



# ASTP

A World of  
Knowledge  
Transfer

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# What is ASTP?

ASTP is the premier, pan-European association for professionals involved in knowledge transfer between universities and industry.

- Knowledge transfer professionals are from the public and private sectors
- We strive to initiate, inspire, involve and influence individuals and collectives



[www.astp4KT.eu](http://www.astp4KT.eu)

# Who is ASTP?

- Members: 1000 + individuals from 53 countries, 650 institutions
- National Associations Advisory Council (NAAC) delivers input from 29 different countries



# Strategies

## Professionalisation

- Collective: conferences, peer review, mentoring
- Individual: master classes, training courses
- National association development
- Participation in EU Projects

## Policy Development

## International Certification

## Benchmarking



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# What we do

- We represent the interests of our members in innovation, K/TT policies and other relevant matters across Europe.
- We facilitate the exchange of best practices among K/TT professionals and strengthen their network.
- **NAAC:** We provide a cooperative platform for national associations of K/TT.

# What we do

- Organise events (F2F and Digitally):
  - Annual Conference (2018 Liege, 2019 Dublin, **2021 Digital**)
  - Topical Webinars
  - 14 Different Training Courses (Digital)
  - Half-day / one-day Masterclasses
  - Site Visits (KTOs, industry, innovation ecosystems)
  - Customised On-Site Trainings (also outside Europe)
- Collect data and publish an annual survey on K/TT activities, as well as sharing success stories and other relevant activities in K/TT field.

# What we do

We promote further “experience sharing”:

We help the KT community to connect and share in even more ways :

- Peer Review (by critical friends)
- Customised Training
- KT & Innovation Network of Expertise
- Knowledge Stock Exchange
- Special Interest Groups

# Special Interest Groups

## What is a SIG?

- Communities within ASTP composed of members with a shared interest in a specific area in the knowledge/technology transfer field
- Joining a SIG allows you to collaborate, network, learn from each other, share experiences or problems, and have meaningful discussions or produce solutions within the particular area
- SIG memberships require you to be an ASTP



# How can ASTP support your SIG

ASTP HQ is to provide all SIGs with support and facilitate all activities in achieving their goals and objectives, such as:

- Hosting regular (digital) events (Zoom, Teams, Mural, Airmeeet, etc)
- Providing a slot in the programme of Annual Conference (either in parallel with ASTP events or as stand-alone events with ASTP branding)
- Hosting regular calls/meetings with coordinators
- Generating SIG-specific newsletters and supporting online forum
- Encouraging the expansion of ASTP Digital Resource with policies, templates, and case studies
- Providing visibility via all our communication channels e.g. ASTP newsletters, news articles, blogs, social media etc.
- Facilitating the SIG with other activities e.g. conducting surveys etc.

# Current Active SIGs

## Social Sciences Humanities and Arts (SSHA)

- Coordinators: Christoph Köller
- Active since 2015
- 50+ members and growing
- Regular meetings and webinars

## Digital Innovations

- Coordinators: Malcolm Bain, Mirko Lukacs, Florian Kirschenhofer
- Active since 2016
- 70+ members and growing
- Regular meetings and monthly webinars
- Other activities: Licensing Survey

# New SIGs

## Legal

- 21 Interests
- Tea with ASTP and advanced WIPO Mediation session

## Clinical Research

- 18 interests
- Mini presentation on the Italian landscape by Enrico Bonadio

# How to initiate a SIG

Any ASTP member may propose the initiation of a new SIG. If you would like to form a new SIG or get involved in today's opportunities, next steps are:

1. Name of the proposed SIG (should be specific and self explanatory)
2. List of a core group of volunteers who will lead the proposed SIG (max 5 individuals from different countries and organisations) including an indication of how the group's leadership will be rotated
3. List of a minimum of 5-10 people from different countries and organisations, who are interested in joining the SIG

# What's next for other new SIGs?

Contact Arlyta Wibowo-Kruzinga, and ASTP will provide support to the group in setting-up the SIG by:

1. Announcing an outreach call of interests via all communication channels such as the website, newsletters, and social media
2. Providing the group with an online forum within the members area of ASTP website, which can be used to communicate, post discussion topics, and share files
3. Hosting an initial webinar with all interested people to define the scope, goals and activities of the SIG
4. Officially launching the SIG

# Annual Events

## Annual Conference | May 2021 | Digital, Event

- 21st Annual Conference
- Europe's biggest meet-up for KT Professionals
- From 40+ countries, 500+ people
- Sponsorship and networking opportunities
- Internationally renowned speakers

More information [here](#)



[www.astp4KT.eu](http://www.astp4KT.eu)

# EU Forum: Key Topics and Speakers

## May 26th 9.30-13.00

- Overview of JRC Projects on Innovation and Knowledge Transfer  
Giancarlo Caratti and Alessandro Fazio, JRC Intellectual Property and Knowledge Transfer
- IPR and Valorisation policies: towards Guiding Principles for Knowledge Valorisation  
Veronica Beneitez-Pinero, DG RTD Valorisation policies and IPR
- An IP Action Plan for EU for the benefit of economy and society  
Wawrzyniec Perschke, DG GROW intellectual property
- European Innovation Council: funding opportunities for knowledge transfer and innovation  
Keith Sequeira, Governance & Coordination  
European Innovation Council Taskforce
- ASTP EU Strategy



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# ASTP Training Courses Overview

- Organised multiple times per year
- Digital platform
- Interactive teaching and group work, using real life case studies
- Since mid-2018 most courses have been over subscribed
- Currently 14 topics
- Accredited by ATTP



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# 2021 Training Courses

26-29 January 2021 |

- Financial Tools

17-19 February 2021 |

- Fundamentals of Technology Transfer

01,03,05 March 2021 |

- Marketing & Business Development

8-12 March 2021 |

- Creating Successful Spin-outs

13-16 April 2021 |

- Research & Development Collaborations

05-07 May 2021 |

- Negotiation Skills for KTOs

02-03, 07-09 June 2021 |

- Technology Licensing

15-17 September 2021 |

- Fundamentals of Technology Transfer

06-08 October 2021 |

- Organising your KTO for Growth and Success

12-15 October 2021 |

- Financial Tools

# Training Courses

- Fundamentals of Technology Transfer (FTT)
- Research and Development Collaboration (RDC)
- Marketing and Business Development (MBD)
- Negotiation Skills for KTOs (NEG)
- Technology Licensing (TL)
- Creating Successful Spin-outs (CSS)
- Organising Your KTO for Growth and Success (OYKTO)
- Software Specific Challenges for KTOs (SW)
- Student Enterprise (STE)
- Financial Tools (FIN)
- Fundamentals of Supporting Consultancy (CON)
- Social Sciences, Humanities and Arts (SSHA)



# International Certification

Founder member of **ATTP**, which manages the RTTP process

Professional recognition known as **RTTP**

- accredited training courses
- assessment of individuals seeking RTTP status

ATTP : 14 members across all continents

[www.attp.info/](http://www.attp.info/)





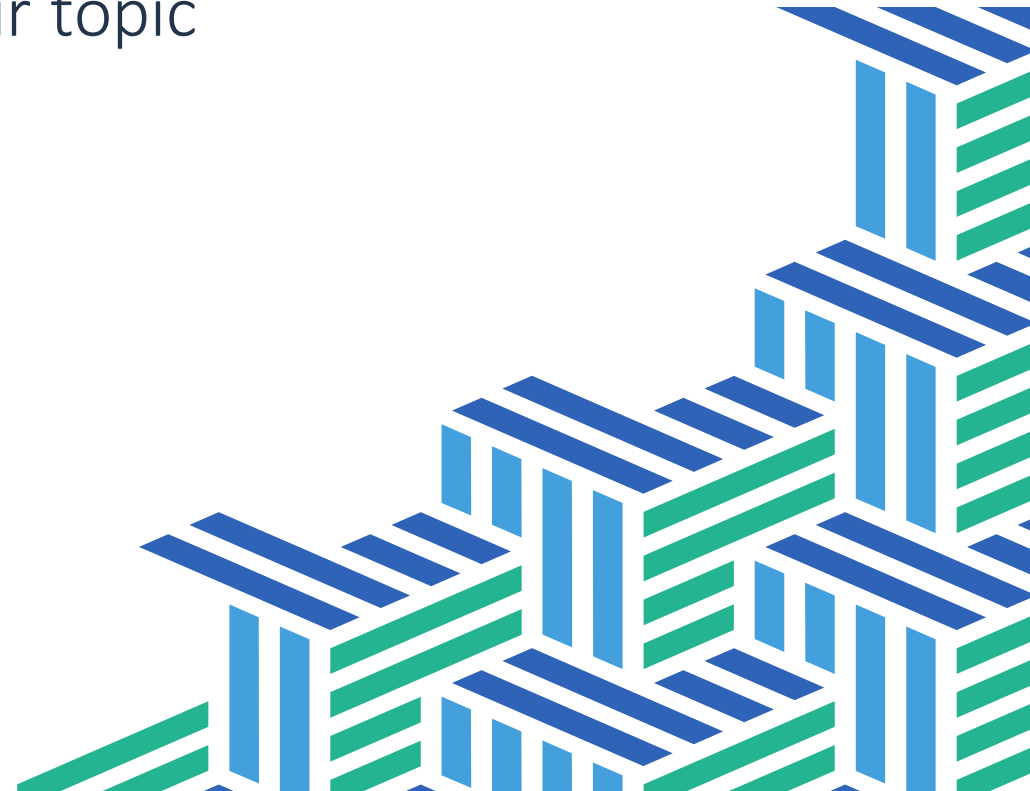
# Customised Training

- Experienced trainers: qualified KT experts
- On-request service
- Customised a curriculum built on your topic selection
- Quality training on your doorstep



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# Customised Training

Examples:

## ACCIO 2017/2018

- Commercialising Technology

## Wageningen2020

- Marketing, explaining & selling technologies
- Conflict management & Negotiation Skills
- entrepreneurship and spin-off creation

## Crete 2020

- Fundamentals of Technology Transfer

## Hungary 2021

- IP and Licensing
- Start ups and Spin-offs
- Marketing and Business Development
- Strategic Partnering and Business Strategy



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# AEIP Community

When you become a member:

- Engage in our events
- Promote your news/awareness raising via newsletters/website
- Customised training
- Free access to Webinars
- Full access to digital resources/networks/experts
- Join special Interest Groups
- Interactive website members' area



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# AEIP Community

Meanwhile, as non-members:

- Subscribe to newsletter
- Participate in paid events as a non-member
- Customised training



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# Current Members' experiences

*These are members who have been involved in some of the ASTP activities in recent months/years*

- Thandiwe Maretlane
- Owen Ruwodo
- Fredrick Matongo



# How can you get involved?

Volunteers are the heart of ASTP:

Lots of opportunities to get involved

- Expert role for training /course development
- Expert role for peer review/customised services
- Being an active member sharing news, feeding in suggestions and ideas
- Digital resources group: enhanced activity to create, curate and gather resources for members
- Special Interest Groups
- What else?

# KTO landscapes: key trends

- KT profession is broadening to serve the knowledge economy's requirements
- KT profession is embracing SSHA as well as STEM sectors
- Social acceptance of technologies of high importance
- Social impact of science to be demonstrated
- Start ups are overtaking spin offs in rate of formation
- Social entrepreneurship is gaining momentum

# KTO landscapes: key trends

- Open innovation is driving complexity of collaborative R&D relationships
- National ecosystems (Academia, Transfer, Industry) are growing, but independently
- The importance of facilitating relationships between ecosystems is increasing due to the political developments
- Increased understanding of the role and impact of strong KTOs and of national networks of KT professionals
- More sophisticated relationships across industry/academia for novel innovation due to EU collaborative projects with enhanced multi-national familiarity
  - Emerging template agreement structures, e.g. Lambert portfolio
  - Much greater upstream engagement of academic innovations with serial entrepreneurs, with angels, VCs and corporate VC. See J&J and Merck
  - Strong sophisticated consortia working with complex scientific challenges

# Overview: Individual Membership Packages

## ASSOCIATE € 60

- Access to Digital Resources
- Join SIGs

## DIGITAL €100 (instead of €200)

- Access to Digital Resources
- Join SIGs
- Free access to webinars
- Member fee to Digital Events
- Access to Members Area on Website

## FULL €150 (instead of €250)

- Access to Digital Resources
- Join SIGs
- Free access to webinars
- Member fee to Digital and F2F Events
- Access to Members Area on Website
- General Assembly Voting Rights

## PREMIUM €375 (instead of €500)

- **Full membership + 3 online Masterclasses**
- Access to Digital Resources
- Join SIGs
- Free access to webinars
- Member fee to Digital and F2F Events
- Access to Members Area on Website
- General Assembly Voting Rights

# Membership Proposal

## Institutional/Group Membership Packages at WBI rates

### Full membership for 100% KT staff

- Up to 5 staff: €600
- Up to 10 staff: €900
- Up to 20 staff: €1250
- Large offices >20 staff: €1800

### 50% full/50% digital membership

- Up to 5 staff: €400
- Up to 10 staff: €550
- Up to 20 staff: €900
- Over 20 staff: €1250

### Special Offer for AEIP

- 2 months free trial digital membership
- 1st April - 1st June 2021

# ASTP Online

## Tea with ASTP

University Technology Transfer and the COVID-19 Crisis

Open Source Software Licensing

Moving toward a unified JOA model

IP management strategies at the time of covid-19

Managing & Valorising Clinical Data

Nagoya Protocol

**KT Metrics: New Trends and EC Experts Recommendations**

**Frugal Innovation**

**Knowledge Transfer for a Data Economy**

**Technology Marketing: dealing with non-technical barriers to innovation**

## Webinars

World Café Webinar

Community Consultation Webinar

NLC | Venture Building in Heattech

The TT Manager as commercial advisor

**Extraordinary General Assembly**

**Get the most out of your membership**

## Masterclasses

Remote negotiations in a rewired world

How investors 'sniff-test' spin-out ideas

**Remote negotiations in a rewired world (mk2)**

## Training Courses

**Organising your KTO for Growth and Success**

**Fundamentals of Technology Transfer**

**Creating Successful Spin-outs**

**Technology Licensing**

**Research and Development Collaboration**

# Links

- [Newsletters](#)
- [Tea with ASTP brochure](#)
- [ASTP Survey Report](#)
- [Programme for AC 2021](#)
- [NAAC White Paper for Embedding KT in Horizon Europe](#)
- [Upcoming ASTP events](#)



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## Contact us:

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