

PLUS MAGAZINE

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+
REVALORISE

enhancing research impact

**BRINGING
HISTORY
TO LIFE**



**CHAMPIONS
CLUB**

**ONE+ A
HALF YEARS
INTO RAISING
AWARENESS**

**TRAINING
TOOLKIT**

**KEY
INSIGHTS**

**FROM RESEARCH
ASSET MAPPING
IN FRANCE**



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www.revalorise.eu

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ONE-AND-A-HALF YEARS INTO RAISING AWARENESS AND CAPACITY IN SSH VALORISATION

The **third edition of the PLUS Magazine** is here and that means REVALORISE+ has turned 1.5 years old. In this time the consortium has succeeded in all its endeavours so far, despite COVID-19 and the difficulties that the pandemic brought with it.

As the world slowly goes back to normal, the REVALORISE+ consortium has been very fortunate to be able to meet in person for the first time. The meeting took place in Amsterdam, and was a productive session that enhanced the already effective collaboration between partners, and proved the value of in-person introductions and offline co-operation.

In this edition of the e-zine, the REVALORISE+ partners from University of Vienna and Copenhagen University will introduce their institutions, and readers can find examples of Valorisation Champions that are creating impact from their work.

This edition also provides information about the REVALORISE+ Researcher Training Programme which aims to give researchers the competences to valorise their work, and looks into the process of finding valuable research assets within and outside universities.

KEY INSIGHTS FROM RESEARCH ASSET MAPPING IN FRANCE

Written by **Nina Brankovic**
and **Medisa Focić (IMTBS)**

The REVALORISE+ team is currently preparing for a free training programme for Social Sciences and Humanities (SSH) researchers who want to create societal impact from their work.

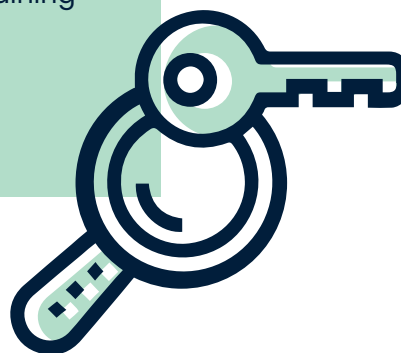
Part of successfully launching the training programme requires higher education institutional (HEI) partners to capture primary and secondary research assets with valorisation potential, identify the researchers willing to valorise their research, match them directly with businesses, governmental or non-governmental stakeholders, and recruit them to participate in the training programme for researchers.



**Nina
Brankovic**



**Medisa
Focić**



Find out more about how
YOU can register for the
programme here:
**Training Programme –
Revalorise**

Among the HEIs is the Institut Mines-Télécom Business School in France, and the researchers who completed scanning the research assets noticed the following trends in France:

France has thousands of research assets in SSH with the potential for valorisation, and a great portion of research assets are being valorised. French researchers are familiar with the term 'valorisation'.

Most of the research assets created in the last 2 or 3 years have already been valorised as their creators (researchers) found jobs where they were offered a chance to apply their intellectual knowledge in some form of valorisation. Therefore, those researchers are not interested in the training but rather in matchmaking events where they can extend their existing network of partners. Some of them are not interested in any further collaboration beyond their current collaborations at their institutions.

Most of the research assets created in the last year, or are in process of finalisation, have not been valorised and their creators (researchers) are interested in valorisation opportunities. The majority of those researchers would only opt for matchmaking events where they can meet stakeholders, present their research and gain new professional opportunities. They are not interested in training, as they believe they have already completed enough courses as part of their PhD and they possess enough skills to valorise. Some of them also need close consultancy with their mentors before they take on any new training or similar activities.

A small portion of those researchers who are already in academia see training as essential for growth, regardless of their level of education, and are usually interested in training. These are mostly researchers who never got a chance to valorise their research

beyond publications, and who see training and matchmaking events as ideal opportunities to valorise their research assets beyond publications and academic outreach.

Researchers who have distinguished themselves for valorisation are interested in getting involved in projects as partners, mentors, and trainers. They are interested in hearing more about the project, and the training concept and recommend it to their students and colleagues who need it, but not to participate in the training or matchmaking events themselves.

In terms of drivers to apply for the training and take part in the matchmaking events, researchers usually take part: to obtain the skills and knowledge necessary to complete, valorise and present their research to stakeholders, meet new people, and extend their networks, to get new collaboration and professional opportunities and to obtain ECT credits for their PhD coursework (if they are PhD students).

In terms of barriers, researchers are usually not interested in the training and matchmaking events because they are already valorising or valorised their research, they lack time, they are overloaded with PhD courses and research, they are concerned with the protection of their IP, and they are currently looking for opportunities that can help them immediately start with valorisation (e.g., grants, collaboration, job offer, etc.).

What we can conclude is the following:

- 01** France is a rich country in terms of available research assets with the potential for valorisation.
- 02** French researchers are familiar with the term valorisation, but in general, they lack knowledge about its process, actors, and activities.
- 03** Researchers who distinguished themselves in valorisation are not interested in training, but see value in it for others who lack skills and knowledge.
- 04** Recent PhD graduates are not interested in training because of the overwhelming courses they have already completed, and they need support to apply rather than extend their skills and knowledge. Therefore, they see matchmaking events as a great offer but training as a barrier to it.
- 05** Researchers who did not valorise their research beyond publications and academia are interested in chances to obtain new skills through training, revalorise their research, and reach impact beyond academia.

Finally, valorisation in Social Sciences and Humanities across European countries differs, same as the motives of individual researchers to undertake valorisation. Partners from other European countries in this project noticed different trends. Overall, the feedback from

researchers on our upcoming training is positive and the number of applications we received so far is evidence that researchers are seeking knowledge and skills for valorisation, but also opportunities to valorise their research.

WHAT ARE WE DEVELOPING + WHAT TO EXPECT IN TERMS OF TRAINING TOOLS?

The REVALORISE+ consortium has set out to develop a toolkit addressing

- 01 Professional staff participating in the Valorisation Support Programme for Professional Staff and delivering the Researcher Training Programme to SSH researchers, and
- 02 Researchers that will take part in the REVALORISE+ programme.

The 3-month long Researcher Training programme will help participants extend the reach of their SSH research beyond academia. To support the training programme, a toolkit was developed which will provide useful suggestions and guidance to any researchers and/or professional staff in their professional development. The ultimate goal is to provide tools to be used by the stakeholders even after the completion of the project, for valorisation in SSH in general.

OUTLINE OF AVAILABLE TOOLS

The toolkit will contain several documents and will be supported by additional outputs created during the investigation phases of the project. Below we outline the tools and documents made available:

FACILITATOR GUIDE



Researcher Training Programme -The training programme consists of ten modules, and the Facilitator Guide will help trainers, in this case HEI professional staff, to teach SSH researchers how to create societal impact from their work.

COLLECTION OF LIGHTHOUSE STORIES



Collection of Lighthouse Stories - Contains the synthesis of more than 16 profiles and experiences of SSH Valorisation Champions. These "champions" are academic entrepreneurs and researchers who have been able to successfully valorise their SSH research and create value beyond academia.

SSH VALORISATION TOOLKIT



SSH Valorisation Toolkit - The SSH Valorisation Toolkit provides an overview of tools and canvases used for the valorisation process of research. These tools and canvases are used in the delivery of the Researcher Valorisation Training Programme.

CO-CREATION EVENT GUIDE & NETWORKING EVENT GUIDE



Co-creation event guide & Networking event guide - Two step-by-step guides which provide guidance on how run the co-creation and networking events as presented in the training or extrapolate exercises and/or relevant steps from the agendas of these events.

The tools that will be used for training will sufficiently guide and support any individual that would like to replicate the activities that make up part of Researcher Training Programme. For more information around the toolkit, please follow our progress here: [REVALORISE+](#)

ABOUT THE PROGRAMME

The **REVALORISE⁺** Researcher Training is a free 3-month programme which will help you extend the reach of your Social Sciences & Humanities (SSH) research beyond academia. The programme will take place in a blended format with some activities taking place online and others in-person.

THROUGH TAKING PART IN THE PROGRAMME'S INTERNATIONAL WORKSHOPS, SEMINARS AND NETWORKING, YOU WILL LEARN:

- The definition and different pathways of SSH valorisation
- How to assess the value and impact of research beyond traditional indicators
- Principles of entrepreneurial behaviour
- How to communicate the value of your research
- How to collaborate with external stakeholders

Participants in the **Valorisation Pathway** also have the opportunity to develop their **own valorisation plans** for creating impact from their research

OCTOBER 2022
– JANUARY 2023

WHY SHOULD YOU
BE INVOLVED IN THE
RESEARCHER
TRAINING?

REVALORISE⁺

www.revalorise.eu

- 01 Be a pioneer in making use of Social Sciences & Humanities research results
- 02 Expand your network through connecting with like-minded researchers and organisations
- 03 Learn from real-life valorisation champions from across Europe and beyond
- 04 Discover tools and methods to take your research beyond academia
- 05 Make an impact with your research

Bringing History to Life

Authored by Allison O'Reilly (UNIVIE)
Based on a Lighthouse Story interview
with Daniel Meßner



Daniel Meßner

Daniel Meßner is a passionate historian and philosopher who loves telling a good story. Together with his friend Richard Hemmer he started the award-winning (and very addictive) podcast "Geschichten aus der Geschichte" (Stories of the past).

AN IDEA DEVELOPS

This story begins with two friends who met during their History Studies at the University of Vienna. In 2015 Daniel, a passionate podcast listener and producer asked his friend Richard if he would be interested in starting a podcast. Seven years later they have produced over 350 episodes on weird and wonderful small and big stories in history. From the history of the banana, Suffragette Jiu-jitsu, the best knight there ever was to the rise of Tetris, the range of topics, countries and time periods is almost limitless. Each week one friend tells the other a story, the latter not knowing at all, what they will be told on that day.

The increasing popularity of this podcast has gained the two historians several awards. It gave them the chance to build a business they both can live off today. At first the podcast was a passion project. Both men love history, researching facts and figures and to learn something new themselves. The frequent response of listeners is that they experienced history as boring in high school but listening to the podcast made them realise how interesting history can be and that it is so much more than dates and names of royal families.

FROM PASSION TO BUSINESS

Building a business was never their goal, they merely wanted to engage in a project they were passionate about. Daniel is convinced that they were in the right place at the right time, as they started their channel before the big podcast boom. Their ambition was to reach people who otherwise are not in contact with history topics and to show that it is important to deal with the past and that it is far from being boring. One of their biggest success factors is that they have very consistently built an audience, releasing a new episode every week for almost seven years, without a break.

Once the realisation came, that they have a functioning and income-generating business model they founded their business in 2020. They make their living with help of "native ads" advertisement and contributions from their fan community. The income they now generate helps them to focus on the podcast and do what they love. For Daniel the podcast was a way to stay close to the field of his studies. He found his own way to apply the skills he gained from being a researcher without being tied to the structures and restrictions of a university. Let's hope there will be many more stories in the years to come!

Find out more about Daniel and his work here: <https://www.geschichte.fm/ueber-uns/>
Read more Lighthouse Stories here: <https://revalorise.eu/resources/>

REVALORISE⁺ CHAMPIONS CLUB

By Mikko Korpela,
Head of Consulting (Crazy Town Oy)



Mikko Korpela

For some time now there has been a growing need to connect and support researchers, who are interested in the valorisation of their research. However, many researchers feel that their valorisation needs are not fully met through the official channels of their universities.

Lack of a supportive peer-environment and culture is occasionally mentioned as one of the primary barriers. In particular, these impact researchers coming from the field of Social Sciences and Humanities, who have often been left in the shadow of the so called 'hard sciences' (i.e STEM). We at Crazy Town have

been building and operating entrepreneurial communities for almost two decades. Whether its researchers or entrepreneurs, a peer-support driven community is often what people need to be able to take a leap of faith on their journey of valorising their skills and realising ideas. Because of this, as one of the partners of the REVALORISE+ consortium, we have created a concept called "Champions Club" – a club for intrepid researchers and academics interested in exploring topics such as innovation, commercialisation, valorisation, and university-business collaboration. As the proverb goes, if you want to go fast, go alone. If you want to go far, go together.

THE 5+1 RULES OF THE CLUB ARE SIMPLE:.

CLICK
TO VIEW



01

Club events are held for those who are interested in new up-to-date information around valorisation of research results, peer stories or connections.

02

Club events are always informal but facilitated. They can be held for example in a cafeteria or bar. Somewhere relaxed and cosy. The club facilitator helps to keep the discussion going.

03

Club events are participatory – you can engage in discussion. Talk about your ideas, insights and (possible) projects. Even if they are in a very early stage or uncertain. This way it is easier for peers to get interested and be able to assist you.

04

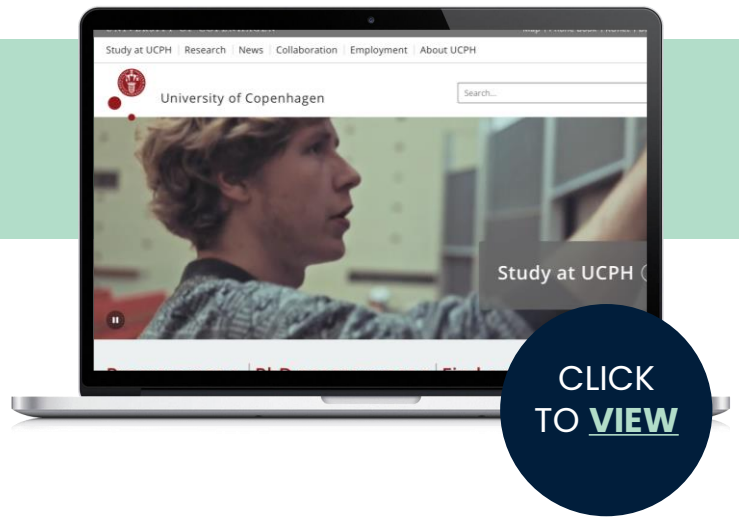
Club events might (and should) involve people from the dark side – business life. Don't be alarmed. Even though your idea might not yet be commercial or fully validated outside in the real world, there are plenty of connections to be made here. Best practices and case examples are discussed, or other up-to-date information is given.

05

Club events are supposed to be fun and 100% voluntary to take part in. Nobody should be forced into them. If you are very busy with your other work, you should concentrate on that instead. Come to the next one and participate only as much as you want.

Unlike in Fight Club, you can talk about Champions Club. Spread the word and invite your colleague or two. We have already launched activities which will start this autumn. Check out the full details here: [**Training Programme – Revalorise**](#)

MEET THE PARTNERS:



The University of Copenhagen (UCPH) is a knowledge and culture-bearing institution, which, based on independence of research and research-based education at the highest level, provides a framework for critical thinking, insights, and a quest for truth for the benefit of society. The core activities are research, education, and dissemination of knowledge, and with over 40,000 students (including 4,000 international students) enrolled, just over 2,500 PhD students and more than 9,000 employees, UCPH is one of the largest institutions of research and education in the Nordic countries.

UCPH aims to initiate a greater number of collaborative relationships with private and public entities and ensures that society benefits as best as possible from research conducted at the university. To enhance this area the Faculty of Humanities is working strategically on how to document and disseminate the effects of different formats for collaboration between humanistic research and society in general and contributing to shaping the infrastructure for collaborative humanistic research in the future. The aim is to enhance relations between leading humanistic research environments and external collaboration partners in order to strengthen the effect of this research and to contribute to new solutions that will influence the grand challenges of the future.

In addition to this, the Department for Research and Impact develops new initiatives, organises events and training on various themes related to building capacity in the organisation to enhance research impact. The REVALORISE+ project is one of many ways to do this focusing on how to identify and describe the skills needs of researchers and KT/TT professionals regarding their valorisation efforts and intentions.

**Marie
Roloff Groth**



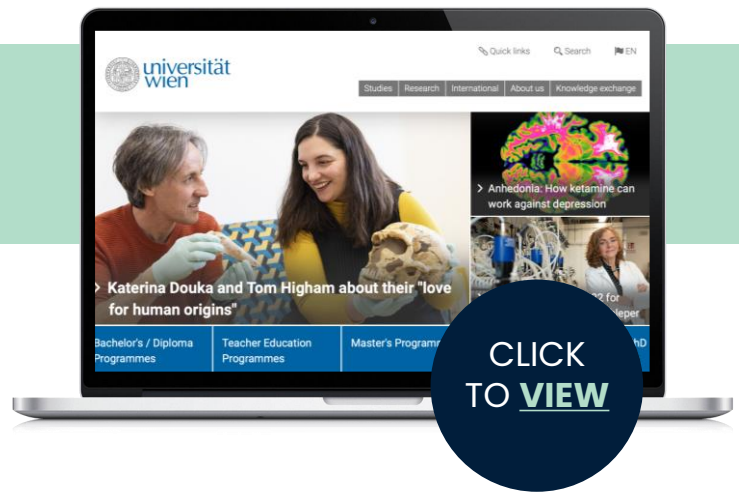
**Tanja
Junge**



MEET THE PARTNERS:



universität
wien



The University of Vienna has a clear social mission: to educate the next generation of students and conduct research to contribute to the further development of our location's capacity for innovation. The university's openness to new ideas is therefore the driving force of research, enabling it to find answers to the greatest issues of our time. Founded in 1365, the University of Vienna is Austria's largest and oldest research institution. With around 7,000 academics in 20 faculties and centres and 90,000 students, it is also the largest German-speaking university.

The University of Vienna is aware of its responsibility towards society, culture and the business world. From students graduating and entering the professional world as critical thinkers and problem solvers, or scientists doing cutting edge research which contributes to the innovation cycle, to researchers working every day to solve the big challenges of today's world, the university provides stimuli to the outside world on a daily basis. The University makes a difference in everyday life in very different ways.

Maintaining and fostering this impact does not happen by accident. Valorisation, research communication and knowledge exchange are not an easy task. Moreover, as the demand to do this is growing, the expectations towards researchers to communicate research results to a non-scientific audience are increasing. Professional support by dedicated staff is therefore of utmost importance. The University of Vienna offers a wide range of support and services to help researchers get involved and succeed in knowledge exchange, technology transfer and valorisation activities.

The REVALORISE+ project offers a great chance to further develop competencies. We were given the possibility to learn more about researchers needs in the SSH area. The project encouraged us to engage with our researchers in different ways, from interviews, showcases to lighthouse stories, and learn about their paths, their needs and their wishes regarding valorisation. The enriching exchange with our project partners has given us so much food for thought and allowed us to explore new ideas for future support. The upcoming REVALORISE+ training programme is an exciting step for us as it will define how we will address valorisation in SSH in the future.

Manuela
Holzmayer



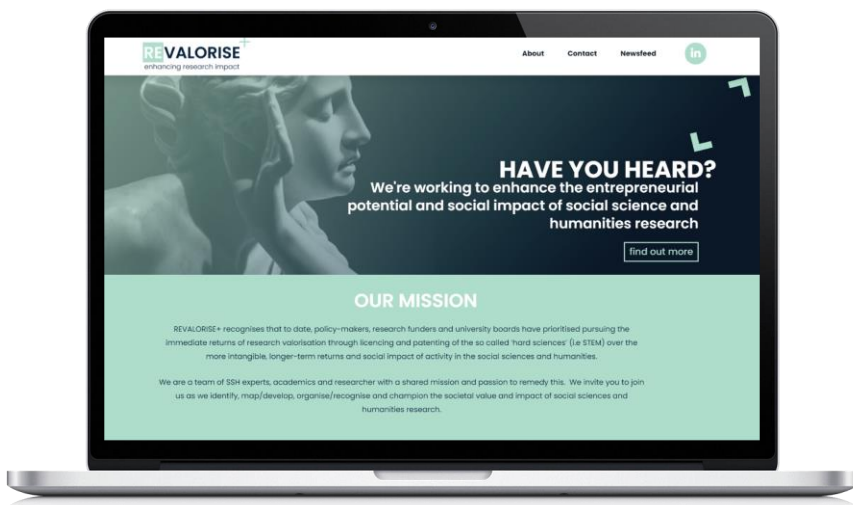
Allison
O'Reilly



WHO WE ARE?

Led by the University Industry Innovation Network, the REVALORISE+ project team includes nine partners spanning seven European countries.

We are innovators and capacity builders in the HEI field and work across and with a variety of institutions – Traditional Universities, Applied Sciences, Business Schools – as well as Industry expert.



Follow our Journey here



www.revalorise.eu

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