Horizon 2020, the current EU Research and Innovation program, has initiated a new era of EU research. Between 2014 and 2020, a budget of approximately 70 billion Euros will be available for funding within Horizon 2020.

Impact and innovation are main criteria for successful proposals in Horizon 2020. To inform potential applicants about the relevance of those aspects and to advise them on how to emphasize impact and innovation in their proposals, the University of Bonn / EuroConsult Research & Education organizes this workshop in cooperation with the European IPR Helpdesk. The workshop is part of the series "NRW-Fit in Europa" funded by the Ministry of Innovation, Science and Research of the State of North Rhine-Westphalia.

**AGENDA**

09:30  **Registration and Welcome Coffee**

10:00  **Welcome Address**
Isabel Naguib
University of Bonn, Unit 6.4 – European and International Networks

10:15  **The Basics of Successful IP Management in H2020**
Jörg Scherer
CEO Eurice GmbH / Head of Training and Communication European IPR Helpdesk

11:00  **Research Exploitation - Maximizing Impact**
Dr. Eugene Sweeney
Iambic Innovation Ltd / European IPR Helpdesk

11:45  **Networking Break / Lunch**

12:30  **Research Exploitation - Proper Strategies and Business Models Based on Strategic Intelligence**
Dr. Eugene Sweeney
Iambic Innovation Ltd / European IPR Helpdesk

13:30  **Concrete Examples of Exploitation Management in H2020 Projects**
Jörg Scherer
CEO Eurice GmbH / Head of Training and Communication European IPR Helpdesk

14:30  **End of the Workshop**

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International IP Training Session

"Impact & Innovation in Horizon 2020"

Strategies for Successful Exploitation of Horizon 2020 Results

20th November 2017
Bonn

The University of Bonn / EuroConsult Research & Education organizes this workshop in cooperation with the European IPR Helpdesk. The workshop is part of the series "NRW-Fit in Europa" funded by the Ministry of Innovation, Science and Research of the State of North Rhine-Westphalia.
Dr. Eugene Sweeney

Dr. Eugene Sweeney has over 30 years of experience of managing and commercializing research and new technologies. He is an expert for the European Commission in the areas of IPR, ICT, Innovation, and Research-Industry Partnerships. He has been a project reviewer and evaluator for several EC Framework projects, the EC’s IPR Helpdesk, and the Innovation Relay Centre Network. He was an invited expert on the working group considering IPR rules for FP7, and the Responsible Partnering (Industry/Research) Initiative.

Jörg Scherer

Jörg Scherer has been working as a research manager in both the academic and industrial sector for the past fifteen years. He has a strong track record in research and innovation management issues within EU RTD Framework Programs. For the European IPR Helpdesk, he is coordinating a comprehensive capacity building program for academics and entrepreneurs with over 50 training sessions a year in the field of IP & Innovation.

BASIC INFORMATION

Location
Universitätsclub Bonn e.V.
Konviktstraße 9
Wolfgang-Paul-Saal
53113 Bonn

Registration
The attendance of the workshop is only possible after registration. A binding registration for the workshop can be made either via
- email to s.heinze@uni-bonn.de or
- online form on http://www3.uni-bonn.de/forschung/euroconsult/veranstaltungskalender

Please register until November 15, 2017. Please note that the number of participants is limited. Registrations are processed in the order in which they arrive.

We reserve the right to cancel the workshop to the exclusion of claims for compensation in case of cancellations of speakers or an insufficient number of registrations.

ORGANIZERS

Please feel free to get in touch with us anytime for further information or if you have questions regarding the event.

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Meet the European IPR Helpdesk ambassadors in your country. For further information, please check our website:
www.iprhelpdesk.eu/ambassadors/

About the European IPR Helpdesk
© European Union (2011 - 2015). This project receives funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 641474. Please see our full disclaimer at www.iprhelpdesk.eu.

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