

IP EXPERIENCE



FOSTERING UNIVERSITY-INDUSTRY COLLABORATIONS THROUGH
IP- EXPERIENCE

IP EXPERIENCE project an opportunity for university students and more

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IP EXPERIENCE – Intellectual Property Experiential Program



- **Object:** to sensitize and empower University and High School students on the strategic value that Intellectual Property Rights brings into their future business activities, through a program of workshops and live events in Milan and Barcelona

The project will execute an *interactive workshops program* to promote the fundamentals of IP Rights through an experiential educational and simulation approach.

- **(Main) Target Groups:** university students and high school students (15-24 years)
- **Project starting date/end date:** middle November 2019- middle November 2020; 12 months.

- **Project Partners:**



Coordinator



**POLITECNICO
MILANO 1863**

TECHNOLOGY
TRANSFER OFFICE



POLIHUB
INNOVATION DISTRICT
& STARTUP ACCELERATOR
BY FONDAZIONE POLITECNICO DI MILANO



**UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH**



EUIPO
UFFICIO DELL'UNIONE EUROPEA
PER LA PROPRIETÀ INTELLETTUALE

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

IP EXPERIENCE – Intellectual Property Experiential Program



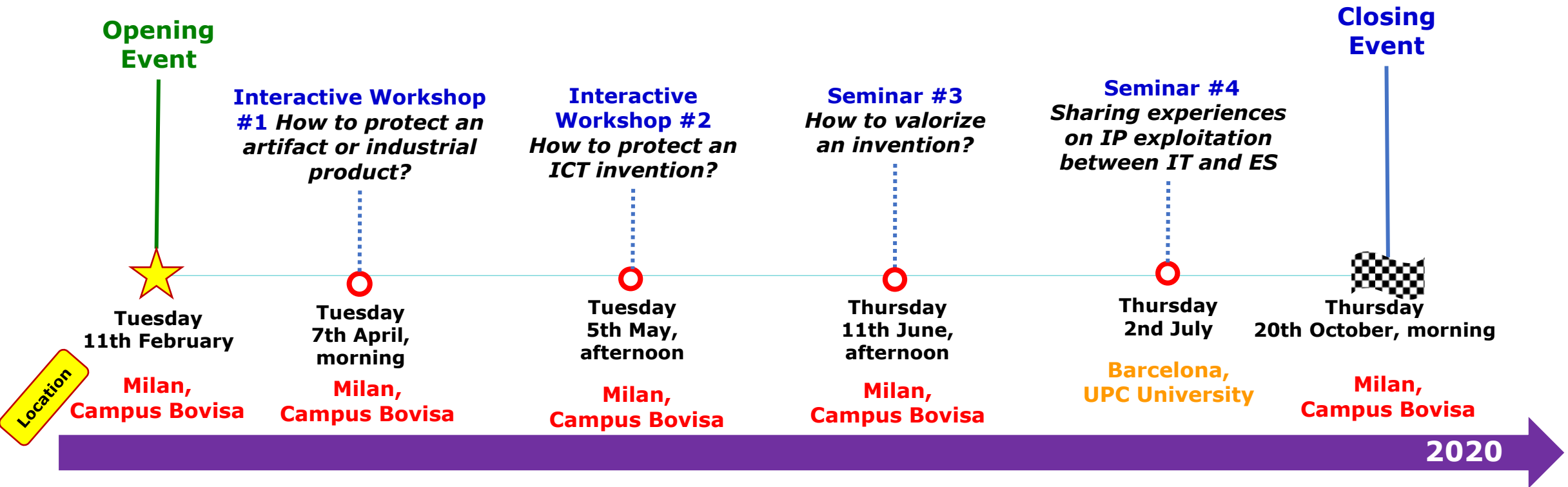
The General Objectives (GO)

- (GO-1). To enhance the technical knowledge of Intellectual Property Rights in order to enrich the human capital of young people and promote entrepreneurship;
- (GO-2). To encourage the interest of future generations of researchers and professionals in the main elements on Intellectual Property Rights;
- (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;

IP EXPERIENCE – Events program



Track for target: *University Students (I)*



Key elements

- Duration 4h about;
- Free-of-charge, registration required;
- Location (IT): Politecnico di Milano, Campus Bovisa, Building B1, Room Castiglioni;

Track for target: *University Students (II)*

Interactive Workshops:

Participants will be divided into teams, and **through the support of IP experts as facilitators**, each team will discuss which IP right to use and to what purpose in order to protect a concept (a manufacturing device, industrial product, ICT solution), **simulating the implementation of a preliminary strategy to protect** such creation and finally **experimenting which actions and effort are needed to ensure the legal protection**.

Key elements

- Program of 3 Events in Italy; *Certificate of Attendance* for the participation of all 3 events;
- Target: university students, young researchers, young entrepreneurs;
- Work in teams with facilitators: IP Experts, Patent Attorneys;
- Preliminary and post Assessment on awareness on IP;

IP EXPERIENCE – Events program



Track for target: *High School students*

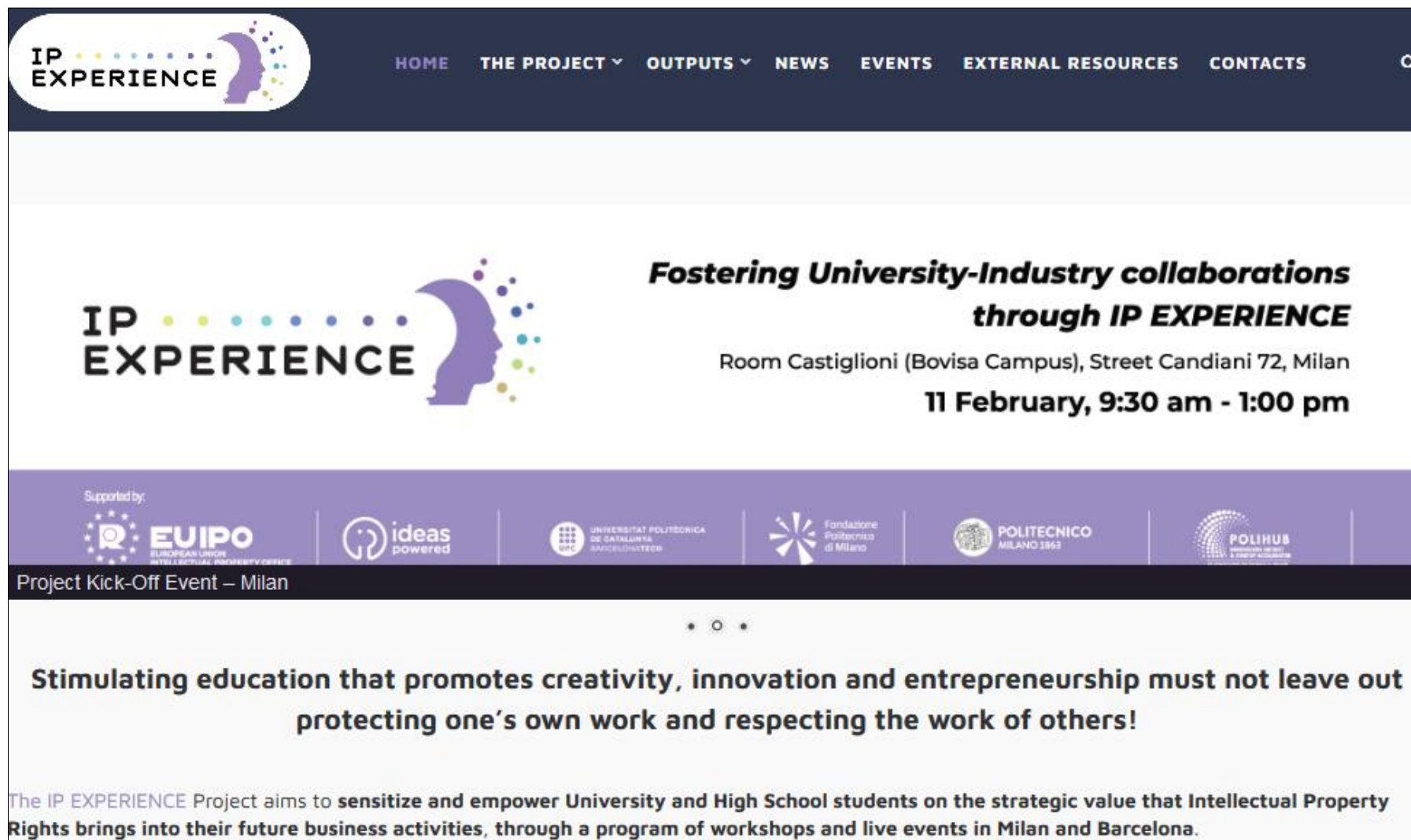
Interactive Workshops:

A preliminary recap of the essence of IP rights will be showed.

Students will be divided into teams and supported by IP experts and Game Designers will work and compete together in order to design and formulate storytelling games for the promotion of patent protection culture.

Key elements

- Ludic approach to the topic of Intellectual Property;
- Events reserved for students of the 3rd level class of the branch *Administration Finance and Marketing* of the high-school **Istituto Superiore Maria Ausiliatrice of Lecco**;
- Work in teams with facilitators: IP Experts, Game Designers;
- Preliminary and post Assessment on awareness on IP;



The screenshot shows the IP EXPERIENCE project website. At the top is a dark blue navigation bar with the IP EXPERIENCE logo on the left and menu items: HOME, THE PROJECT, OUTPUTS, NEWS, EVENTS, EXTERNAL RESOURCES, CONTACTS, and a search icon. Below the navigation bar is a large white banner. On the left of the banner is the IP EXPERIENCE logo. To the right, the text reads: **Fostering University-Industry collaborations through IP EXPERIENCE**. Below this, it specifies the location: Room Castiglioni (Bovisa Campus), Street Candiani 72, Milan, and the date and time: **11 February, 9:30 am - 1:00 pm**. A purple bar below the banner contains the text "Supported by:" followed by logos for EUIPO, ideas powered, Universitat Politècnica de Catalunya, Fondazione Politecnica di Milano, Politecnico Milano 1863, and POLIHUB. Below the purple bar is a dark blue bar with the text "Project Kick-Off Event – Milan". The main content area below has a quote: "Stimulating education that promotes creativity, innovation and entrepreneurship must not leave out protecting one's own work and respecting the work of others!". At the bottom of the main content area, it states: "The IP EXPERIENCE Project aims to sensitize and empower University and High School students on the strategic value that Intellectual Property Rights brings into their future business activities, through a program of workshops and live events in Milan and Barcelona."

www.ip-experience.eu

IP EXPERIENCE – Expected Outputs



- ❖ **Handbook** on *Best Practices on IP valorization: Experiences from Italy and Spain*;
- ❖ **An interactive web application** on a story-telling game on the IP rights issues;
- ❖ **3-5 videos on the importance of IP** for start-ups and youngsters and on industrial experiences and IP valorization from Italian and Spanish companies;

IP-Experience aims to further evolve and enhance contents and materials of the previous program (free-of-charge):

THEOREM-youTH intEllectual prOperty Education program (2018-2019)

- 6 Video summaries of the IP Awareness program and other 3 videos;
- Handbook “[Intellectual Property for start-ups](#)”
- A [web-app interactive game on the IP rights](#),
- Training contents for the *Awareness Program*;



THEOREM

YOUTH INTELLECTUAL PROPERTY
EDUCATION PROGRAM



<http://www.l2pro.it/theorem/project/>

Project Partners



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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH



Project Website: www.ip-experience.eu

Event Registration: www.eventbrite.it

Project Managers:

- Cristina Areste – Universitat Politècnica de Catalunya
- Annalisa Balloi – Politecnico di Milano, Ufficio di Trasferimento Tecnologico;
- Giacinto Schiavulli– PoliHub, Innovation District & Startup Accelerator
- Filippo Silipigni – Fondazione Politecnico di Milano

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Supported by:



GR/001/19- Lot 2: Reaching
consumers/citizens and
especially young people;
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We wait for you for the next event:
How to protect an artifact or industrial product?
Tuesday 7th April, morning, Campus Bovisa, Aula Castiglioni



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di Milano

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Supported by:



11 February 2020, Milan

IP EXPERIENCE

