



**KnowING IPR project
Fostering Innovation in the Danube Region
through Knowledge Engineering and IPR
Management**

Action plan for KnowING HUB providers to enhance
IPR development in the Danube region

READING MATERIAL prepared for KNOWING HUB PROVIDERS training

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<http://www.interreg-danube.eu/knowing-ipr>*

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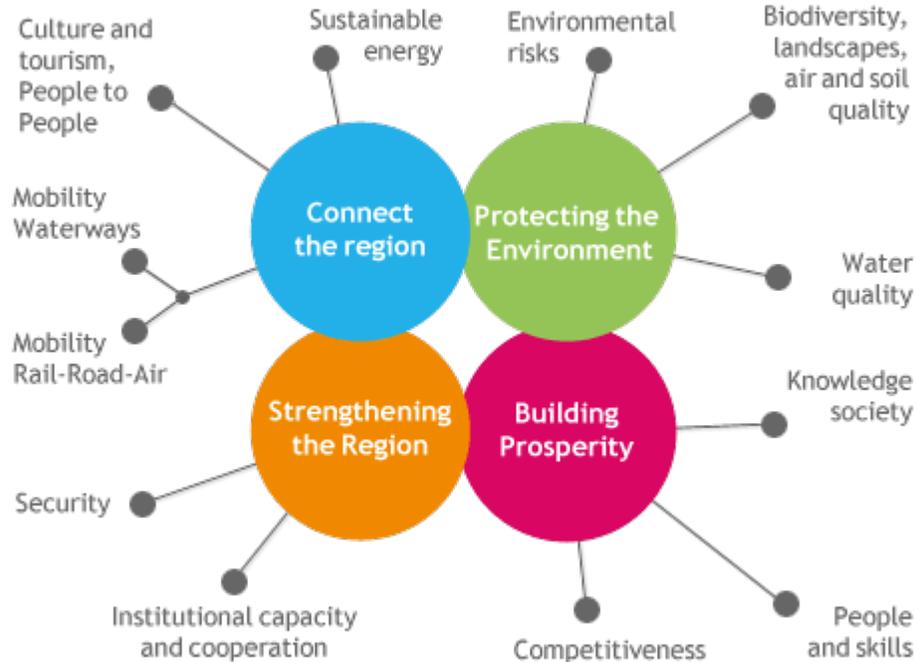
Why IPR Action plan for KnowING HUB providers for the Danube region

KnowING HUB providers are an important group of organizations/individuals who commit their work towards improving the framework conditions to enhance innovation and closer collaboration between research institutions and SMEs. KnowING HUB providers will dedicate their work to improving the services to SMEs in particular with promotion and raising awareness on importance on IP protection for increased innovation. KnowING HUB providers will utilize the KnowING HUB tool for patent analytics by directing users towards it. KnowING HUB platform will include a set of online training materials and guiding tools for users to be able to perform individual patent analytics and explore other options. KnowING HUB provider will enable consultancy to the user and in case of not having the competence to provide the service, the KnowING HUB provider will consult the KnowING HUB manager board.

Role of IPR within the EU Strategy for the Danube Region (EUSDR)

By addressing the issue of the intellectual property rights protection and management in companies we are addressing the Priority area no 8. of the EUSDR. The priority area 8 deals with the competitiveness of enterprises. More competitive enterprises can contribute towards the development and economic prosperity in the Danube region. Apart from this, the KnowING IPR project also aims towards different stakeholders to acknowledge the value of IPR as a policy tool to improve the framework condition for innovation in the region.

Figure 3: Specifications of the EU Strategy for the Danube Region



The tasks undertaken by the Priority area 8 are the following (Danube Region Strategy: Competitiveness, 2019):

- To foster cooperation and exchange of knowledge between SMEs, academia, and the public sector in areas of competence in the Danube Region.
- To improve business support to strengthen the capacities of SMEs for cooperation and trade.
- To support enterprises through high performing training and qualification schemes.
- To prioritize the effective implementation of measures provided for under the Small Business Act for Europe.
- To improve the competitiveness of rural areas and in particular of the agricultural sector
- To eliminate cross border barriers and bottlenecks to people and business -Seamless Europe for a livable Danube Region.
- To improve framework conditions for SMEs in areas where competitive infrastructure is missing.

Tasks of KnowING HUB providers to enhance IPR in the Danube Region

Tasks on the national level

- Raise awareness activities that include the organisation of dissemination workshops, where applicable.
- Establish and maintain communication with national experts
- Including national experts into activities related to IPR wherever and whenever possible
- Seek potential partners working on similar initiatives or EU funded projects.
- Seek and maintain the connection to the companies (SMEs and enterprises) who work in the automotive sector.
- Keep them informed about activities and engage them to participate in other project-related activities and also encourage them to get involved in piloting actions.
- Establish and maintain close cooperation with relevant public authorities

Tasks on the Danube Region level

- Seek for potentials to capitalize on the work of already existing initiatives supporting the question of IPR.
- Seek connections to R&D institutions (in the field of IPR) and also others to establish a network that will be able to develop new joint applications for projects on the bilateral or EU level, related to IPR and IPR management.

Most important perspectives to tackle as KnowING HUB provider

Below, we outline the most urgent aspects to be addressed in the field of IPR in the Danube region – touching the need to upgrade the organizations (we offer the KnowING HUB as a response to this need), the need to develop human capital, and the need to upgrade policies.

But mostly, before all, the need to raise awareness is the most important one and incorporated in all the activities proposed within this Action plan. Among SMEs and policymakers, we need to raise awareness about the potential of IPR as a means of development and also in seeking innovative solutions.

From the perspective of Organisations – the KnowING HUB, acting as an institutional and web platform should undertake and carry on the following: The KnowING IPR Hub can support the higher education in most countries of the Danube region aiming at the transmission of knowledge and skills for technological innovations and IPR by focusing on the exchange of information about best practices. The Hub can be particularly helpful in organizing Summer Schools or similar meetings of students, young researchers, and managers on issues of fostering technological innovation and related issues of IPR. The Hub can organize comparative studies on the efficiency of the R&D and IPR in the Danube countries and to foster the dissemination of best practices. The Hub can be active in the preparation and submission of research projects in the framework of the new EU Program Horizon Europe.

From the perspective of the development of human capital - The KnowING IPR Hub can organize by itself or support other institutions in fostering internships of students in the framework of the Erasmus Plus Program on topics of technological innovations and links to IPR. Other sources of financial support for internships of students might be the Program Innovation and Youth of the EU; The Hub can be active in fostering the networking between young inventors and managers in the area of technological innovations and IPR by using financial support from the EU funding for meetings, symposia, conferences; Provided there

would be sources of funding the Hub may organize a scheme of internships for young researchers and managers linking R&D and IPR in their work; The Hub can check the options for organizing awards for young researchers and managers working on the mutual impacts of R&D and IPR activities.

Upgrading of policies - The KnowING IPR Hub can be active in the discussions on the funding of R&D and IPR by providing information about the situation and the prospects in countries from the Danube region. The Hub can take the initiative for fostering young researchers and IPR specialists for building pressure groups in favor of better funding of R&D and IPR activities. The Hub can organize an exchange of information about administrative hindrances of R&D and IPR activities in the countries of the Danube region. The Hub might initiate the intervention of the EU units to clear administrative barriers in front of R&D and IPR activities. The Hub can initiate or participate in initiatives for changing the legislation in any particular country of the Danube region concerning R&D and IPR. The Hub can prepare and submit to EU suggestions for organizational and legal changes to facilitate the improvement of the ecosystem of R&D and IPR in the countries from the Danube region. The Action Plan can contribute to strengthening the joint perception of the entire Danube Region as one Danube or even the European market which is in the global competition with macro-regions and large national economies.

List of inputs

1. Country reports input (Reports on desktop studies and focus group discussions)
2. Danube IPR Challenges Map Output 3.1
3. D3.1.4. KnowING IPR Preliminary Action Plan for three Action Plan Workshops D3.2.1 Data Acquisition Module Functional Specification

4. D4.3.1 Document outlining elements and methodology for developing a sustainability strategy, business plan, and transnational action plan
5. D3.1.2. IPR Action Plan for the Danube Region
6. Assessment Workshops' input.
7. Action Plan Workshops input
8. *EU Strategy for the Danube Region (EUSDR 2019),*
9. *WIPO (2017) Technology and Innovation Support Centers (TISCs) Report 2017.*
Geneva: World Intellectual Property Organization.
10. Danube Region Strategy: Competitiveness (2019) Priority area 8, retrieved from <https://competitiveness.danube-region.eu/about-priority-area-8/>