AESIS COURSE

Business Development in the Social Sciences and Humanities

UP NEXT....

Word of Welcome and introduction of the course

Mark Mann & Chris Fellingham

UP NEXT....

Shaping and changing your organisation's culture

Victoria McGuinness

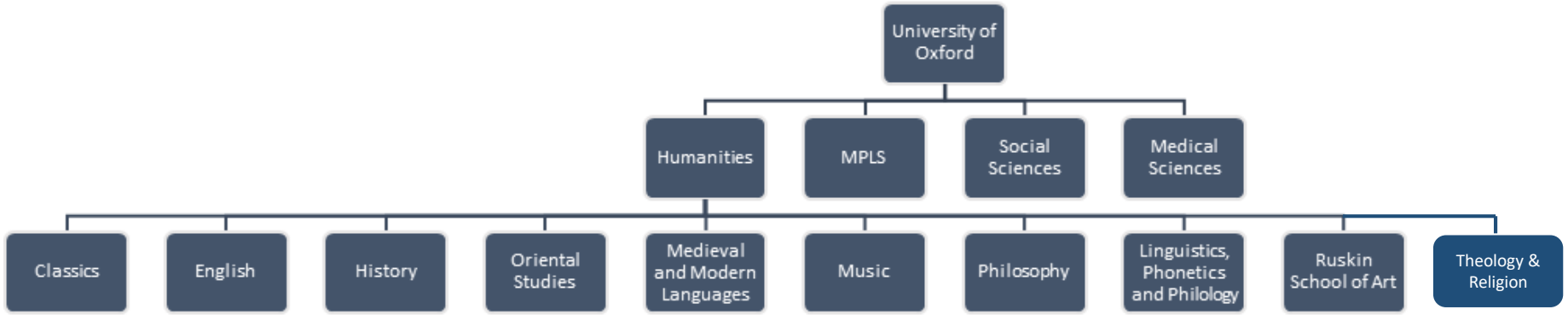
THE OXFORD RESEARCH CENTRE IN THE HUMANITIES

Shaping and changing the culture of your organisation

Dr. Vicky McGuinness
Head of Research Partnerships and TORCH Manager

Humanities Division
University of Oxford

University of Oxford



TORCH
UNIVERSITY OF OXFORD
THE OXFORD RESEARCH CENTRE IN THE HUMANITIES

digital.humanities @ oxford

Vf VOLTAIRE FOUNDATION

UNIVERSITY OF OXFORD

RAI

Humanities – Key information

- 681 academics and researchers
- c. 4,200 undergraduates (40% of University total)
- c.1,700 Postgraduate/Research students in the Humanities
- £72m turnover in 2014-15 including £14.4m research income

- 1st overall for research power
  (ie volume of 4 outputs)*
- 3 Units of Assessment > 10% of UK submission
- 1st in Philosophy (quality and volume),
  4th in Music and Classics, 8th in History

Research Funding

- Oxford Humanities alone receives more research funding than some other UK universities

- 386 applications submitted last year - 95 awards

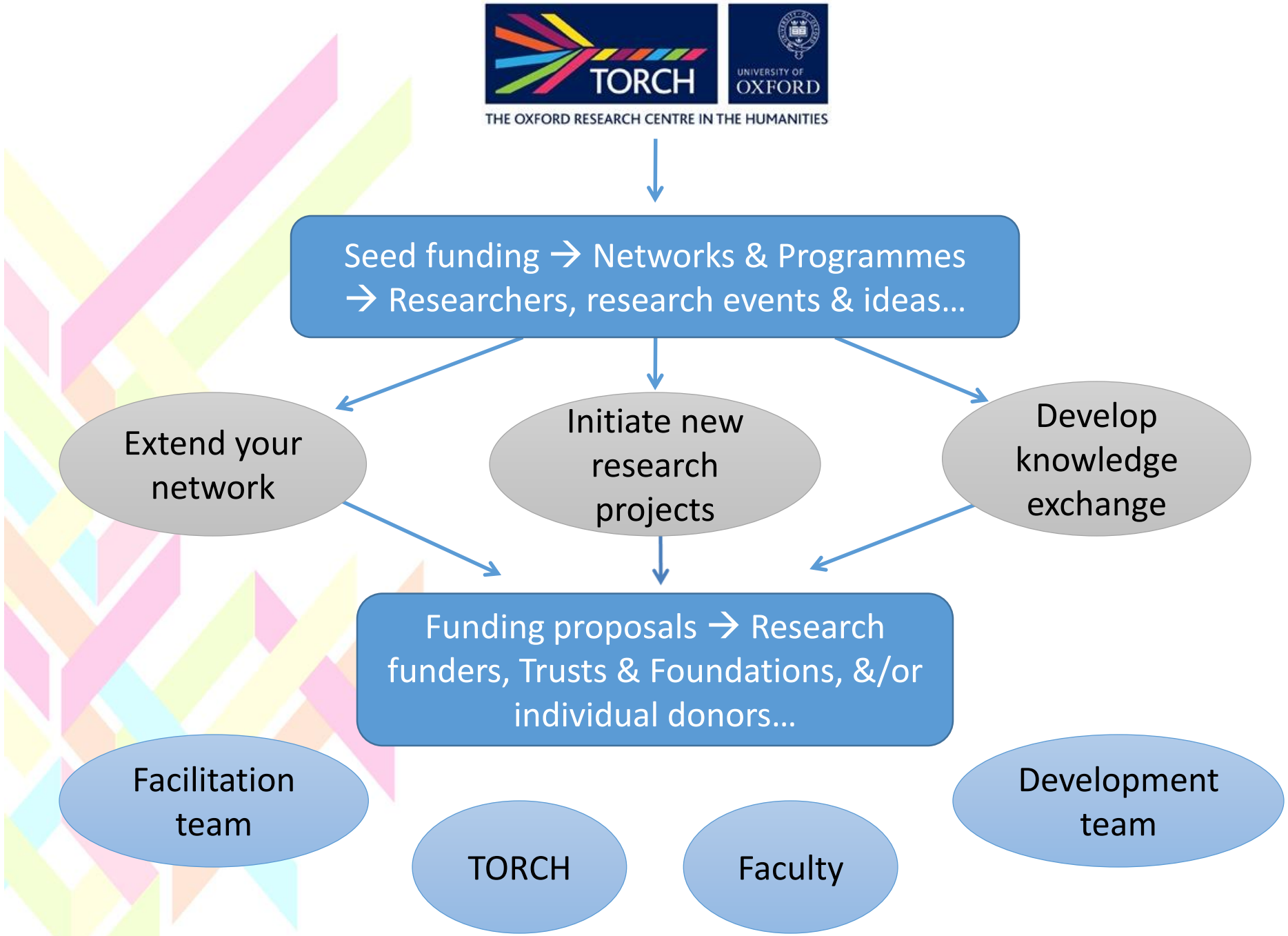
- Over £14 million income

- This equates per year to about:
- 20 postdoctoral research fellowships
- 15 fellowships
- 15 research grants

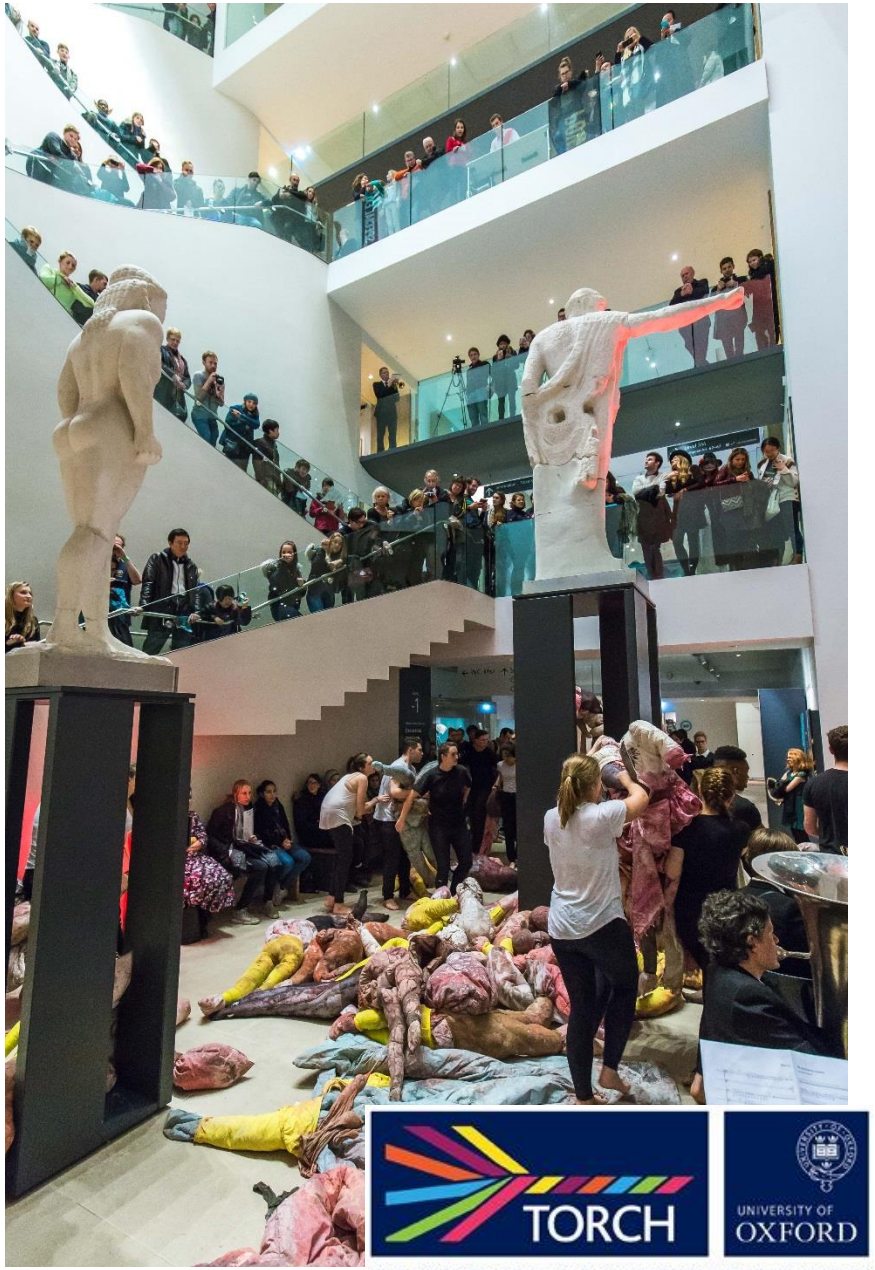
- **TORCH supports Oxford Humanities interdisciplinary and collaborative research, facilitates knowledge exchange (KE) and wider engagement**

- **Academic led and ‘bottom-up’ approach**

- **Last year, TORCH collaborated with almost 400 researchers, supported c.400 research events with audiences of 17,000 people**


TORCH
UNIVERSITY OF OXFORD
THE OXFORD RESEARCH CENTRE IN THE HUMANITIES
Seed funding → Networks & Programmes → Researchers, research events & ideas…
Extend your network
Initiate new research projects
Develop knowledge exchange
Funding proposals → Research funders, Trusts & Foundations, &/or individual donors…
Facilitation team
TORCH
Faculty
Development team

Establishing Research Partnerships
- Local - National – International -



TORCH

UNIVERSITY OF OXFORD

THE OXFORD RESEARCH CENTRE IN THE HUMANITIES

Being Human
A FESTIVAL OF THE HUMANITIES

November 2017

Audience 1,904

32 researchers

56% ‘public’ audience

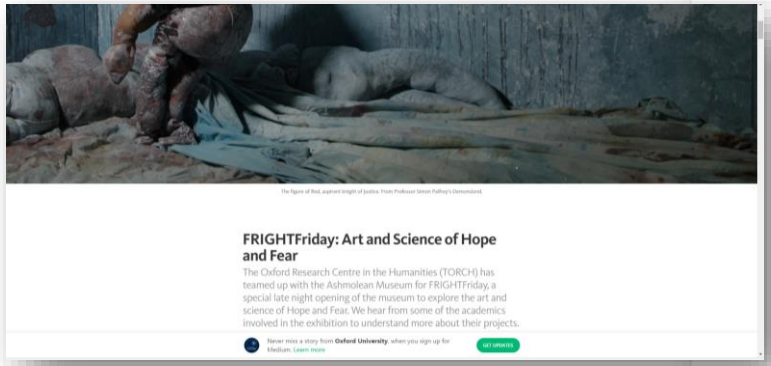
Being Human

A FESTIVAL OF THE HUMANITIES

TORCH

THE OXFORD RESEARCH CENTRE IN THE HUMANITIES

UNIVERSITY OF OXFORD



FRIGHTFriday: Art and Science of Hope and Fear

The Oxford Research Centre in the Humanities (TORCH) has teamed up with the Ashmolean Museum for FRIGHTFriday, a special late night opening of the museum to explore the art and science of Hope and Fear. We hear from some of the academics involved in the exhibition to understand more about their projects.

TORCH

THE OXFORD RESEARCH CENTRE IN THE HUMANITIES

Being Human
A FESTIVAL OF THE HUMANITIES

Sign up for Festival 2016 news!

about | get involved | 2016 programme | blog | gallery | press

torch's 'frightfriday: the art and science of hope and fear'

TORCH's 'FRIGHTFriday: the art and science of hope and fear'

We asked Victoria McGuinness at The Oxford Research Centre in the Humanities (TORCH), to reflect on the success of 'FRIGHTFriday: the art and science of hope and fear'. Supported by a grant from Being Human alongside funding from the Wellcome Trust, this museum late at Oxford's Ashmolean Museum drew a crowd of over 3,000 and acted as the official festival finale for Being Human on Friday 25 November 2016. We asked Victoria about the rewards, and the challenges, of working with a high-profile partner to coordinate such a large scale research-led festival event.

Tell us a bit about your event. What subject areas did you cover and what did you want to achieve?

For Being Human 2016, TORCH teamed up with the Ashmolean Museum for 'FRIGHTFriday', a special late night opening of the museum to explore the art and science of Hope & Fear. With sensational live performances of dance and music, digital installations, film, workshops and interactive talks and exhibits. The evening was made up of several large performances in the main atrium of the Museum (orchestras, performances, processions) and around 30 activities and events throughout the museum, led by researchers from across the university and local community groups.

Our intended audiences for FRIGHTFriday were the often hard to reach 16-25 year olds, but we were also particularly interested in attracting families with children aged 8-16, as well as mid 20s-30s.

We wanted to showcase the diversity of humanities research at Oxford University and how it can engage with public and often hard to reach audiences. We also used this as an opportunity to use ideas and evaluation methodologies which can feed back into academics' research projects, as well as potential REF Impact Case Studies in the future. Therefore, evaluation and recording of the evening's activities was a very important part

Search

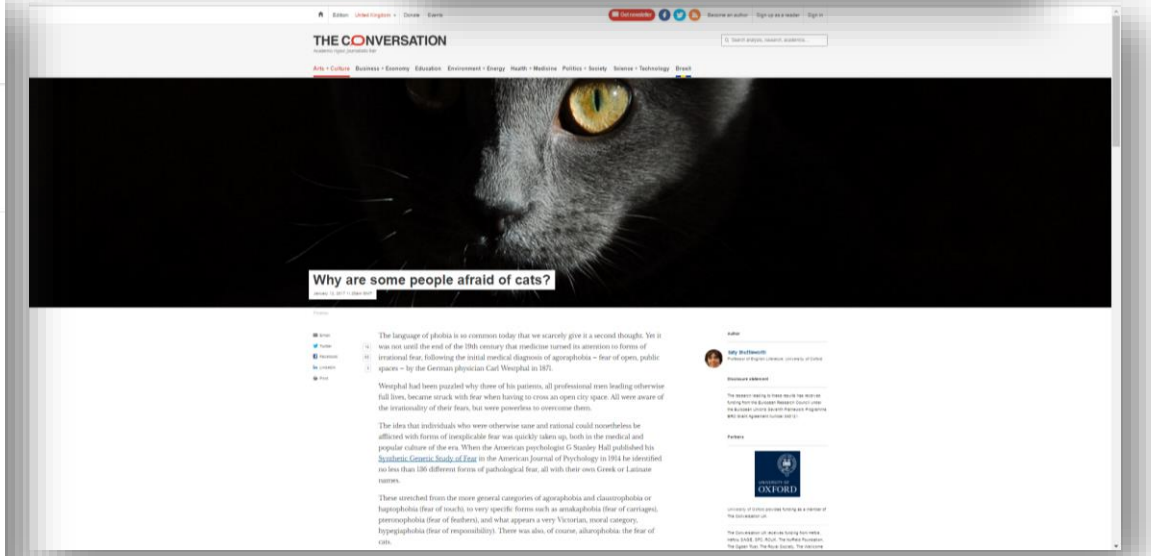
Browse 2016 events

Thu 17	Fri 18	Sat 19	Sun 20	Mon 21
Tue 22	Wed 23	Thu 24	Fri 25	

On Twitter

Tweets by @BeingHumanFest

Being Human @BeingHumanFest
We've got some great case studies to help with #BeingHuman17 applications like this one @TORCHOxford + top tips beinghumanfestival.org/torchs-frightf…



The language of phobia is so common today that we scarcely give it a second thought. Yet it was not until the end of the 19th century that medicine turned its attention to forms of irrational fear, following the initial medical diagnosis of agoraphobia – fear of open, public spaces – by the German physician Carl Westphal in 1871.

Westphal had been puzzled why three of his patients, all professional men leading otherwise full lives, became struck with fear when having to cross an open city space. All were aware of the irrationality of their fears, but were powerless to overcome them.

The idea that individuals who were otherwise sane and rational could nonetheless be afflicted with forms of inexplicable fear was quickly taken up, both in the medical and popular culture of the era. When the American psychologist G Stanley Hall published his Synthetic Genetic Study of Fear in the American Journal of Psychology in 1914 he identified no less than 136 different forms of pathological fear, all with their own Greek or Latinate names.

These stretched from the more general categories of agoraphobia and claustrophobia or hapnophobia (fear of touch), to very specific forms such as amakaphobia (fear of carriages), pteronophobia (fear of feathers), and what appears a very Victorian, moral category, hypegiaphobia (fear of responsibility). There was also, of course, ailurophobia: the fear of cats.

TORCH

THE OXFORD RESEARCH CENTRE IN THE HUMANITIES

Stakeholder Co-creation

- co-create; co-own; co-benefit

Societal Challenges

1. Health, demographic social change and wellbeing

2. Food security, Sustainable Agriculture and Forestry, Marine and Maritime and Inland Water Research and the Bioeconomy

3. Secure, clean and efficient energy

4. Smart, green and integrated transport

5. Climate action, environment, resource efficiency and raw materials

6. Europe in changing world – inclusive, innovative and reflective societies

7. Secure societies

Knowledge Exchange Projects

'Compassion in Healthcare' - NHS/Royal Society of Medicine and Prof Joshua Hordern (Theology & Religion)

'Eating disorders and real-life reading' - Beat Charity and Dr Emily Troscianko (German)

'Celebrating 500 years of Pregnancy and Birth' – Royal College of Obstetricians & Gynaecologists and Prof Valerie Worth (French)

'Fostering a shared understanding of educational success for children in care' - National Association of Fostering providers and Dr Aoife O'Higgins (Education)

Knowledge Exchange

Childhood adversity and lifetime resilience

This project seeks to understand how people who experienced adversity in childhood were affected by these experiences across the course of their lives.

- **Prof Lucy Bowes** - Department of Experimental Psychology
- **Prof Siân Pooley** - Faculty of History

Knowledge Exchange Projects

'Words as Weapons' - Crisis Skylight (Homeless Charity) and Sphinx Theatre and Prof Tom Kuhn (German)

'The Indian Army in the First World War' – Soldiers for Oxfordshire Museum and Dr Priya Atwal (History)

'Storming Utopia' – Pegasus Theatre and
Prof Wes Williams (French)

'Refugee Heritage: the archaeology of the Calais Jungle' – Museum of London Archaeology (MOLA) and Sarah Mallet (Archaeology)

Storming Utopia

East Oxford Primary School, Oxford

80% of the pupils come from a very wide range of ethnic backgrounds.
Around 70% of pupils speak English as an additional language and
30 different languages are spoken.

sportful

HUMANITIES & IDENTITIES

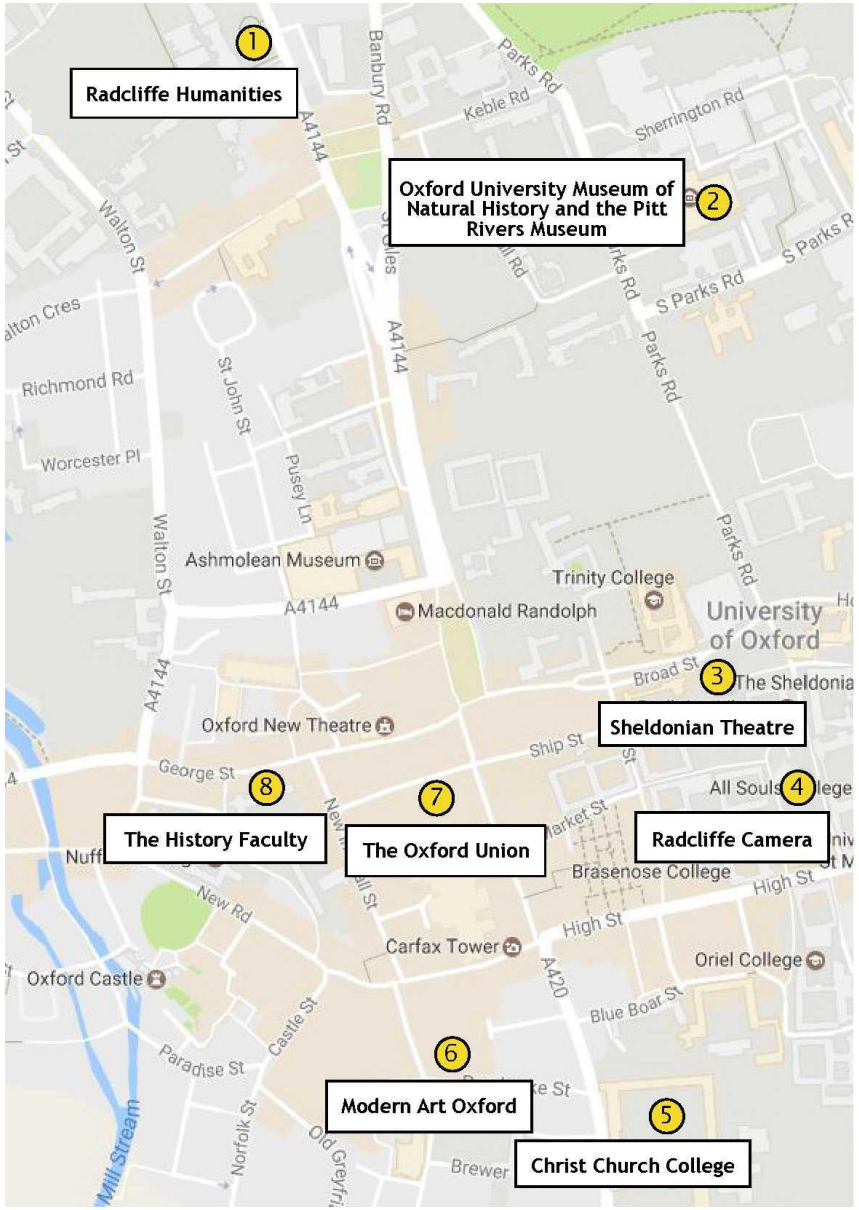
TORCH | The Oxford Research Centre in the Humanities

Gaps Between Installation

14 June - 14 July 2017

Oxford City

Radcliffe Humanities, Museums, Sheldonian Theatre, Radcliffe Camera, Christchurch College, Modern Art Oxford, Oxford Union & History Faculty



Map of installations across Oxford City Centre

1 Radcliffe Humanities, Woodstock Road

- **Ludwig Guttmann** (Neurologist who established the Paralympic Games), selected by Professor Jane Caplan and Dr Gayle Lonergan

- **Cornelia Sorabji (Lawyer) and Catherine and Bamba Duleep Singh (University students)**, selected by Professor Elleke Boehmer

- **Olive Gibbs** (Peace campaigner and Lord Mayor of Oxford), selected by Liz Woolley

- **Iris Murdoch** (Philosopher and novelist), written by Dr Anil Gomes

2 Oxford University Museum of Natural History and the Pitt Rivers Museum, Parks Road

- **Kazem Hakimi** (Photographer), selected by The Old Fire Station and Modern Art Oxford

- **Cutteslowe Walls** (dividing council and private housing until 1959), selected by Liz Woolley

3 Sheldonian Theatre, Broad Street

- **Ark T Centre** (Cowley), written by Emmy O'Shaughnessy

- **Young Women's Music Project** (YWMP), written by Zahra Haji Faith Ali Tehrani

- **Mabel Fitzgerald** (Scientist), selected by Svenja Kunze

- **Elizabeth Frood** (Egyptologist)

4 Radcliffe Camera, Radcliffe Square

- **Merze Tate** (Professor and scholar), selected by Dr Imaobong Umoren

- **Richard Parkinson** (Egyptologist)

- **Marie Tidball** (Law and Disability rights campaigner)

5 Christ Church College, St Aldate's

- **Portrait of a Scullion of Christchurch**

6 Modern Art Oxford, Pembroke Street

- **Lubaina Himid** (Artist)

7 The Oxford Union, Frewin Court

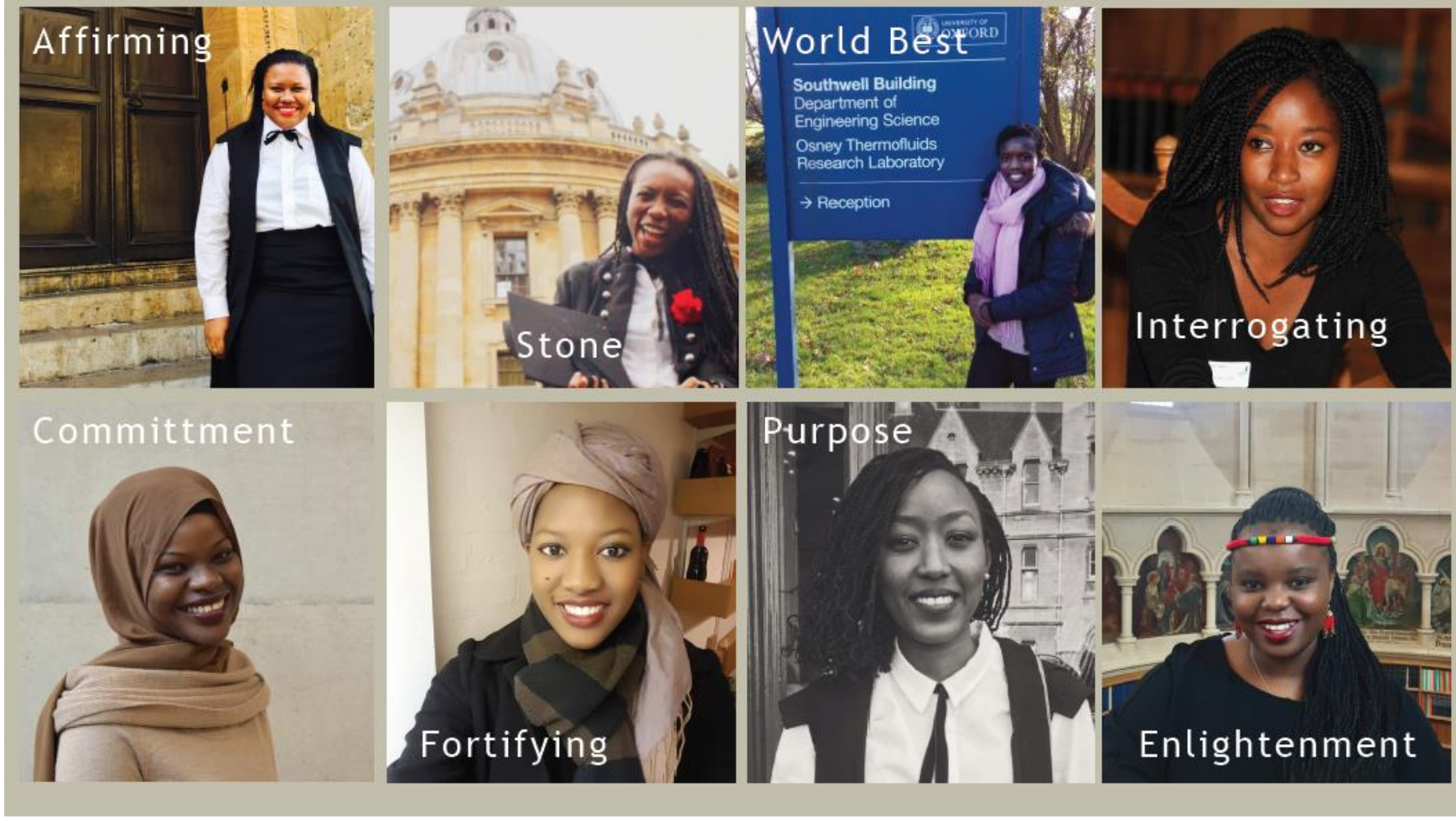
- **Malcolm X** (Human rights activist), selected by Professor Stephen Tuck

8 The History Faculty, George Street

- **Koforowola Moore** (scholar and children's author), selected by Dr Imaobong Umoren

- **Oxford Women in Politics** (OxWiP)

TORCH
UNIVERSITY OF OXFORD
THE OXFORD RESEARCH CENTRE IN THE HUMANITIES



The Gaps Between: *Oxford Women in Politics*

Oxford Women in Politics (OxWiP) is the leading university-wide society dedicated to advancing the role of women in public and professional life. OxWiP was founded in 2004 to serve as a means to address the significant gender imbalance in politics and leadership roles. Since then, the society has broadened its scope to serve as a resource for women leaders in public service, academia, and the private sector.
Women pictured (L to R): Fatu Wurie; Vivian Oje; Gladys Ngetich; Ruteno Chigora;
Aida Ndiaya; Mary Jiyani; Jessica Muganza; Bongeka Zuma.
Each woman chose one word to show what Oxford means to them.

This is part of a city-wide installation celebrating Oxford's alternative stories.
Visit www.torch.ox.ac.uk/identities for more information. Share your place or story with #gapsbetween.

Images used with kind permission of OXWIP.

TORCH
UNIVERSITY OF OXFORD
THE OXFORD RESEARCH CENTRE IN THE HUMANITIES

The Gaps Between: *Young Women's Music Project*

YWMP is an Oxford Charity providing workshops and an inclusive and supportive space for young women to make music together, learn new skills, express themselves, and grow in confidence. Their projects help young people to challenge issues affecting them in a creative and productive way, such as class, race, sexuality, gender, mental health, and consent. YWMP are currently Oxfordshire's BBC Introducing Act of the Year.
Written by Zahra Haji Fath Ali Tehrani, YWMP Director

This is part of a city-wide installation celebrating Oxford's alternative stories.
Visit www.torch.ox.ac.uk/identities for more information. Share your place or story with #gapsbetween.

Image by Joyce Nicholls and used with kind permission of Plan International UK.

TORCH
UNIVERSITY OF OXFORD
THE OXFORD RESEARCH CENTRE IN THE HUMANITIES

The Gaps Between: *Merze Tate*

Merze Tate became the first African American woman to graduate from Western State Normal School in 1927. With the support of scholarships, she was able to raise the money to support further study at the University of Oxford in 1931 when she became the first African American woman to attend the institution as a student at St Anne's College. In 1941, she made history again when she was the first African American woman to gain a PhD from Harvard University.

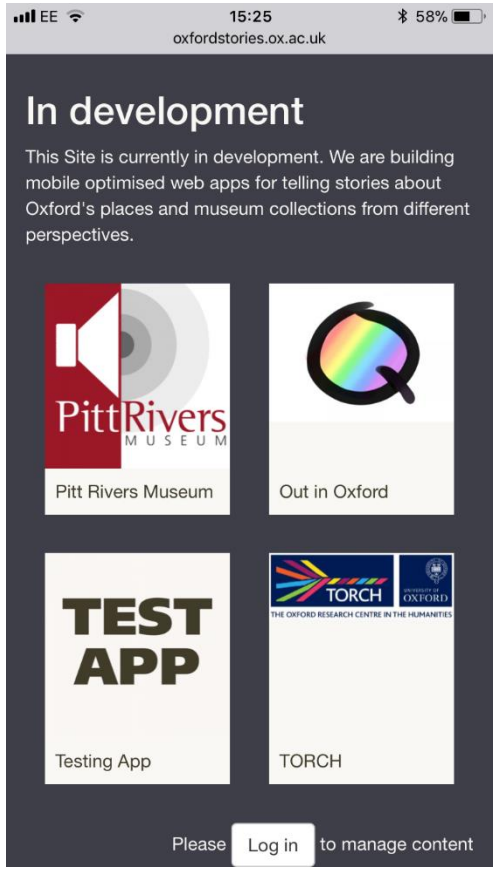
Written by Dr Imaobong Umoren, Faculty of History.

This is part of a city-wide installation celebrating Oxford's alternative stories.
Visit www.torch.ox.ac.uk/identities for more information. Share your place or story with #gapsbetween.

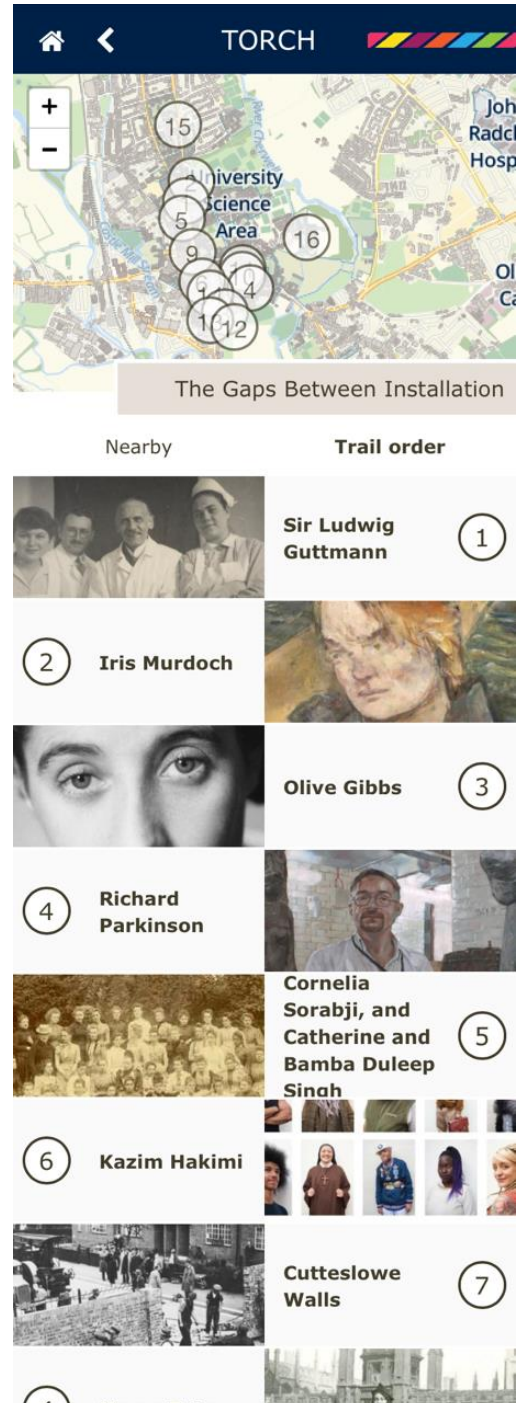
Image used with kind permission of the Merze Tate Collection of Western Michigan University.

TORCH
UNIVERSITY OF OXFORD
THE OXFORD RESEARCH CENTRE IN THE HUMANITIES

The Gaps Between: *Merze Tate*
Merze Tate became the first African American woman to graduate from Western State Normal School in 1927. With the support of scholarships, she was able to raise the money to support further study at the University of Oxford in 1931 when she became the first African American woman to attend the institution as a student at St Anne's College. In 1941, she made history again when she was the first African American woman to gain a PhD from Harvard University.
Written by Dr Imaobong Umoren, Faculty of History.
This is part of a city-wide installation celebrating Oxford's alternative stories.
Visit www.torch.ox.ac.uk/identities for more information. Share your place or story with #gapsbetween.
Image used with kind permission of the Merze Tate Collection of Western Michigan University.
TORCH
THE OXFORD RESEARCH CENTRE IN THE HUMANITIES
UNIVERSITY OF OXFORD


EE
15:25
58%
oxfordstories.ox.ac.uk
In development
This Site is currently in development. We are building mobile optimised web apps for telling stories about Oxford's places and museum collections from different perspectives.
PittRivers MUSEUM
Pitt Rivers Museum
Out in Oxford
TEST APP
Testing App
TORCH
THE OXFORD RESEARCH CENTRE IN THE HUMANITIES
TORCH
Please
Log in
to manage content

TORCH
UNIVERSITY OF OXFORD
THE OXFORD RESEARCH CENTRE IN THE HUMANITIES
OXFORD ALTERNATIVE STORIES
The Gaps Between Installation
Exile, Expulsion, and Refuge
66 Men of Granpont
Nearby
THEMES
Black History
colonialism


TORCH
The Gaps Between Installation
Nearby
Trail order
Sir Ludwig Guttmann
1
2
Iris Murdoch
Olive Gibbs
3
4
Richard Parkinson
Cornelia Sorabji, and Catherine and Bamba Duleep Singh
5
6
Kazim Hakimi
Cutteslowe Walls
7

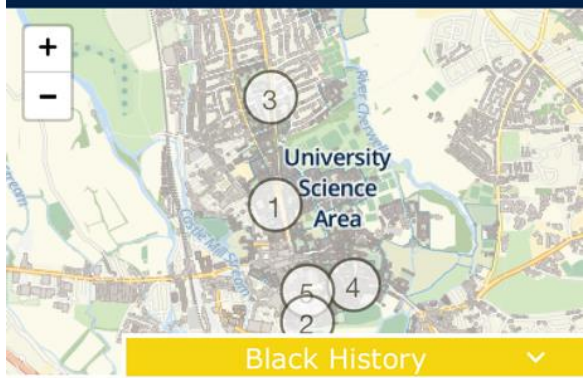
TORCH

Radcliffe Camera

Merze Tate

Born in rural Michigan in 1905, Merze Tate lived a remarkable and unique life. After becoming the first African American woman to graduate from Western State Normal School in 1927, she struggled to find a teaching position in Michigan due to her race. Yet, she managed to graduate from Columbia University's Teaching College. With the support of scholarships, she was able to raise the money to support further study at the University of Oxford in 1931 when she became the first African American woman to attend the institution as a student at St Anne's College. At Oxford, Tate studied European diplomatic history, international relations, law, and economics. In 1941, she made history again when she was the first African American woman

TORCH



Black History

Nearby | A-Z

Cornelia Sorabji, and Catherine and Bamba Duleep Singh 1

3 **Kofoworola Moore**

Lubaina Himid 2

5 **Malcolm X at the Oxford Union**

Merze Tate 4

TORCH

Oxford Union

Malcolm X at the Oxford Union

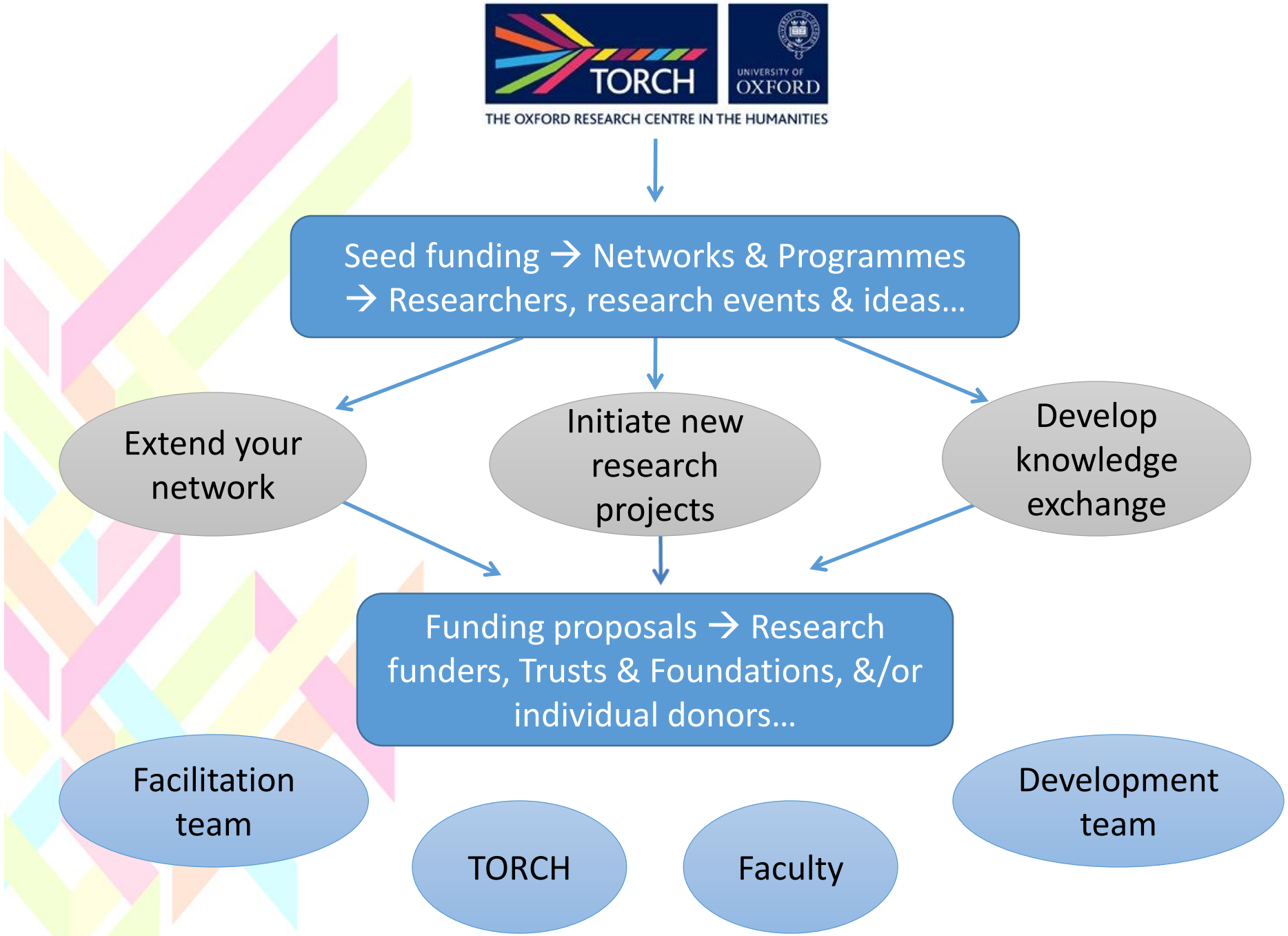
0:00 / 2:32 Malcolm X in Oxford by O...

(c) Getty Images

Towards the very end of his life, civil rights leader Malcolm X delivered a televised speech in the prestigious halls of the Oxford University Student Union. The speech enabled Malcolm X to outline his philosophy of protest and understanding of racism to a wide audience. The visit allowed Malcolm X to meet with Oxford students who were seeking equality in the university and beyond.

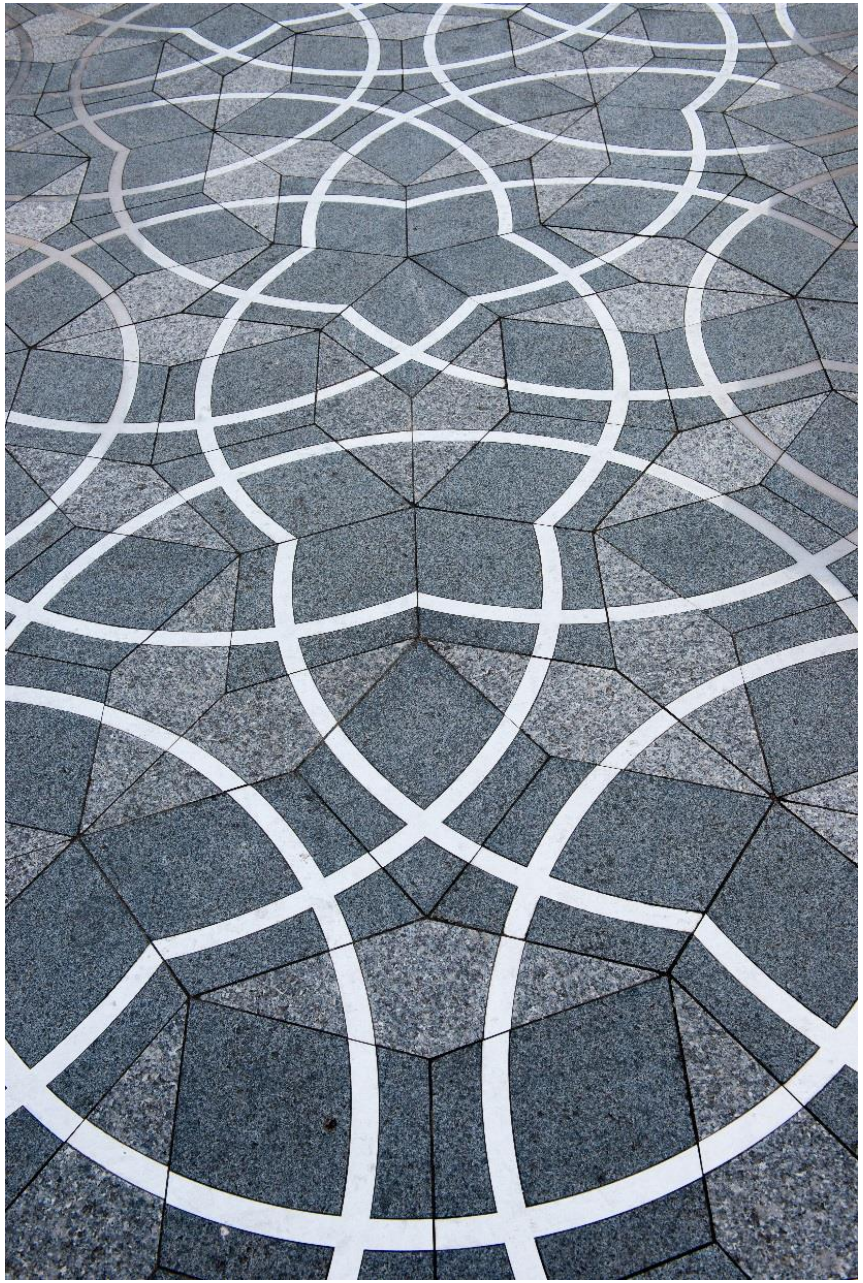
Funding Opportunities

- Wider organisational internal funds
- Philanthropy – Trusts and Foundations, Individuals etc
- Research grants – AHRC, ESRC, British Academy, ERC etc


TORCH
UNIVERSITY OF OXFORD
THE OXFORD RESEARCH CENTRE IN THE HUMANITIES
Seed funding → Networks & Programmes → Researchers, research events & ideas…
Extend your network
Initiate new research projects
Develop knowledge exchange
Funding proposals → Research funders, Trusts & Foundations, &/or individual donors…
Facilitation team
TORCH
Faculty
Development team

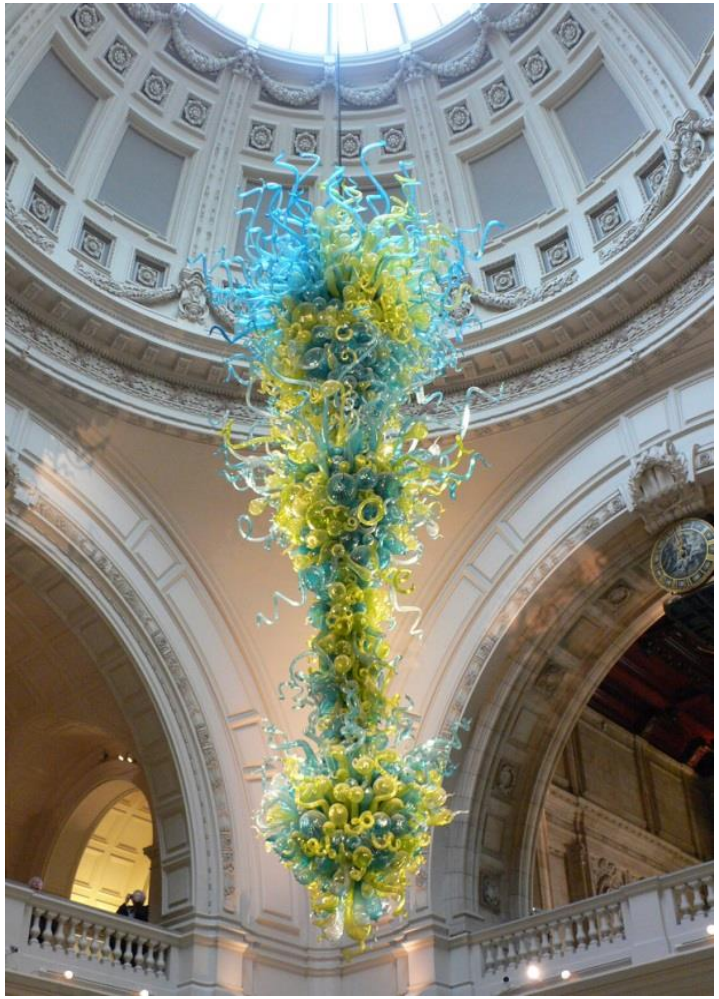
Activity

- Who are you connected to already?
- Who would you like to be connected to?
- What do you need in order to collaborate?
- Organisational culture and structure



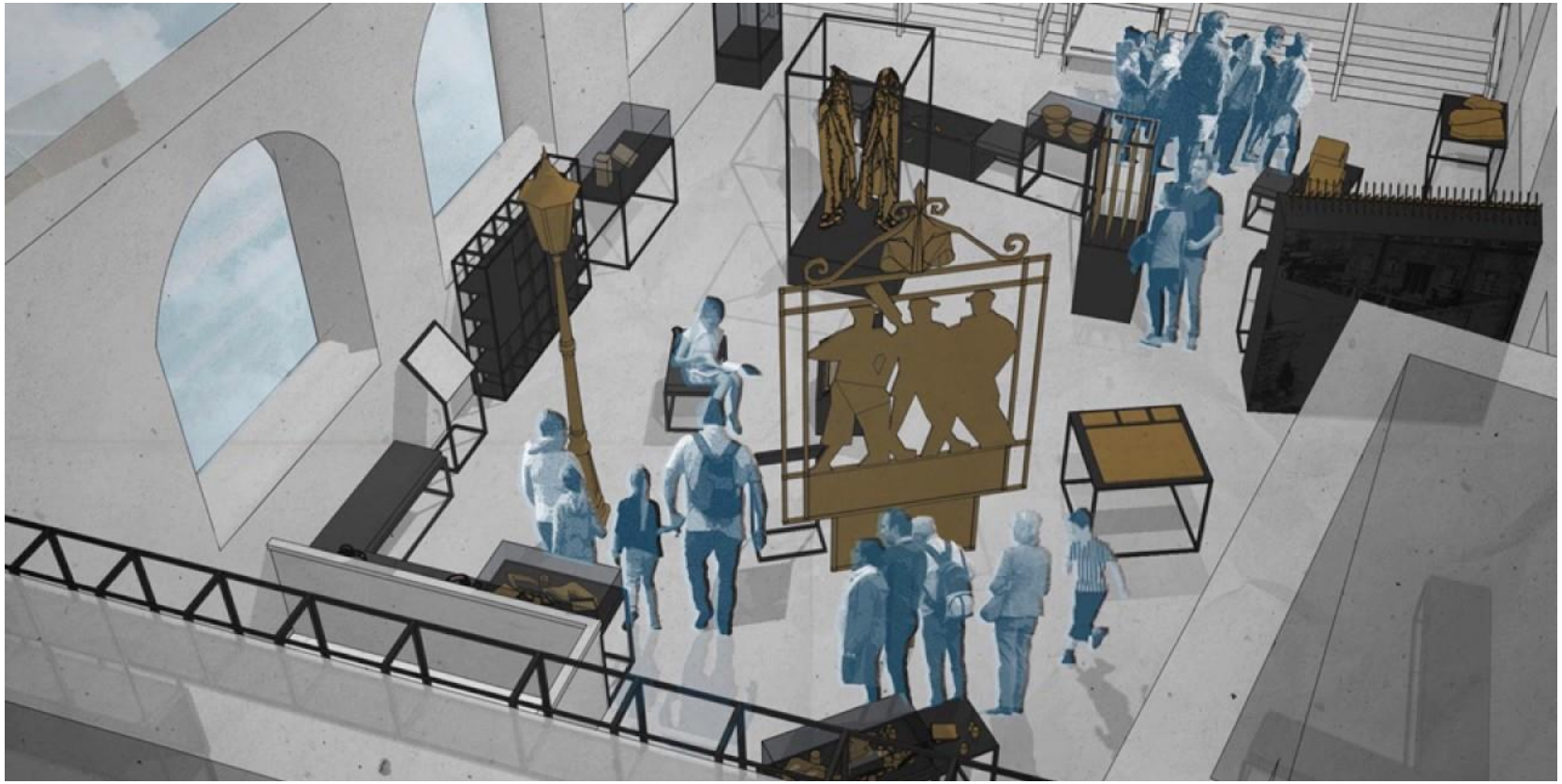
University Museum (Ashmolean)

National Museums
(V&A, British Museum, IWM)



Independent
(Museum of the Order of St John)

Local Authority (Museum of Oxford)



1	Project	a	Method and process
		b	Cost
		c	Quality
		d	Timeframe
		e	Issues: went wrong/needed improvement
		f	Team relationship
2	Organisation	a	Type/Culture
		b	Size/Structure
		c	Change/Physical
3	Research Areas	a	Display
		b	Interpretation
		c	Storage
		d	Improved conditions
4	Audience	a	Visitors (Number/type)
		b	Stakeholders
5	Funding	a	Funders (Government)
		b	Funders (Trusts and Foundations)
		c	Funders (Private donors)
		d	Sustainability
6	Profile and Legacy	a	Stakeholder/Peer approval
		b	Raising profile
7	Leadership	a	Who
		b	Why
		c	How
8	Staff	a	Pre-project
		b	During
		c	After
		d	Temporary
		e	Freelance
		f	Designers
		g	Architects
		h	Morale

- “… projects need technical material that needs to be done…local management and leadership.

  Leadership takes many sizes and shapes. It sure as heck matters – leadership is not independent of the institution…but it is not just centred on them.” (Interviewee)

- The leadership needs to follow through and lead by example with the ‘new ways’ (Sandell & Janes 2007: 29).

- “Leadership needs to be about being firm and setting direction, but also respecting everyone’s part and respecting them and their autonomy.” (Interviewee)

- “It is not just about Gantt charts and risk registers, swot analysis….and certainly isn’t about PRINCE2 methodology.

  You can have all the process maps in the world….it is all about soft skills and getting people to work together.”
  (Interviewee)

Organisational Culture and Change

- Does your organisation's structure fit its culture?
- Leadership in an organisation – not always a top down approach
- Projects can create an environment that enables collaborations, and new opportunities for connections and funding
- Shaping and changing an organisation's culture can lead to a more agile framework and approach – sustainable and more successful in projects

UP NEXT....

Coffee & Tea Break

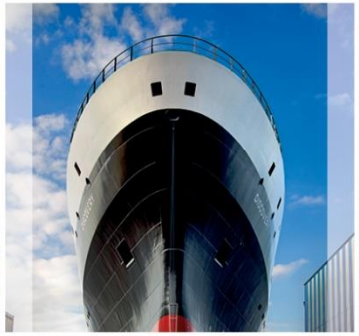
11.00 – 11.30

UP NEXT....

Best innovative practices for creating societal impact through the AHRC & ESRC

Catherine Kerfoot & Melanie Knetsch

UK Research and Innovation



Arts, Humanities, Social Sciences and business engagement

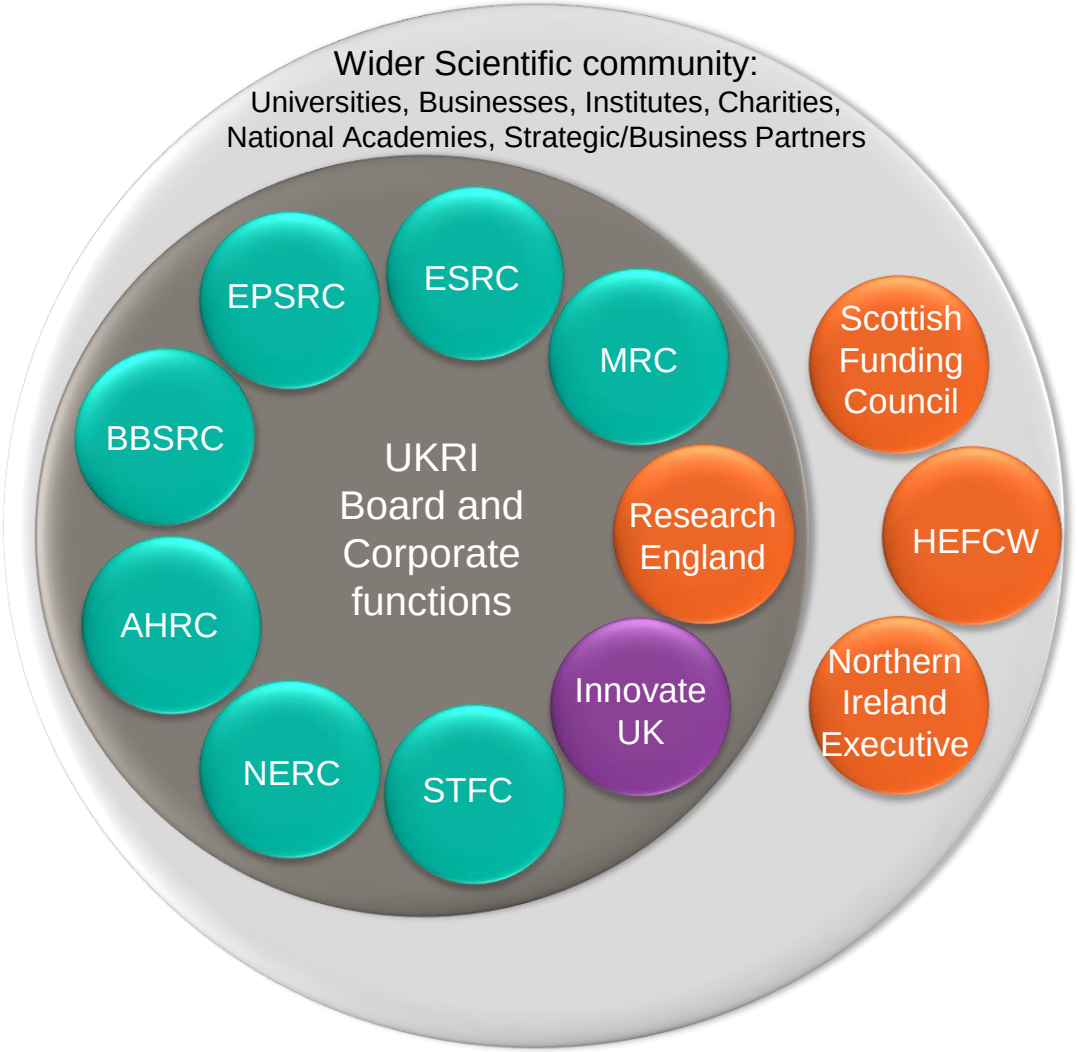
Cathy Kerfoot (@ckerf)
Melanie Knetsch (@mel_knetsch)

AESIS: Business Development in the Social Sciences & Humanities
Oxford, 2019

UK Research and Innovation

UK Research and Innovation, launched in April 2018:

- the new funding organisation for research and innovation in the UK
- It brings together the seven UK research councils, Innovate UK and a new organisation, Research England (works closely with its partner organisations in the devolved administrations).



UK Research and Innovation

Our vision

UK Research and Innovation to be an outstanding organisation that ensures the UK maintains its world-leading position in research and innovation

- We will push the frontiers of human knowledge and understanding.
- We will deliver economic impact
- We will create social and cultural impact by supporting society to become enriched, healthier, more resilient and sustainable.

We will preserve the strengths which have made today's system successful, in particular around the Haldane Principle, dual support and recognition for the particular strengths and roles of each partner body

UK Research and Innovation

The numbers, in 2018:

- **Over £6 billion** in combined budget per year
- **3,900** research and business grants issued every year
- **2,400** business-led collaborative projects and **over 200** Knowledge Transfer Partnerships
- **151** universities receiving research funding
- **38** institutes, laboratories, units, campuses and innovation catapults

UK Research
and Innovation

Arts, humanities, social sciences and business engagement:
stimulating and facilitating commercial services, alliances & entrepreneurship

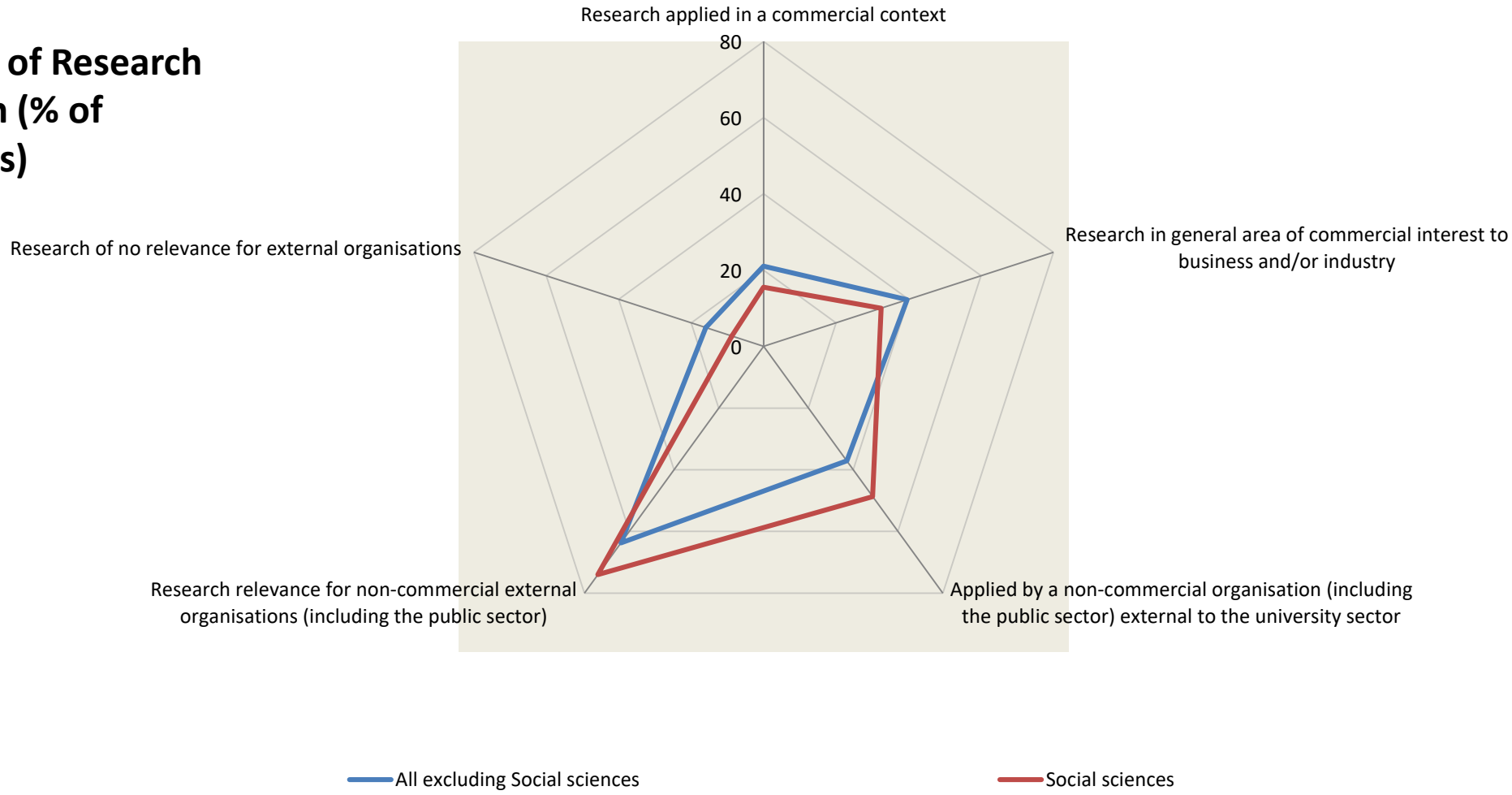
A funders view

Are AHSS unique in this area?

- Research *on* and about business
- **Research *with* business (collaboration)**
- **Research itself – opportunities to *commercialise***

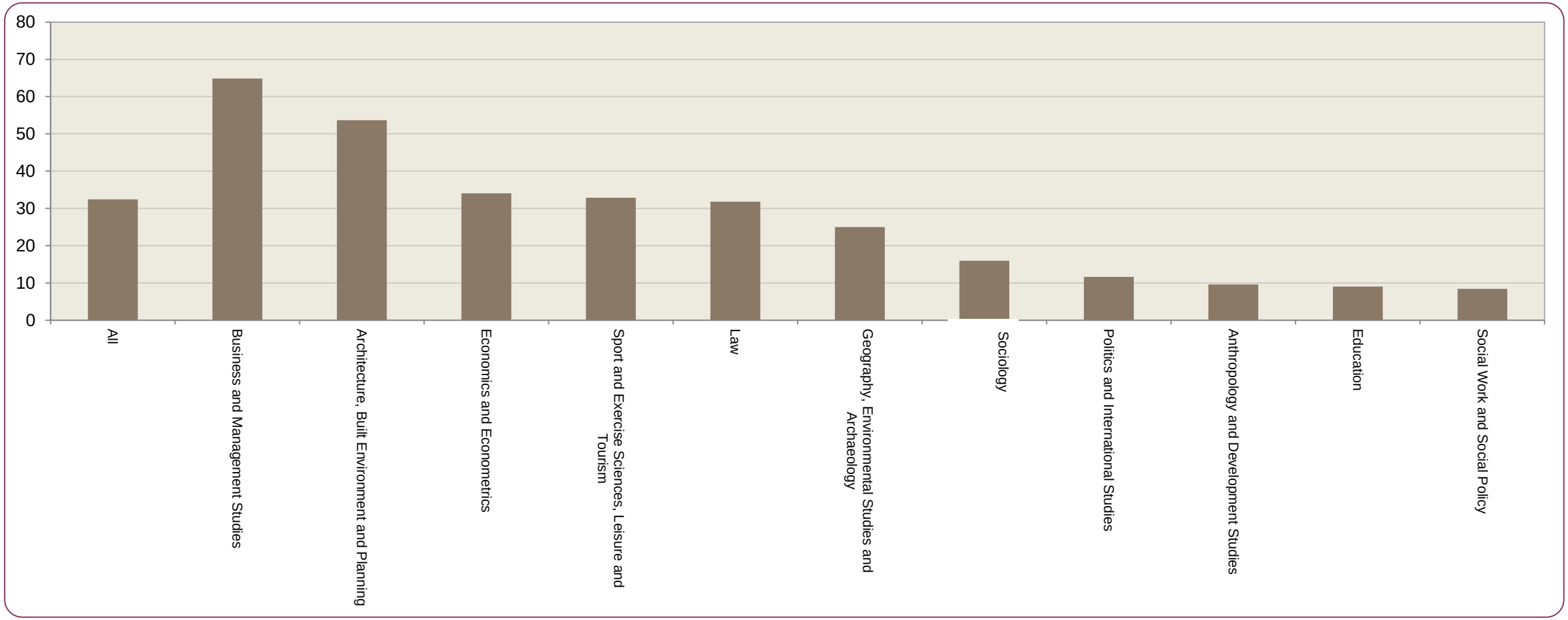
What we know…

Application of Research Comparison (% of respondents)



Anna Bullock and Robert Hughes
https://esrc.ukri.org/files/collaboration/knowledge-exchange-and-the-social-sciences/

Perceived to be in a general area of commercial interest to business and/or industry (% of respondents)

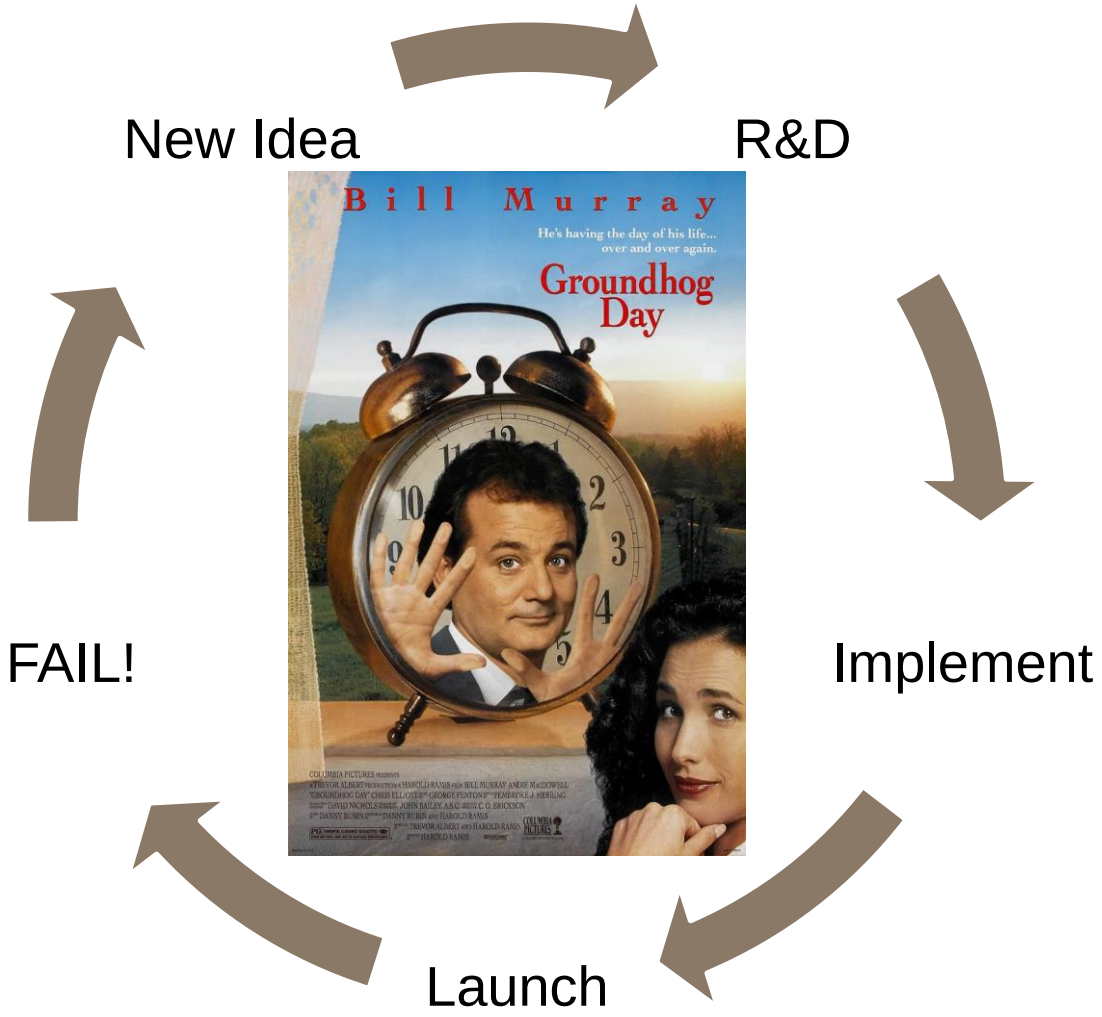


Anna Bullock and Robert Hughes
https://esrc.ukri.org/files/collaboration/knowledge-exchange-and-the-social-sciences/

A) The importance of researching and engaging ***with*** business

Why would a business want to collaborate with AHSS?

Familiar Feeling?



Added value of AHSS to business

- **What can AHSS can provide a business?**
  - At tables, 5 minute brainstorm on this question

UK Research and Innovation

What AHSS can provide a business

- Insights and understanding
  - ✓ People
  - ✓ Relationships and influences
  - ✓ Organisations
  - ✓ Behaviours and practices
  - ✓ Economics
- Help to **frame problems** in new ways – ask challenging questions and rethink assumptions
- Come up with new ways of **measuring** the hard-to-measure – e.g. productivity, business to business partnerships, impact
- Help understand **biases** and why employees, managers, and customers behave as they do
- Collaborative development of **new products, services, design** processes
- Also work closely with **regulators, government and policymakers** to give evidence for change

AHSS can help solve real problems

- How can we ensure **adoption** of our new ideas, technologies, services and approaches? Are there any **ethics** that need to be considered?
- What **new skills** is needed in a company to make this work?
- How can a **business model** be evolved to capture more value and make it fit for the future?
- How can customers drive **product innovation**?
- How can a business bring in **design led methods**?
- How can we be more **consistently innovative**?
- How can we **design** better products, services, processes, methods and practices?
- How can we help our **workforce** to **engage** with change?

UK Research and Innovation

Examples

Communicating Material Cultures of Energy: Five Challenges for Energy Communication

- This project explores methods for improving communication about energy-related information and knowledge to the public, working with 'energy communicators' such as museum curators, PR and communication officers in business, government offices, NGOs, and community energy groups. It aims to disseminate key findings from a previous research project which showed how consumers shape the patterns of energy consumption. Partners include EDF.

Knowledge Transfer Partnership - Robert Gordon University and Petrofac Services Ltd (service provider for oil and gas industries)

- This partnership aims to develop an in-depth qualitative understanding of multinational workforce cultural issues. Findings will be used to inform management practice, and ultimately lead to the development of training and a toolkit that can drive industry-leading performance and productivity.

Example

Cutting carbon footprints in the service sector

- **The service sector comprises around 80% of the UK economy, using significant amounts of energy. Research informed the introduction of sustainable practices into the UK's £6.2 billion hairdressing sector, reducing the carbon footprint of haircare salons.**
- https://esrc.ukri.org/news-events-and-publications/impact-case-studies/cutting-carbon-footprints-in-the-service-sector/

UK Research and Innovation

UK Research and Innovation

Challenges in this area

- What are the challenges for getting AHSS researchers to engage with business?
  - 5 mins at the table

- What are the opportunities for researchers to engage?
  - 5 mins at the table

Challenges in this area

- Ideological (why support business to make money?)
- Value proposition – am I aware of what brings/added value
- Point of entry: if business comes into a university, who do they speak to?

UK Research and Innovation

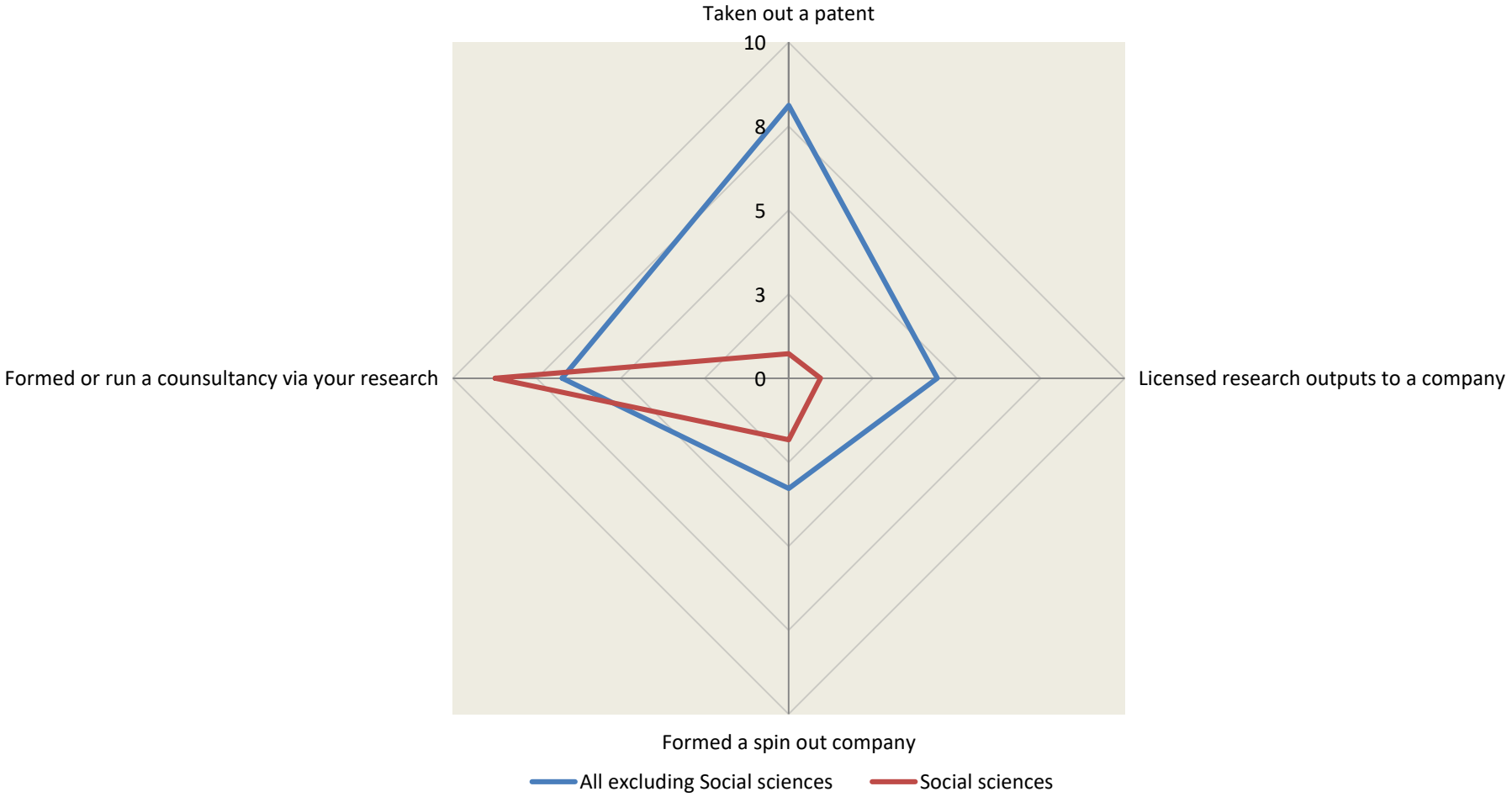
Opportunities

- New research questions
- Application of research in new ways (impact)
- A route to reaching new audiences and beneficiaries
- Access to resources the business has: eg data, customers, etc

UK Research and Innovation

B) AHSS research: opportunities to commercialise

Direct Commercialisation Activities; social scientists and non-social scientists (% of respondents)



Anna Bullock and Robert Hughes
https://esrc.ukri.org/files/collaboration/knowledge-exchange-and-the-social-sciences/

Why commercialise?

- To scale up impacts, reach new audiences and potential beneficiaries
- Make “outcomes” sustainable (toolkits)
- Make a new business (new processes; new materials; new design etc)

Example of commercialisation

The Chineseroom

- Award winning game development, funded by AHRC, which developed the BAFTA-winning game *Dear Esther*.
- AHRC follow on funding supported the licensing of *Dear Esther* and the development of The Chinese Room company, which sold 850,000 units of *Dear Esther* to a value of US$2Million.
- Drawing on its original funded project the spin-out then developed *Everybody's Gone to Rapture* which won three awards including the BAFTA award for game innovation.
- In August 2018, thechineseroom was acquired by Video game creative and development services provider Sumo Group for over £2m.

UKRI AHSS support

- Impact toolkit:
  - What is commercialisation
  - Social entrepreneurship as a route
  - What IP means for AHSS
- AHRC partnership working guide
- Case studies – of business engagement/commercialisation
- Funding Knowledge Transfer Partnerships

Support from universities

- Experience tells us –‘managers’ in universities have the expertise = sometimes underutilised?
- As funders, we value these roles to understand barriers (AHSS Commercialisation group; PraxisAuril; ARMA)

Final questions or thoughts?

UP NEXT....

Lunch

12.45 – 13.45

The Next AESIS Events

5 -7 June 2019
Berlin,
Germany

The Annual Conference:

Impact of Science

Understanding causalities, correlations and pre-conditions for the different dimensions of societal impact of science

17-18 October 2019
Washinton DC,
United States

The Next SSH Conference:

Impact of Social Sciences & Humanities On Society

Optimising and assessing societal impact of social sciences and humanities by engaging with government, industry and the public as a whole

AESIS

UP NEXT....

Setting-up and managing a University impact unit

Mick Kennedy & Christoph Köller

Social Sciences and the Humanities Related Impact Units

Tracing the *why* and the *how*

Business Development in the Social Sciences & Humanities

Oxford, May 13th, 2019

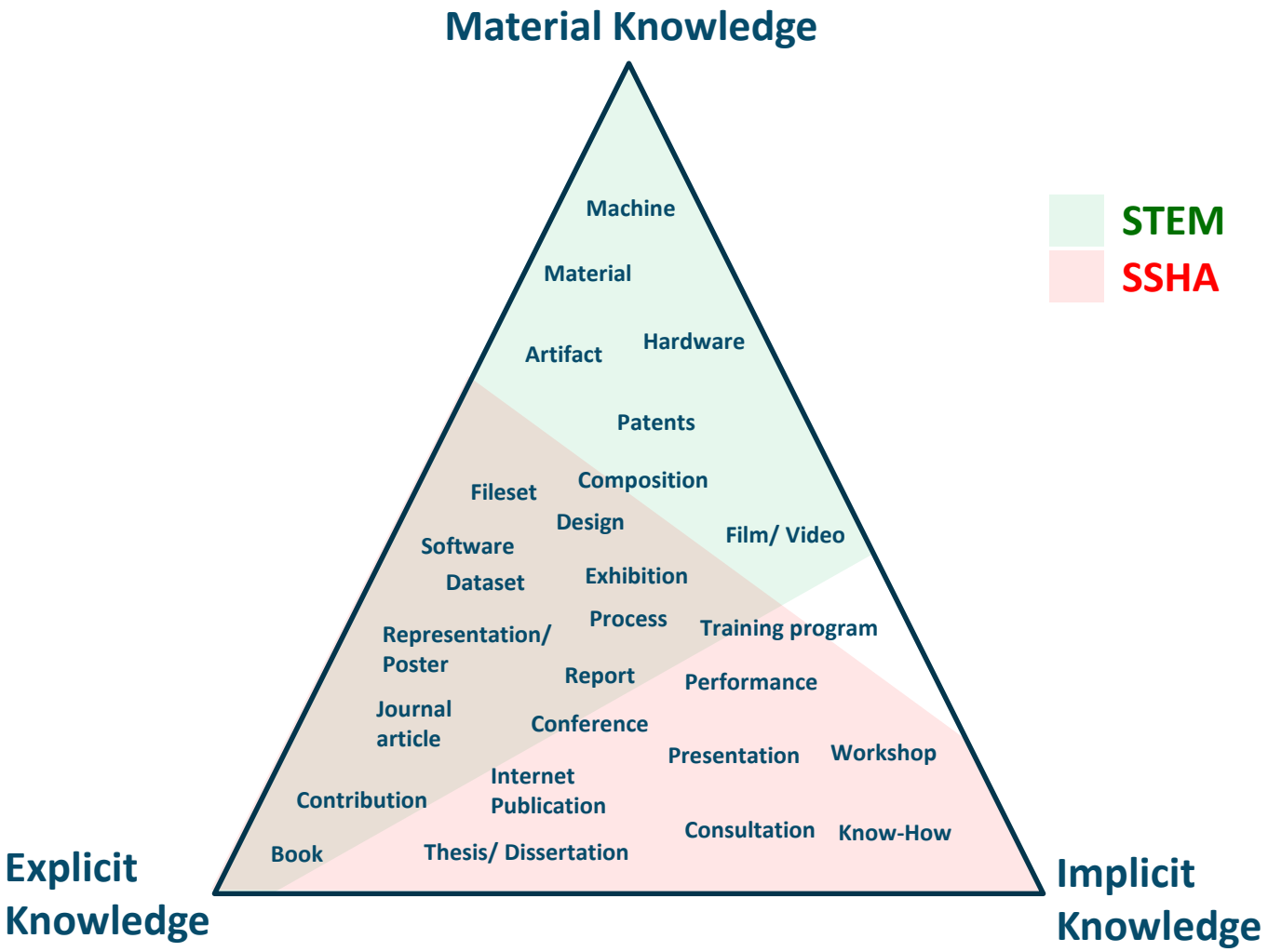
Christoph Koeller

SSHA – it‘s about understanding.

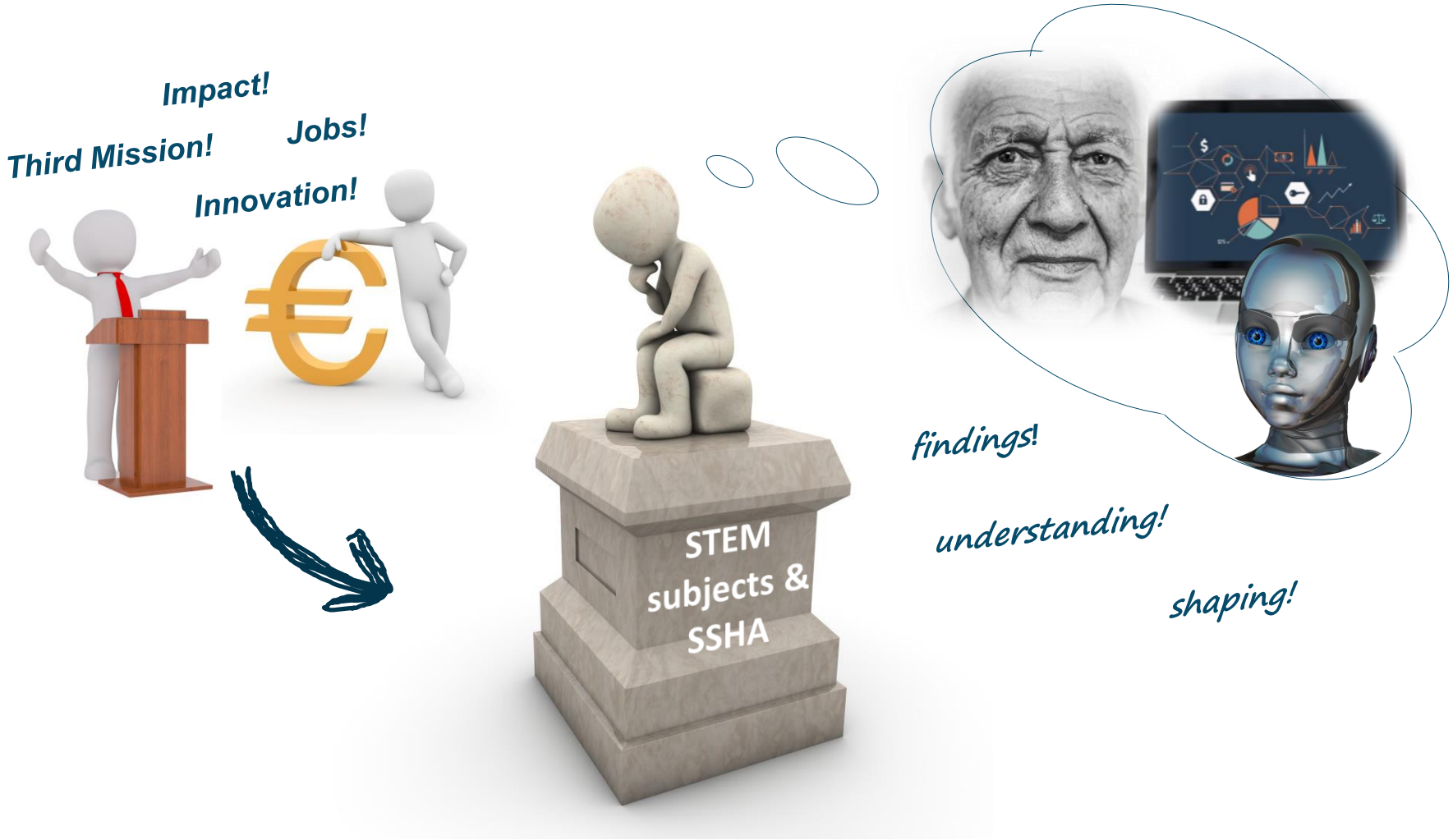
Humanities	Sports	Law, Economics & Social Sciences	Art & Art Sciences
Philosophy	Sports	Administrative Science	Art Sciences
Theology	Sport Sciences	Economic Science	Visual Art
History		Social Science	Design
Linguistics		Sociology	Performing Art, Film & Television, Dramatics
Cultural Studies		Political Science	Musicology
Library Science		Communication Science	
		Regional Studies	
		Law	
		Psychology	
		Educational Science	

Source: Own representation based on „Wissenschaftsrat zur Entwicklung der Geistes-und Sozialwissenschaften der Universität Hamburg 2017“ and the in 2019 valid subject systematics of the Federal Statistical Office

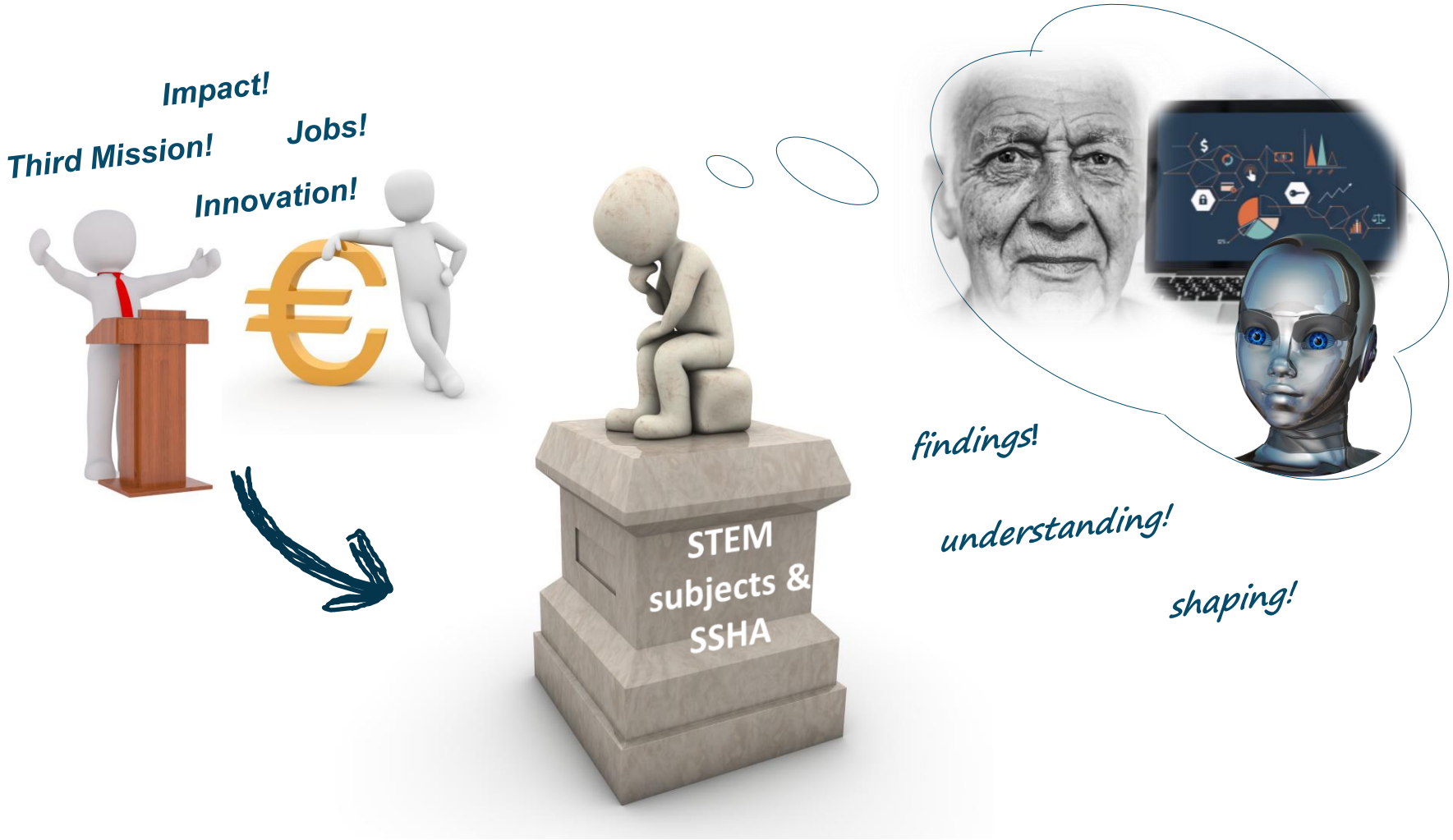
What are SSHA assets about?



Knowledge Transfer – scourge of the (humanities and social) sciences?



Knowledge Transfer – scourge of the (humanities and social) sciences?



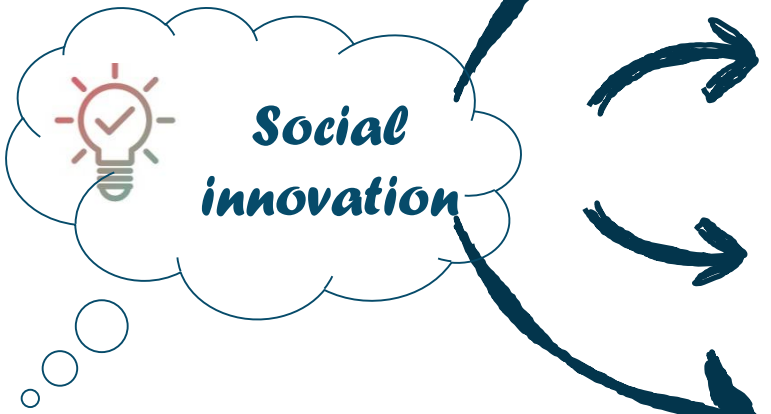
Knowledge Transfer – discover the opportunities!

shaping!

Innovation ecosystem!

Connecting disciplines!

Innovation is not limited to technologies.



new ideas that work to address pressing unmet needs

innovations that are both social in their ends and in their means

can be products, services; and models

drive purposefully changes in social practices

What is the relation between SSHA and Social Innovation?

“The most urgent and important innovations in the 21st century will take place in the social field. This opens up the necessity as well as possibilities for Social Sciences and Humanities to find new roles and relevance by generating knowledge applicable to new dynamics and structures of contemporary and future societies.”

Vienna Declaration: The most relevant topics in social innovation research

What are SSHA-based non-traditional innovation opportunities?

FlexSR (Oxford)

LU (Heidelberg)

Retorio (München)

BlueVentures (Oxford)

European Cultural Academy (Amsterdam)

Dyslexicsonline (Oxford)

Aut2Play (Calgary)

IndiVille (Leuven)

HelloSundayMorning (Oxford)

Fluent.ai (Leuven)

Firetail (Oxford)

Pulso (Leuven)

iPropeller (Leuven)

StoryPix (Amsterdam)

Business MPI (Oxford)

SSHA transfer contributes …

…to researchers

- Career (sometimes)
- Personal Capabilities
- Research quality
- Network
- Meaning
- Income
- …

…to universities

- Image
- Network
- Income
- Impact
- Interdisciplinarity
- …

…to the society

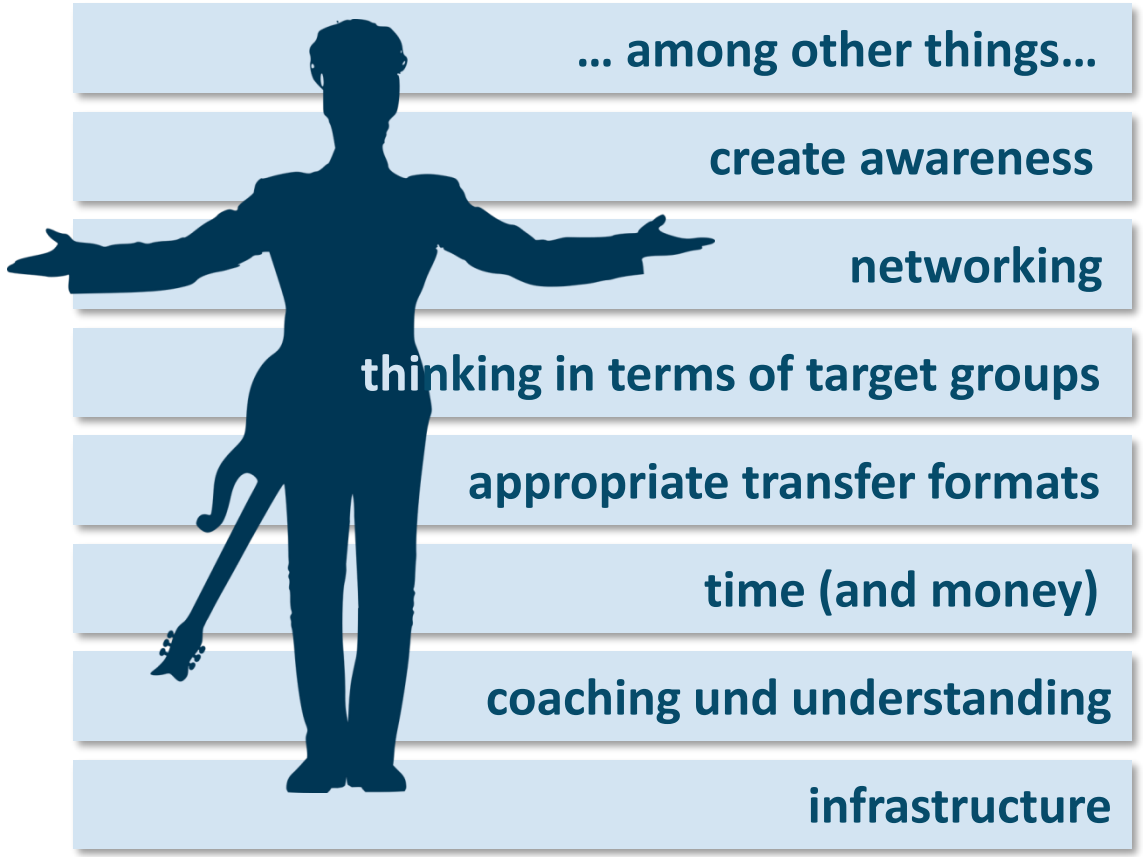
- Fair society
- Improved sustainability
- Improved environment
- Improved quality of life
- Engagement
- Community building
- Grand societal challenges
- …

Source: Workshop with TTOs of European universities, 2017

Knowledge Transfer from the SSHA – kiss them awake.

What must the Prince bring along?

Knowledge Transfer from the SSHA – kiss them awake.



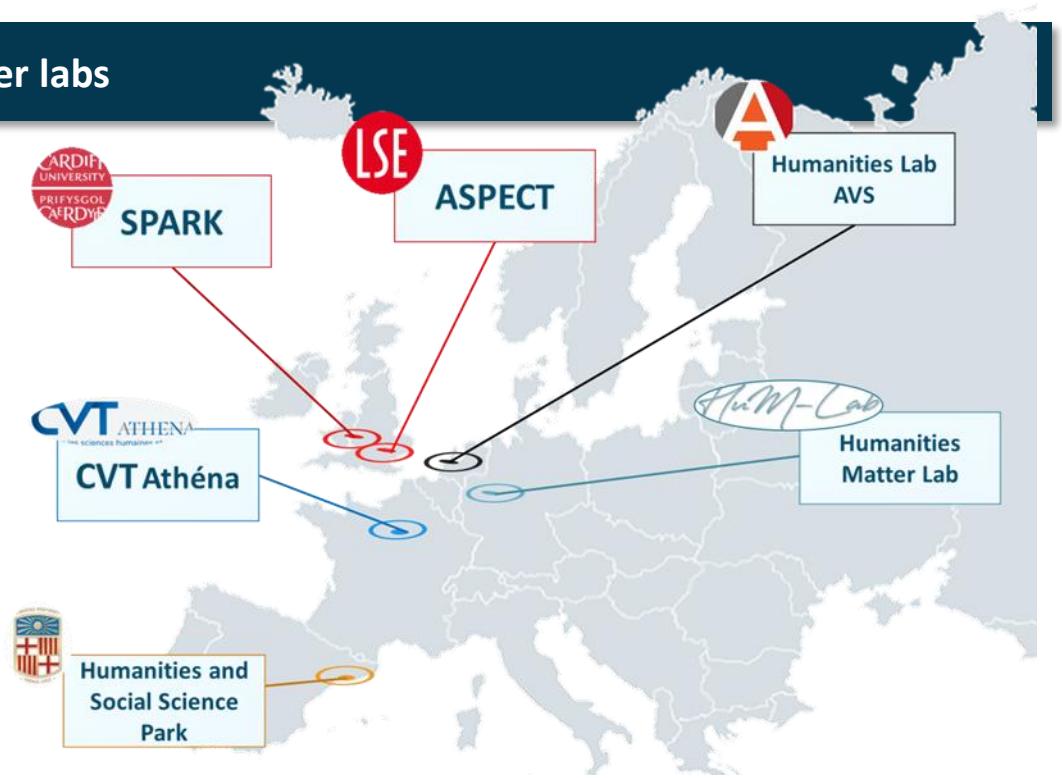
What must the Prince bring along?

Establishing SSHA transfer roles.

Job enrichment of existing TTOs („from TTO to KTO“)

Specific staff for/from SSHA

SSHA knowledge transfer labs



„… partnerships … co-creation … a physical home …“

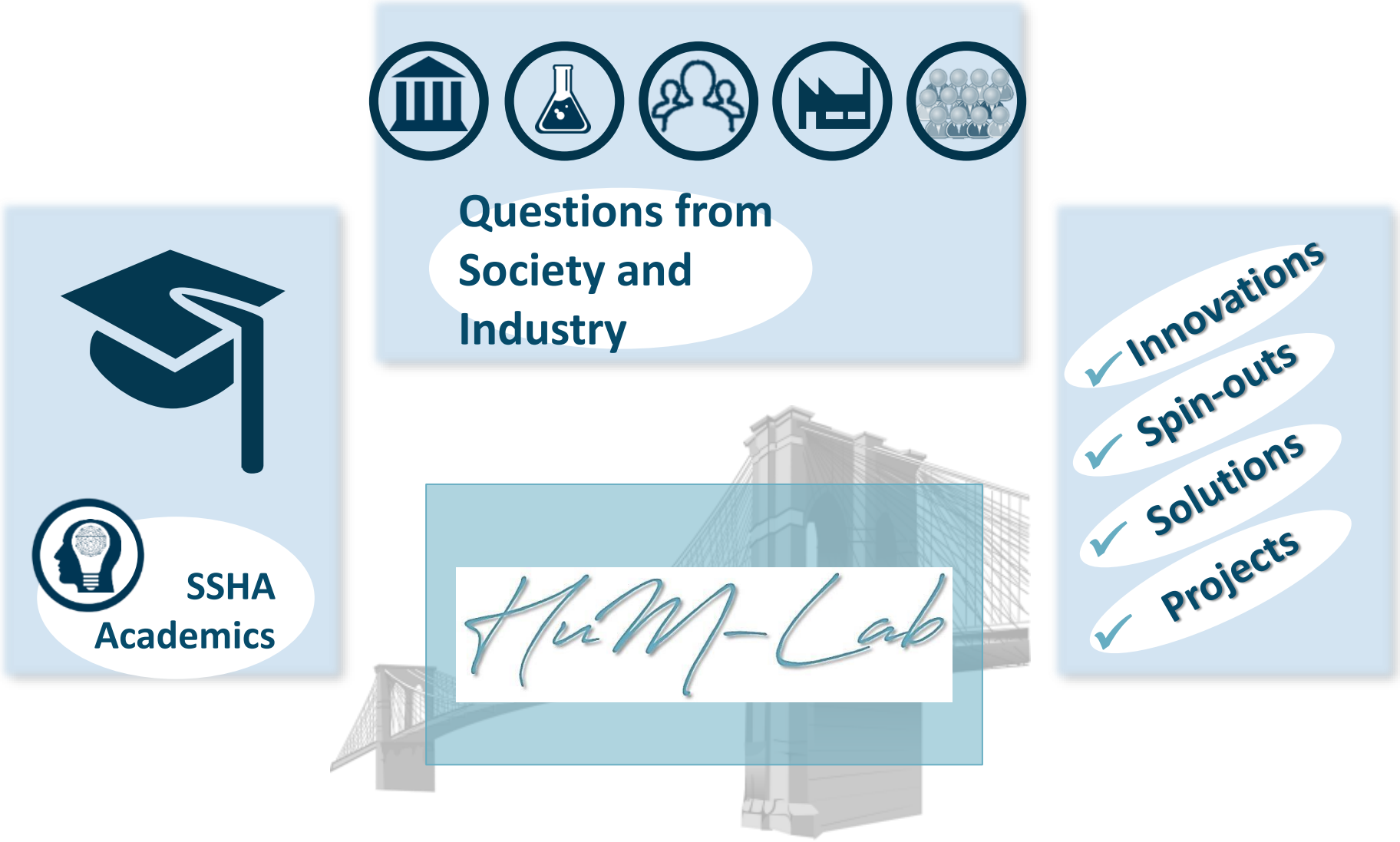
Social Science Research Park, Cardiff

Humanities Lab AVS, Amsterdam

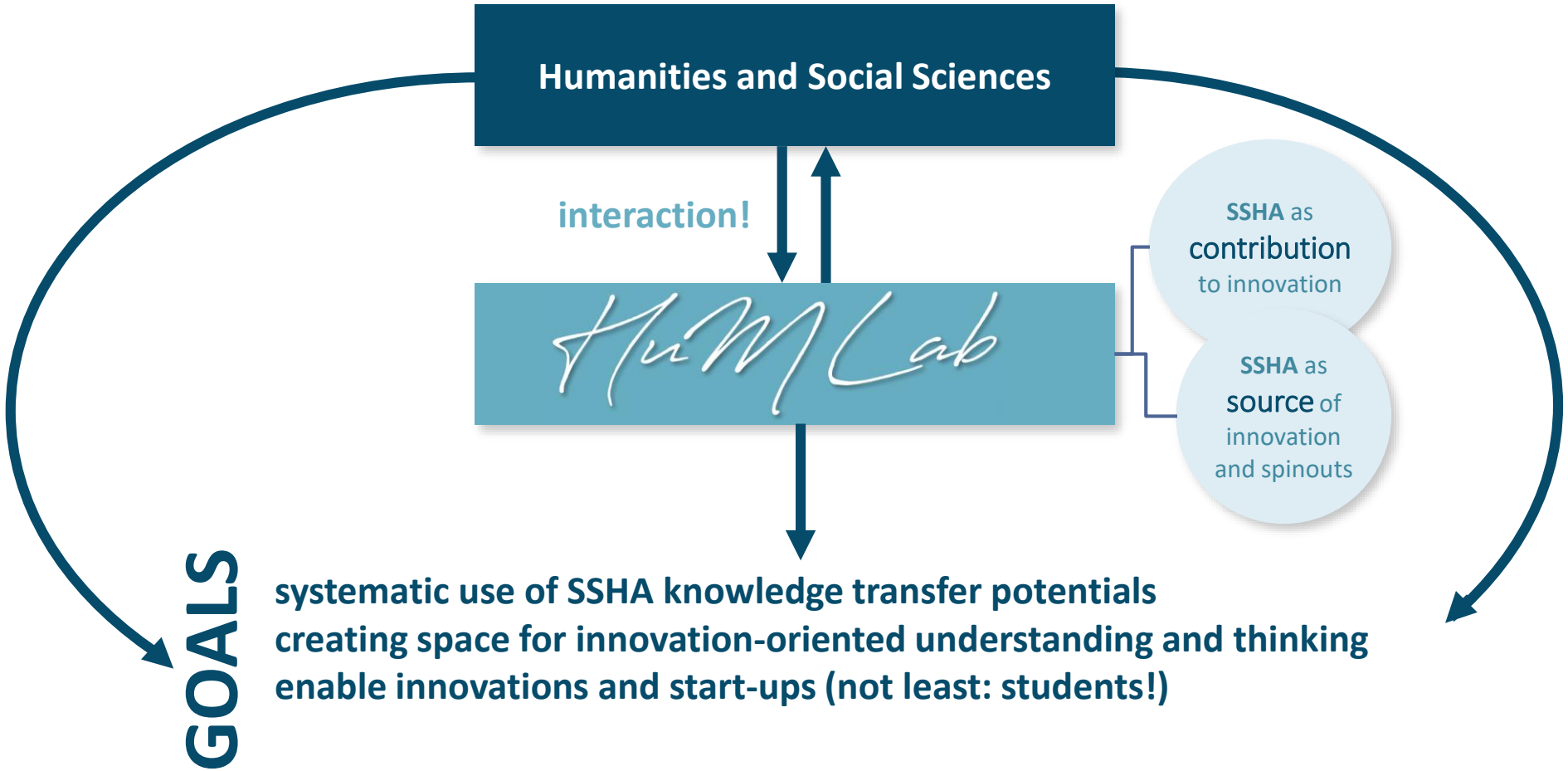
University of Barcelona Social Sciences and Humanities Park

Social Science Research Park, Cardiff: http://www.cardiff.ac.uk/social-science-research-park/facilities
Venture Lab Humanities, Amsterdam: https://www.folia.nl/international/104446/venture-lab-humanities-causes-controversy

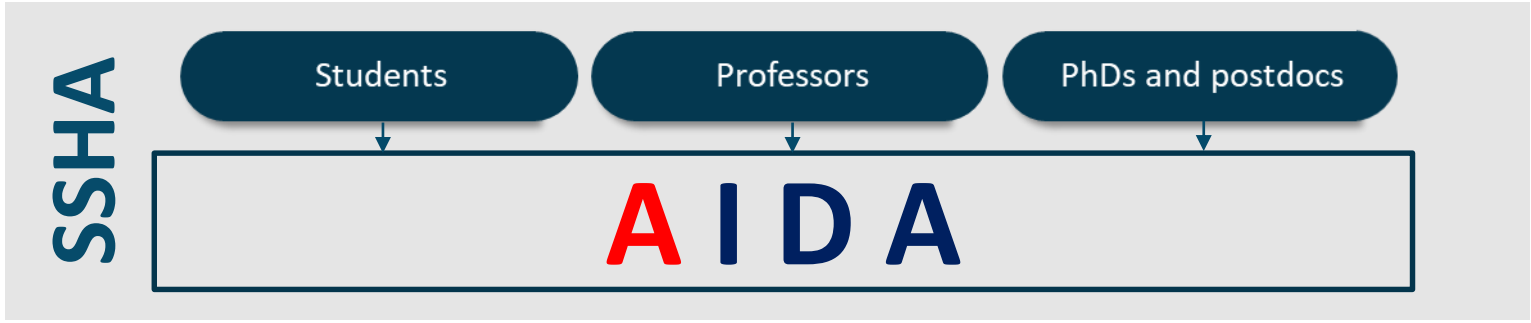
Humanities Matter Lab: Knowledge Transfer platform and Think Tank!



HuMLab connects SSHA and users.



Mobilizing SSHA assets: Humanities Matter Lab example.



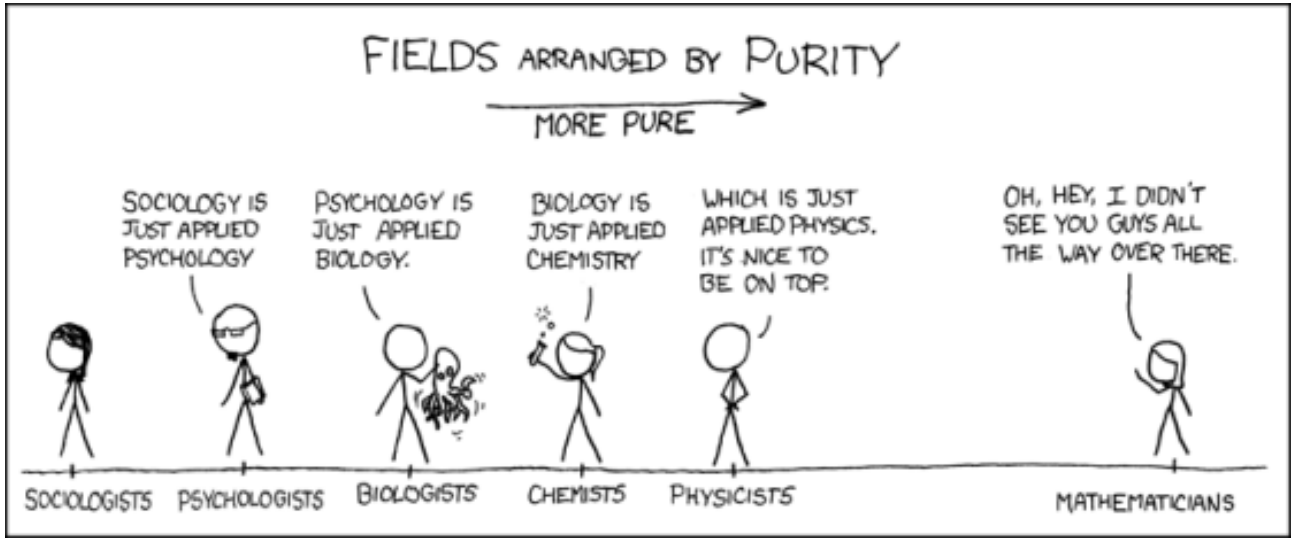
Knowledge transfer as a standard

Vision of the HuMLab

In 2025 (or earlier) it will be common for researchers and students of the humanities and social sciences and for users in society, politics, and business to actively use SSHA as a contribution to solve societal challenges.

The Humanities Matter Lab is accepted as a platform for co-creation, as is its contribution to innovation and entrepreneurship.

Thank you very much for your attention!



"Hey SSH-folks, go out, get your hands dirty and leave your comfort zone!"

Dr. Christoph Köller
Görgen & Köller GmbH

Luxemburger Str. 79-83
D-50354 Hürth
Phone +49 2233-9959-0
Mobile: (+49) 171 4761544
Fax: +49 2233-9959-11
E-Mail: c.koeller@gk-mb.com

Engaging with Business

Why me?

Background

Vodafone and innovation.

Trading in ideas

Why I was working at Oxford

What was the task?

How did I do it?

Scope

We want to start Business Engagement Programme in SSH ……..

Humanities	
1	Faculty of Classics
2	Ruskin School of Art
3	Faculty of English Language and Literature
4	Faculty of History & History of Art
7	Faculty of Linguistics, Philology and Phonetics
8	Faculty of Medieval and Modern Languages
9	Faculty of Music
10	Faculty of Oriental Studies
11	Faculty of Philosophy
12	Faculty of Theology and Religion

Social Sciences	
1	Anthropology and Museum Ethnography
2	Archaeology
3	Saïd Business School
4	Economics
5	Education
6	Geography and the Environment
7	Blavatnik School of Government
8	Interdisciplinary Area Studies
9	International Development
10	Internet Institute
11	Law
12	Oxford Martin School
13	Politics and International Relations
14	Social Policy and Intervention
15	Sociology

And could you just help us with this bid as well ……..

SSH - Why should we engage with business?

- Funding for research
- Targeted collaborative research
- Dissemination of ideas
- Turning research ideas into action
- Outcomes produce data and further research

Overcoming perceptions

- perception of business by SSH academia
- perception of academia (especially SSH) by business
- Funding for tech increasing
- Impact of tech on society not well understood

Building Bridges

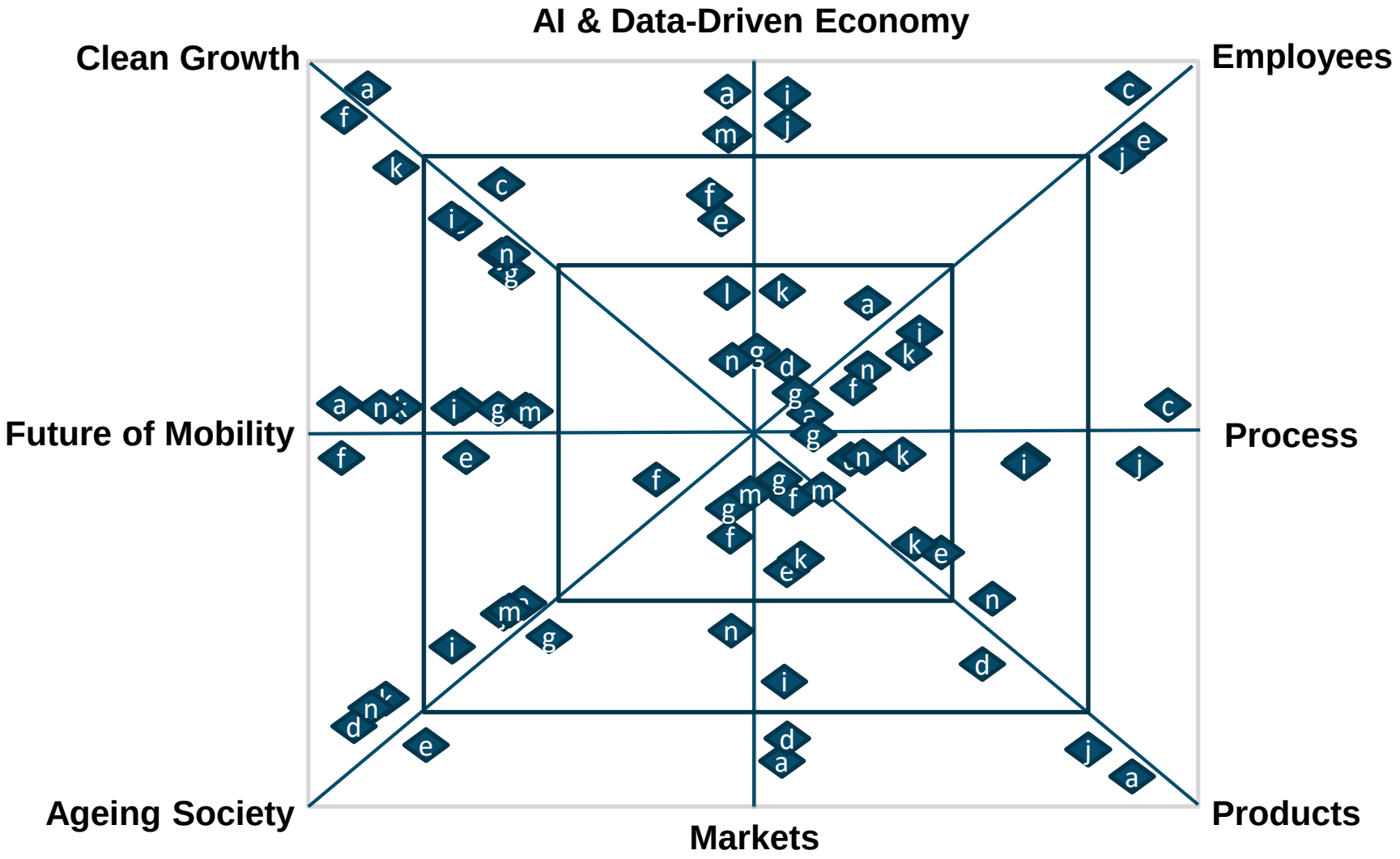
Inside Oxford

- **Simple Questions were aimed at understanding who does what.**
- **Simple desk research on published departmental websites.**
- **Which staff are researching what. Recommendations from departments**
- **I used a framework to collate the answers**
  - **What does gov want as a primary funder**
  - **What does business need?**
- **Rough mapping of likely collaborations as a basis for answering future funding calls or discussions with business**
- **Found out who was already working with business directly or indirectly. Asked them what made success …. Prototypes**

To Business

- An event showcasing SSH …Ethics of brain implants, Fake news, Implementing ethics in the Internet, Future of marketing
- Follow up on subjects of mutual interest

Social Science Framework Example



Hurdles & Outcomes

- **Timing vs Availability**
  - Business cycle (4 quarters)
  - Academic cycle (3 terms)
  - Opportunities don’t arise in line with these cycles
- **Established a dedicated team**
- **Won major funding for AI in legal services**

UP NEXT....

Coffee & Tea Break

15.15 - 15.45

Panel Session

UP NEXT....

Integrating Impact in a University Strategy: Conditions & Bottlenecks

Julia Bourke, David Budtz Pedersen & Christoph Köller

UP NEXT....

Recap & remaining questions

Mark Mann & Chris Fellingham

UP NEXT....

Drinks!

The Next AESIS Events

5 -7 June 2019
Berlin,
Germany

The Annual Conference:

Impact of Science

Understanding causalities, correlations and pre-conditions for the different dimensions of societal impact of science

17-18 October 2019
Washinton DC,
United States

The Next SSH Conference:

Impact of Social Sciences & Humanities On Society

Optimising and assessing societal impact of social sciences and humanities by engaging with government, industry and the public as a whole

AESIS