

TII and ProTon Europe, in collaboration with NPL, present a Workshop on

**DEVELOPING SUSTAINABLE KNOWLEDGE TRANSFER:  
MODELS FOR THE FUTURE**

*(incorporating insights from an international KT benchmarking study and  
the KT experience of the World Bank)*

**18-19 MARCH 2010, LONDON, TEDDINGTON, UK**

**Practical details:**

**Date and time:** Thursday 18 March at noon to Friday 19 March at 2.30 pm

**Venue:** National Physical Laboratory (NPL), Hampton Road, Teddington, Middlesex TW11 0LW.

NPL is located 30 minutes by train from London Waterloo station and 30 minutes by taxi from Heathrow airport.

**Cost:** €375 for TII and ProTon Europe members and €500 for non-members. The fee covers the workshop sessions, materials and lunch/ refreshments on both days.

**Places:** Places are limited to 30 and will be allocated on a first-come-first-served basis.

**Registration:** On-line registration is available at [http://www.tii.org/2010Workshop\\_London](http://www.tii.org/2010Workshop_London)

**Accommodation:** A special rate of £99 for bed and breakfast is available at The Park Hotel, 10 minutes walk from NPL, close to Teddington railway station. Bookings can be made via the registration form.

**Payment:** Upon registration, you will be sent an invoice with instructions for payment by bank transfer or credit card. Fees are due before the start of the workshop.

**WORKSHOP DESCRIPTION**

This two-day workshop explores the future of knowledge transfer (KT) and what can be learnt from different KT models. Our workshop presenters will focus particularly on the future sustainability of KT and how to maximise its impact in the face of diminishing budgets.

The workshop dimension will provide delegates with the opportunity to outline their own KT issues in facilitated group discussions, as well as to explore solutions and share practice with other KT professionals from across Europe.

There will also be presentations on reducing costs, generating revenue, creating critical mass and collaborative working models.

**WHO SHOULD ATTEND**

The workshop is aimed at staff working in technology/knowledge transfer, commercialisation or business development who would like to share their issues and good practice. It will also be of value to those working in regional development or economic development organisations who have a professional interest in research-industry knowledge transfer.

**BENEFITS OF ATTENDING**

- Opportunity to discuss emerging and future models for KT, TT and commercialisation
- Identify the challenges of sustaining your own KT activities and how to respond to them
- Find out how to maximise your KT delivery
- Discuss your own action plan with other KT practitioners
- Take a tour around NPL



### Organisers:

**NPL – The National Physical Laboratory** – occupies a unique position as the UK's National Measurement Institute and sits at the intersection between scientific discovery and real world application. Its expertise and original research have under-pinned quality of life, innovation and competitiveness for UK citizens and business for more than a century. It has a large Knowledge Transfer department which coordinates a range of KT activities.

**ProTon Europe** is the pan-European Knowledge Transfer Association which was created in 2003 by the European Commission and became self-supporting in 2007. It contributes to the establishment of high standards of conduct and professional competence for the KT profession, facilitates networking and the exchange of experience between KTOs at European level and provides a voice for the KT profession in Europe.

**TII** is the longest-standing and broadest-based independent association representing the technology transfer and innovation-support professions in Europe. Its members come from both the private and public sectors and are active in R&D exploitation, business incubation, IP negotiation, technology brokerage and licensing, prototype and new product development, technology audits and innovation management, company spin-off and start-up support. The association's services include professional development and training, information and networking, technology transfer facilitation and project/business development support.

## **PROGRAMME**

### Thursday 18 March 2010

**12.00 – 17.00: Setting the Scene Presentations and Case Studies inspired by World Bank activities**

12.00 – 13.15 Registration, lunch and networking

13.15 – 13.30 **Welcome, Tim Jones, NPL  
Overview, Christine Robinson, TII and  
José Syne, ProTon Europe**

13.30 – 14.05 **Knowledge Transfer – Where do we go from here?  
Dr. Eugene Sweeney, Iambic Innovation, UK**

- Past, present and future
- Different models of Knowledge Transfer
- Key issues for sustainable Knowledge Transfer

14.05 – 14.35 **Lessons from developing and middle income countries – 'delivering more for less', Dr. Alistair Brett, Consultant, World Bank, Washington**

- Insights into sustainable Knowledge Transfer models from around the world
- Future scenarios for global Knowledge Transfer

14.35 – 14.50 Break

14.50 – 16.30 **Group: 1-2 minutes feedback** from each of the participant organisations on the basis of 2-3 questions communicated in advance of the workshop

16.30 – 17.00 **Introduction to the group exercise**

17.00 – 18.00 **Guided tour** of the National Physical Laboratory

19.00 Dinner, courtesy of the organisers

## Friday 19 March 2010

### 9.00 – 14.30: Case studies and group exercises

09.00 – 10.30

#### Case study presentations:

- Collaboration and sector focus – the example of Ascenion, **Dr. Christian Stein**, CEO, Munich, Germany
- Outsourcing knowledge transfer – the example of Oxford Brookes University, **David Wooldridge**, Deputy Director, Research and Business Development Office.

10.30 – 10.45

Break

10.45 – 12.30

#### Group discussions

Assuming that funding will be significantly reduced, or even stays just as it is now...

Each group will be presented with a specific undertaking and facilitator (NPL staff), focusing on the following questions and tasks:

- What are the challenges for the sustainability of KT activities?
- What are the possible responses to these challenges? What are the constraints? What new things are feasible? What would be needed to achieve these?
- Identify which applies in your case and discuss possible solutions with the group.
- Draw up individual/institution action plans, together with proposals for a more general community approach, e.g. for lobbying policy makers, etc.
- Report back on common challenges and possible solutions.

Issues to consider may include:

- Should KTOs focus on just KT or do more for the institution?
- Sources of funding – government, institution, industry?
- Sources of opportunities (internal/external to the institution)
- Political constraints/drivers (e.g. legal, tax, policy, etc.)
- Financial (access to funds for Proof of Concept, patents, marketing, start up and early stage)
- Resources (skills, entrepreneurial expertise, management, etc.)
- Support services (legal, IP, research, marketing, etc.)
- Building critical mass
- Collaboration with other KTOs

12.30 – 13.30

Lunch

13.30 – 14.30

#### Feedback from groups and final discussion

14.30

Close