

Knowledge Exchange in the Social Sciences, Arts & Humanities

Welcome to the course!

Welcome to the first ever dedicated Social Sciences, Arts and Humanities (SSAH) knowledge exchange course by PraxisUnico and ASTP Proton. In the past it's been assumed that KE in SSAH is merely a subset of more general KE activity, but this approach leaves the discussion dominated by case studies in science and an emphasis on 'hard' IP.

Both Associations have observed that SSAH involves a wider range of IP, of engagement and knowledge exchange activities, and of eventual impacts in the wider world. The growing community of KE professionals across Europe is finding new ways to build relationships between SSAH researchers and businesses, public organisations and communities.

This course started with a blank sheet of paper. We consulted widely with senior SSAH professionals across Europe (including the UK) to find out the types of issues faced and topics that would be useful. We then sought practitioners who could speak with authority and from personal experience. The Programme has been a year in the making; it includes contributions from 5 countries and reflects (some of) the diversity of institutions and partnerships in SSAH. We're really hoping that it's going to be a valuable and enjoyable first iteration.

The course is also the first time that PraxisUnico and ASTP Proton have come together to run a joint course. We hope that the mixing of communities and experiences from a wider diversity of institutions and countries gives us all new perspectives on our profession. In common with all our courses we're using a mixture of cases, scenarios and examples as a basis of group discussion and break-outs.

On behalf of the entire course team we're greatly looking forward to working with you over the next two days.



Jeff Skinner RTP
Course Director



Christoph Köller
Course Director



Andrew Wray
Course Director

REGISTERED TECHNOLOGY TRANSFER PROFESSIONAL (RTTP) STATUS:

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PROGRAMME

WEDNESDAY 30 NOVEMBER 2016: Croydon Park Hotel, UK, Winston Suite

1830-2030 Registration, drinks reception and buffet dinner

THURSDAY 1 DECEMBER 2016, Croydon Park Hotel, William & Wolsey Suite

0845-0900 Course introduction

0900-1000 Sources of value in SSAH

Patents are far harder to come by in SSAH projects (compared with the 'harder' sciences) and this lack of tangible asset is often given as a barrier to Knowledge Exchange in the SSAH. In this session we track a series of successful SSAH cases – both as a way of showing what is possible and thinking through the 'assets' that we have and can build in the sector – which (we argue) are substantial and often of far greater value than a mere patent. *Dr Jeff Skinner RTTP, Deloitte Institute of Innovation and Entrepreneurship, London Business School, UK*

1000-1100 The Value Proposition

For potential partners to invest we need to identify the 'value proposition' – being a tangible, preferably economic, outcome from the relationship. This is far harder in SSAH than it is in the more traditional KT sectors where the outcome (a new product or service) is easier to envisage and argue. In this session we use examples to show the kinds of benefits that result from SSAH projects for companies and societal institutions and how to detect them. We see that in order to make a convincing argument we need to have a better understanding of market segments and the potential partner's business models – and that value propositions are more subtle and tend to emerge interactively. *Dr Christoph Köller, G&K Görden & Köller GmbH, Germany*

1100-1130 Refreshments & networking

1130-1230 What success looks like

This session will consider the pull from the 'market' and what success looks like. This has been widely discussed across the UK and EU with KPIs varying from funding, to relationships, to REF Case Studies (in the UK). We will present some of the KPIs and measurements in use and illustrate with examples. *Dr Nadia Danhash, InnovationRCA, UK & Dr Andrew Wray, University of Bristol, UK*

1230-1330 Lunch

1330-1430 Strategy

With a large community of academics KEC professionals need strategies for selecting good projects and stakeholders to engage with. This triage must recognise that varied the types of engagement, motivation and timescales in the SSAH. We will work in groups to explore how to allocate scarce resources of time and funding. *Dr Nadia Danhash, InnovationRCA, UK & Dr Andrew Wray, University of Bristol, UK*

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1430-1515

Models for engagement

In SSAH the models we use for engagement and 'exchange' with other organisations tend to be more diverse, ingenious, experimental and interpersonal. In part this is because there is less money floating around and partly because value is (as we have seen) built over a longer period. In this session we follow the story of an ultimately SSAH project to examine the strategies that worked, the models that emerged and the role of the 'business manager' in making the whole thing happen.

Katie Whyley, De Montfort University, UK

1515-1545

Refreshments & networking

1545-1615

Models for industry engagement

As we have seen, it is often harder to put an economic (bottom line) value SSAH partnerships – and this is as true for the, 'for profit' industry partner as it is for the research group. In this session we hear a perspective from someone who led a global research programme for a major global business (BT) that engaged in many such collaborations. How the ROI was quantified and the kinds of projects initiated are discussed.

Jeff Patmore, University of Cambridge, UK

1615-1715

Models for public engagement – how to engage the public in SSAH

There is a long history of knowledge exchange between academics in SSAH and a range of publics. This spans the breadth of sharing research outcomes with relevant communities to collaboration and co-production of research with experts in society beyond academia. In this session we will consider the benefits and challenges of working with publics – both directly and through intermediaries such as museums, schools and civil society organisations.

Dr Kate Miller, University of Bristol, UK

1900-2100

Networking event including dinner and drinks, Winston Suite

FRIDAY 2 DECEMBER 2016, Croydon Park Hotel, William & Wolsey Suite

0900-0945

Revenue Models

Any knowledge exchange partnership has to result in the partners getting a fair return – though in the case of SSAH projects that return tends to be more subtle (and 'in kind') than in cases where there is a clear transfer of codified IP or set of deliverables that has an obvious and substantial cost or economic benefit. In this session we explore the rich variety of ways in which universities can benefit, drawing on specific cases and demonstrating that the wider benefits can be substantial – but (in common with traditional technology transfer) need to be anticipated and agreed with no less rigour or commercial attitude.

Dr Solveig Roschier, Helsinki Innovation Services Ltd, Finland

0945-1030

Protecting Intellectual Property

We have to look harder for intellectual property in SSAH. It does exist and must be safeguarded in any collaborative agreement or relationship – we can easily get into a situation where we no longer have complete rights over our assets especially when so much is tacit, informal and more difficult to track and own. In this session we look at the categories of IP that exist, the rights that must be safeguarded and what can happen if you don't. *Dr Jeff Skinner RTTP, London Business School and Dr Charlanne Ward, Cambridge Enterprise Ltd, UK*

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- 1030-1100 Refreshments & networking**
- 1100-1130 Barriers to engagement and knowledge exchange**
Overcoming barriers to knowledge exchange in academic departments and university processes – winning hearts and minds – and the ‘valley of death’ in SSAH compared to STEM subjects. A common perception is that it is harder to persuade SSAH academics to engage in knowledge exchange (than those in the mainstream sciences) – perhaps because ‘they’ are less motivated by money or maybe they are culturally averse to exploitation. We are not sure that this is true however obstacles do exist. In this session we explore why it’s difficult, the underlying sources of ‘resistance’ and some strategies for bringing academics (and their colleagues, heads of department etc) on board. **Crowdsourcing of ideas and issues led by Christoph Köller and Saskia Walcott, Walcott Communications, UK**
- 1130-1230 Stimulating more activity - rewards and incentives**
Following on from the previous session, this one hour workshop will explore how we might overcome some of the perceived barriers to knowledge exchange in SSHA. We will identify the incentives that motivate SSAH academics to engage and asks whether at an institutional level it possible to create a better environment that explicitly rewards engagement in knowledge exchange in SSAH? **Saskia Walcott, Walcott Communications, UK**
- 1230-1330 Lunch**
- 1330-1430 Stimulating enthusiasm - engaging academics**
Often we are able to spot great potential for ‘impact’ in an academic’s research and can get quite excited for its potential for impact. If we’re not careful we are in danger of running ahead of the academic when we really need to warm them up and motivate them to take the lead. What tactics can we use to engage academics and help them to visualise the excitement of engaging in KE when the pathways are not obvious yet and sometimes long term and formal rewards are unclear?
Dr Stefan de Jong, LURIS, Netherlands
- 1430-1445 Refreshments**
- 1445-1545 Promotion and Marketing**
What can we do to market specific SSAH ‘products’. The task is clearly more difficult than in other sectors because the range of enduses and users is larger and more ambiguous. If we are lucky then interested users approach us or engagement arises from ours or the academic’s own networks. However there are times when we must engage in proactive marketing. In this session we look at some different types of marketing and discuss their effectiveness.
Dr David Budtz Pedersen, Aalborg University, Denmark
- 1545-1600 Summary and close**

If you’d like to know more about applying for Registered Technology Transfer Practitioner (RTTP) status please speak to a member of the team or email headquarters@astp-proton.eu, and we will be happy to help. ATTP CE points for this course are to be confirmed.

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