



Energy Usage and Green Public Transportation in
Future Smart Cities: An Innovative Teaching Program
for Students, Stakeholders and Entrepreneurs
n° 2020-1-TR01-KA203-094242



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Detail info about Module 8

Module-8 *“Entrepreneurship Opportunities Considering Smart City Public Transportation”*



When economic developments and new structures in economy are considered, it cannot be ignored that entrepreneurship plays an important role in global economic development. The existence of a strong intellectual property (IP) policy plays a major role in promoting entrepreneurship, which has a significant impact on ensuring a strong and sustainable economic growth.

There are many digital technologies such as artificial intelligence, big data, cloud computing and the Internet of Things which are developing rapidly and this development creates a potential environment not only for big companies but also SMEs, start-ups and entrepreneurs to transform large components of the global economy. Understanding and keeping up with the rapidly developing technologies, as well as creating solutions for existing/potential problems for future smart cities play crucial role today.

In this module, we will focus on;

- Intellectual Property Rights (IPR);
- the role and importance of IPR for corporations, SMEs, and especially entrepreneurs;
- the importance and usage of IPR and entrepreneurship tools in creating new entrepreneurs for the green public transportation of the future.

Intellectual Property (IP) is all outputs of creative endeavors in any field like technical information, designs, trade secrets, know-how, information, literary works, plant varieties and related information, dramatic, musical or artistic works etc. Intellectual Property Rights (IPRs) provide legal rights to protect creations and/or inventions resulting from intellectual activity in the industrial, scientific, literary, artistic fields or other types of IP.

The knowledge economy of countries has great importance for both industry, government and higher education institutions in global competition. The increasing competition in the global market orients countries to R&D activities, innovation studies and strategic collaborations. These developments in the global market increase interdisciplinary R&D studies by gathering different structures and reveal the importance of intellectual property rights in the execution of the outputs achieved from scientific research.



Intellectual property rights play an effective role in the process of developing the outputs as a result of the scientific research and R&D studies at the phase of putting them into practice. Patents, which contain a significant part of the information produced in the world, have a key role in this process in terms of developing their own ideas and avoiding any violations with existing solutions for many corporations that produce their own solutions using technology.

Entrepreneurship provides an important input to economic development and plays a significant role in forming opportunities, as well as finding a better outcome of new start-ups. The contribution of entrepreneurship varies from economy to economy, country to country; depending on its outputs, industrial and technological capacities of countries, and the legal structure of the country for the growth of entrepreneurs. Generally, entrepreneurship is accepted as a key driver of global markets.

The world population is growing day by day, but the existing resources like financial resources, job opportunities, natural resources, etc. are decreasing. While considering from the financial resources point of view, creation of too many job alternatives are expected for global peace and prosperity in the very near future. At this point, entrepreneurship plays a critical and significant role not only in national but also international economies around the world to create jobs and generate economic growth- underpinning a stable and civil society.

Entrepreneurs utilize IP to structure their commercialization strategies not only limited to the entering strategies to the target market but also licensing and/or selling (patent sale) their intellectual assets. There is not a standard IP model for all entrepreneurs. While developing the most appropriate IP management strategy for entrepreneurs, all of the factors which affect these strategies such as the advantages of the patent, the rights arising from the law, the state of the technology applied for patent protection, and the commercialization strategy of the entrepreneur should be evaluated together.

Considering the existing situation, creating potential entrepreneurs of the future for smart cities and increasing their awareness about IP in this process will be the main goal of this module.



Seda Damla Yücel

Ms. Yücel has been working in TED University-Directorate of Research, Technology and Innovation (ATİD) since 2019 and in charge of project preparation, submission and evaluation of projects for various funding mechanisms and also management of Intellectual Property Rights (IPR). She has Bachelor's Degree in Business Administration and Master's Degree in Intellectual Property, Technology Policy and Innovation Management at Ankara University.



Ms. Yücel has 15 years of general professional experience which is mostly related with preparation of project proposals for national and international institutions such as FP7, Horizon2020, MSCA, Erasmus+, TÜBİTAK, etc. and also project management and reporting. In addition, Ms. Yücel supports faculty members and students to structure their ideas as a project proposal and also guide them to apply the appropriate funding program.

Ms. Yücel has more than 10 years of professional experience in Technology Transfer Offices in management of patent portfolio, technology commercialization, mentoring for entrepreneurs, start-ups, SMEs and other TTOs about IPR, marketing, market research, commercialization strategy, development national and international collaborations, project preparation for various funding mechanisms and development of university-industry collaboration.

She had various experience as internship at National Institutes of Health (NIH) OTT in the scope of the international mentoring program and also visiting scholar at Max Planck Institute for Innovation and Competition. She also hold a patent attorney license. Ms. Yücel has also experiences in organization of national and/or international workshops, seminars, study visits and twinning activities.



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