



Education and Culture

Erasmus Mundus



Cross-University Findings – Micro Level Analysis

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Results of data collection

- We have received data from **7 out of 7** consortium members!!!
- The **quality of the data received has varied** – but through email communication, we have managed to receive most of the complementary data asked for
- It has been **very exciting** to see so **many different examples** of how HEIs in different countries manage Innovation and IP
- So far, **we are very satisfied** with the results of the data collection and look forward to receiving data collected from HEIs outside the consortium as well!

Agenda for this presentation

1. We have selected a few key areas to analyze and compare between our universities
2. The areas that we will present are:
 - i. IP policies and regulations
 - i. Ownership of IP and Incentive structures
 - ii. Processes
 - i. Communication and Education on IP and Innovation
 - ii. Search for and Assess value in research
 - iii. Commercialization
 - iv. IP portfolio management
 - v. Contracts
 - iii. Culture for Innovation

IP Policies / Regulations

1. 4 out of 7 HEIs have an IP policy

- Yes – Spain, India, China, Brazil
- No – Sweden, Russia, Poland
 - But UJ Poland has clear regulations for IP

2. Who is (generally) the owner of IP generated at the HEI?

- The HEI – Poland, Spain, China, India, Brazil, Russia
- The Researcher/Inventor – Sweden

IP Policies / Regulations

1. What are the most common incentives for transforming research into innovation?

- i. Share licensing incomes: 85,7% (6 of 7)
- ii. Get equity in start-up/spin off: 71,4% (5 of 7)
- iii. Moral – prestige: 71,4% (5 of 7)
- iv. Training: 28,6% (2 of 7)
- v. Going to conferences: 14,3% (1 of 7)
- vi. Other: 57,1% (4 of 7)

- 1. E.g. researcher ‘earns points’, possibility to higher salary and promotion, patent applications count toward promotion and rewards, fund for professional development

IP Policies / Regulations

1. Incentive schemes for HEI researchers – distribution of incomes in % (e.g. royalties)

	Sweden		Spain		Poland	China	India	Brazil	Russia
	Alt.1 / Alt.2		Alt.1 / Alt.2						
HEI	33%	N/A	40%	20%	25%	30%	20%	33,33%	100%
Department / Center	33%	N/A	-	-	15% Will change to 12,5%	10%	20%	33,33%	
Research Group	-	N/A	-	80%	50%	60%	-	-	
Individual Researcher	33%	N/A	60%	-	-	-	60%	33,33%	
Other	-	N/A	-	-	10% (IP Fund) Will change to 12,5%	-	-	-	

Processes Comparison - Communication

- **How does your HEI communicate and diffuse its formal commitment to innovation and IP?**
 - HEI Web site: 100% (7 of 7)
 - Seminars: 85,7% (6 of 7)
 - Publications: 71,4% (5 of 7)
 - News Magazines: 71,4% (5 of 7)
 - Staff meetings: 71,4% (5 of 7)
 - Board meetings: 57,1% (4 of 7)
 - Other: 28,6% (2 of 7)
 - E.g. lectures to diffuse key content of policies, conferences and round tables with industry participation, 'technology brunches', exhibition at university museum on new technologies

Processes Comparison - Communication

- **How does your HEI communicate/market and diffuse its ‘technological offer’ & IP to society and commercial markets?**
 - HEI Web site: 100% (7 of 7)
 - Newspapers, magazines, etc.: 100% (7 of 7)
 - Events, fairs, workshops: 100% (7 of 7)
 - Visits to partners/clients: 85,7% (6 of 7)
 - Public procurement: 42,9% (3 of 7)
 - 3rd party Web site: 33,3% (2 of 7)
 - Radio: 28,6% (1 of 7)
 - TV: 14,3% (1 of 7)
 - Other: 71,4% (5 of 7)
 - E.g. national network of Spanish TTOs, network of TTOs of the Valencia region, system for contracting IP to technology management agencies for commercialization, technology exhibition, market oriented publication disseminated during innovation events and business meetings, press releases

Processes Comparison - Education

- **What education do you provide on IP and Innovation and to whom? Examples include:**
 - **Sweden**
 - MSc in Intellectual Capital Management and MSc in Entrepreneurship
 - IP and Innovation course for PhD students
 - Seminars on IP and Innovation for Researchers
 - **Poland**
 - Courses, seminars and workshops on Innovation, IP Protection and Research funding for the whole University community
 - **Spain**
 - IP seminars for researchers
 - Conferences with the National IP office for researchers and students
 - Masters Program in IP and Information Society law
 - Currently discussing whether to include IP training in studies of business and engineering

Processes Comparison - Education

- **What education do you provide on IP and Innovation and to whom? Examples include:**
 - **China**
 - Seminars, workshops and meetings with teachers, professors and researchers
 - **India**
 - Elective course in IPR for undergraduate and postgraduate students
 - Seminars and short-term awareness and training programs
 - **Brazil**
 - *Inova Nit* – project that provides several courses, seminars and workshops on IP, innovation and technology transfer to professors, students and external companies
 - **Russia**
 - Course on innovative management and management of innovations
 - Seminars for professors, researchers and administrators

Processes Comparison –

Search for and Assess Value in Research

- **All Universities have processes in place for:**
 - Searching for value in research
 - Assessing the value identified
 - Developing (commercial) innovations and bring them to market
- **These processes differ between the universities and are too advanced to be presented here (would take too much time)**
- **BUT! Good to know that there are processes to learn from – that can be used as good examples for the next phase of our IP UniLink project**

Processes Comparison – IP Portfolio

- **4 out of 7 Universities have a process for managing an IP portfolio**
 - Yes – Spain (informal), China, Russia and Brazil
 - No – India, Sweden and Poland
- **HEIs that have IP portfolios:**
 - **Spain** – not formal, but part of the tasks of the IP unit of the TTO to manage the portfolio – do not create strategies around the portfolio
 - **China** – the division of R&D manages the portfolio, monitors payments and infringements, and creates strategies around the IP portfolio
 - **Russia** – the HEI's patent office is responsible for management
 - **Brazil** – INOVA manages the portfolio, monitors payments, and create strategies around the portfolio

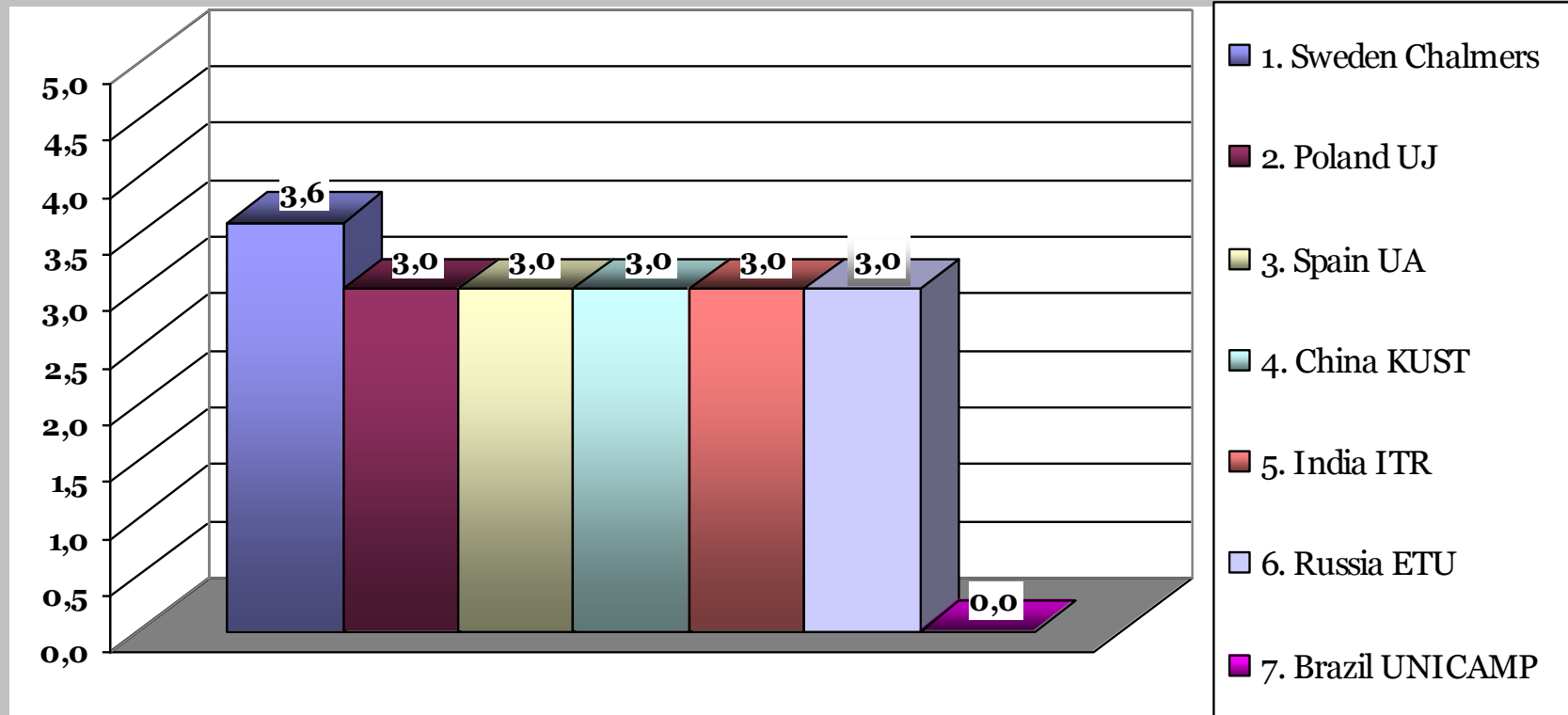
Processes Comparison - Contracts

• What kind of contracts are used to support Innovation and IP Management?

- R&D: 100% (7 of 7)
- IPR license: 85,7% (6 of 7)
- Service provision: 85,7% (6 of 7)
- Transfer of IP rights: 85,7% (6 of 7)
- MTA: 71,4% (5 of 7)
- Clinical trials: 57,1% (4 of 7)
- Employment: 57,1% (4 of 7)
- Technology supply: 42,9% (3 of 7)
- Other contracts: 28,6% (2 of 7)
 - Non-disclosure agreements, shareholders agreements, customer agreements

Culture for Innovation – Q1

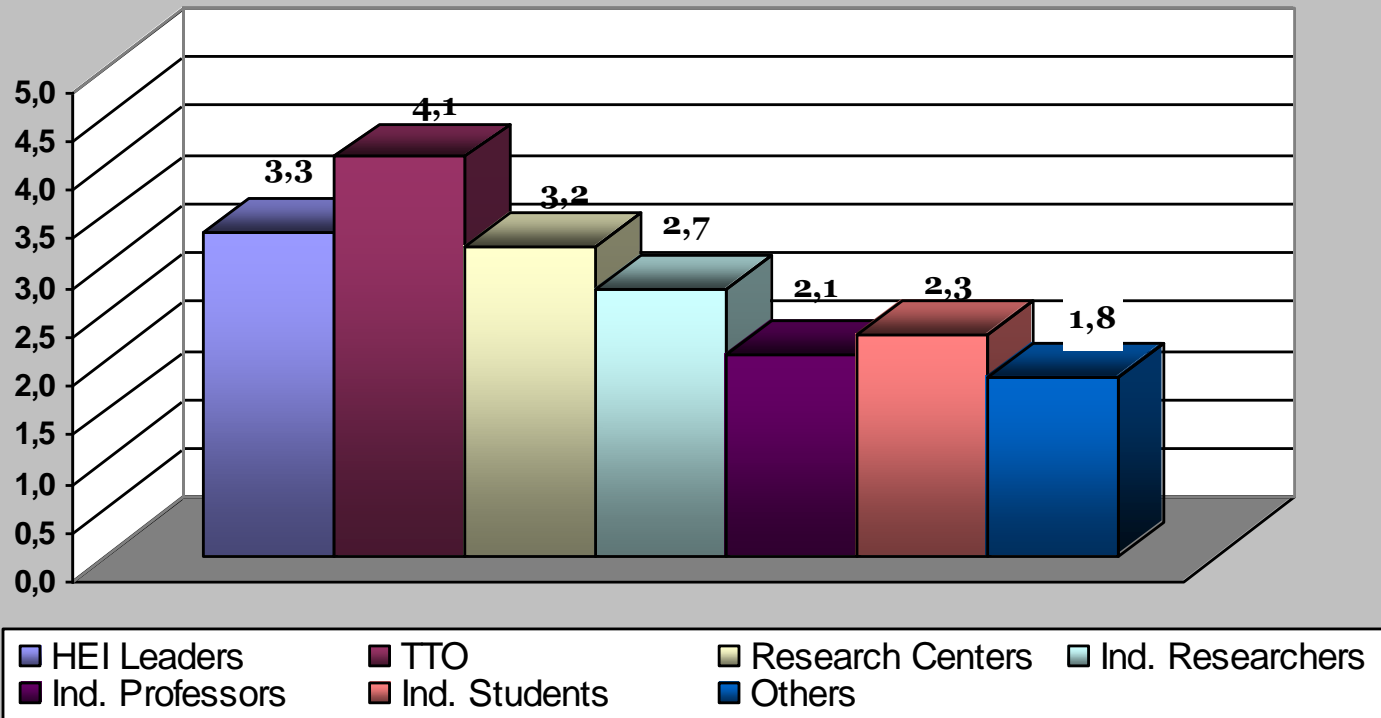
1. How clearly has your HEI committed to and prioritized innovation and IP into daily activities?



Culture for Innovation – Q2 - Average

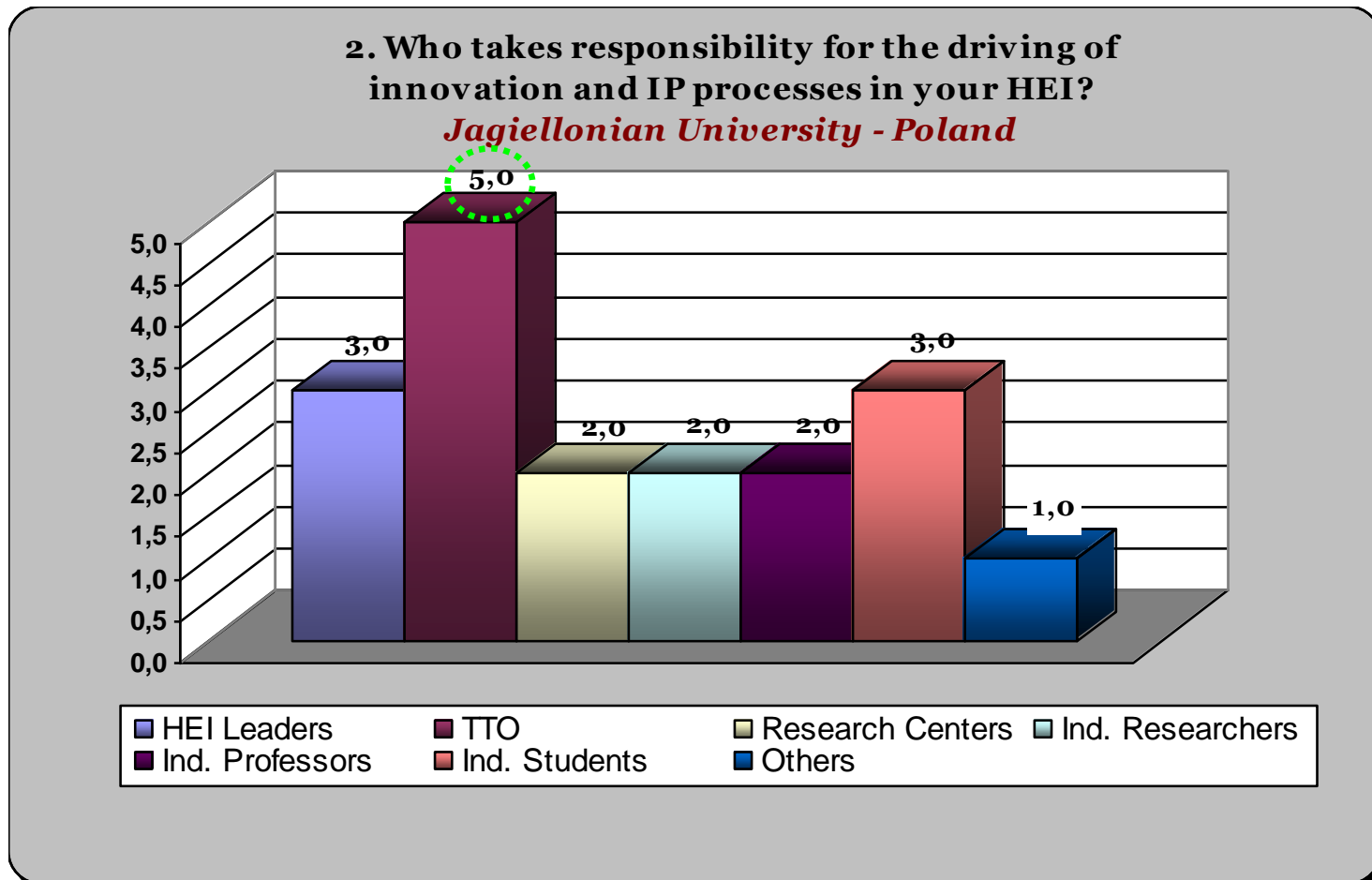
2. Who takes responsibility for the driving of innovation and IP processes in your HEI?

Average of Consortium Members



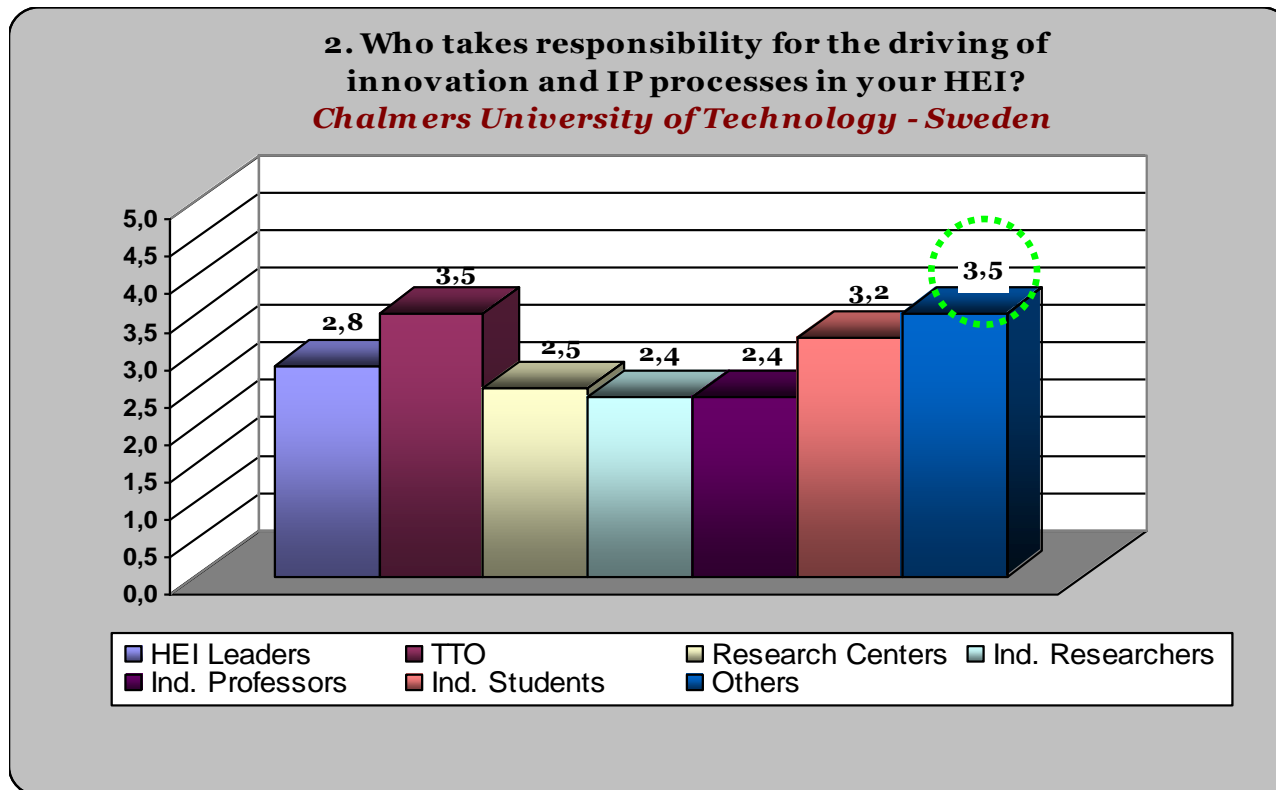
Culture for Innovation – Q2 – Poland

- At UJ – the TTO takes full responsibility!



Culture for Innovation – Q2 – Sweden

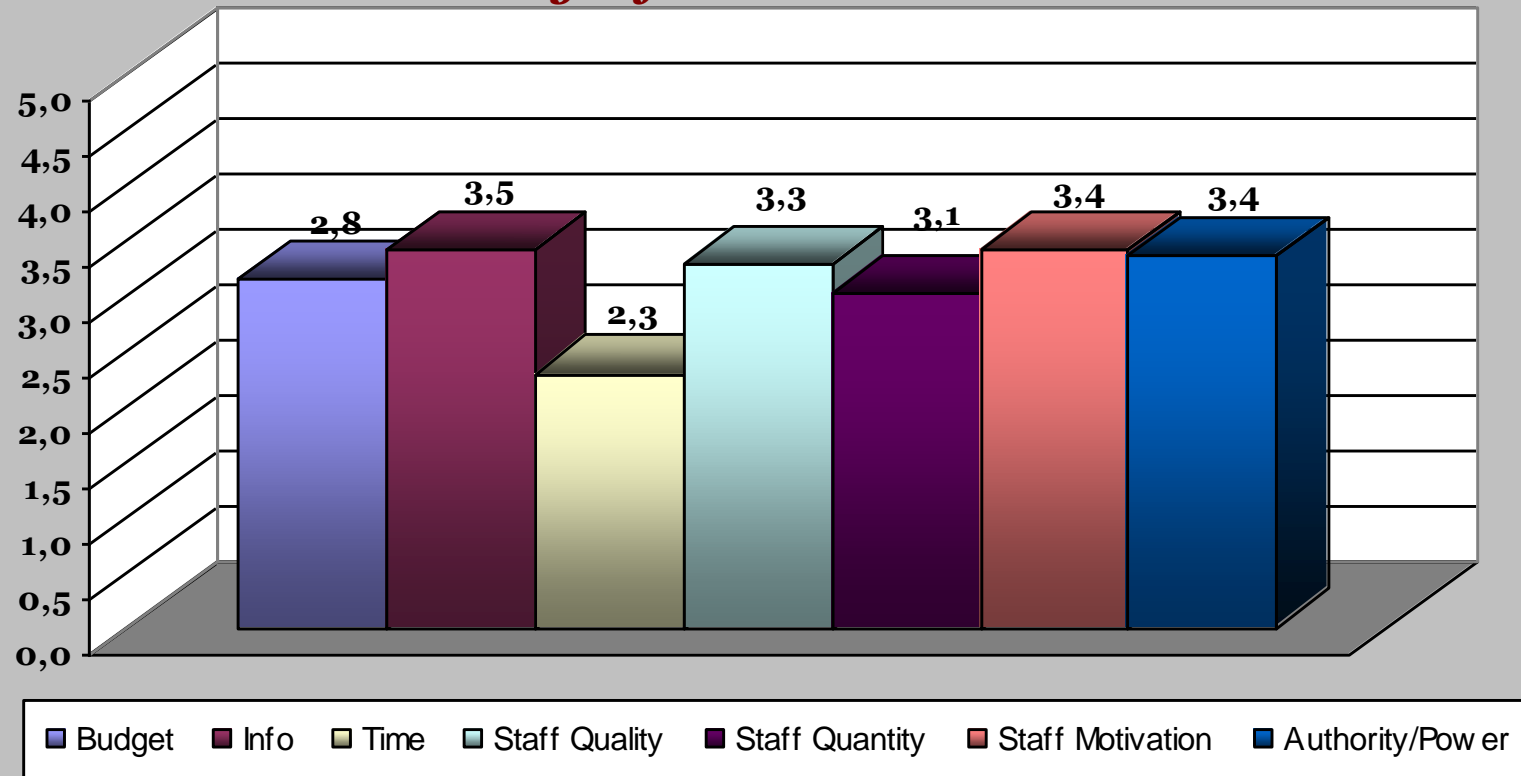
- In Sweden – there are many different innovation system actors taking responsibility for innovation at the University
 - E.g. Innovation bridge, Regional Government of Western Sweden, ALMI Business Partner, Innovationskapital (VC)



Culture for Innovation – Q3 - Average

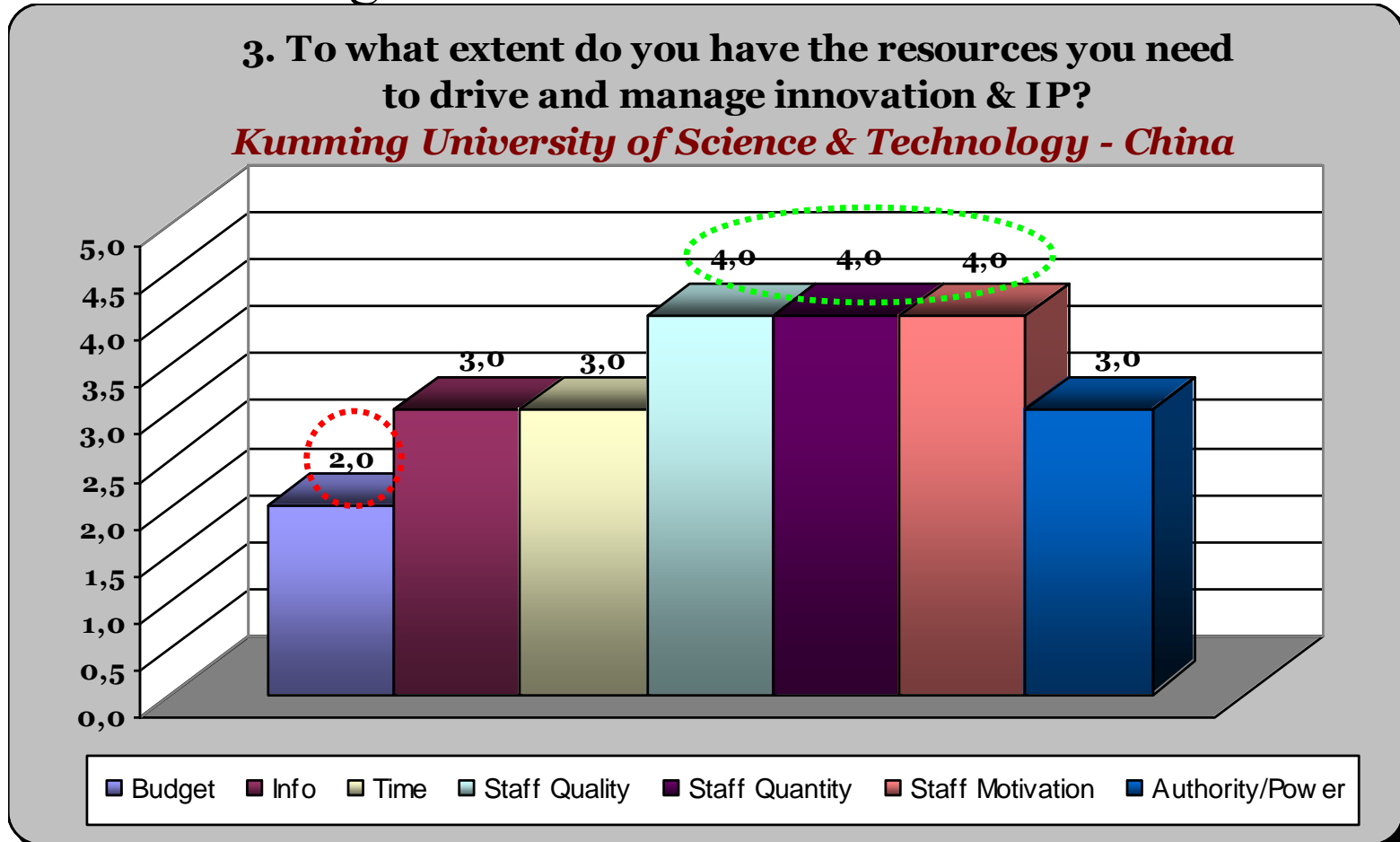
3. To what extent do you have the resources you need to drive and manage innovation & IP?

Average of Consortium Members



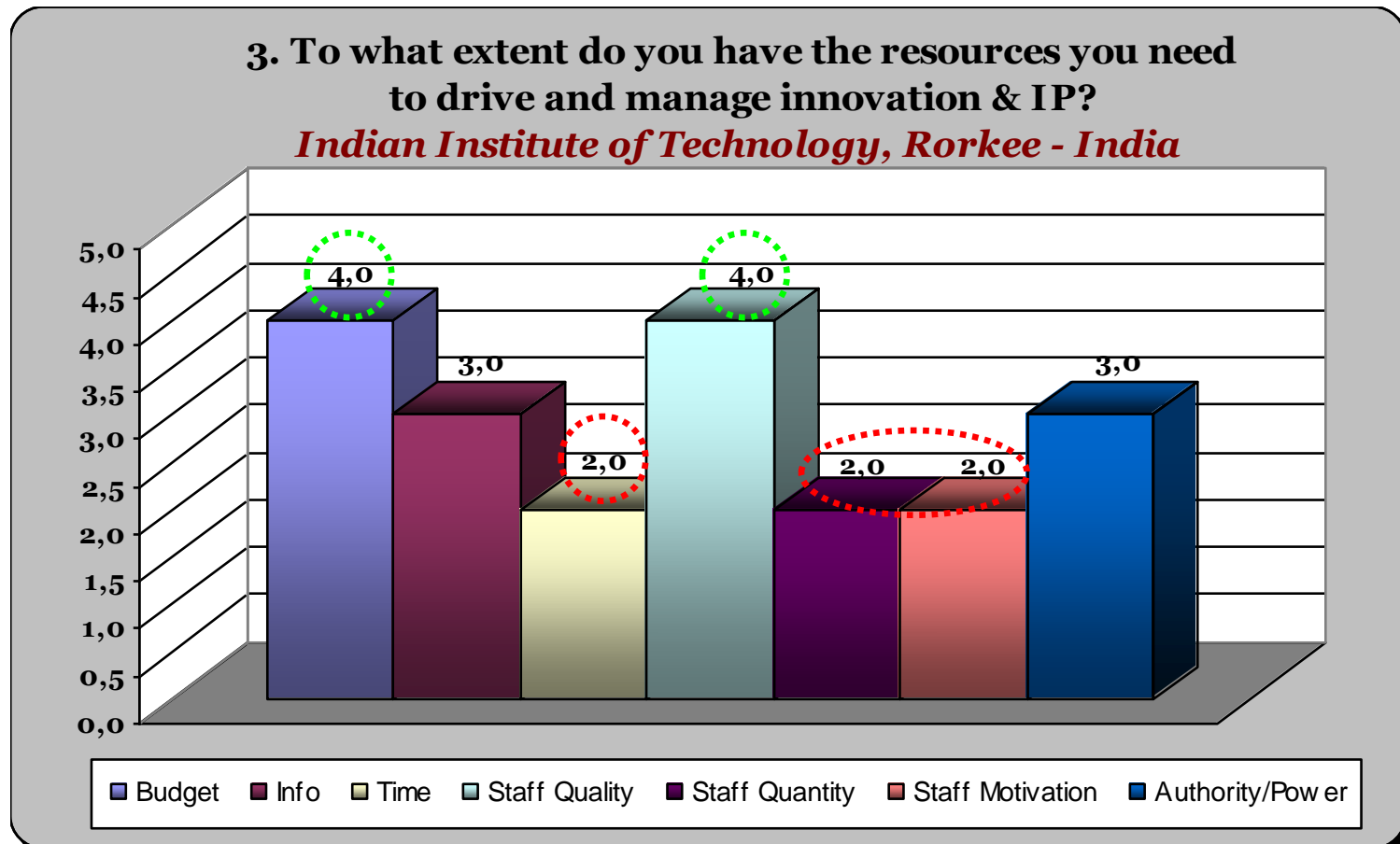
Culture for Innovation – Q3 – China

- KUST – has sufficient competent and motivated staff – but lacks budget!



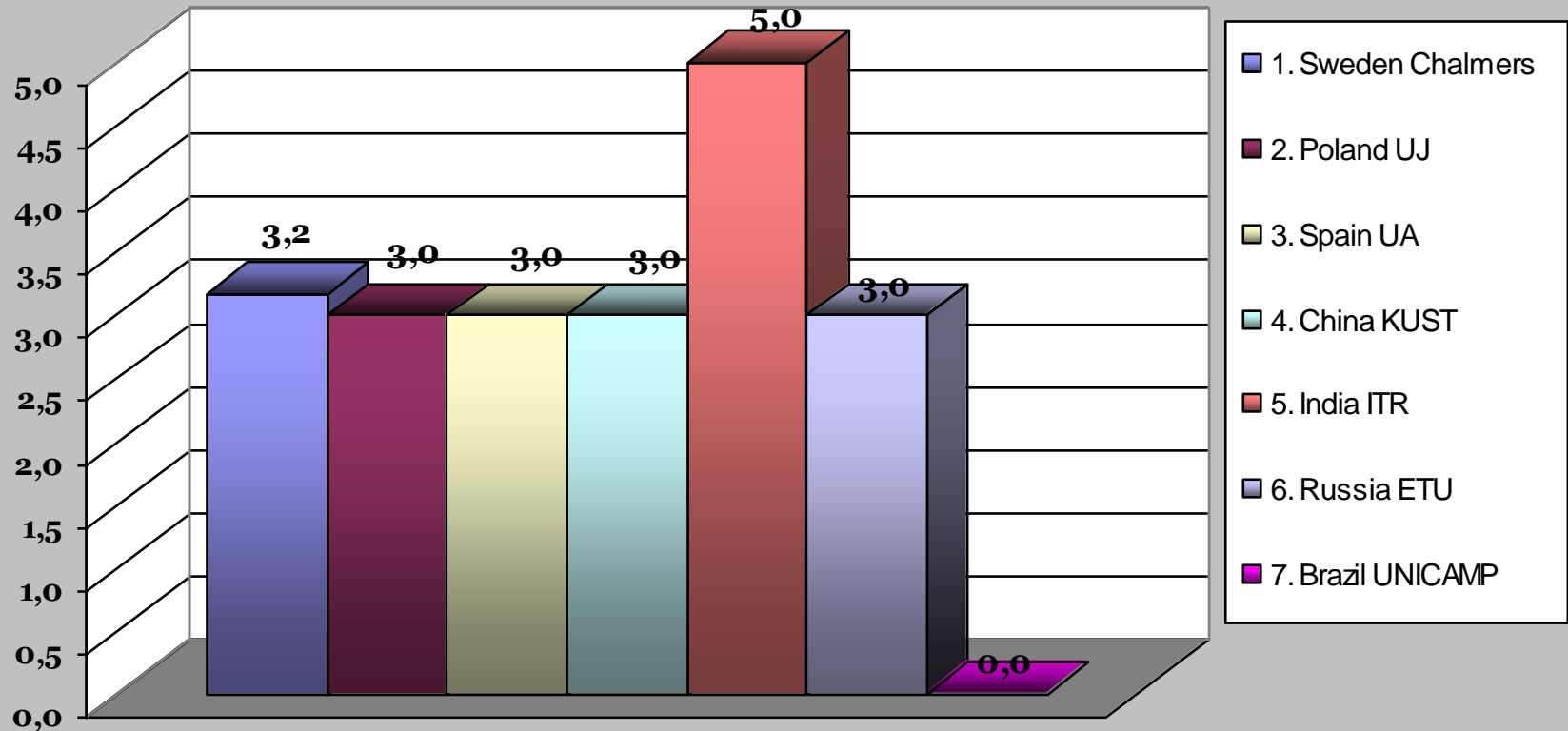
Culture for Innovation – Q3 – India

- ITR – has sufficient budget and their staff is competent – but they don't have enough staff, the staff is not motivated and they lack time!



Culture for Innovation – Q4a

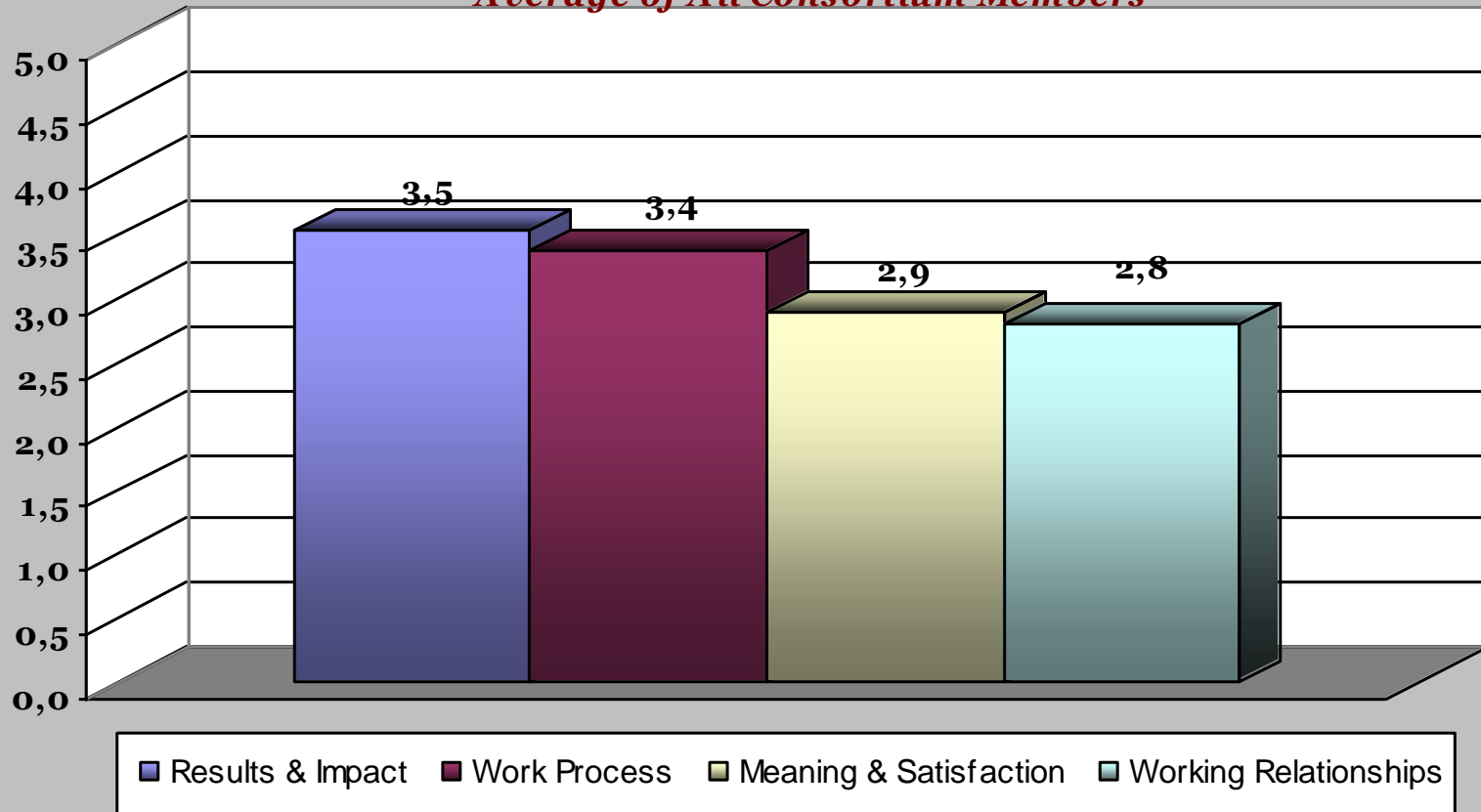
4a. To what extent do you have clear goals, milestones and indicators to support you (and your team) in your work?



Culture for Innovation – Q4b - Average

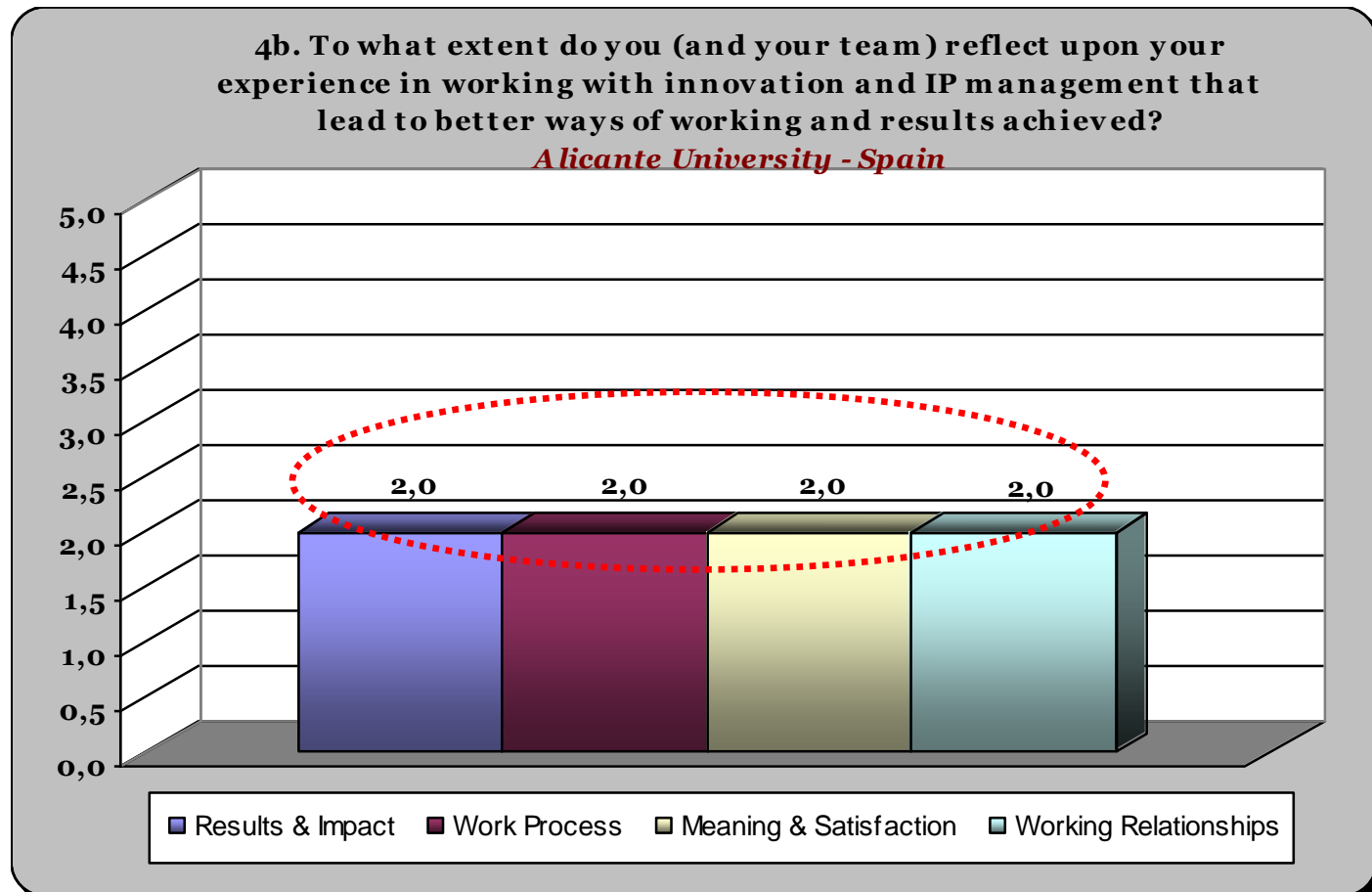
4b. To what extent do you (and your team) reflect upon your experience in working with innovation and IP management that lead to better ways of working and results achieved?

Average of All Consortium Members



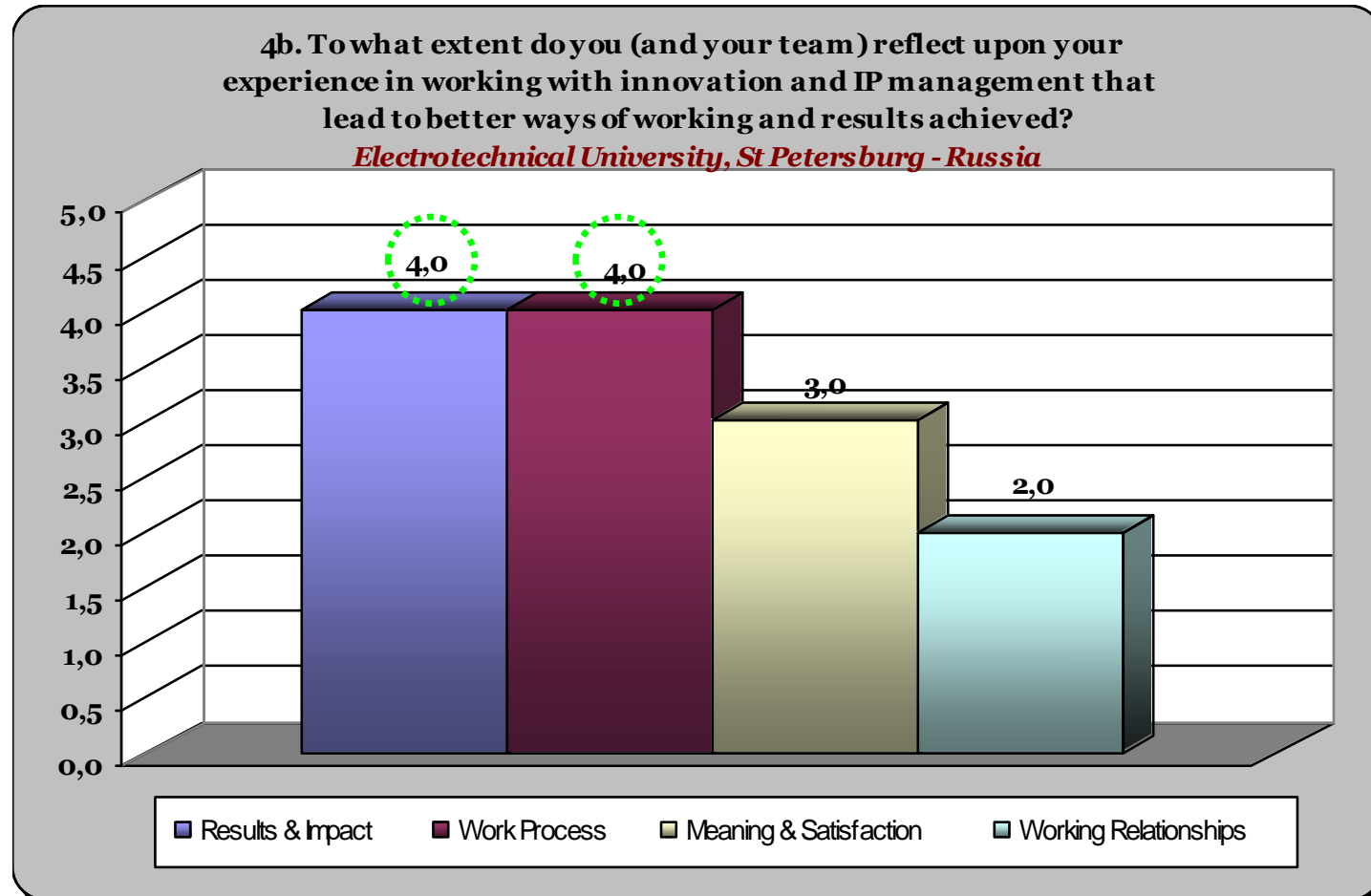
Culture for Innovation – Q4b – Spain

- UA – does not feel that they reflect upon their experience in working with Innovation and IP management



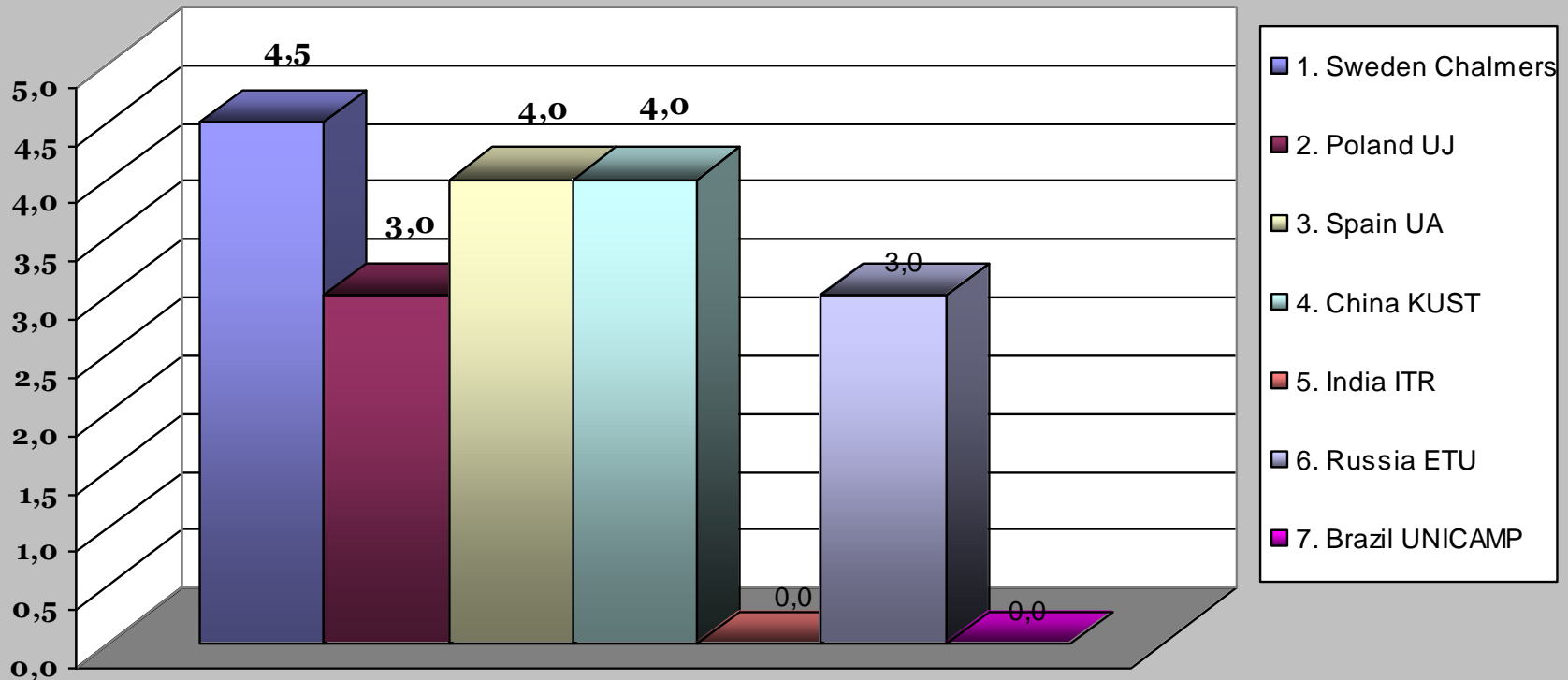
Culture for Innovation – Q4b – Russia

- ETU – reflects a lot and especially on the Results & Impact of their work, and on their Work Processes



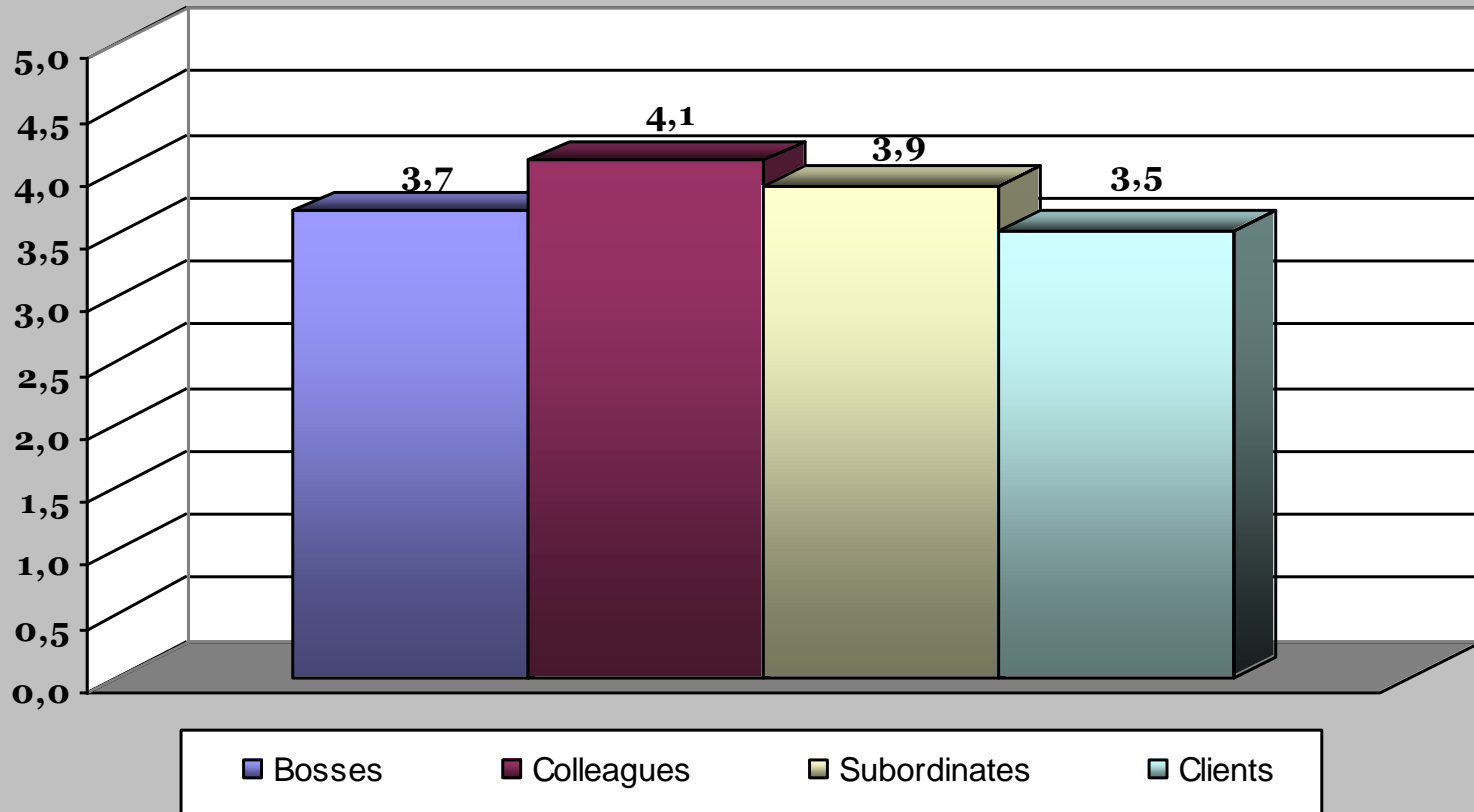
Culture for Innovation – Q5

5. When working with Innovation -
to what extent do you get or lose energy?



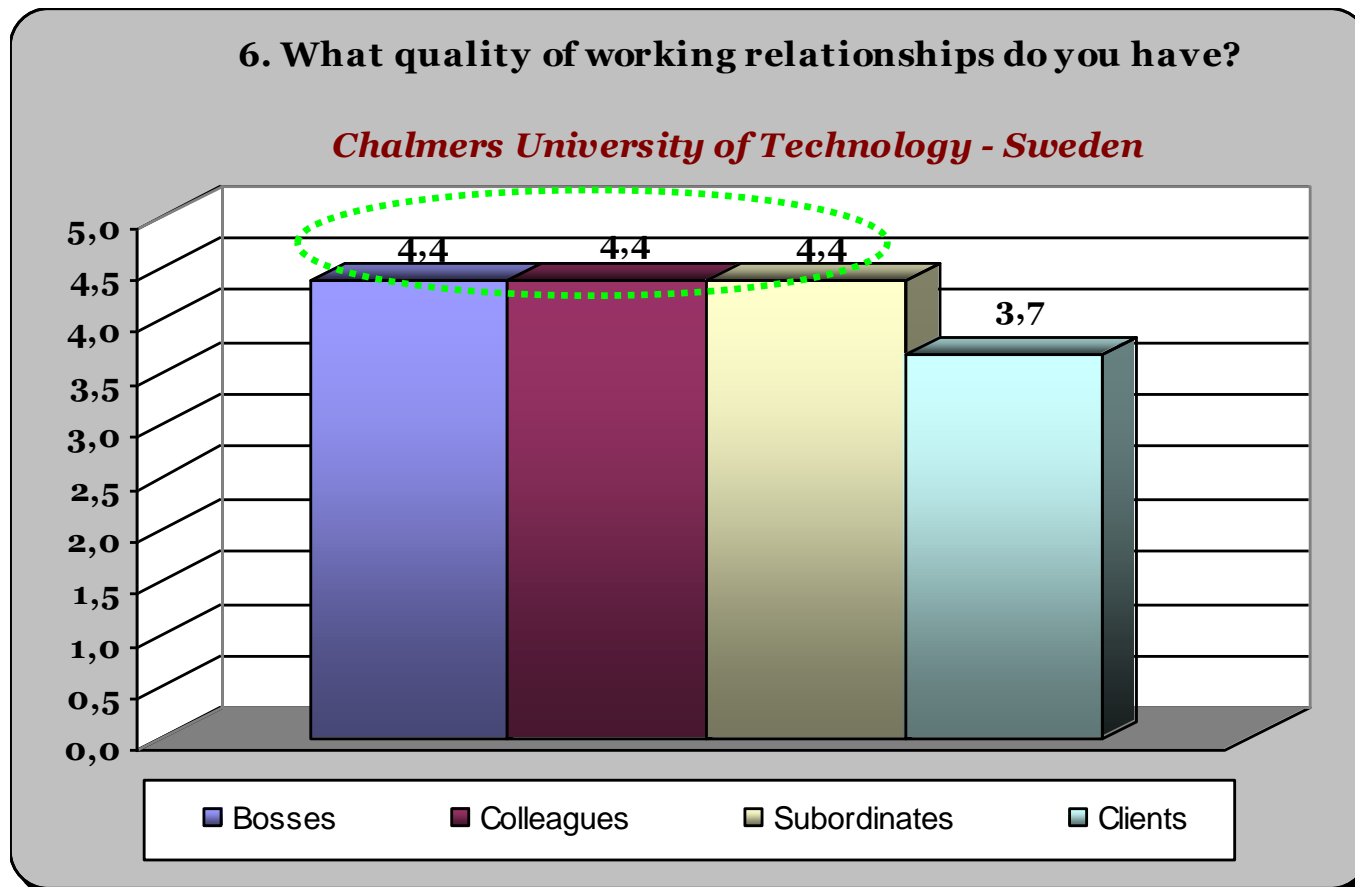
Culture for Innovation – Q6 - Average

6. What quality of working relationships do you have?
Average of All Consortium Members



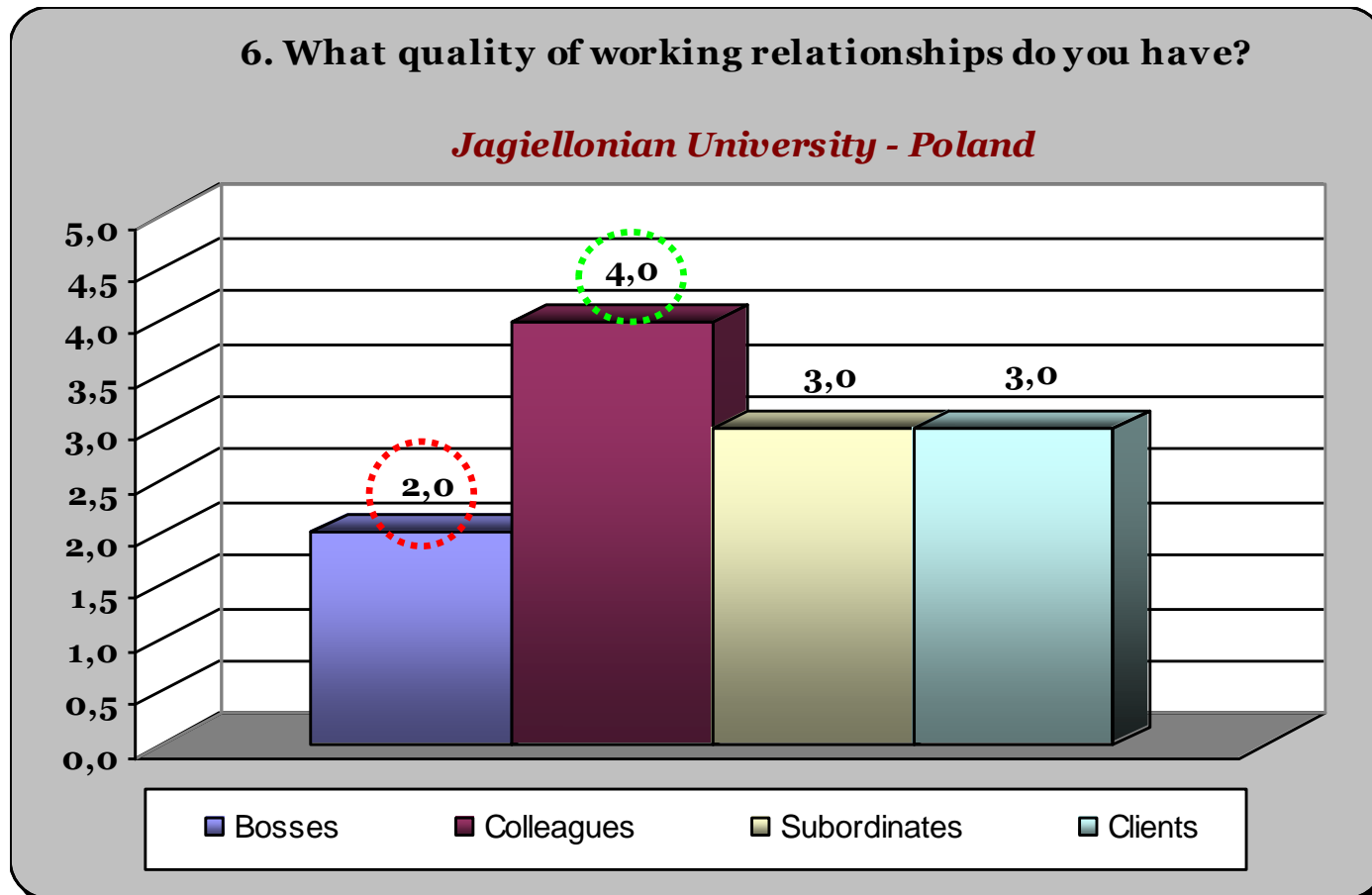
Culture for Innovation – Q6 – Sweden

- At Chalmers – people experience that they have very good working relationships internally – and quite good with external clients



Culture for Innovation – Q6 – Poland

- UJ – feel that working relationships are very good between colleagues – but they have poor relationships with bosses



Reflections and Questions

- What results did we accomplish today?
- What did you learn?
- What was missing?
- How satisfied do you feel?

Planning for Tomorrow

- Feedback and reflections on the first part of the data collection:
 - Micro Analysis Interview Guide
 - Micro Analysis Guidelines
- Suggestions for prioritizing areas/questions for the 2nd HEI data collection?
- Worries and opportunities in the 2nd HEI data collection?
- Next steps and timing