Knowledge Exchange in the Social Sciences, Humanities & the Arts

Welcome to the course!

Welcome to the Social Sciences, Humanities and the Arts (SSHA) knowledge exchange course by PraxisAuril and ASTP-Proton. In the past its been assumed that Knowledge Exchange in SSHA 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 SSHA 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 SSHA researchers and businesses, public organisations and communities.

We have consulted widely with senior SSHA 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 6 countries and reflects (some of) the diversity of institutions and partnerships in SSHA. We're really hoping that it's going to be a valuable and enjoyable course for you.

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.

Andrew Wray
Course Director

Christoph Köller
Co-Course Director

Jeff Skinner RTTP
Co-Course Director

Knowledge Exchange in the Social Sciences, Humanities & the Arts

PROGRAMME

MONDAY 10 DECEMBER 2018 – Restaurant, Fleming's Selection Hotel, Vienna

1830-2030   **Registration, drinks reception and buffet dinner**

TUESDAY 11 DECEMBER 2018 – Meeting Rooms 1-3, Fleming's Selection Hotel, Vienna

0900-0930   **Course introduction and Framework**
Introduction to the course and the Knowledge Exchange Framework we will use.
Andrew Wray, University of Bristol, UK

The Austrian approach to knowledge transfer in SSHA
Georg Russegger, Academy of Fine Arts Vienna & Centre for Knowledge Transfer East

0930-1030   **Sources of Value**
In this session we track a series of successful SSHA 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 RTTP, London Business School, UK

1030-1100   **Refreshments & networking**

1100-1215   **Defining the Business: the Starting point of SSHA Transfer**
The session will tackle questions like: How to identify SSHA projects that are suitable to be transferred? How to identify and structure markets for SSHA projects? Which business models might be applied? Which benefits may be achieved by SSHA? Which non-public sources of funding might be available? Considering the perspective of a KTO, the session will include some methodologies that are applicable.
Christoph Köller, G&K Görgen & Köller GmbH, Germany

1215-1315   **Consultancy as a route to further engagement and impact**
Landscape in the UK and university policies – support and what consultancy offices do – how to generate income for SSHA – impact agenda driving consultancy. If we have research expertise, then how can we develop consultancy? *Sue Johnson, University of East Anglia, UK*

1315-1415   **Lunch**

1415-1515   **Protecting Intellectual Property**
In this session we look at the categories of IP that exist and are common in SSHA, the rights that must be safeguarded and what can happen if you don't.
Mark Mann, Oxford University Innovation Ltd & Jeff Skinner RTTP, London Business School, UK

1515-1600   **A case study in developmental psychology and its impact in education**
How KE and impact develop for an academic. How do we begin and then keep the project on the road?
Pascale Engel de Abreu, Universite de Luxembourg

1600-1630   **Refreshments & networking**

1630-1715   **Strategies for improving knowledge exchange in the humanities and social sciences**
Creating impact is not just about getting facts and findings across but connecting with stakeholders and understanding their capacity to mobilize, integrate and utilize knowledge. You need to understand your target audiences, their institutional context, and their local ecosystem. Four strategies are reviewed that could be adapted across the social sciences and humanities to improve knowledge exchange.
David Budtz Pedersen, Aalborg University, Denmark

1900-2100   **Networking event including dinner and drinks – Restaurant, Fleming's Selection Hotel, Vienna**

PROGRAMME

WEDNESDAY 12 DECEMBER 2018 – Meeting Rooms 1-3, Fleming's Selection Hotel, Vienna

0900-1100   **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 Arts, Humanities and Social Sciences – 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 the important internal and external stakeholders.
Veronica Littlewood & Andy Newnham, University of Birmingham, UK

1100-1130   **Refreshments & networking**

1130-1230   **SSHA Impact Strategies at UK and Dutch Universities**
Case studies of 4 Knowledge Transfer offices in the UK and Netherlands (Manchester, LSE, Leiden, Tilburg). We will explore how national policies shape the approach to SSHA knowledge exchange and impact. Are academics and universities asked to show effort or to show results? How are they incentivised? University strategies may be emergent (bottom-up) or deliberate (top-down) in response to these contexts. We will explore how this affects our work, the opportunities it creates and what hurdles we may have to overcome.
Stefan de Jong, LURIS and Manchester Institute of Innovation Research, Netherlands/UK

1230-1330   **Lunch**

1330-1445   **Case Study on how to make the most of an IP opportunity**
Drawn from Mark Mann's portfolio at Oxford - integrating what we've done.

1445-1545   **Bringing it all together**
Reflecting how the course has addressed sections of the Knowledge Exchange Framework. Putting this into practice through working on an example together
Andrew Wray, University of Bristol, UK

1545   **Close**