

Public Private Partnerships at IRRI

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IRRI's vision and mission



Reduce poverty and hunger, improve the health of rice farmers and consumers, and ensure environmental sustainability of rice farming

Private – Public Engagement Office

What do we want to achieve ?

- Maximize **economic and social value** of our R&D and its results, in a way consistent with our vision and mission
- Increase our **impact** in clear and measurable ways
- Conclude long term, mutually profitable, **Public-Private Partnerships** (PPP) with key players in the rice value chain and other systems (maize, wheat)
- Generate a **stable source of additional income**, to better fund our proprietary R&D programs
- Establish **Best Practices** in IP Management



Added value of IRRI for private partners

1. Reduce time-to-market
2. Reduce technology risk of innovative projects
3. Secure long-term, technology-based, competitive advantage
4. Enhance brand recognition
5. Create value chain linkages (upstream and downstream from core activity)
6. Reduce capital expenditure



Role of Public Private Engagement in Fulfilling IRRI's Mission (1)

- **Deliver a range of market-driven solutions to farmers:** elite germplasm, added-value traits, up-to-date rice farming technologies
- **Manage IRRI's Intellectual Property:** Patents, Plant Breeding Rights, trade secrets, Licenses (in and out), Trademarks
- **Provide revenue sharing agreements with private sector** based on added value directly contributed by IRRI. Revenues can include: financing of R&D, royalties, services etc
- **Provide access to emerging technologies** : Freedom To Operate

Role of Public Private Engagement in Fulfilling our Mission (2)



- **Recognize Private Partners needs**
reduction of the risk of R&D projects, access to game changing technologies and high value germplasm relevant to their specific markets, access to and protection of Intellectual Property, clarity on milestones and deliverables, efficient reporting, technology transfer.
- **Recognize IRRI needs** : publication of scientific papers, efficient market introduction of varieties, greater adoption by user groups, protection of IRRI's IP
- **Negotiate contractual agreements**, and follow up on their implementation

Guidelines for PPE Action

- Continued support to National Agriculture Research and Extension Services (NARES)
- Continued commitment to the Multilateral System of Access and Benefit-sharing within the International Treaty on Plant Genetic Resources for Food and Agriculture
- Constitution of a strong Intellectual Property portfolio (germplasm, useful traits, OP and HF1 varieties, QTLs, genes of interest, seed production technology, etc)



Guidelines for PPE Action

- Communication on advanced proprietary germplasm and technologies, in the frame of **Non Disclosure Agreements**
- Active promotion of **collaborative research projects** and **market-driven (“value chain”) partnerships**
- Evaluation of partnerships and best practices: **active dialogue with our partners**, in order to maximize mutual satisfaction (agreement on objectives, roles, responsibilities, timeframe, and sharing of added value)



Key success factors

- Projects relevant to IRRI's mission
- Product and market - oriented
- Knowledge about each partner's strengths and complementarity
- Communication on our vision, strategy and guidelines
- Agreement on project deliverables, timeframe, milestones, financing and IP
- Steering committee
- Regular information
- Strong personal relationship at scientific and management levels



Questions ?