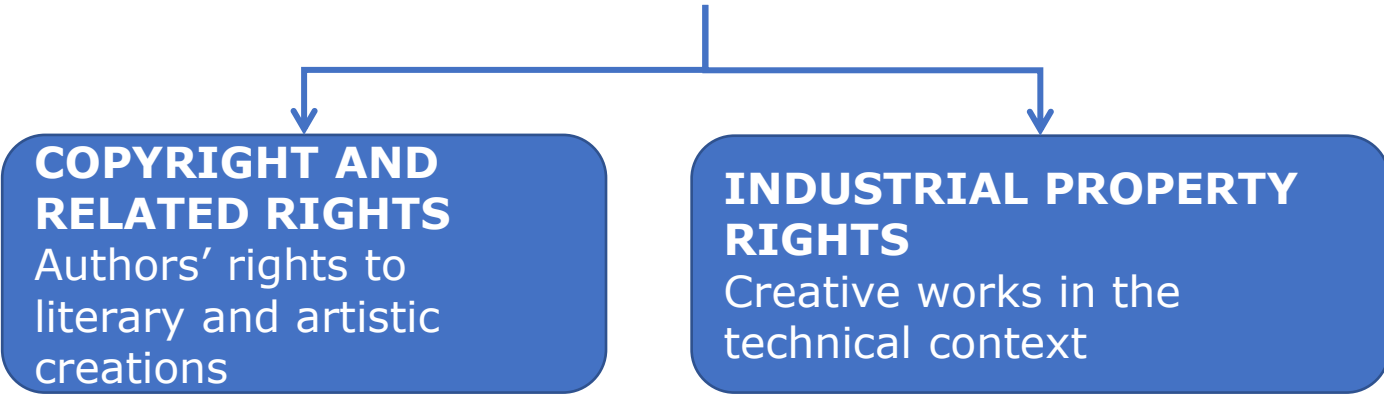
Project Manager, Fondazione Politecnico di Milano

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



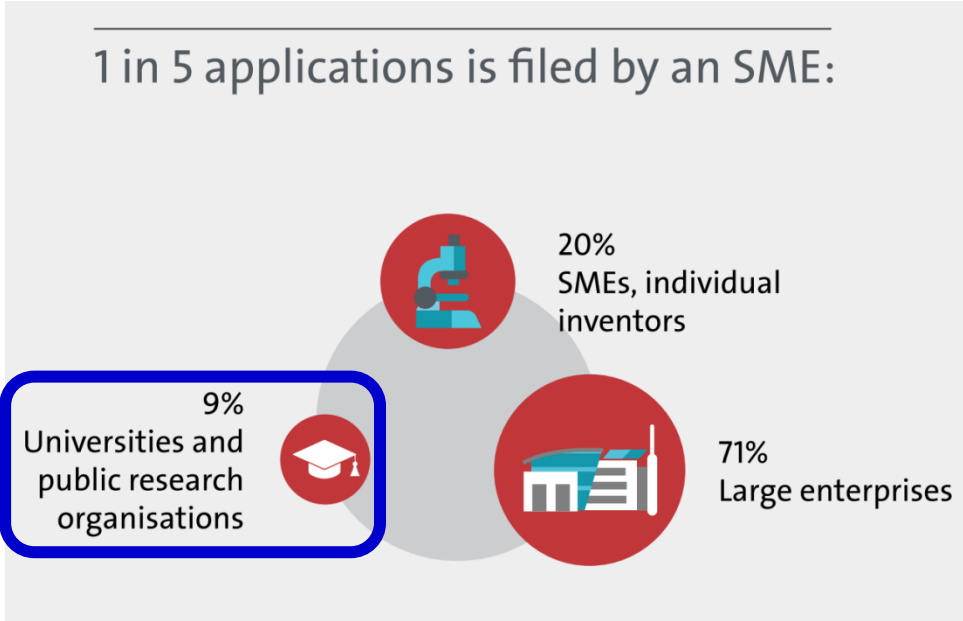
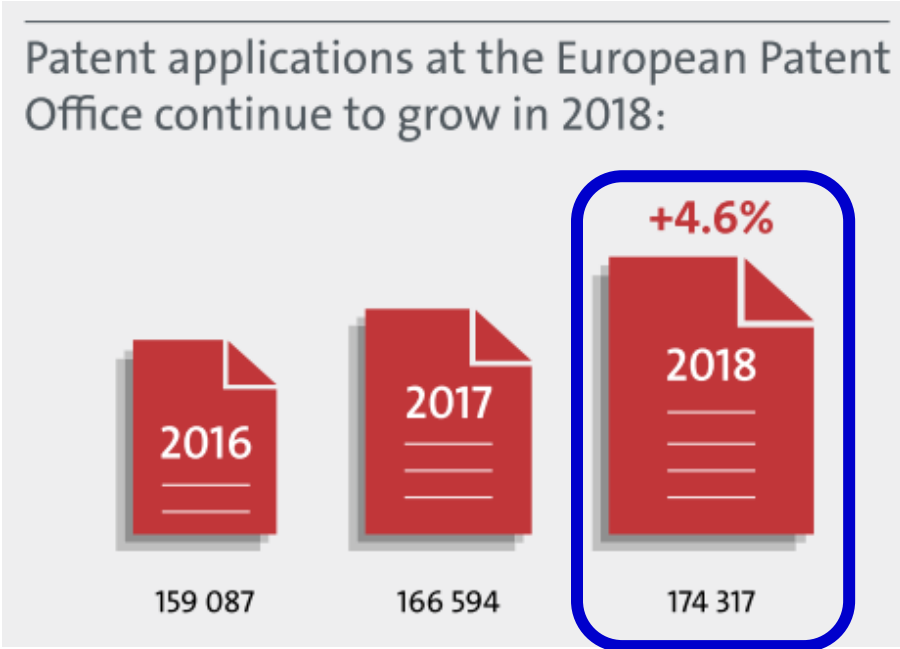
Patents for invention

- 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)



Source:



➤ 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.



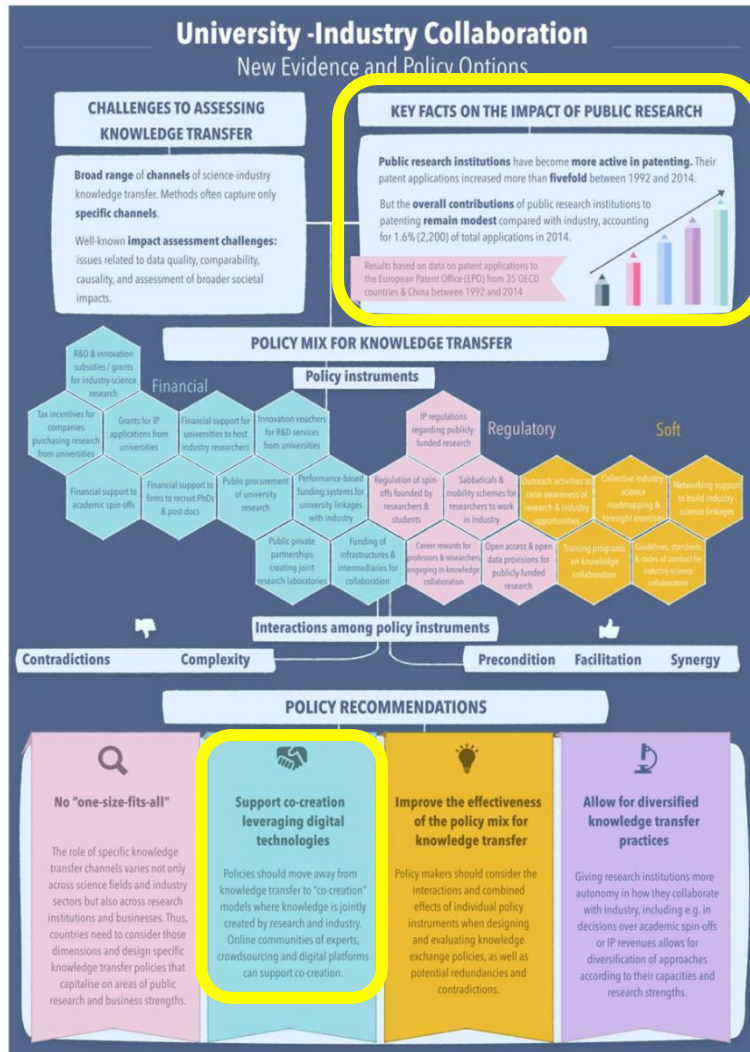
Source:



<https://www.consilium.europa.eu/en/meetings/eys/2018/05/22-23/>

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 RECOMENDATIONS: 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)

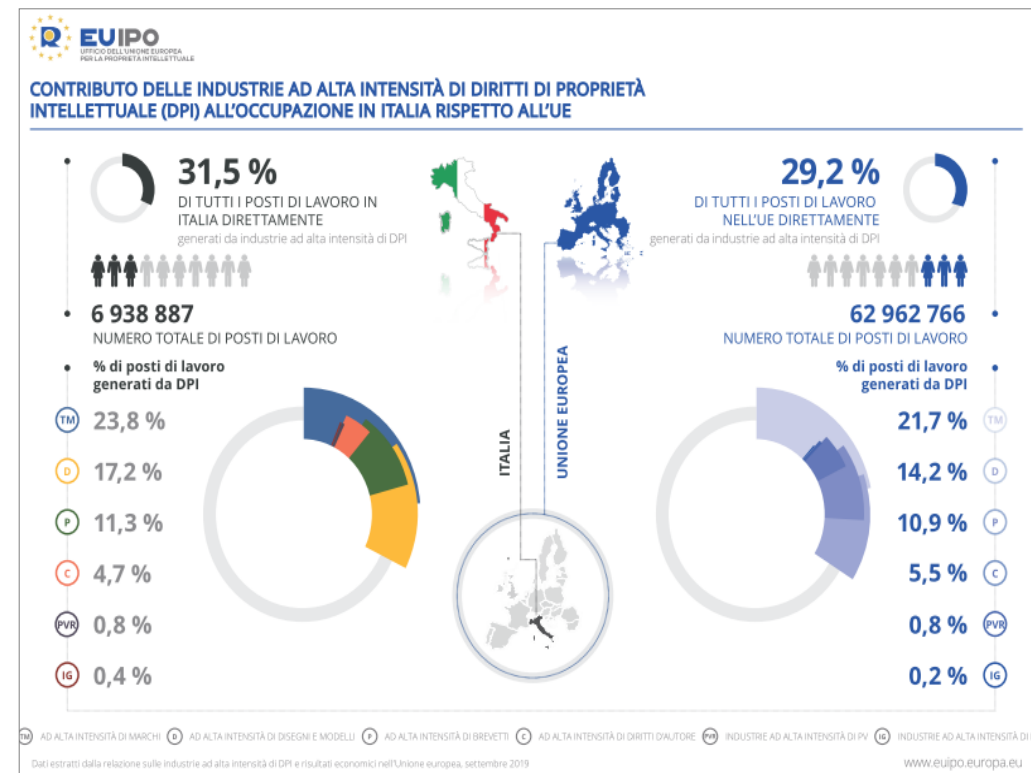
➤ IPR-intensive industries and economic performance in the European Union (25th Sept. 2019)

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

IP EXPERIENCE project objectives:



www.ip-experience.eu

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 Partners



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Project Website: www.ip-experience.eu

Event Registration: www.eventbrite.it

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Supported by:



**GR/001/19- Lot 2: Reaching
consumers/citizens and
especially young people;**
Application reference N° 0185



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