



# Project description, activities and objectives

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# Aim of this presentation



- Project description
- Objectives
- Target group
- Activities



## **IP-UniLink**

**“Enhancing IP management in EU and BRIC countries to boost Higher Education and business links and technology transfer, with a view to promote economic and technological cooperation”**



- Funded by Erasmus Mundus
- Action 4 – Enhancing Attractiveness (EC DG Education and Culture)
- Grant: € 174.920,20
- Duration: 24 months (01/10/2008 – 01/11/2010)
- 7 partners: 3 EU: UA, CU, JU  
4 BRIC: Unicamp, LETI, IITR, KUST  
(BRIC partners very active in international cooperation)

# Project Rationale



- Innovation drives social and economic development
- Globalisation and increasing international links & cooperation, R&D off-shoring
- BRIC countries are important trading partners and increasingly engaged in R&D cooperation with EU
- Political agendas call for collaboration among universities, university and industry, technology transfer, commercialisation of university inventions
- Universities called to implement/enhance IPR policies and strategies
- Increased mutual understanding and knowledge of IPR rules, practices and strategies may facilitate future cooperation

# Objectives



- To promote IP management practices to facilitate RTD linkages with BRIC countries and university-industry links
  - To study HE R&D trends between the EU and BRIC countries with a view to enhance the visibility of joint research and understand future developments
  - To conduct an analysis which could contribute to transparency and mutual understanding of IP management practices
  - To draft a “Good practice Guide for IP management and research collaboration between EU and BRIC countries, including Case studies”



- Target groups:

Higher education institutions and specifically university research and technology transfer departments from EU and BRIC countries

- Final beneficiaries comprise:

European and BRIC enterprises (industry), researchers and scientists, local and international organisations and IP-related networks



1. Preparation phase
2. Macro-level analysis phase (currently!)
3. Micro-level analysis phase
4. Good practice phase
5. Dissemination activity
6. Project management





- **Preparation Phase**
  - Kick-off meeting
  - Intranet Platform set-up
  
- **Macro-Analysis Phase**
  - Objective: Study HE R&D trends between EU and BRIC countries with a view to enhance visibility of joint research and understand future developments
  - Expected Outcomes: Analysis by BRIC country about main R&D cooperation areas with EU, evolution and trends, future opportunities, challenges



## Micro-level Analysis Phase (*Institutional level*)

- Objective: foster transparency and mutual understanding of IP management practices
- Expected Outcomes: Comparative Analysis methodology, current maintenance/asset management philosophies in EU and BRIC institutions, summary of IP institutional policies and strategies
  - Target: consortium + other institutions active in IP commercialisation

## Good Practice Phase (*Institutions and projects*)

- Objective: facilitate transfer of IP management good practice
- Expected Outcomes: IPR overview, EU & BRIC countries legal frameworks, rationale IP in HEIs, common practices, IP and research commercialisation cultures, IPR & university-industry links, IP in EU-BRIC R&D cooperation projects



- **Dissemination**
  - Website, project leaflet, standard presentation ...
  - Dissemination of information on the project in 1 national HE conference in each BRIC country
  - Dissemination of information on the project in 3 EU HE conferences
  - Virtual video streaming conference to present project results
- **Project Management**
  - Technical and financial reports (interim and final)
  - Monitoring: attainment of desired outputs, timely execution of activities



Thank you for your attention!

Any questions?