



FET ACADEMY WEEK PROGRAMME

27th – 30th October 2020



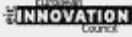




A unique mix of inspirational and practical contents for researchers to dream of disruptive projects for a better future.

Day 1 | 27/10/2020



Morning Session		
10:30 60'	WELCOME	Welcome to IdeAcademy Week to speakers and participants
11:30 30'	PREFET CONTEST	Presentation of PREFET CONTEST for future and emerging projects by Eva García Muntión (PREFET Coordinator)
12:00 90'	TRENDS <i>Expert Pannel Introduction & Discussion</i>	<p>Pannel discussion with top international experts around 3 cornerstone trends:</p> <ol style="list-style-type: none"> 1. Evil AI and Quantum Internet 2. Life after life: human life extension and "enhanced" humans 3. Zero energy: drastically reducing spending <p>(Ágota Apáti, Radu Gheorghiu and Lucas Lamata) Chaired by Manuel Noya (LINKNOVATE)</p>
13:30	End of day 1	



Day 2 | 28/10/2020

Morning Session			
9:00 30'	INTERVIEW <i>Experts Committee</i>	Top-level interview Rachel Armstrong (Newcastle University)	
9:30 60'	TRAINING 1 <i>R&D Project Building</i>	Integral R&D project building and why is it crucial. By Eva García Muntión (RTDI)	
10:30 30'	INTERVIEW <i>EIC Advisory Board member</i>	Top-level interview with Ana Maiques (EIC Advisory Board member)	
11:00 60'	TRAINING 2 <i>Results' Exploitation 1</i>	Towards exploitation of results, by Timothy Earnshaw (BRIEFING) – PART 1	
12:00 30'	INTERVIEW <i>EC FET Unit</i>	Top-level interview with Walter Van-de-Velde (EC FET unit)	
12:30 60'	TRAINING 3 <i>Early R&D</i>	New ways of talking about early-stage R&D, by Eva García Muntión (RTDI)	
13:30 90'	LUNCH BREAK		
Afternoon Session			
15:00 30'	INTERVIEW <i>RRI expert</i>	Top-level interview with Andre Martinuzzi (Institute for Managing Sustainability and WU Vienna (tbc))	
15:30 120'	TRAINING 4 <i>Ethics by design 1</i>	Ethics by design, by Martin de Heaver (De Montfort University) and Agata Gurzawska (Trilateral Research) – PART 1	
17:30	End of Day 2		

Day 3 | 29/10/2020

Morning Session			
9:00 90'	TRAINING 5 <i>Dissemination</i>	Crucial aspects in Communication and Dissemination for growing project's audiences, by Elisabeth Schmid and Angelique Lusuan (FETFX project)	
10:30 30'	INTERVIEW	Top-level interview with Walter Van-de-Velde (EC FET Unit)	
11:00 60'	TRAINING 6 <i>Networking & Community building</i>	New mechanisms for impacting networking & Community building, by Eva García Muntión (RTDI)	
12:00 30'	INTERVIEW <i>ISERN member</i>	Top-level interview with Sergio Larreina (ISERN – and Eugene Sweeney (European IP Helpdesk)	
12:30 60'	TRAINING 7 <i>IPR Management</i>	Long-term management of IPR in collaborative R&D projects, by Elena Solera (RTDI)	
13:30 90'	LUNCH BREAK		
Afternoon Session			
15:00 150'	TRAINING 4 <i>Ethics by design 2</i>	Ethics by design, by Martin de Heaver (De Montfort University) and Agata Gurzawska (Trilateral Research) – PART 2	
17:30	End of Day 3		

Day 4 | 30/10/2020

Morning Session			
9:00 60'	TRAINING 2 <i>Results' Exploitation 2</i>	Towards exploitation of results, by Timothy Earnshaw (BRIEFING) – PART 2	
10:00 60'	PATHFINDER & EIC <i>Matching your project with the right programme</i>	Pathfinder and/or European Innovation Council, by Walter Van-de-Velde (EC FET Unit)	
11:00 90'	TRENDS <i>PREFET Roadmap and Experts' view.</i>	PREFET Roadmap presentation, by Eva García Muntión (PREFET Coordinator); & Pannel discussion with three members of PREFET Experts Committee (Rachel Armstrong, Paul Fenton and Alvaro Goyanes). Chaired by Manuel Noya, LINKNOVATE	
12:30 60'	PANEL DISCUSSION <i>NCPs' perspective on the EIC evolution</i>	EIC evolution from the perspective of FET NCPs & Pannel discussion with FET NCPs (Marta Calderaro, Stafford Lloyd, Nicolás Ojeda)	
13:30 90'	LUNCH BREAK		
Afternoon Session			
15:00 30'	PREFET CONTEST WINNERS	Winners to PREFET CONTEST for future and emerging projects	
15:30 120'	PREFET GAME JAM	PREFET Game Jam opening and kick-off (will keep running until 1/11/2020)	
17:30	End of Day 4		

SESSIONS SUMMARY

Day 1 27/10/2020	Day 2 28/10/2020	Day 3 29/10/2020	Day 4 30/10/2020																																																																										
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PANNEL DISCUSSIONS

27th – 30th October 2020

Session	Title	Day
Session 1	<i>Pannel discussion with top international experts around 3 cornerstone trends: 1. Evil AI and Quantum Internet 2. Life after life: human life extension and "enhanced" humans 3. Zero energy: drastically reducing spending</i>	Day 1 (12.00)
Session 2	<i>Pathfinder and/or European Innovation Council</i>	Day 4 (10.00)
Session 3	<i>PREFET Roadmap presentation & Pannel discussion with three members of PREFET Experts Committee</i>	Day 4 (11.00)
Session 4	<i>EIC evolution from the perspective of FET NCPs</i>	Day 4 (12.30)

SESSION 1 – Three Hot Topics and their trend connections for the Future of Europe. Scenarios Discussion

Abstract

Linking hard emerging tech with potential impacts in the future has always been a very complex task, very “handcrafted” as there has been few attempts to “systematize” it. Technology foresight techniques and line of research plays a big role; however, it remains a highly technical (even academic) field of application for stakeholders (researchers not specialists in foresight and/or trend analysis, regulators, policymakers, and others).

With this discussion we want to start a discussion on 3 hot topics of huge potential impact for the society by raising awareness with an informal approach to bring bold statements from the experts in the panel. Often times we at PREFET feel that the ability to “visualize” what can happen goes a longer way than having “facts and evidence” about what is happening, and expect that “non-foresight experts” bridge the gap to “what could happen”.

Collecting data and signals to inform trends is (has been) Linknovate primary goal in PREFET. Now with this panel is time to use this data to kickstart and backup a debate with bold opinions and imagine future scenarios.

Objectives – Show trends’ data to kickstart a bold debate:

- Reflecting together on (emerging) tech key principles and increasing the cross-disciplinary comprehension of a (emerging) topic and its potential impacts when combined with others
- Presenting the basics on “weak signals” gathered in 2 trends and how to clusterize them
- Enabling a “debate” with a future scenario as pivotal point: Dreams and Nightmares for Europe
- RRI Dimensions to consider in these “dreams” for Europe in 3 simple questions (who, why and when)
- Increasing understanding and practical information by exploring real examples
- Increasing understanding and practical information by hearing from experts in emerging technologies that could influence/amplify/modify the hot Topics that are discussed

List of main contents:

- Link between 3 “agreed” societal potential big impacts and technology trends
- Link between these “future scenarios” (dreams) and the technology trends investigated in PREFET
- The importance of evidence, and the importance of imagination
- “Dreams” debate with experts, and concerns on the 3 topics of discussion
- Q&A

Who is it for:

- Reseacher in future and emerging technologies based on deep science
- Researchers running highly interdisciplinary projects
- Any researcher searching to engage stakeholders around h/her research
- Researchers concerned not only about tech but about societal impact and ethics
- Other stakeholders and policymakers/regulators wanting to have “crowd/expert” feedback on futuristic scenarios on 3 hot topics

Experts for the Panel:



Dr Ágota Apáti

Principal Investigator at Institute of Enzimology, Research Centre for Natural Sciences, Hungary

Dr Apati has established the first human pluripotent stem cell lab in Hungary, and is involved in studying the differentiation, signalling and disease modelling of human embryonic and induced pluripotent stem cells. She has developed iPSC-based disease models and transgenic cellular reporter systems, published more than 45 scientific papers and she is a supervisor of PhD-students at the Doctoral Schools of Theoretical Medicine of Semmelweis University and Faculty of Science Doctoral School of Biology of Eötvös Loránd University, Budapest, Hungary.



Lucas Lamata

Associate Professor in Theoretical Physics, Universidad de Sevilla, Spain

Associate Professor of Theoretical Physics at the Departamento de Física Atómica, Molecular y Nuclear, Facultad de Física, Universidad de Sevilla, Spain. My research up to now has been focused on quantum optics and quantum information, including proposals for quantum simulations of relativistic quantum mechanics, fermionic systems, and spin models, with trapped ions and superconducting circuits. I have more than 17-year research experience in centers of Spain and Germany, having performed research as well with scientific collaborations in several stays in centers of all continents: Harvard University, ETH Zurich, University of California Berkeley, Google Santa Barbara, University of California Santa Barbara, Google LA, Shanghai University, Tsinghua University, Macquarie University, University of Bristol, , University of KwaZulu-Natal, IQOQI Innsbruck, Universidad de Santiago de Chile and others.



Radu Gheorghiu

President at Institutul de Prospectiva

Radu Gheorghiu, Ph.D., is a foresighter and an innovation policy expert. He is currently the President of Institutul de Prospectiva (www.prospectiva.ro), a Romanian foresight NGO specialized in horizon scanning by combining human experts and machine learning. In the last years he has coordinated large scale foresight exercises supporting the elaboration of the national strategies in the fields of R&I, education and public administration in Romania. He is the author of the consultation method called Dynamic Argumentative Delphi, which has been used in various international projects (CIMULACT, Bohemia, RIBRI) for exploring the future of European R&I landscape.

Moderator:



Manuel Noya

CEO, Linknovate.com

Manuel Noya, MSc Materials Eng (University de Santiago de Compostela) and double BSc Chemical Eng and Materials Engineering (University de Santiago de Compostela & Universidad Politécnica de Madrid), has been in direction roles since he cofounded Linknovate.com in May 2012. research experience in SRI International 2010-2013 (former Stanford Research Institute) where he participated as International Fellow in several applied R&D projects. Cofounded Linknovate.com in June 2012. Manuel, as part of the founding team of Linknovate.com is an alumni of StartX, Stanford University accelerator, arguably one of the top 3 in the world. Ex-researcher turned entrepreneur, now Linknovate has users in +100 countries globally and sells to clients in 10+ countries.

SESSION 2 – Pathfinder and/or European Innovation Council

Abstract

Many things have happened since the launching of the European Innovation Council pilot (EIC), and more are to come towards the next R & I Framework Programme, Horizon Europe. From 2021, the area of Future and Emerging Technologies (FET) will fall completely under EIC umbrella, changing its name to Pathfinder Programme.

During this session, FET Unit Deputy Head will share information about the future shape, functioning and topics of Pathfinder. It will be highly complemented by the next two sessions.

Speaker:



Walter Van de Velde

European Commission

Today European Commission's strategy and project officer and Deputy Head of FET Unit (Future and Emerging Technologies); previously a FET researcher himself at VUB AI-lab, and an entrepreneur at Starlab. He is pioneer in the use of new communication mechanisms for early-stage / long-term / high-impact &D within the European Framework Programme, as in example shown by his [Tedx Talk on "The Deep Future"](#).

SESSION 3 – PREFET Roadmap presentation & Panel discussion with three members of PREFET Experts Committee

Abstract

This session is about “Evidence-based technology trends grown into “play-grounds” for sparking creativity”. A methodology for the analysis of technology trends with great impact potential has been implemented during PREFET H2020 project, iterating from manually identified trend seeds to Intelligence-Augmented desktop research supported with text-mining, data-mining and machine-learning. “Weak signals” were detected and trends were “informed” (insight generation), resulting into a list of 45 “pre-validated Trends” that were mapped with UN’s Sustainable Development Goals to leverage responsible research. In parallel, they were opened to a consultation involving +2,000 researchers in ICT, Health Sciences, Biotechnology and Environmental Sciences; enriched with interviews with artists, architects and designers. A workshop around prioritisation of technology trends was organised, resulting into a list of “top 20 future and emerging trends”.

These results will be presented, and a panel discussion will be held with researchers in some of these fields aiming at giving valuable insights and transform the top 20 trends into “play-grounds” where building disruptive project ideas.

Objectives:

- Reflecting together on (emerging) tech key principles and increasing the cross-disciplinary comprehension of a (emerging) topic and its potential impacts when combined with others
- Enabling a “debate” with a future scenario as pivotal point: Dreams and Nightmares for Europe
- RRI Dimensions to consider in these “dreams” for Europe
- Increasing understanding and practical information by hearing from experts in emerging technologies that could influence/amplify/modify the hot Topics that are discussed

List of main contents:

- PREFET Top 20 Future and Emerging Technologies – Process, results and impact
- RRI from low TRLs, and how they influence technology foresight
- Trends and future

Who is it for:

- Researcher in future and emerging technologies based on deep science
- Any researcher searching to engage stakeholders around h/her research
- Researchers concerned not only about tech but about societal impact and ethics
- Other stakeholders and policymakers/regulators

Speakers:



Agata Gurzawska, Senior Research Analyst at Trilateral Research

She brings to Trilateral’s Policy, Ethics and Emerging Technologies (POET) team over fourteen years of experience in law, human rights research and teaching. This includes cooperation with the Helsinki Foundation for Human Rights and the Danish Institute for Human Rights focused on human rights and business as well as academic roles with the Department of Philosophy of the University Twente and the Centre for Business, Organisations and Society at the University of Bath. Agata holds an M.A. in Law from the University of Lodz and an M.A. in Human Rights and Democratisation from the European Inter-University Centre for Human Rights and Democratisation (E.M.A.). Her doctoral thesis seeks to contribute to discussions on the ethical, responsible and sustainable innovation in the business context.



Eva García Muntión, RTDI CEO

Managing R&I projects by European SMEs and R&D institutions for near 20 years, having supported more than 350 projects during ideation, developing and exploitation stages, mainly focused into improving their market and/or social fit, reinforcing their orientation towards purpose, increasing their differentiation and innovative potential, and creating a critical mass around them. In 2008, she founded RTDI to develop her own vision on how this support could be offered. In the last 4 years, RTDI has developed a strong focus into helping to build skills related to research and innovation (hard ones, such as biotechnology and deep ICT; as well as soft ones, such as communication and strategic thinking). Eva has trained more than 2,000 people in these areas, developing own learning methodology, dynamics, tools and materials.

Experts for the Panel:



Alvaro Goyanes

Co-founder and Development Director at FabRx Ltd.

FabRx is the first company focused on developing 3D printing technology for fabrication of personalised medicines and medical devices. He is also Honorary Lecturer at University College London - School of Pharmacy (UK) and part-time lecturer at the Faculty of Pharmacy - University of Santiago de Compostela (Spain). Alvaro is one of the first researchers to evaluate the opportunities of 3D printing using new 3D printing technologies to manufacture oral dosage forms and medical devices. Alvaro has published more than 50 articles. He has listed amongst the World's Most Highly Influential Researchers in 2019 by Web of Science and he is a recognized world expert in 3D printing of medicines with more than 100 communications to international conferences. He holds a PhD in Pharmaceutics from University of

Santiago de Compostela (Spain) and he worked for 3 years as a Registered Pharmacist, thus has first-hand knowledge of the needs in terms of medicines in the community pharmacy.



Paul Fenton

European Project Consultant for Open University of Catalonia and Catalan Foundation for Research and Innovation

Experienced consultant on proposals for international funding, specializing in the co-creation of strategic project visions involving 4-Helix stakeholders, for engaging them from start to finish in research, innovation, policy recommendations and sustainable impacts. With winning proposals in 7th Programme and H2020 (SwafS), MSCA, ERC; Erasmus+ (and Lifelong Learning Programme), helping researchers articulate their Social Innovation, RRI, and Communication, Exploitation, Dissemination and Risk Management plans, I've also been project coordinator with international consortiums, guest expert in European forums, and am currently working as an Ad Hoc Expert workshop presenter and trainer in the URBACT Programme.



Rachel Armstrong

Professor of Experimental Architecture, Newcastle University

Rachel Armstrong is Professor of Experimental Architecture at the School of Architecture, Planning and Landscape, Newcastle University, United Kingdom, and a Visiting Professor at the Department of Architecture, Sint-Lucas, KU Leuven, Ghent, who explores how buildings can incorporate some of the properties of living systems to become 'living architectures'. She was coordinator for the FET Open Living Architecture project (April 2016-June 2019) and coordinates the EU Innovation Fund ALICE project. She is a Rising Waters II Fellow with the Robert Rauschenberg Foundation (April-May 2016) and a 2010 Senior TED Fellow. She is also a Member of the Hub for Biotechnology in the Built Environment at Newcastle University and Director and founder of the Experimental Architecture Group (EAG) whose work has been published and exhibited internationally.

Moderator:



Manuel Noya

CEO, Linknovate.com

Manuel Noya, MSc Materials Eng (University de Santiago de Compostela) and double BSc Chemical Eng and Materials Engineering (University de Santiago de Compostela & Universidad Politécnica de Madrid), has been in direction roles since he cofounded Linknovate.com in May 2012. research experience in SRI International 2010-2013 (former Stanford Research Institute) where he participated as International Fellow in several applied R&D projects. Cofounded Linknovate.com in June 2012. Manuel, as part of the founding team of Linknovate.com is an alumni of StartX, Stanford University accelerator, arguably one of the top 3 in the world. Ex-researcher turned entrepreneur, now Linknovate has users in +100 countries globally and sells to clients in 10+ countries.

SESSION 4 –EIC evolution from the perspective of FET NCPs

Abstract

Many things have happened since the launching of the European Innovation Council pilot, and more are to come towards the next R & I Framework Programme, Horizon Europe. From 2021, the area of Future and Emerging Technologies (FET) will fall completely under EIC umbrella, changing its name to Pathfinder Programme. National Contact Points (NCPs) have a special perspective around this process, integrating the European level with national particularities which represent the interests of communities of European citizens (sometimes also at regional level). During this session they will share this information with participants, trying to draw the short-term future in EU funding of FET-like projects, and support researchers and innovators in their application processes.

Speakers:



Marta Calderaro

Italian H2020 FET and ICT National Contact Point, APRE – Agency for the promotion of European Research

She joined APRE in 2013. Graduated in International Cooperation and Development Sciences, with background experience in international cooperation, she holds a post-graduation master degree on European Project Management and SMEs internationalization processes. In APRE, she has specialised in innovation policies related to Emerging Technologies, with specific focus on Information and Communication Technologies. Her experience encompasses project management (FETFX project coordinator – H2020 FET Open project), policy dialogue, communication and stakeholder engagement activities (EFFECT – H2020 FET Open project). In the field of international cooperation in research and innovation, she has been working on several projects and carried out activities aimed at improving scientific international cooperation between Europe and Mediterranean Countries (ClusMED –FP7 project), United States (PICASSO – H2020 project), and prioritised countries such as Japan and South Korea (Idealist2014 and Idealist2018 – FP7 and H2020 projects). Since 2015, she is appointed as Horizon 2020 National Contact Point in Information and Communication Technologies (LEIT ICT) and Future and Emerging Technologies (FET).



Nicolás Ojeda

Spanish H2020 FET National Contact Point, FECYT – Fundación Española de Ciencia y Tecnología

He performs the tasks of National Contact Point for the Future Emerging Technologies Program (FET), which consists of disseminating information, providing specialized advice, reviewing proposals and offering guidance and guides to all potential participants in the program. Likewise, Nicolás has carried out the activities of National Representative in the Future Emerging Technologies Program Committee (FET) since November 2015.

TRAINING SESSIONS

27th – 30th October 2020

Session	Title	Day
Session 1	<i>Integral R&D project building and why is it crucial</i>	Day 1 (9.30)
Session 2	<i>Towards the exploitation of research's results</i>	Day 2 (part 1) (11.00) Day 4 (part 2) (9.00)
Session 3	<i>New ways of talking about early-stage R&D</i>	Day 2 (12.30)
Session 4*	<i>Ethics by design</i>	Day 2 (part 1) (15.30) Day 3 (part 2) (15.00)
Session 5	<i>Crucial Aspects in Communication and Dissemination for building skills in reaching out to the right audiences and creating impacts</i>	Day 3 (9.00)
Session 6	<i>New mechanisms for impacting networking & Community building</i>	Day 3 (11.00)
Session 7	<i>Long-term management of IPR in collaborative R&D Projects</i>	Day 3 (12.30)

*Details coming soon

SESSION 1 – Integral R&D project building and why is it crucial

Abstract

We need to build projects so that we are able to take grounded decisions on whether to devote our energy and resources to them or not (and when and how), as well as to allow others decide if they will offer us crucial companionship (i.e. funding). So we must build them really defining all crucial decision elements, and making sure these match 100% amongst each other (just to give an example, more than half of closing start-ups identify the lack of a well-fitted market need for their technological offer as main cause for failure). During this building process, we will need to face fundamental questions, normally easy to formulate but really hard to answer properly. In other cases, we will not even be aware of the questions we need to tackle and/or the importance around them... The purpose of this seminar is to make a full list of fundamental project components, understand the flow along them (inter-relationships and potential for synergy creation), learn about tools we can use to generate relevant answers to key questions, and gain some insights into how to use all this to maximise the probability to attract funding support to our project (mainly public grants).

Objectives

- Deeping up into what building integral R&D projects means and its importance.
- Discovering techniques and opportunities to reinforce a project concept and its focus on a unique vision.
- Learning to refine the description of the project's objectives and the structure of the work plan.
- Reinforcing the project's purpose-orientation and paving the way towards the future exploitation of the results.
- Increasing the chances of projects to get funded.

List of main contents:

- Purpose & Vision / Need & Solution, their fundamental importance and how to prevent conerstone errors.
- Defining the baseline for building an integral project: from the initial idea to the strategic plan.
- Q&A and study cases.

Who is it for:

- Purpose & Vision / Need & Solution, their fundamental importance and how to prevent conerstone errors.
- Defining the baseline for building an integral project: from the initial idea to the strategic plan.
- Q&A and study cases.

Speakers:



Rachel Armstrong, Professor of Experimental Architecture, Newcastle University

Rachel Armstrong is Professor of Experimental Architecture at the School of Architecture, Planning and Landscape, Newcastle University, United Kingdom, and a Visiting Professor at the Department of Architecture, Sint-Lucas, KU Leuven, Ghent, who explores how buildings can incorporate some of the properties of living systems to become 'living architectures'. She was coordinator for the FET Open Living Architecture project (April 2016-June 2019) and coordinates the EU Innovation Fund ALICE project. She is a Rising Waters II Fellow with the Robert Rauschenberg Foundation (April-May 2016) and a 2010 Senior TED Fellow. She is also a Member of the Hub for Biotechnology in the Built Environment at Newcastle University and Director and founder of the Experimental Architecture Group (EAG) whose work has been published and exhibited internationally.



Eva García Muntión, RTDI CEO

I have been managing R&I projects by European SMEs and R&D institutions for near 20 years, having supported more than 350 projects during ideation, developing and exploitation stages, mainly focused into improving their market and/or social fit and reinforcing their orientation towards purpose, increasing their differentiation and innovative potential, and creating a critical mass around them. In 2008, I founded RTDI to develop my own vision on how this support could be offered, and today I feel honoured to work with best in class colleagues that complement this vision. Within this context, in the last 4 years we have developed a strong focus into helping to build skills related to research and innovation (hard ones, such as biotechnology and deep ICT; as well as soft ones, such as communication and strategic thinking). I have also trained more than 2,000 people in these areas, developing our own learning methodology, dynamics, tools and materials.

SESSION 2 - Towards the exploitation of research's results

Abstract

Many researchers do not often know how to exploit effectively their research results. Mostly they perform research which is funded by public money: while the innovation potential of their discovery might be very high, researchers are not aware of how to convert these results into socio-economic benefits. Sometimes they are unsure on how to identify concrete application for their technology.

The training is divided in two part of one hour each:

1. The first part gives an introduction into the concept of exploitation into the contest of H2020 research projects and shows how this differs from communication and dissemination
2. Within the second part, researchers get a first introduction into entrepreneurial know-how. In particular, the training digs into the concept of business recognition and market research and explain what exploitation and commercialization are all about.

Objectives

- Understand what exploitation is all about
- Learn the difference between communication, dissemination and exploitation
- Get an overview of the points that need to be address in an exploitation plan
- Identify possible commercialisation channel
- Learn to conduct market research

List of main contents:

- Exploitation
- Difference between exploitation and knowledge transfer
- Market research
- Value proposition for a product/technology
- Business model for a technology
- Commercialisation channels

Who is it for:

FET/EIC Pathfinder beneficiaries who wants to know more about how to exploit their research results in the future.

Speakers:



Ana Maiques, Neuroelectrics CEO, Member of EIC Advisory Board

"Ana Maiques is the CEO of Neuroelectrics, a company aiming to change the way we interact with the brain, developing innovative technologies to monitor and stimulate the brain to help many patients in need. She was nominated by IESE as one of the most influential entrepreneurs under 40 in Spain (2010) and received the EU Prize for Women Innovators from the European Commission EC in 2014 and one of the Most Inspiring Fifty Women in Europe. Neuroelectrics recently received the Best Start-up in Health 2015 by Wired UK magazine in an amazing event in London. She now lives in Boston where Neuroelectrics was awarded as one of the 2016 Best Entrepreneurial Companies in USA by Entrepreneur Magazine. She is not on the Advisory Board of the European Innovation Council (EIC) the so called factory of unicorns in Europe.



Timothy Earnshaw, Head of Coaching at bwcon GmbH

Mr. Timothy Earnshaw works as business development consultant for the bwcon GmbH. In his role, he holds the Venture Development Workshop series, laying the foundations for developing ventures from the idea to a reliable business plan. In addition, he screens up to 300 business models per year from the high-tech sector to determine the relevance for investors and the further development.

SESSION 3 - New ways of talking about early-stage R&D

Abstract

Effective communication is a fundamental enabler of human activity. Today, as speed of appearance of new mechanisms boosts, differences amongst generations grow in the communication channels they use and how do they use them, and research gets even more complex and based on interdisciplinary efforts, we believe this training can help researchers focused into future and emerging technologies explain their ideas and results better to colleagues and students working with them in joint projects, to other relevant stakeholders such as potential end-users, to their hosting and/or funding institutions, to policy-makers and to society.

Within this context, some new ways of talking about radically new technologies at their earlier stages of development will be explored, analysing how do they impact critical elements for communication to be effective (such as the message and the receiver), and in which cases they offer best opportunities. This way, in the future, participants will be able to choose between different options, and implement this decision with lowered initial barriers.

Mechanisms that will be presented include: TED talks, blogs, mini-books, memes, masterclasses, and Twitch.

Objectives

- Reflecting together on what are the key elements for effective communication, for this new ways to work and be worth it.
- Introducing concepts and storytelling techniques as the grounds onto which one builds particular communication mechanisms.
- Presenting the basics on how to prepare an effective TED Talk, and what are they most useful for.
- Exploring the potential brought by text online contents (blogs, mini-books) and audiovisuals (memes, masterclasses).
- Showing the potential created by emerging participatory broadcasting channels (such as Twitch).
- Increasing understanding and practical information by exploring real examples.

List of main contents:

- Target audiences and key messages.
- Storytelling basics (concept, techniques, examples).
- New communication mechanisms to talk about top research: TED talks, blogs, mini-books, memes, masterclasses, Twitch. What can they be useful for, pros and cons, examples, application scenarios, top guidelines.

Who is it for:

- Young / consolidating researchers
- Researches in areas that raise social/policy concern
- Any researcher in future and emerging technologies based on deep science

Speakers:



Walter Van de Velde

Today European Commission's strategy and project officer and Deputy Head of FET Unit (Future and Emerging Technologies); previously a FET researcher himself at VUB AI-lab, and an entrepreneur at Starlab. He is pioneer in the use of new communication mechanisms for early-stage / long-term / high-impact R&D within the European Framework Programme, as in example shown by his [Tedx Talk on "The Deep Future"](#).



Eva García Muntión, RTDI CEO:

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SESSION 5 - Crucial Aspects in Communication and Dissemination for building skills in reaching out to the right audiences and creating impacts

Abstract

This session will go through the different steps a research project must undergo in order to communicate and disseminate effectively the project itself as well as its results. We will first start with building a communication and dissemination strategy and go in-depth on how to effectively execute the plan according to the different channels and target audiences you wish to use and to reach out to. Finally, we will look at ways to sustain and expand your community while looking far ahead into the future i.e. sustainability of your project.

Objectives:

- To be able to design a communication and dissemination plan
- To be able to identify clearly your target audiences and build your key messages
- To be able to raise their awareness, engagement and uptake of your project research and your results in different scenarios
- To be able to surpass a communication or dissemination obstacle you have in your project

List of main contents:

- Communication and Dissemination Strategy
- Building Key Messages
- Web and social media communication and dissemination tools
- Online and offline community building
- Monitoring communication and dissemination progress

Who is it for:

- FET Researchers
- EU Projects' beneficiaries

Speakers:



Elisabeth Schmid - Director at ICONS

She has been working as consultant and analyst for EC projects in various research domains and as a coordinator of EU project office activities since 2005. In 2009 she joined youris.com in charge of the coordination of EU-funded projects' communication activities. Since then she has been working as project manager and communication leader in different FP6, FP7 and H2020 projects on smart cities, energy efficiency, bioeconomy, future and emerging technologies. In the past 6 years she has been leading the EU Grant Office activities and successfully initiated more than 35 EU-funded projects. Between 2017 and 2018 she successfully coordinated the FET-Open CSA project EFFECT which launched the FET communication platform FETFX, now managed by its follow-up project FETFX. She is member of the Advisory Board of the Master in Science Communication at SISSA (International School for Advanced Studies), Trieste.



Angelique Jean Lusuan, Communication Manager, ICONS

Angelique Lusuan studied Physics and Material Science and Engineering at the Ateneo de Manila University in the Philippines (BSc Physics 2010, BSc MSE 2011). In 2012, she went to Europe to attend SERP-Chem, an Erasmus Mundus Masters Programme which tackles surface chemistry, electrochemistry, radiation chemistry, and photochemistry. In 2014, she worked on her doctoral degree in Chemistry with a specialisation on Material Sciences at the University of Genoa. While finishing her doctorate degree, she gradually shifted her attention towards science communication. She began to work with Elsevier as a managing editor to the scientific journal, Applied Surface Science. Since 2017, she has been a communication manager for ICONS and is involved in numerous EU-funded projects focussed on FET (i.e. FETFX – H2020 FET Open project), and on the bioeconomy (i.e. BioMonitor – H2020 Research & Innovation Programme).

SESSION 6 - New mechanisms for impacting networking & Community building

Abstract

Research is one fundamental key to find solutions to the crucial challenges we face for the future decades. As these challenges get more and more complex (e.g. Climate Change and how it can impact the water cycle, crops, migrations, ecosystems, health...), research needs to be increasingly based on interdisciplinary efforts; not only involving different disciplines in Natural and Social Sciences, but also different types of stakeholders. When dealing with future and emerging technologies, these communities need to be created and consolidated somehow from scratch.

We believe this training can help researchers engaging other researchers, regulators, the industry and end-users into networks and active communities focused into maturing new technologies with high impact potential. It starts by explaining a few principles that will help creating the baseline for this purpose, and then exploring two mechanisms that are showing quite good results under current "online only" scenario. It also analyses in which cases they offer best opportunities. This way, in the future, participants will be able to choose between different options, and implement this decision with lowered initial barriers.

Objectives:

- Reflecting together and increasing the understanding about what are the key principles so that the effort to create a network/community becomes fruitful, really leveraging the target R&I.
- Presenting the basics on how to run an effective co-working session online.
- Exploring the potential brought by emerging trends (such as Game Jams or videogaming hackathons).
- Increasing understanding and practical information by exploring real examples.

List of main contents:

- Key principles for the creation of a new community around one purpose.
- The importance of community management.
- New networking / community participation mechanisms online. What can they be useful for, pros and cons, examples, application scenarios, top guidelines.
- Q&A

Who is it for:

- Researcher in future and emerging technologies based on deep science
- Researchers running highly interdisciplinary projects
- Any researcher searching to engage stakeholders around h/her research

Speakers:



Walter Van de Velde

Today European Commission's strategy and project officer and Deputy Head of FET Unit (Future and Emerging Technologies); previously a FET researcher himself at VUB AI-lab, and an entrepreneur at Starlab. He is pioneer in the use of new communication mechanisms for early-stage / long-term / high-impact R&D within the European Framework Programme, as an example shown by his [Tedx Talk on "The Deep Future"](#).



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SESSION 7 - Long-term management of IPR in collaborative R&D projects

Abstract

Intellectual Property (IP) is a fundamental asset resulting from R&D projects, and Europe cannot keep up generating IP and not making the most out of it for our society and markets (even if it takes a long time). For this to happen, IP needs to be managed appropriately, preventing the creation of barriers that will end up becoming dead ends. However, doing this management is challenging, and requires specific knowledge. The purpose of this webinar is to explore different mechanisms available, understand the strategic vision around them and basics while deciding which ones to use and how, and discovering some tools that can help along the process.

Objectives

- Discovering / understanding different instruments available to manage Intellectual Property (IP), beyond patents.
- Learning to fit decisions about IP protection into overall exploitation strategies.
- Preventing most common errors / Learning from best practices.
- Developing basic skills to manage joint IP on European projects runned by consortia.

List of main contents:

- Instruments for protecting IP: advantages and barriers.
- Strategic fit of IP instruments.
- Q&A and study cases.

Who is it for:

- Researchers in interdisciplinary projects
- Researchers thinking of creating a spin-off or transferring technology
- Project's exploitation managers

Speakers:



Eugene Sweeney, Senior Advisor European IP Helpdesk & Director of Lambic Innovation Ltd.

Eugene Sweeney is a Senior Advisor for the European IP Helpdesk, a service of the European Commission; a Director of lambic Innovation Ltd, a company he founded 20 years ago which focusses on the exploitation of research and early stage technology; and an active member of the International (ISO) & European (CEN) Standards Committees, which are developing guidance standards for IP Management and Innovation Management. He has been a practitioner in this area for over 40 years, forming his first start-up while a researcher in 1978. He then worked in the early microcomputer and network industry, acquiring and developing new technologies, and taking them to market. Before founding lambic Innovation, he spent 11 years managing an investment portfolio of early stage technologies, taking them to market through equity investments, start-ups, JVs, licensing, or development funding.



Sergio Larreina, Strategic Consultancy Director at ISERN PATENTES Y MARCAS:

B. Sc. degree in Mathematics, specializing in Numeric Analysis by the University of the Basque Country, five languages (Spanish, English, French, Italian, Arabic), advanced course of intellectual property by the URJC, advanced courses of presentation of proposals, specific training of economic valuation of intangibles and specific training in information analysis. Professor in the Master of Competitive Intelligence of the Rey Juan Carlos University; in the Master of Criminology of the University of Cádiz, and in the higher courses of the University of Zaragoza. Currently responsible for the strategic consulting department at Isern Patents and Trademarks, helping the client to make decisions regarding their technology and the arrival to the market: analyzing the competitive players and its developments, the geographical situation, substitute products, risk and opportunity analysis and market trends..



Elena Solera, COO at RTDI

Ph.D. in Biology - Project Manager with 6+ year experience managing R&I projects from concept/strategy through flawless execution, both in private business (RTDI, Innovagenetics) and academic/public research organizations (CSIC Cajal Institute). She is also professor in Biology at the University of Valladolid (Spain). Her teaching activities are related to Microbiology and Biotechnology as well as innovation management. Currently, she is tutoring five bachelor's and master's thesis students. She earned a Bachelor Degree in Biology and a Bachelor Degree in Business Administration from the University of León (Spain). She obtained her Ph.D. in Biology from the Institute of Biotechnology of León in 2014.