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From Technology Transfer to Knowledge Valorisation

The EU approach and the Austrian State-of-Play

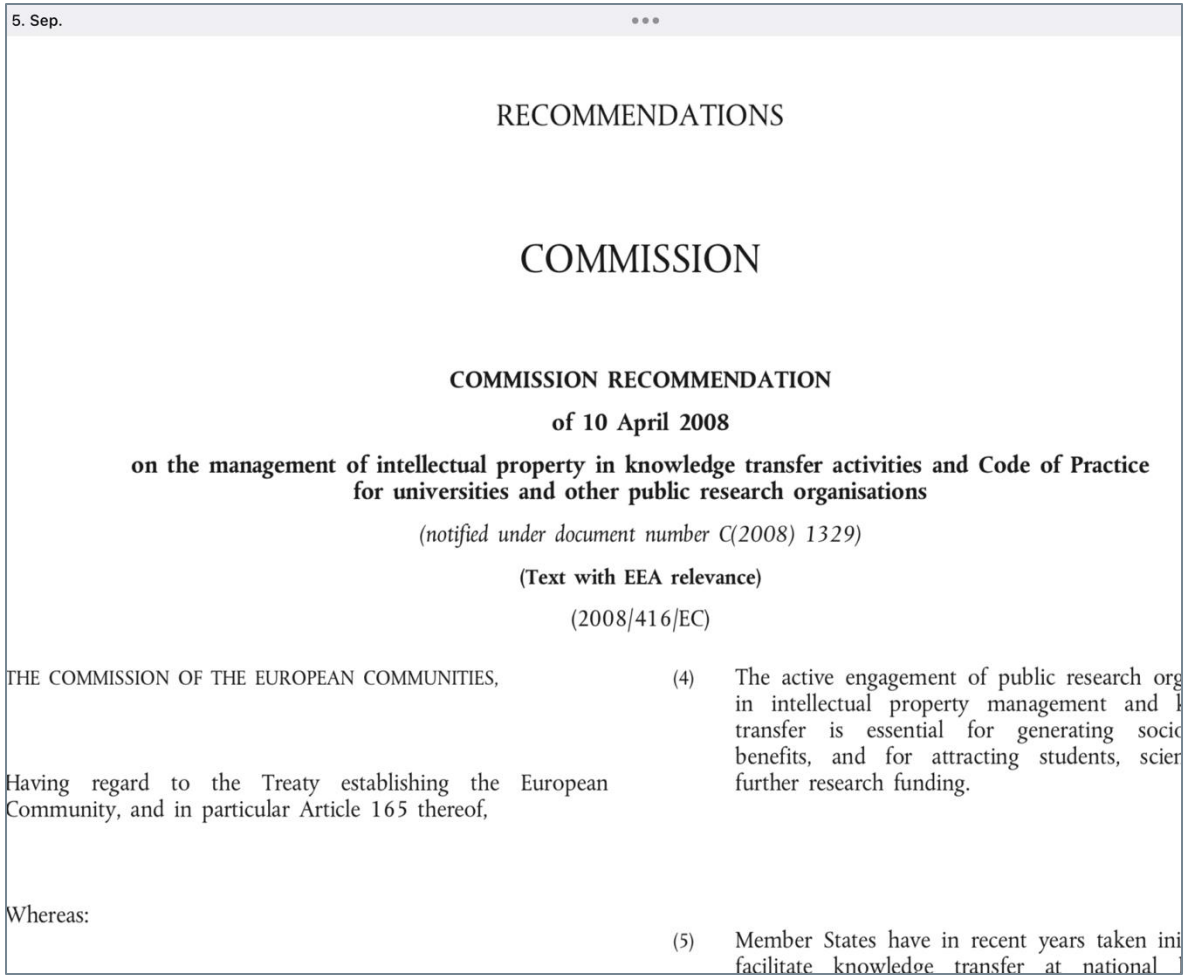
Prof.(FH) Dr. Alfred Radauer – Prague, Dec 3, 2025

From technology transfer to knowledge valorisation (I)

- Discussion of technology transfer as a means to get research results into the markets
- Seminal event: The Bayh–Dole Act or Patent and Trademark Law Amendments Act in the U.S. (Pub. L. 96-517, December 12, 1980)
  - Patents and licensing as channel of technology transfer to the market (later also start-ups)
  - Development of technology transfer offices (TTOs)
- Mixed results
  - Increasing number of patent filings, increasing licensing income, higher number of start-ups every year
  - BUT: Except for ivy league universities, specific technology fields (biotech, IT) - and also considering the factor luck – most universities would not be able to cover the costs of their TTOs through licensing/patent sale income

From technology transfer to knowledge valorisation (II)

- Increasing recognition that patents and licensing are only one channel by which technology transfer can be performed
- Discussion of IP-based TT vs. non-IP-based transfer („academic engagement“)
- Increased recognition that it is not only technology that is or needs to be transferred, but knowledge —> Change of terminology from „technology transfer“ to „knowledge transfer“
- Development taken up by the European Commission
  - First recommendation developed for universities (still very IP-centric)



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RECOMMENDATIONS

COMMISSION

COMMISSION RECOMMENDATION

of 10 April 2008

on the management of intellectual property in knowledge transfer activities and Code of Practice for universities and other public research organisations

(notified under document number C(2008) 1329)

(Text with EEA relevance)

(2008/416/EC)

THE COMMISSION OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Community, and in particular Article 165 thereof,

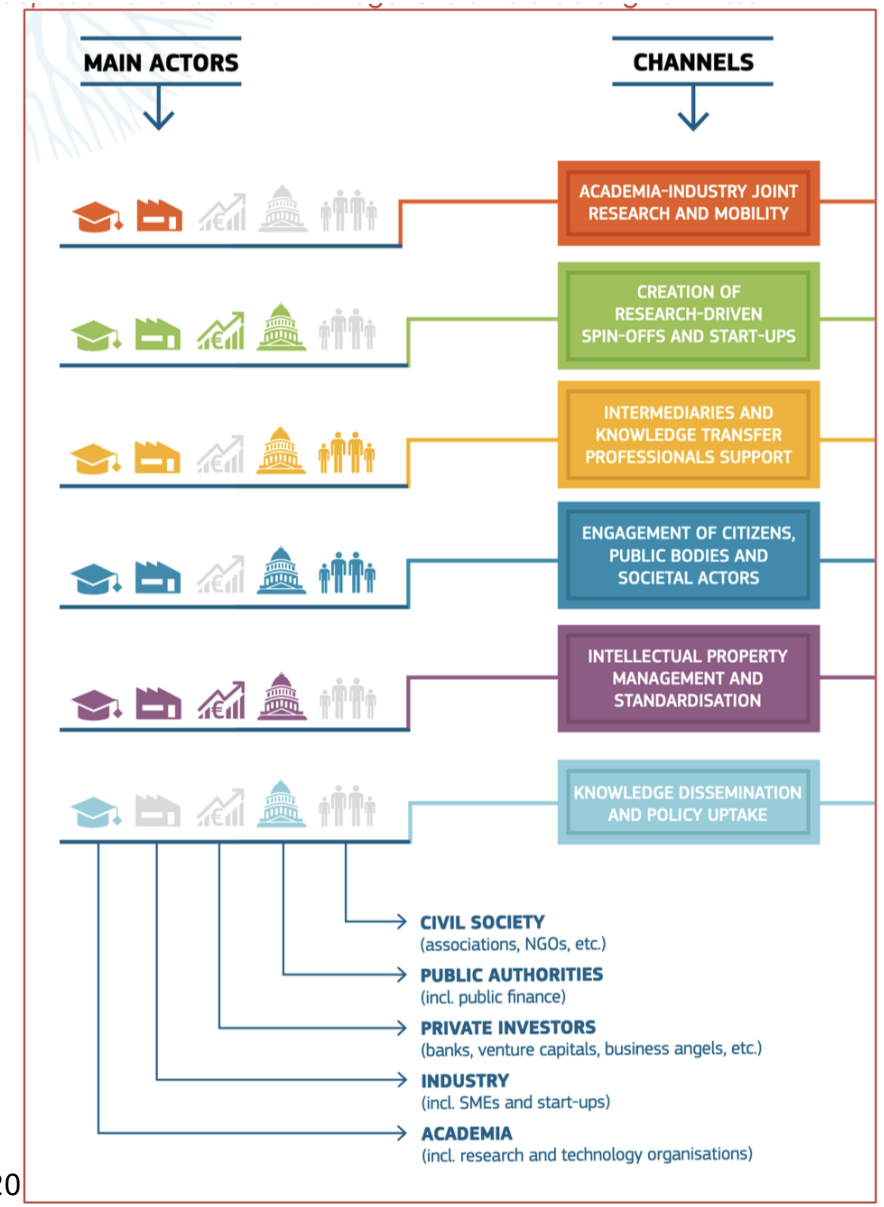
Whereas:

(4) The active engagement of public research org in intellectual property management and k transfer is essential for generating socio benefits, and for attracting students, scien further research funding.

(5) Member States have in recent years taken ini facilitate knowledge transfer at national

From technology transfer to knowledge valorisation (III)

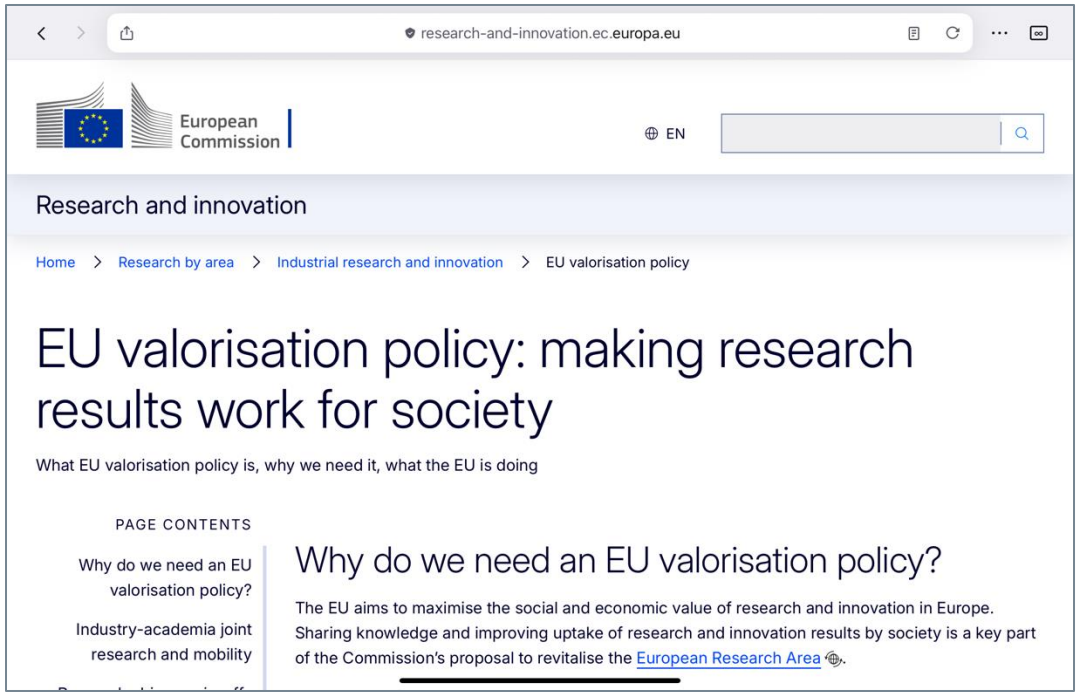
- Time from 2010 to now: Even more recognition that technology / knowledge transfer is and has become even more complex
  - Advent of open innovation has created many new forms of interaction between the different elements of the helix (crowd-based approaches, new actors…)
- EC has itsself out of market necessity pushed some forms of such interaction specifically in ist funding programmes, including standardisation
- Standardisation up to this point HARDLY discussed as channel for technology / knowledge transfer, specifically not in academic literature
- EC saw the need to update ist 2008 recommendation to tale current needs into consideration



Source: European Commission, 2020

From technology transfer to knowledge valorisation (IV)

- New EC recommendation in 2023/20024
  - One general guiding document („guiding principles“)
  - Four codes of practice for three (four) channels of technology transfer and knowledge valorisation
    - Intellectual Assets
    - Standardisation
    - Citizen Engagement
    - Industry-Academia Co-Creation



„Knowledge valorisation is the process of creating social and economic value from knowledge by linking different areas and sectors and transforming data, know-how and research results into sustainable products, services, solutions and knowledge-based policies that benefit society.

EU knowledge valorisation policy covers both technological and non-technological solutions that can derive benefits to the society as a whole. It calls for the participation of all actors in the research and innovation ecosystem including users, citizens and policy-makers.“

What is new about knowledge transfer?

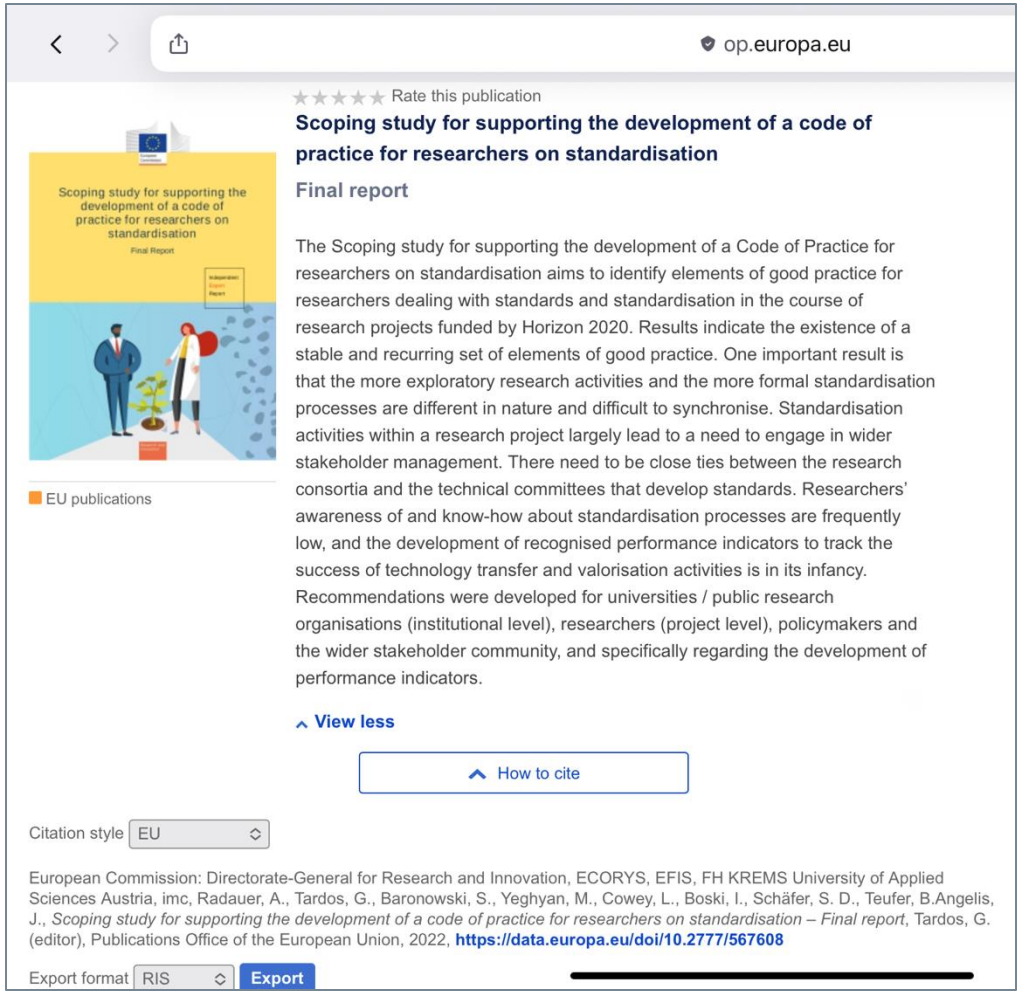
- The follow things stand out when looking at the Guiding Principles published by EC:
  - Extension of concepts of subject matter being dealt with
    - Intellectual Assets (IA) instead of Intellectual Property (IP)
    - Standardisation (and to an extent citizen engagement) as new channel(s) for technology transfer
  - Extension of target groups
  - Strong focus on data as asset (to be shared when possible)
  - Open Science (OS): to have national OS strategies
  - Open Innovation (OI): to use the many different ways of collaboration that have been developed because of OI
  - Impact through Valorisation: „…Where possible and depending on the context [underline added by author, ed.], valorisation activities should consider the needs of and the benefits for society, besides traditional profit drivers.“

The situation in Austria

- Generally: Very good implementation of the 2008 Code of Practice (e.g., establishment of ncp-ip: National Contact Point IP)
- As regards the new codes of practices…
  - *Intellectual Assets*: very good coverage already, with some white spots to be tackled
  - *Standardisation*: Completely new topic, resulting in the need to involve new actors (Austrian Standards International)
  - *Citizen Engagement*: Existing bottom-up initiatives, with around 4 overlapping communities, which have however not heard about „knowledge valorisation“ (and have done so far also little along these lines)
  - *Industry-Academia Co-Creation*: Interpretation as a very general framework to be applied by policy for the whole RTDI system, but already very well covered in the country

Example: Needs with respect to standardisation

- Need for standardisation activities already early in the research process
- However, many deficiencies observed with researchers doing standardisation in Horizon Europe projects
- Problems (selection)
  - Underestimation of efforts (no dedicated work packages which are often needed)
  - Lack of awareness – specific skills required (negotiations, networking, language skills)
  - Process mismatch between standardisation and R&D project (time, structure)
  - Lack of incentives for researchers to participate (career development)

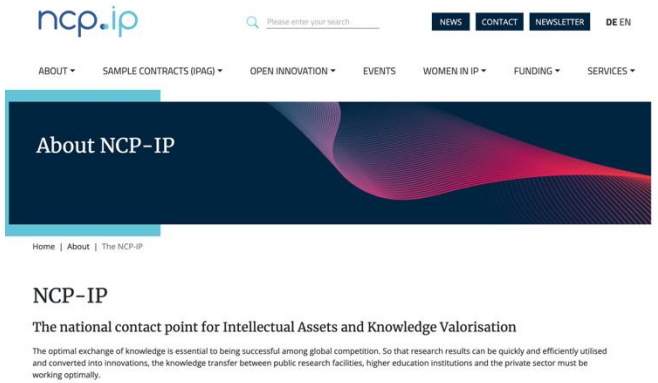


Study of Technopolis Group on Knowledge Valorisation for Austria

Dudenbostel, Tobias und Radauer, Alfred und Omann, Ines und Stark, Patricia (2025). Empfehlungen zur nationalen Umsetzung der europäischen Leitlinien zur Wissensvalorisierung und deren Begleitdokumente. Technischer Bericht. Technopolis Group | Austria. Wien.

https://repository.fteval.at/id/eprint/785

National Contact Point IP & Knowledge Valorisation: https://www.ncp-ip.at/en/



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