KNOWLEDGE EXCHANGE IN SOCIAL SCIENCES, ARTS & HUMANITIES

13-15 DECEMBER 2017

Holiday Inn, Leiden, the Netherlands

www.astp-proton.eu
www.praxisauril.org.uk

#ASTP-Proton17
#PraxisAuril
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ABOUT
ASTP-PROTON

ASTP-Proton is the European association for professionals involved in knowledge transfer among universities and industry. As Europe’s leading knowledge transfer association, our focus is to improve the impact that public research has on the economy and society. As a learning community of professionals we support the professional development of our members and the wider community through an extensive timetable of courses, masterclasses, our annual conference and fall meeting. ASTP-Proton is always ready to deliver on-site training in the work place.

www.astp-proton.eu

ABOUT
PRAXIS AURIL

PraxisAuril is an internationally respected organisation driving global professional standards and performance in university business collaboration. Providing a comprehensive range of training programmes, practical tools, services and connectivity - to help out members stand out as the most effective practitioners in their field, anywhere in the world. Today, their international business takes skills and best practice to more than 40 countries around the world. Working with world-class individuals and organisations, bringing together the best people in Knowledge Exchange to enable knowledge sharing globally.

www.praxisauril.org.uk
Welcome to the Knowledge Exchange in Social Sciences, Arts and Humanities (SSAH) course by PraxisAuril and ASTP-Proton. In the past it has been assumed that Knowledge Exchange 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. We have 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 includes contributions from five 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 course for you.

The course is being run for the second time after a successful launch in London in 2016. 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 case studies, scenarios and examples as a basis for group discussion and break-out sessions.

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

The course team

Andrew Wray
University of Bristol
UK
Course Director

Jeff Skinner
London Business School
UK
Co-Director

Christoph Köller
Görgen & Köller GmbH (G&K)
Germany
Co-Director
MEET THE TRAINERS

David Budtz Pedersen
Aalborg University
Denmark

Birgitte Grundtvig Huber
University of Copenhagen
Denmark

Stefan de Jong
Manchester Institute of Innovation Research
UK

Marcel van der Klaauw
Department of Education, Culture and Well-being
the Netherlands

Ronni Littlewood
University of Birmingham
UK

Mark Mann
Oxford University Innovation
UK

Kate Miller
University of Bristol
UK

Andy Newnham
University of Birmingham
UK

Ayten Pekerman
Deutsche Telekom
Germany

Georg Russegger
Academy of Fine Arts
Vienna
Austria

Julie Sommerlund
University of Copenhagen
Denmark
THURSDAY | 14 DECEMBER

09.00 - 09.30
Course introduction and framework
We will introduce a model of activities, outputs, outcomes, impacts to describe knowledge exchange and use this throughout the course. Each of the sessions will fit into this model providing a toolkit of ideas and activities for KE in arts, humanities and the social sciences.
Andrew Wray, University of Bristol, UK

09.30 - 10.30
Sources of value
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 are substantial.
Jeff Skinner, London Business School, UK

10.30 - 11.00
Refreshments and networking

11.00 - 12.15
Defining the business: the starting point of SSAH transfer
This session will tackle the questions: How to identify SSAH projects that are suitable to be transferred? How to identify and structure markets for SSAH projects? Which business models might be applied? Which benefits may be achieved by SSAH? Which non-public sources of funding might be available? Attendees will learn how they actively develop a SSAH transfer management. Taking into account the perspective of a KTO, this session will include some applicable methodologies.
Christoph Köller, G&K Görgen & Köller GmbH, Germany

12.15 - 13.15
Models of engagement – a state of play, how to get the business going
Based on cases and practices this session will contribute how universities and especially the SSAH sector can engage with massively growing eco-systems around start-up and university spin-offs including hubs, accelerators and incubators. Models of engagement focusing on impact investment funds, business angel networks and philanthropy development will be presented. There will be a discussion based on these topics at the end of the session.
Georg Russegger, Academy of Fine Arts Vienna, Austria

13.15 - 14.15
Lunch

14.15 - 15.00
1001 ways to generate and measure SSAH impact
We will hear the rationale for knowledge exchange in SSAH subjects, its importance to European universities, and begin to discuss the kinds of support needed by academics.
David Budtz Pedersen, Aalborg University, Denmark
THURSDAY | 14 DECEMBER

15.00 - 16.00  How to weave together different sources of value: case studies from public engagement
   In this session we will consider the benefits and challenges of working with the public – both directly and through intermediaries such as museums, schools and civil society organisations. Through intermediaries we will see ways to connect public engagement with other forms of knowledge exchange and the sources of value already discussed.
   Kate Miller, University of Bristol, UK

16.00 - 16.15  Refreshments and networking

16.15 - 17.15  Models for Engagement – Business Perspectives
   Panel Discussion
   Marcel van der Klaauw, Department of Education, Culture and Well-being, The Hague, the Netherlands & Ayten Pekerman, Deutsche Telekom AG, Germany

19.00 - 22.00  NETWORKING DINNER
FRIDAY | 15 DECEMBER

09.00 - 10.00  KE and external relations strategy at Copenhagen
An overview of a university's strategic approach to KE in SSAH.
Julie Sommerlund & Birgitte Grundtvig Huber, University of Copenhagen, Denmark

10.00 - 11.00  Strategy, stakeholder analysis, engagement and external ecosystems
Universities wish to maximise the effectiveness and return on investment of their business engagement or knowledge exchange strategy. This session will explore the specific challenges in SSAH – do these mirror the challenges in other areas? How can we be strategic in our approach to meet some of these challenges? Participants will be able to articulate what ‘being strategic’ means for their own department or institution; and be able to identify important internal and external stakeholders.
Veronica Littlewood & Andy Newnham, University of Birmingham, UK

11.00 - 11.30 Refreshments and networking

11.30 - 12.00  Strategy, stakeholder analysis, engagement and external ecosystems continued

12.00 - 12.45  Protecting intellectual property
In this session we look at the categories of IP that exist and are common in SSAH, the rights that must be safeguarded and what can happen if you don’t do so.
Jeff Skinner & Mark Mann, Oxford University Innovation Ltd, UK

12.45 - 13.45  Lunch

13.45 - 14.45  Increasing the engagement of SSH academics
We will develop a future vision of how academic communities can engage with partners; then explore ways to develop knowledge exchange at each of our institutions, sharing and refining ideas. The whole group will reflect on which approaches are most promising for us all, in different types of institution, and how to implement them.
Stefan de Jong, Manchester Institute of Innovation Research, UK

14.45 - 15.45  Summary and wrap-up: Bringing it all together
Course Team

Course ends
COURSE INFORMATION

The Amsterdam room will be used for the duration of the training.

Connected
Please hand in your business card at the registration desk before Friday afternoon. We will copy them on to one list and send it to you by e-mail after the training course.

Give Feedback
Please fill out the evaluation form, which will be sent to you via e-mail or go to www.surveymonkey.co.uk/r/SSAHDec17. If you choose to start the evaluation during the course, it will save your answers as long as you use the same device.

SOCIAL PROGRAMME
THURSDAY | 14 DECEMBER

On Thursday evening, your hosts welcome you to the Koetshuis de Burcht for the networking dinner. We will gather at the Holiday Inn and leave at 18:45 by bus. If you are not joining the dinner, we kindly ask you to inform us beforehand.

The dress code for the dinner is casual.

Location of the dinner:
Het Koetshuis de Burcht
Burgsteeg 13
2312 JR
Leiden
+31 71 512 1688
Recommended taxi companies
Taxi Centrale Leiden: +3171 2100 210

Tourist information
For more information about the city of Leiden, please visit: www.visitleiden.nl/en. Or visit the tourist information office (Stationsweg 26, 2312 AV, Leiden).

If you have any further questions on the course logistics, ASTP-Proton or PraxisAuril, please do not hesitate to contact us on site or by phone.

Restaurants
The Nieuwe Rijn is home to a collection of restaurants and other amenities for you to explore, including an ice-skating rink.

On behalf of the board and the Professional Development Committee of ASTP-Proton & PraxisAuril we wish you a pleasant and fruitful stay!

The ASTP-Proton & PraxisAuril Team

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FORTHCOMING EVENTS:

**ASTP-Proton**

- **Training Courses | 24-26 January 2018 | Sitges, Spain**
  Technology Licensing; Software Specific Challenges in Technology Transfer; Marketing & Negotiation

- **Training Courses | 14-16 March 2018 | TBC**
  Fundamentals of Technology Transfer; Research & Development Collaboration; Selling & Explaining Your Technology

- **Annual Conference | 23-25 May 2018 | Liège, Belgium**

- **Training Courses | 19-21 September 2018 | TBC**
  Fundamentals of Technology Transfer; Creating Successful Spin-outs; Organising Your KTO for Growth and Success

**PRAXISAURIL Training Courses**

- **17-19 January 2018 | Loughborough, UK**
  Growing a Consultancy Business in a University or Research Institute

- **27 February - 2 March 2018 | Loughborough, UK**
  Essentials of Business Development

- **6-9 March 2018 | Loughborough, UK**
  Research Contracts
WHAT NEXT?

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Is this your first training course?
Consider RTTP candidate status
www.attp.info

Planning your career development?
Consider our Road to RTTP service
www.astp-proton.eu