



## **Program: Exploiting Results – Science Communication and Spin-offs**

**6<sup>th</sup> December 2019**

Center for Experimental Research and Medical Studies (CERMS), University of Turin  
Department of Experimental Medicine and Oncology  
Via Santena, 5, 10126, Turin  
Italy

8.00 - 8.30 Welcome and registration

**Morning Session 8.30-12.30:** Chiara Buongiovanni (APRE -Agenzia per la Promozione della Ricerca Europea)

8.30 - 10.30 Impact

*Impact and Openness; Public engagement for Responsible Research Innovation – RRI; Types of impact; Measures to maximize impact: Dissemination, Exploitation and Communication; Dissemination and Communication: differences; Exploitation and IPR*

10.30 - 10.50 Coffee break

10.50 - 12.30 The communication and dissemination plan:

*Targets, Activities, Channels, Products; Practical session; Questions & open discussion*

12.30-13.30 Lunch

**Afternoon session 13.30-16.10:** Spin-offs - practical considerations and personal experiences

13.30 -15.00 Giuseppe Serrao (2i3T - Incubatore d'Imprese dell'Università di Torino)

*Entrepreneur vs Researcher: a common path to access funding*

15.00 - 15.20 Coffee Break

15.20 - 15.40 Cristina Prandi (STRIGOLAB, University of Turin)

*Personal experience of a spin-off resulting from a COST Action*

15.40 -16.00 Thomas Mohr (ScienceConsult, Vienna, Austria)

*Personal experience of forming a spin-off*

16.00 - 16.10 Final questions, comments and farewell