



## **KNOWLEDGE EXCHANGE IN THE SOCIAL SCIENCES, HUMANITIES & THE ARTS**

**9 – 11 December 2019, Cambridge UK**

### **Welcome to the course!**

Welcome to this Knowledge Exchange in Social Sciences, Humanities and Arts (SSHA) course co-created by ASTP and PraxisAuril. In the past there was an assumption that Knowledge Exchange in SSHA was merely a subset of KE activity, but this approach left 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, and knowledge exchange activities which impact on 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.

Having consulted widely with senior SSHA professionals across Europe and the UK, we have based this course on their observations, and know-how, and assembled practitioners to guide you through this learning experience. The programme includes contributors from 5 countries and reflects a diversity of institutions and partnerships in SSHA. We are confident this will be a valuable and enjoyable course for you.

We hope that the mix of communities and experiences from a wide diverse of institutions and countries gives you new perspectives on our profession. In common with all our courses we are using a mixture of cases, scenarios, and examples as a basis for group discussion and break-out sessions.

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

### **The Course Team**



**Andrew Wray**  
Course Director



**Christoph Köller**  
Co-Course Director



**Mark Mann**  
Co-Course Director



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### **PROGRAMME**

#### **MONDAY 9 DECEMBER: The Møller Centre, Cambridge – Main Building, Wegner Lounge**

**13.00 – 15.00      Registration lunch**

#### **TUESDAY 10 DECEMBER 2019: The Møller Centre, Cambridge – Study Centre Suite 1**

**09.00 – 09.30      Course Introduction and framework**

Introduction to the course and the Knowledge Exchange Framework used over the coming days.  
*Andrew Wray, University of Bristol, UK*

**09.30 – 10.30      Sources of value**

This session tracks 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*

**10.30 – 11.00      Refreshment break and networking**

**11.00 – 12.00      Defining the Business: meeting users needs**

Having learned how diverse companies’ needs are, attendees will be able to identify these needs in a structured way in order to turn a SSHA research result into a solution. Based on this knowledge they will be able to act as a skilful and creative business development friend for SSHA academics – and companies.  
*Christoph Kölle, G&K Görgen & Kölle GmbH, Germany*

**12.00 – 13.00      University Impact Strategies for SSHA**

Universities are major sites of academic research as well as employers of academics. As such, they have a crucial role in providing the conditions for knowledge transfer to occur. In this session we will discuss the different strategies a research organisation can take toward knowledge transfer. We will see that these different strategies affect the internal organisation of conditions knowledge transfer, for example in terms of human resource management and providing practical support.  
*Stefan de Jong, LURIS, the Netherlands*

**13.00 – 14.00      Lunch (Study Centre Milling Area 1)**

**14.00 – 15.00      Consultancy as a route to further engagement and impact**

This session looks at the landscape in UK and university policies – support and what consultancy offices do – how to generate income from SSHA – and the impact agenda driving consultancy. If we have research expertise, then how can we develop consultancy?  
*Sue Johnson, University of East Anglia, UK*

**15.00 – 15.30      Refreshment break and networking**



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15.30 – 16.45    **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 they are not.

*Mark Mann, Oxford University Innovation Ltd & Jeff Skinner RTTP, London Business School, UK*

16.45 – 17.30    **Knowledge Exchange in SSHA – the voice of the academic**

How KE and impact develop for an academic. How do we begin and keep the project on the road?

*Gerard Nijsten, University of Amsterdam*

18.30 – 20.30    **Networking dinner – The Møller Centre – Main Building, Wenger Lounge and Restaurant**

### **Wednesday 11 December: The Møller Centre, Cambridge – Study Centre Suite 1**

09.00 – 10.30    **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 SSHA – 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, Aston University & Andy Newnham, University of Birmingham, UK*

10.30 – 11.00    **Refreshment break and networking**

11.00 – 12.00    **Realising the potential of Arts research outside of the university environment**

Although exploitation of Arts research has the potential to be commercially viable it rarely competes in the same league as the STEM disciplines. So, if Arts research won’t make money why bother? What is the point of knowledge exchange in the Arts? In this session I will share my ‘epiphany moment’ and delve into why I believe Arts knowledge exchange is important - and how to do it.

*Fraser Rowan, University of Glasgow*

12.00 – 13.00    **Lunch (Study Centre Milling Area 1)**

13.00 – 14.30    **Case Study on how to make the most of an IP opportunity**

Drawn from Mark Mann’s portfolio at Oxford - integrating what we have done.

*Mark Mann, Oxford University Innovation Ltd & Jeff Skinner RTTP, London Business School, UK*

14.30 – 15.00    **Refreshment break and networking**

15.00 – 16.00    **Bringing it all together**

Reflecting how the course has addressed sections of the Knowledge Exchange Framework. Putting this into practice by working together on an example.

*Andrew Wray, University of Bristol, UK*

16.00              **Close**