



Webinar 4

Impact maximisation in research and innovation collaborative projects (example of Horizon 2020 projects)

Date

24th of May 2018, 10.00 AM - 11.30 AM CET

Participants

Research, development and innovation (RDI) actors from EaP countries - such as technology managers, researchers and other staff of universities, research centres, and private SMEs; other actors of EaP innovation system.

Speakers

- Svetlana Klessova: senior innovation consultant, Director, [inno TSD](#) (France)

Context

The EaP PLUS project is organising a series of webinars on specific innovation-related topics, exploitation paths and other horizontal issues important for Research, Development and Innovation (RDI) in EaP countries and for the EU-EaP RDI cooperation. The aim of the webinars is to allow the transfer of knowledge from EU experts to EaP institutions on topics related to research exploitation, innovation strategy in RDI projects, academia-industry collaboration, RDI internationalisation, Intellectual Property Rights and other topics related to Research, Development and Innovation projects.

This webinar will focus on impact maximization in research and innovation projects, as well as presenting examples of how different projects put in place strategy to maximise impact.

Agenda

- **10.00-10.10 AM:** Introduction by Krisztina Dax, consultant at inno TSD, on the EaP PLUS project and the series of webinars
- **10.10-10.40 AM:** Impact Maximization in Horizon 2020 projects (Svetlana Klessova, Director, inno TSD)
- **10.40-10.55 AM:** Examples from Horizon 2020 projects – how to maximise impact
- **10.55-11.00 AM:** Conclusion and info on the next webinar
- **11.00-11.30:** Questions/answers

Speakers' bio

Svetlana Marie-Claire Klessova, inno TSD, Sophia Antipolis, France



Svetlana Klessova is Director and senior innovation consultant at inno TSD. She has 20+ years of experience in innovation, technology transfer issues and RDI international collaboration, including exploitation issues in FP7 and Horizon 2020 projects. She has worked on 60+ projects since she became consultant at inno TSD in 1997. Svetlana is coordinator of a FP7 research and innovation project on real time monitoring and optimization of resource efficiency in the chemical industry (MORE) funded under the NMP scheme (2013-2017). She is responsible for the IPR-Exploitation Board in the CONSENS Horizon 2020 project (2015-2017). Svetlana is Innovation Manager and responsible for exploitation issues and impact maximization in several Horizon 2020 projects. She is editor of the step-by-step guide [“Innovation Strategy in R&D projects”](#), co-author of ARIaT, Horizon 2020 Annotated Research and Innovation Actions Template [“Innovation dimension in Horizon 2020 proposals: set of good practices to understand and write innovation related issues both in Research and Innovation Actions \(RIA\) and Innovation Actions \(IA\)”](#), and co-author of the 1st edition of the guide [“How to Effectively Network/Communicate in International R&D projects”](#).

Next steps

The next EaP PLUS RDI webinar will take place in September 2018 (TBC). This fifth webinar in a series of six webinars in total will be on Engaging in Academia - Industry collaboration.