

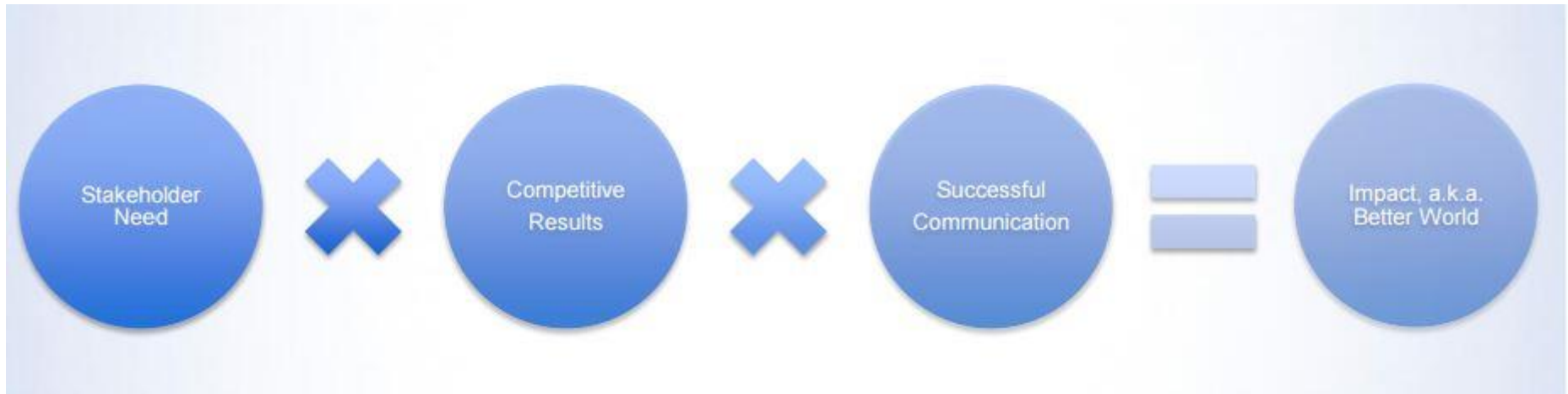


SAPIENZA
UNIVERSITÀ DI ROMA

Research Impact: from exploitation to social value (and back)

Ingegneria R&D – 11 Maggio 2018

A formula for research impact



Dissemination

The public disclosure of the results by any appropriate means, including scientific publications in any medium

Communication

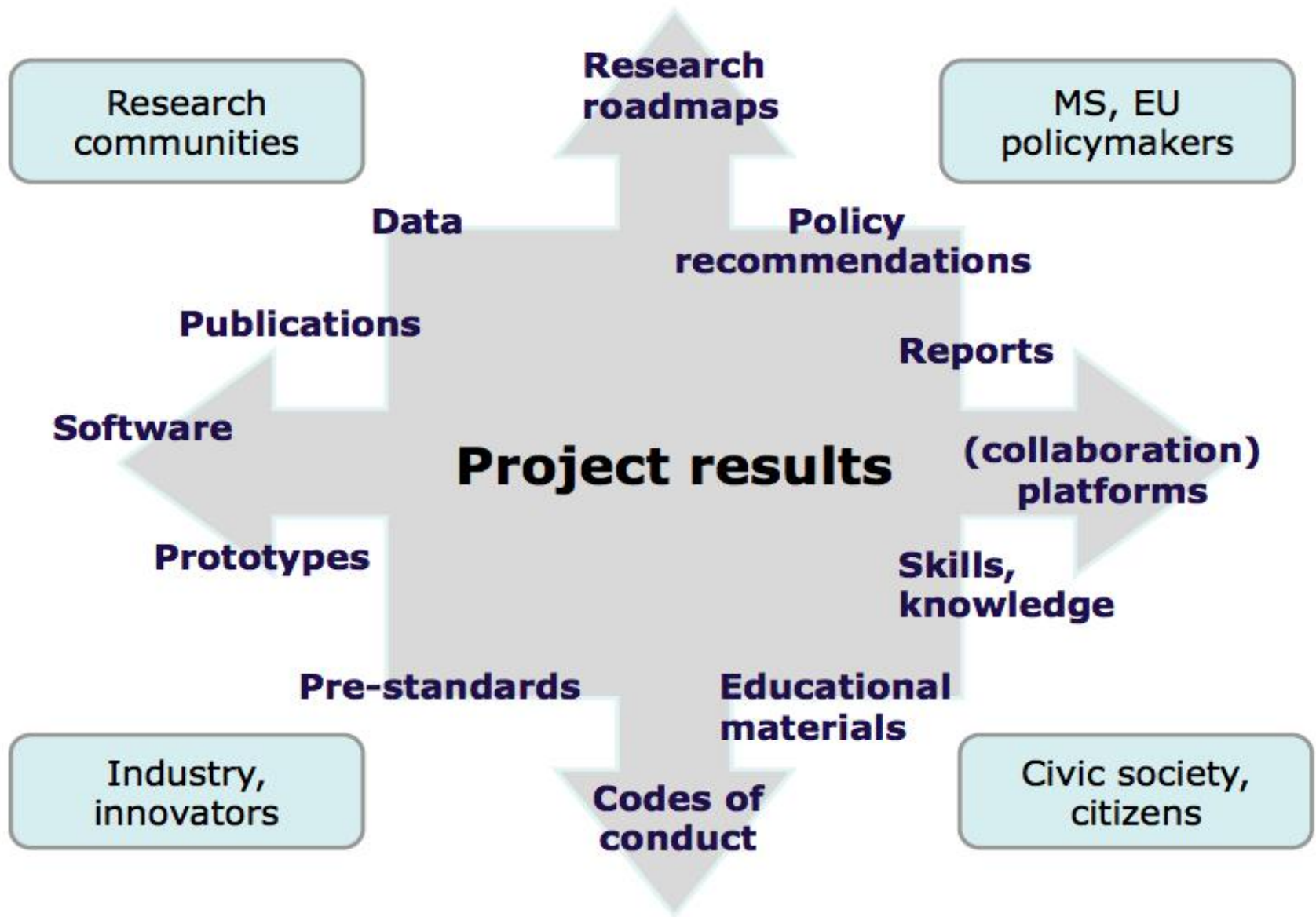
Taking strategic and targeted measures for promoting the action itself and its result to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange

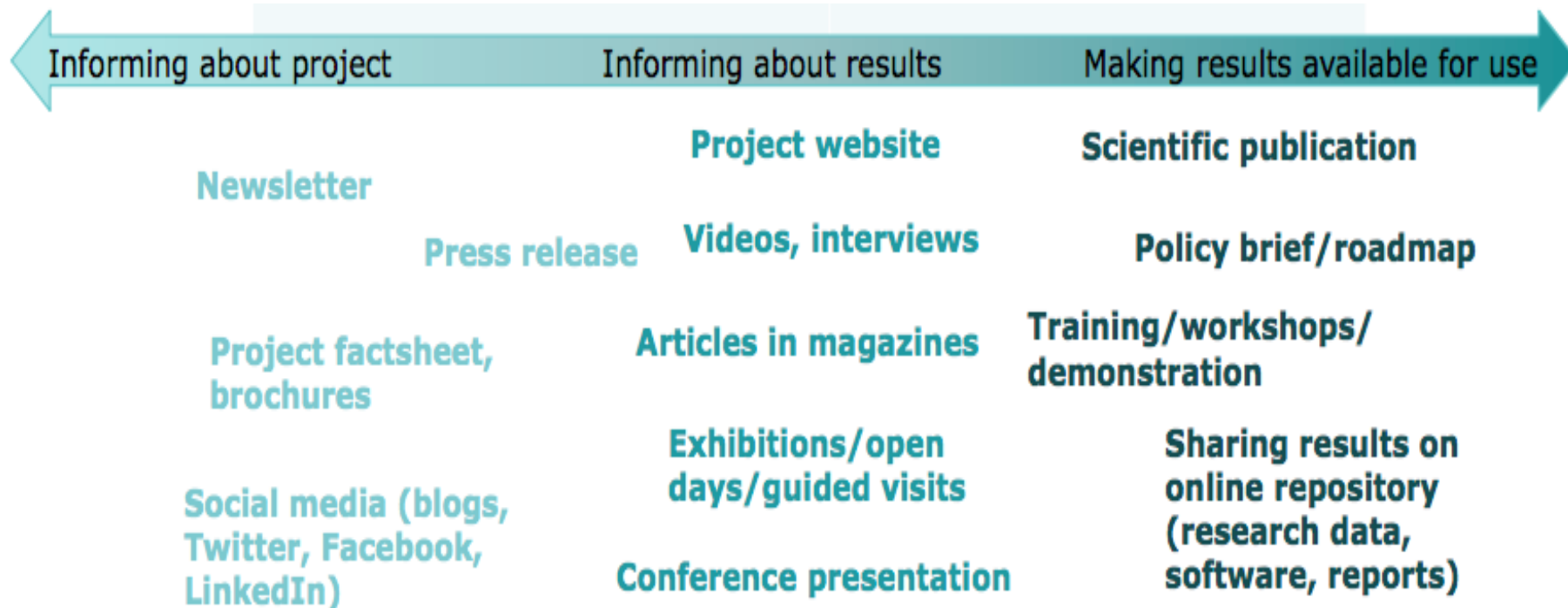
Exploitation

The utilization of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardization activities

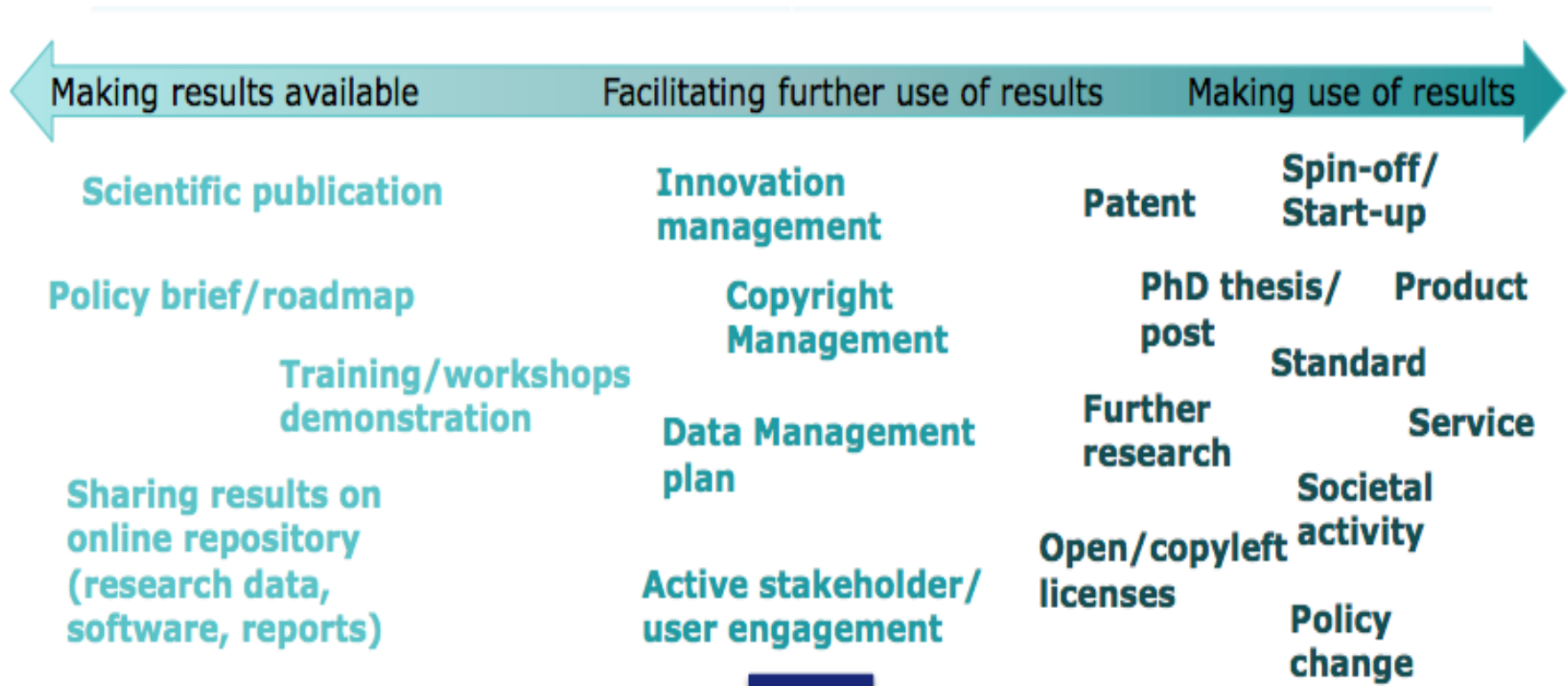
Results

Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected





Source: European Commission



Source: European Commission

Communication	Dissemination
About the project and results	About results only
Multiple audiences <i>Beyond the project's own community (include the media and the public)</i>	Audiences that may use the results in their own work <i>e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers</i>
Inform and reach out to society , show the benefits of research	Enable use and uptake of results

Exploitation

Making use of results, for scientific, societal or economic purposes

Groups and entities that **are making concrete use of results**

All results generated during project
Participant shall make best efforts to exploit the results it owns, or to have them exploited by another legal entity

Openness Vs Competitiveness





Open science

Open Innovation

Openness to the World



Green OA: self
archiving of
manuscripts by
researchers

Gold OA:
publishing by the
scientific
publisher



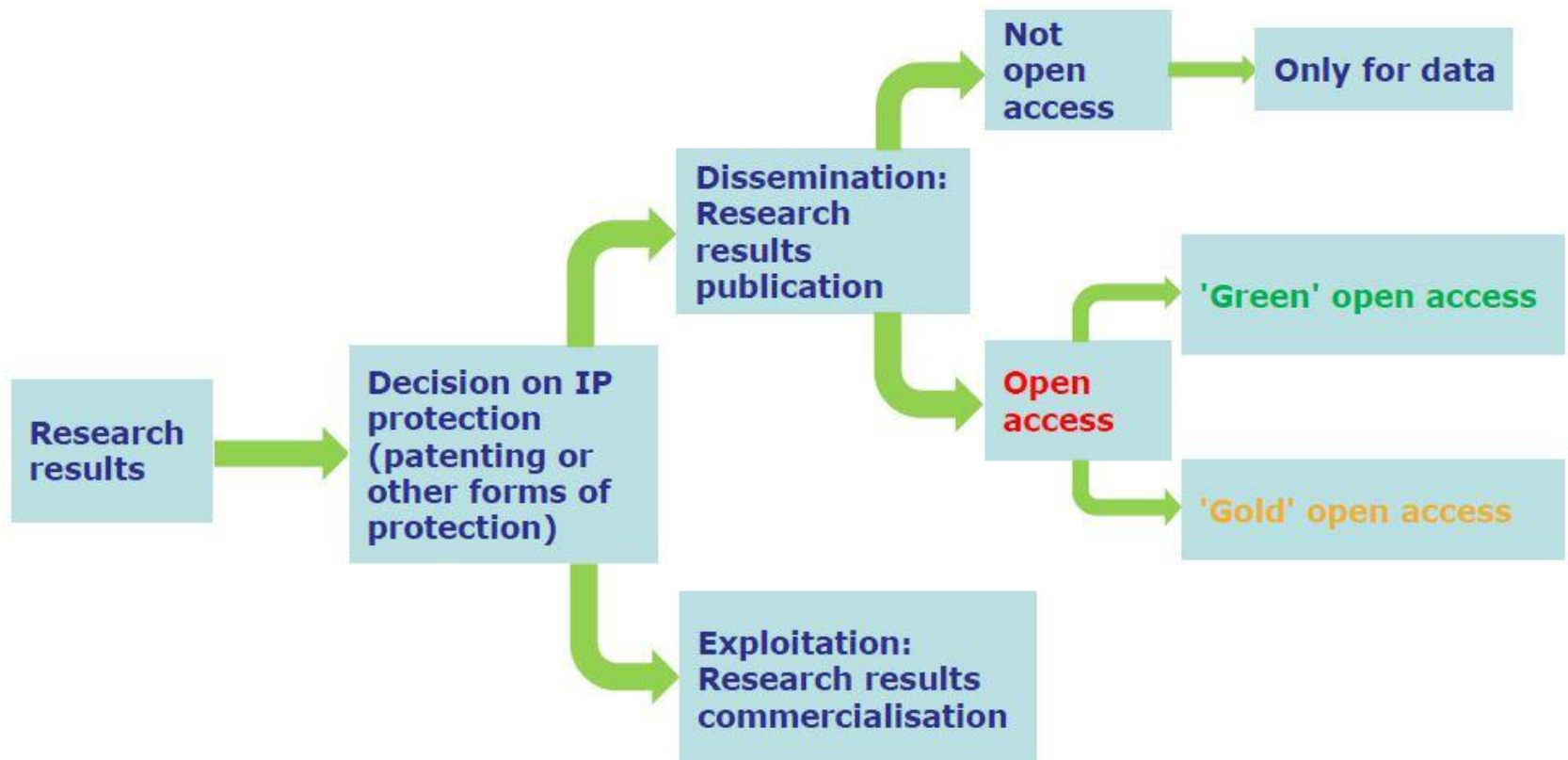
To guarantee **online access at no charge**
to the end-user

RESEARCH DATA – OPEN BY DEFAULT



zenodo


OpenAIRE



IPR	What for?	Registration?
Patent	New inventions	Registration is required
Utility model	New inventions	Registration is required, but conditions are less stringent than for patentability
Trade Marks	Distinctive signs	Registration is required
Industrial Design	Appearance of products	Registration is usually required, but it is possible to acquire an unregistered design right
Copyright	Literary, artistic and scientific works	Not required, but it can be registered in some countries
Confidentiality	Confidential business information/trade secrets	Not required, but internal protection measures needed (i.e. NDAs)

Source: European IPR Helpdesk

Subject Matter	Patent	Utility Model	Industrial Design	Copyright	Trade Mark	Confidential Information
Invention (e.g. device, process, method ¹)	X	X				X
Software	X ²	X		X		X
Scientific article				X		
Design of a product			X	X	X	
Name of a technology/product					X	
Know How	X	X				X
Website			X	X	X	X

[1] Except methods excuded from patentability by virtue of Articles 52(2)(c) and (3) and 53(c) EPC.
[2] Software patentability is still a debated issue given its exculsion as subject matter as by Article 52(2)(c) and (3) EPC.

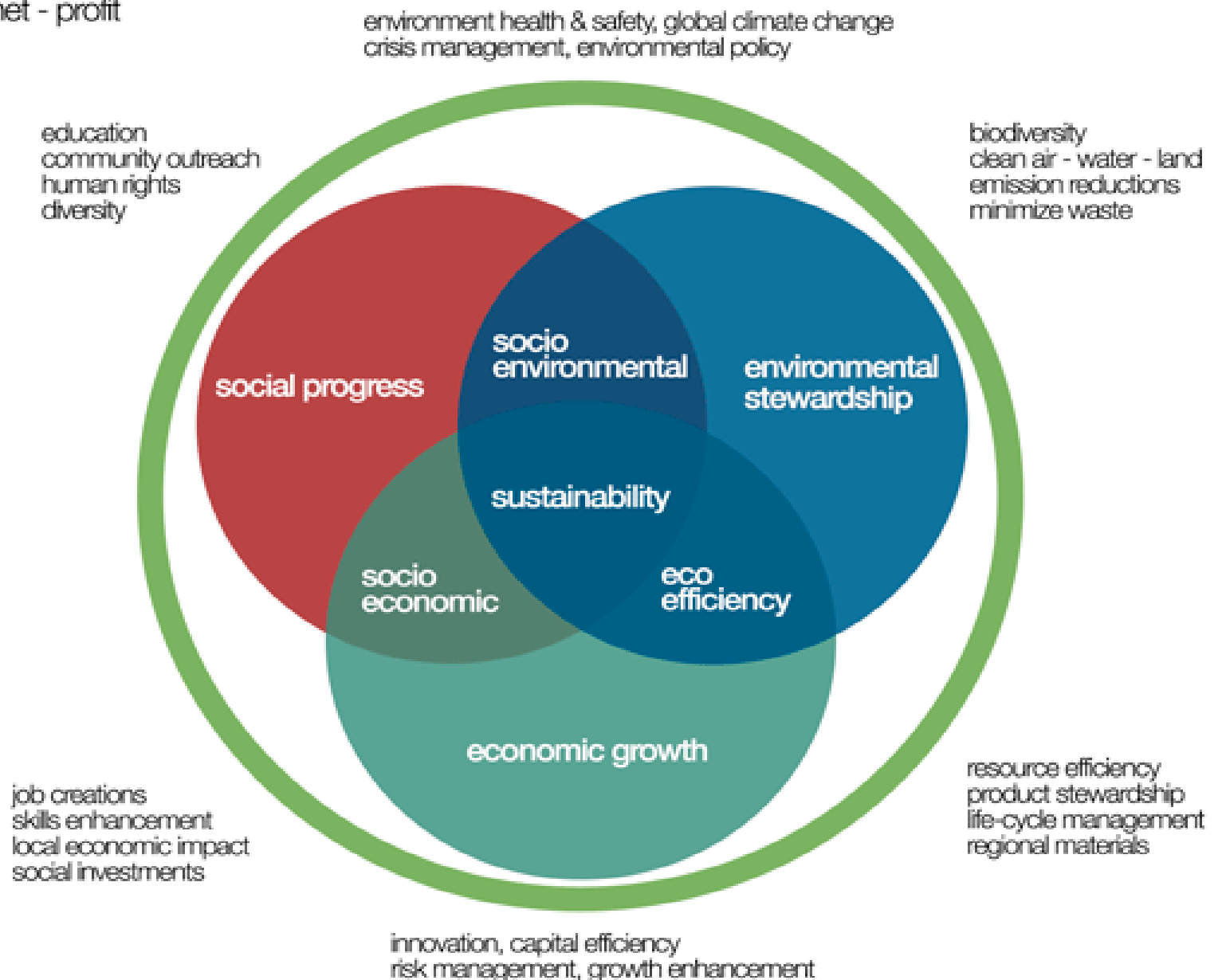
**What is
research
impact?**



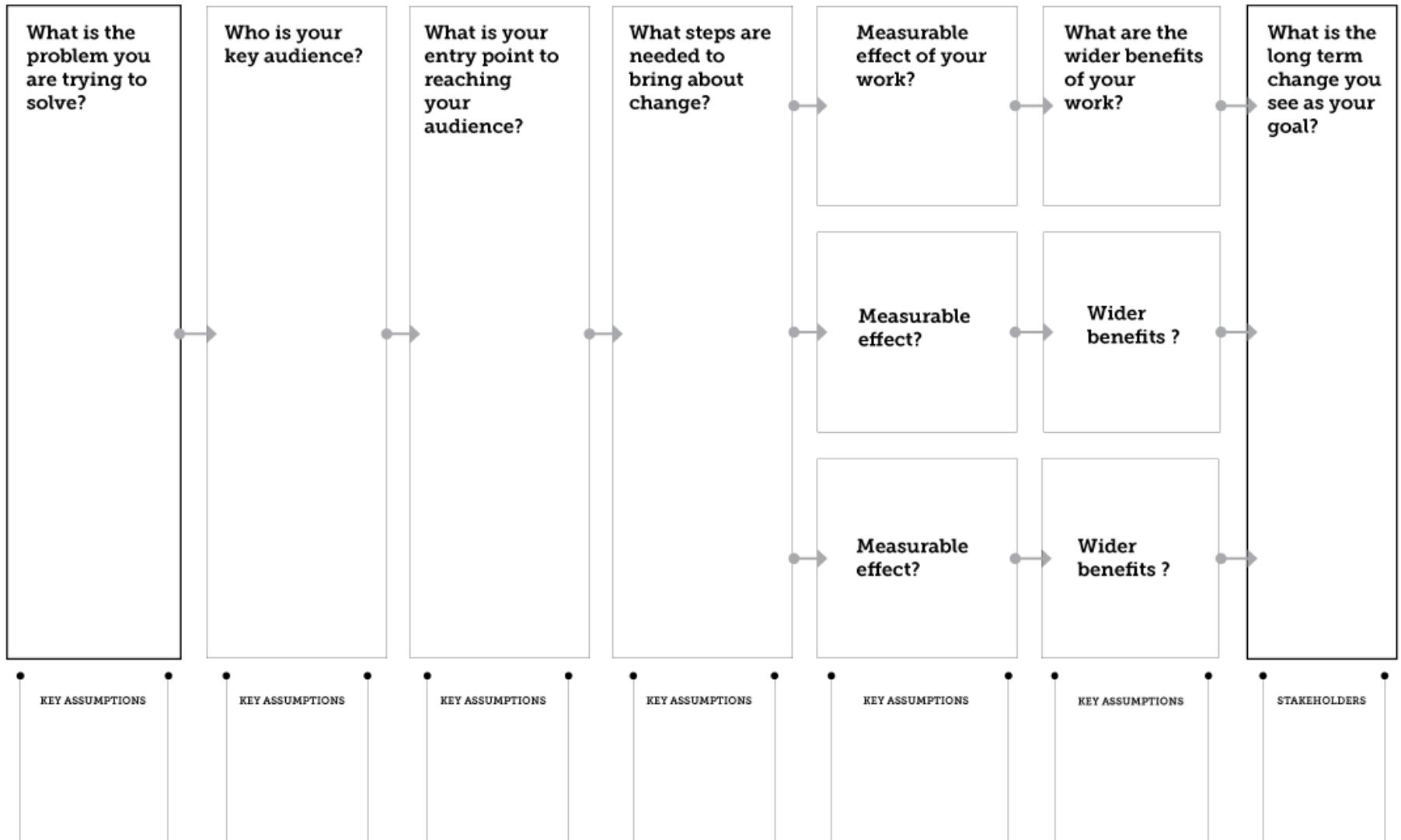
"to serve society by promoting and contributing to economic, cultural, and social advances through the accessibility of ideas, skills, and expertise and to share the fruits of research as widely as possible"

the triple bottom line

people - planet - profit



Theory of Change



***“The greatest problem of communication is
the illusion that it has been achieved.”
G.B. Shaw***

Thank You!

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