

PLUS MAGAZINE

ISSUE 4

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REVALORISE

enhancing research impact

**MEET
THE TRAINING
PARTICIPANTS**

+

**ASSESSMENT OF
INTERPRETERS
IN DENMARK**

**AN EXCITING
JOURNEY
FOR EVERYONE
INVOLVED**

**SHARING
OUR VISION**



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Erasmus+ Programme
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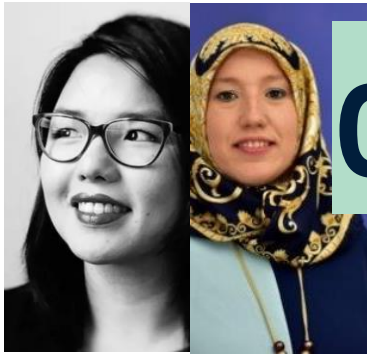


REVALORISE+
enhancing research impact

Two years of REVALORISE+ have passed and we have had the pleasure of uncovering the topic of valorisation, raising awareness about its importance and helping academics gain skills related to scientific communication, entrepreneurial thinking and creating connections.

Over the last few months, we have been pilot testing our training programme for academics who are interested in learning about valorisation and getting a better understanding of their personal journey to impact creation. This group of ambitious individuals have had the opportunity to learn from engaged experts, innovative thinkers, entrepreneurial risk-takers, and their own peers. Participants have taken part in networking and workshops where they built their skillsets and gained confidence to valorise their research.

In this issue of PLUS magazine, participants of our programme provide initial insights into their experience with the REVALORISE+ Researcher Training, as well as a glimpse into what they are working on themselves. We also introduce our upcoming training programme for university professional staff.



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Project Partner Momentum is responsible for sharing and promoting the REVALORISE+ project.

Interview with the REVALORISE⁺ TRAINING PROGRAMME PARTICIPANTS

Interviewers:

Medisa Fočić and Nina Branković



Claire Lamoureux

Interviewee: Claire Lamoureux
Position: Research Assistant/ PhD Student
Institution: KEDGE Business School, Department for Management and Tourism

How do you find the REVALORISE+ Training programme for researchers? How would you rate it overall?

I really enjoy the program; it is the most interactive online program I have ever followed. It's a big lesson in terms of online pedagogy. My only regret is to have to miss a few sessions due to my own teaching commitments. But all the sessions I've been part of brought me some valuable knowledge and insights. The professors and professional lecturers are high-profile and eager to share their experiences.

Did your knowledge about valorisation in the social sciences and humanities increase as a result of this training programme?

It definitely did, in a very practical way, such as how to design my valorisation project, how to interact with stakeholders, and meeting new talented people.

What are some of the most valuable lessons you learned during this training programme?

Stay in touch with my target audience, and do my homework to find out who could be interested in my project. As young researchers, most of us suffer from imposter syndrome, and we need to take more confidence in the value of our contribution, whether it could have a public impact or commercial application. This program has been very eye-opening on this matter.

What is your personal valorisation project that you have developed during this training programme?

This program helped me to dig a little more into a potential online application to collect data from wine producers. There is still a long way to go to develop it in a concrete form, but the feedback I received during the program and the practical lessons gave me the faith to look into it and start to contact different stakeholders such as business nurseries, regional actors and so on.

Are you planning to continue working on your personal valorisation project after the training is completed?

Yes definitely!

Would you recommend this training to your colleagues and other researchers, and do we need more training like this?

I would 100% recommend the program to my fellow PhD students. I would love more in-person events like this with some potential developers.

Any other comments, ideas you would like to share?

Great program, a great plan to follow, and beneficial for any young researcher. I am really looking forward to the final pitching event of the training.



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**Institution Name**

KEDGE Business School

**Country**

France

**Research Area**

Management, Tourism

**Thematic Focus**

Relationships between brands and consumers

**Stakeholders involved**

- SME wine and agricultural producers, catering, leisure, and tourism companies, researchers and investors

**Research Phase**

In preparation

**Claire
Lamoureux**

Determinants of the performance of wine companies: the impact of diversification through wine tourism

RESEARCH ASSETS

According to the Interprofessional Council for Bordeaux Wines (CIVB), viticulture is today the biggest employer in Gironde department. However, the wine sector is suffering economically as demonstrated by the collapse of prices in January 2020, even before the COVID-19 pandemic. Resorting to banking partners is therefore often the solution for small and medium-sized wine estates to get through the crisis and carry stocks while waiting for better days. In this tense period, professionals, wine growers and funders (mainly banks) lack tools and solutions to enable them to cope with these difficulties.

This issue is even more problematic as we are facing strategic adaptations. More and more wine estates are turning to a diversification of their activity through wine tourism, which is finally developing in France after having proven its worth in the countries of the New World for more than 20 years. On the other hand, wine tourism, which brings a wide spectrum of activities ranging from simple tasting to the entire stay, including catering and leisure, generates costs and investments such as building renovation, maintenance of the surroundings or employing trained staff. In this context mixing crisis and innovation, the current mutations call for an in-depth study of the determinants of the performance of wine companies. However, to date, there is no consensus on the methods of measuring economic performance and most of the attempts are ill-suited to the particularities of management of wine-growing estates: long

production cycles, territorial anchoring, high heritage value, and average economic yield. Moreover, the literature agrees that economic indicators are not sufficient to assess the performance of agricultural production companies, where questions of territoriality and environmental sustainability are strong. There is therefore a gap to explain the performance of these companies and anticipate their difficulties.

However, without a method for evaluating the economic performance of the wine business, it is difficult to measure the beneficial effects of a new activity such as wine tourism and anticipate the difficulties. The purpose of this thesis will therefore be to measure the impact of the diversification of activity through wine tourism on the performance of wine companies through 3 studies. Initially, we will seek, by mobilising exploratory interviews as well as a base of 1,000 companies in the sector, to establish a global method of measuring the economic performance of the wine company, and the prediction of the risk of default, the first sign of failure. Then, based on this method, we can more specifically assess areas that have developed wine tourism activities and determine the factors for improving the performance of the business based on wine tourism. Finally, our last study will attempt to determine the connections and interdependence effect between economic performance and sustainability of the vineyard.

POTENTIAL VALORISATION AREAS

- **Consulting:** to give recommendations to professionals and work closely with them in terms of public policy, investment projects, managing companies in wine tourism, etc.
- **Making communication tools for research data:** obtaining funds to develop an online platform, where companies can enter data, and then researchers could merge and digest this data for companies and give them ideas through consulting if their business projects are workable or not.

DESCRIPTION OF VALORISATION POTENTIAL

- **Joint research and projects** with other researchers in the Wine Management and Tourism area
- **Collaboration with companies** through consulting and joint projects and funding
- **Collaboration with governments stakeholders** on the policy and business strategies development in the tourism sector
- **Creating communication tools for both researchers and companies** to share the data and bring solutions to the issues in the wine tourism and wine production sector

VALORISATION TARGETS/POTENTIAL FUTURE COLLABORATORS

- **Industry stakeholders:** companies interested in investing in wine tourism, wine producers, marketing and tourism companies interested in wine tourism
- **French government and EU stakeholders:** Ministry of Tourism, Regional Committee of Tourism, regional tourism offices all around the France and EU
 - a. *General:* EARTH, EDEN, ENAT, ERRIN, ETC, ETOA, Federturismo Confindustria, FEST, NECSTouR, NET, TourismSociety Europa, WTTC.
 - b. *Accommodation and Food & Drink:* EUFED, HOTREC.
 - c. *Cultural Tourism:* ECTN, Europa Nostra, Mad'in Europe, Mirabilia.
- **Private and public investors:** BeBe France, EU Commission, French National Research Agency (ANR).



“

Valorisation of my research can help development of the wine tourism in France and help wine producers establish better and workable business models

”

Claire Lamoureux

Interview with the REVALORISE⁺ TRAINING PROGRAMME PARTICIPANTS

Interviewers:

Medisa Fočić and Nina Branković



Serap Fišo

Interviewee: Serap Fišo
Position: Research Assistant/ PhD Student
Institution: International University of Sarajevo

How do you find the REVALORISE+ Training programme for researchers? How would you rate it overall?

I found the REVALORISE+ training program efficient and effective. At the same time, the program offers content that allows researchers to interact with each other and allows researchers to develop their networks. I would rate it as well-designed and 5 out of 5.

Did your knowledge about valorisation in the social sciences and humanities increase as a result of this training programme?

As I mentioned above, the program presented theoretically satisfactory content. However, the stage of putting this knowledge into practice is still not very clear to me. The social science facts and information covered in the program were certainly helpful and satisfactory.

What are some of the most valuable lessons you learned during this training programme?

Content matters. Being precise and concise matter. Having well-structured ideas matters. Being part of the program is the first step for the valorisation of study. From my notes: 'the trouble is, if you don't risk anything, you risk even more.'

What is your personal valorisation project that you have developed during this training programme?

After recalculating institutional and financial barriers I have developed platform activities e.g. I publish a column every fifteenth day in a local journal. I have collaborated with local organisations to increase the impact factor of my research, and, published my creative writing based on my research topic.



Are you planning to continue working on your personal valorisation project after the training is completed?

Yes, I am planning to continue working on my personal valorisation project, however, financial barriers can somehow become a challenge in this way.

Would you recommend this training to your colleagues and other researchers, and do we need more training like this?

I would definitely recommend this training to my colleagues and other early career researchers. We do need more training like this, especially in countries like Bosnia and Herzegovina, and Turkey which have great researcher capacity but are not provided competence opportunities in research, publication, and valorisation.

Any other comments, or ideas you would like to share?

Firstly, I would like to thank all the organisers and the effort they put in to make this event possible. All presentations extensively covered the topics and provided me with impactful ideas. Thank you to the scholars who contributed to my valorisation process with their comments.

Special thanks to Ms Medisa Fočić for re-evaluating my application to be part of this great training program and for dedicating her time, to providing me with an action plan.





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Institution Name
International University of Sarajevo



Country
Bosnia and Herzegovina



Research Area
Sociology, Politics, Cultural Encounters



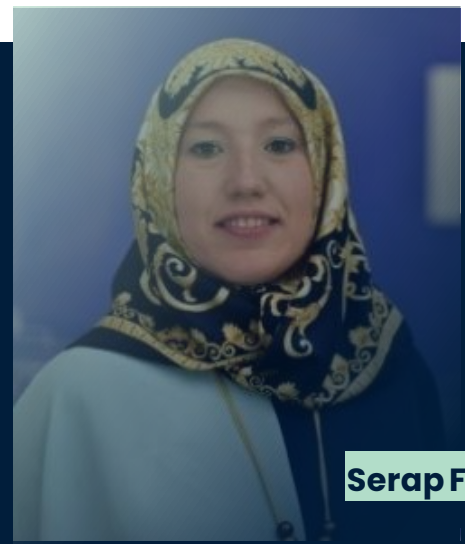
Thematic Focus
Migration, social identity, social cohesion, Verbal cultural transmissions, Balkan region



Stakeholders involved - Els, online platform participants, practical sociologists, decision-makers, people on the move



Research Phase
In preparation of post-doc



Serap Fišo

Identity Construction of Forced Migrants: Bosnia and Herzegovina

RESEARCH ASSET

Due to the identity politics based on 'ancient ethnic hatred' boundaries, the war from 1992-1995 has left tragic consequences like "War migration" (Cvitković, 2017) in the society of Bosnia and Herzegovina. Identity politics which developed a culture of hostility and violence and the political idea of ethnic homogenization of the region, caused the most devastated war in Europe after Second World War, the forced migration and drastic demographic changes in the territory (Cvitković, 2017; Pejanovic, 2005; Andrea And Delaney, 2001; Tabeau, 2009). Furthermore, an epistemological problem was identified based on Hromadžić's (2011) claims that the identity politics culture of hostility and violence between ethnic groups living in BiH permeates all surfaces of society (Hromadžić, 2011).

In this context, the study, with its qualitative nature, focuses on describing how past experiences and in-group relationships impact the post-war identity of personal social identity based on interviews of Bosniak forced migrants. The study is driven by the scope of the social identity theory, which was developed by Connolly (1991), Tajfel and Turner (1978), Jenkins (1996), Bauman (2004), and Berger and Luckman (2018). Besides, social identity politics inter-group components impact the decision-making process of reconciliation (Karić & Mihić, 2020; Meernik et al., 2016), and this thesis aims to develop impactful discussions and recommendation points for public policy discussions and a reconciliation model with its findings

POTENTIAL VALORISATION AREAS

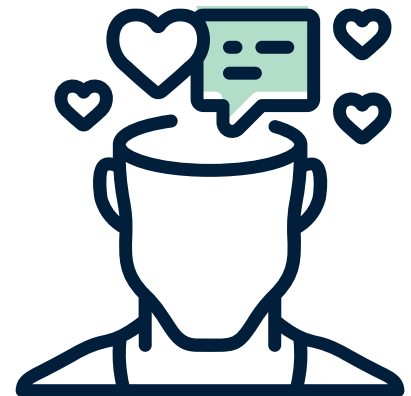
- **Collaboration with scientists** – interdisciplinary approach and skills, knowledge, and method sharing on the central focus
- **Collaboration with industry** – offering research and knowledge service to the industry of HEIs, funding for projects, workshops, and training for exchanging ideas with scholars
- **Collaboration with government** – primary data resources, public policy recommendations on the study focus, and long-term plan for returning policies
- **Collaboration with a nongovernment** – public lecture, primary data resources for annual report, public debate, change the central focus to the citizen

DESCRIPTION OF VALORISATION POTENTIAL

- High-impact publications
- Joint research and projects
- Bringing new collaboration opportunities between researchers and stakeholders
- Creating a platform for public debate opportunities, focus group policy
- Providing a new model based on research findings for long-term reconciliation

VALORISATION TARGETS/POTENTIAL FUTURE COLLABORATORS

- **Citizens** – as main stakeholders, can help to extend participation in collaboration dynamics.
- **National and international research and scientific institutions** – a collaboration with researchers and scientists on joint projects can bring a new perspective.
- **Industry stakeholders** – NGOs and organizations that directly initiate reconciliation and peacebuilding, policy decision-makers



“

A constructed social identity and formed imposed identity politics are the reason for the increasing fragmentation of the personal social identity level, and then, the shadow of war became the political agenda for the public sphere. However, self-aware personal identities with a peaceful mindset made reconciliation and peace in a post-war society possible.

”

Serap Fišo



Personal Valorisation Projects at the University of Vienna

AN EXCITING JOURNEY FOR EVERYONE INVOLVED

By **Allison O'Reilly**, University of Vienna



In May 2022, we started spreading the word about the REVALORISE+ pilot test. We sent out newsletters, visited workshops for PhDs learning (e.g., about science communication) and used our networks to reach researchers.

I cannot deny, we were nervous to see if this new concept would get a response and if researchers would dare start this journey with us. To our astonishment, we had a great response and the number of applications far exceeded our expectations.

Applicants were asked to describe the project they aim to valorise. Many were very diverse and bursting with potential. Surprisingly applicants from translation studies were strongly represented in Austria, which is not the largest department at the University of Vienna

in the area of Social Sciences and Humanities. Choosing the “right” participants was a challenge and we went with the assets that had the clearest focus and highest potential of substantially moving forward in the course of the pilot training.

To give you an insight, we would like to introduce you to two of our researchers who have joined our specialist training programme and spent the last few months working on their own valorisation projects.



Raluca Chereji,
Translation Studies (Transcultural Communication)
University of Vienna

Research Title:

“Expert-to-Lay Communication: The Use of Automatic Speech Recognition and Machine Translation Post-Editing (PEMT) in Translations for the Medical Domain

I first read about the REVALORISE+ call for participation in a university newsletter and was immediately drawn to the idea of generating social value from my research beyond academia. In my experience, these types of programmes tend to be limited to STEM fields, so it was especially exciting to see this approach applied to the Social Sciences and Humanities. My doctoral project is rooted in a real-life problem: the poor comprehensibility of medical communication aimed at laypersons, which can be exacerbated when these texts are translated. As such, my research lends itself

well to practical applications, which is why I have applied to the REVALORISE+ programme. I hope that the guidance, networking and feedback, and exposure to valorisation success stories offered as part of the programme will help me refine my own valorisation idea, and serve as a roadmap for the challenges and opportunities which lie ahead. I also hope to expand my network of peers and potential collaborators, as I find that the shared creation process often leads to the most innovative solutions and outcomes.



Claudia Wiesinger
Translation Studies (Transcultural Communication)
University of Vienna

Research Title:

“Facilitating multilingual crisis communication: The applications of speech-enabled machine translation post-editing (PEMT) in crisis translation”

My PhD project investigates the role of technology-supported translation practices in crises. For the past several years, the world has been in a constant state of crisis, and time and time again, we have seen that the availability of information in languages that people actually speak is paramount. Language technologies can be vital in providing access to translated information but their use in crises needs to be examined carefully. The nature of my research implies that my results should have a socioeconomic impact beyond academia, so the REVALORISE+ call for participants came at just the right time. By participating in the programme, I want to learn how to make the most of my results, how to best transfer knowledge to my target audiences and how to

make sure I involve the right stakeholders. I hope that this way the insights gained in my PhD project can contribute to the improvement of processes in crisis communication in general and, in particular, in the Austrian context. We are now two-thirds into the REVALORISE+ training programme. The learning curve is steep for everyone involved, the participants as well as us facilitators. The final valorisation projects will be presented on January 13th in an interactive international session. Until then, there is still a lot to do, but we have come far since the first session. From my side, I can say, that I am really glad to be able to accompany these great researchers on their path to valorisation.

ASSESSMENT OF INTERPRETERS IN DENMARK



Tanja Junge

By **Tanja Junge**, University of Copenhagen

A short introduction into the busy life of an **energetic REVALORISE+ training programme participant**



Yao Zhang

I met Yao Zhang for the first time when I was recording a promotional video for a data visualisation course at the University of Copenhagen. She told me about her research project and I soon found out that she is one of those admirable types of researchers who manages to do all the recommended extra-curricular activities that neither provides ECTS points nor merits.

Besides from writing her PhD, she is teaching, learning Danish and working part time, and she even does it (seemingly) whole-heartedly with a distinct drive, curiosity and insight. Since October 2022, Yao has been attending the REVALORISE+ pilot program which is currently in its final phase. She is registered on the Valorisation pathway where she is working on enhancing the entrepreneurial potential of her research project that investigates assessment of interpreters in Denmark.

There are no requirements to become an interpreter in Denmark, which means that practically any bilingual person can work with translation assignments at public institutions. In between a Danish exam, a PVP (personal valorisation project) workshop and a seminar on English grammar I met up with Yao to ask her some questions about her project and to find out how (and if) the REVALORISE+ program can help her make research results create impact beyond academia.

What is your educational background?

I have a bachelor in International Business, but due to my passion for languages, I took another bachelors program in Translation Practice. I completed a master's program in English Studies at The University of Copenhagen where I developed an interest in how to combine linguistic theories and interpreting.

Can you give a short introduction to your PhD project?

In practice, interpreters are often disfluent, which can mean long pauses, the frequent use of "uh", "um", self-corrections, and so on. These disfluencies degrade the quality of the interpreting performance and audience experience. My project aims to identify the problems that interpreters have during their performance by using disfluencies as indicators and surface markers.

How did the idea for your project arise?

Coming to Denmark as a Chinese citizen, I have private experience of using the interpreting service provided by the municipality's contractors but I also have practical experience from working as an interpreter in Denmark. This – along with my studies – has shown me that there is a gap between the demand in the interpreting market and the supply of the work force of interpreters.

What do you hope to gain from the project?

Firstly, I hope to identify interpreters' problems. Secondly, I hope my project will provide theoretical grounds for the making of an assessment/accreditation standard for interpreters in Denmark.

Why did you sign up for the REVALORISE+ training programme?

I wanted to explore the possibility for my employment (self-employment included). It is difficult for people in humanities to find a job, let alone an international student who does not compare with the locals in terms of language, customs and information. Also, I think my project is of realistic value and it would be a waste if the results are not realised. Attending the program is a great opportunity to make the most of my project, given the current status of the interpreting market in Denmark. I signed up because I believe that the REVALORISE+ programme can help me in both regards. I hope to gain a business sense, practical tools, network and contacts in both academia and industry.

Are there any specific points or modules from the REVALORISE+ program which you have found to be particularly helpful for your research?

The tools are the most helpful, without any doubt. For example, how to categorise the stakeholders. The motivational presentations (Champions Club) were not as helpful, since they are not practical in the same manner and I think many participants are already passionate about their projects and equipped with the right entrepreneurial mind set.

THE FINAL POINT

This final point – as I see it – is a central one as it has reoccurred during my talks with Yao and with other participants in the REVALORISE+ programme. Like Yao, most participants are already equipped with a well-established entrepreneurial mind set. They already have motivation. They need tools, networks and knowledge on how to realise their projects and find the best ways to transform their research ideas into tangible assets that can make a difference in the real world. However, spending time on supporting activities that are not necessarily merited or credited in today's academic system sometimes requires a superhuman octopus-like approach.

Supporting Academics to Successfully Valorise Their Research Through

UNIVERSITY PROFESSIONAL STAFF SUPPORT PROGRAMMES

Authored by Catherine Hayward (UIIN)

Knowledge/Technology Transfer (KT/TT) offices are often the first point of contact for academics when they want to undertake valorisation, regardless of whether or not academics consider their work to be a valorisation activity. However, many university professional staff themselves are not aware of valorisation as a concept and are thus not able to effectively support academics who want to valorise their research.

University professional staff, including KT/TT officers, business developers, advisors, and consultants, play a crucial role in supporting valorisation. This became clear through the research that the REVALORISE+ consortium conducted on the topic of social sciences and humanities (SSH) research valorisation, where more than 300 SSH academics and university professional staff were surveyed. The survey aimed to determine the type of valorisation activities currently being undertaken in the university, the motivations, barriers, support mechanisms for undertaking valorisation activities, and the skills deemed important for successful valorisation.

Based on the research outcomes, the **REVALORISE+** consortium has developed a training and awareness raising programme for university professional staff that integrates important topics to ensure that they are able to support academics on their valorisation journeys. The main topics covered in the programme are described below and relate mainly to awareness of valorisation, skills needs of academics, related support mechanisms and structures, and potential barriers along the valorisation journey.



Catherine Hayward

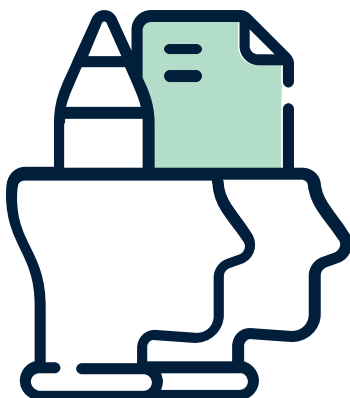
Awareness of the university professional staff

Through the survey collection and analysis, a general lack of awareness among university professional staff in SSH was noted, along with the observation that most university professional staff deal only with commercialisation activities closely related to applied sciences and technical fields.

It was notable that a large share of potential survey participants did not even open the email containing the survey, which may indicate a lack of interest and/or familiarity with the term 'valorisation'. Additionally, numerous potential respondents asked questions about the meaning of the term 'valorisation', despite the initial definition provided at the beginning of the survey and/or were generally unfamiliar with the topic.

SSH academics motivation and skills needs

Determining the motivation behind undertaking valorisation is an important step towards better understanding the profile of SSH academics, and outlining the skills they require to undertake valorisation activities. Some of the skills identified relate to collaboration with external stakeholders, communicating research effectively to a non-academic audience, and evaluating the impact that a valorisation activity may produce. University professional staff need to be aware of these skills needs so they may support SSH academics to cultivate them.



Barriers and support mechanisms

University support staff should be aware of the barriers that academics face so that they may effectively carry out their support roles. Barriers such as lack of funding, time, and resources can cause serious setbacks in an academic's valorisation journey. If academics know where to get effective support when starting their valorisation process, this may lower the barrier to entry, especially for those that have never valorised their research in the past.

Our research showed that in many cases, academics are not actually aware of the support mechanisms and structures available to them, such as: strategies and missions supporting valorisation; recognition of academics for their work in research valorisation; informative sessions about valorisation; or networking opportunities with external stakeholders. University support staff should be capable of assisting academics in the mobilisation of resources and their identification of, and collaboration with, potential external stakeholders.

To ensure that university professional staff are well-informed and suitably equipped to support their SSH academics, they too need awareness and knowledge of the abovementioned points – i.e., the needs of academics to be able to valorise their research. A training programme has been developed to raise awareness about valorisation amongst university and intermediary professional staff who support academic valorisation activities. This initiative aims to help them better understand their role in the SSH valorisation process and inspire them to potentially deliver their own training and informational programmes for academics using elements from REVALORISE+ Researcher Training.

A number of modules will be made available for self-study through the REVALORISE+ website and will tackle topics related to the SSH academic's profile and how to exercise a support role, different support resources available for valorisation and how to leverage external collaboration for valorisation success, and how to build a community around valorisation.

Through making these materials and resources available, we hope to inspire a culture of valorisation and entrepreneurial thinking across European universities.

SHARING OUR VISION

Project Partner **Momentum** is responsible for **sharing and promoting** the **REVALORISE+ project**.

WHAT IS DISSEMINATION?

Dissemination is the combined marketing and exploitation tactics used to make the results or outputs of a project visible to others. It involves promotion and awareness raising that occurs throughout the project. To plan and organise this process, Momentum created a Dissemination Strategy to focus all partners on the activities involved.

DISSEMINATION STRATEGY

The **REVALORISE+ dissemination strategy** is based on **the ADKAR change management model**. ADKAR is an acronym for the following **five stages** of change.

AWARENESS



Awareness of the need for change that can happen as a result of REVALORISE+

DESIRE



Desire to make the change happen, an active intent to delve deeper into understanding how REVALORISE+ can make a difference.

KNOWLEDGE



Knowledge - engagement with REVALORISE+ and a good understanding of its power to effect change.

ABILITY



Ability - deeper engagement with REVALORISE+ and become empowered to implement new skills and behaviours.

REINFORCEMENT



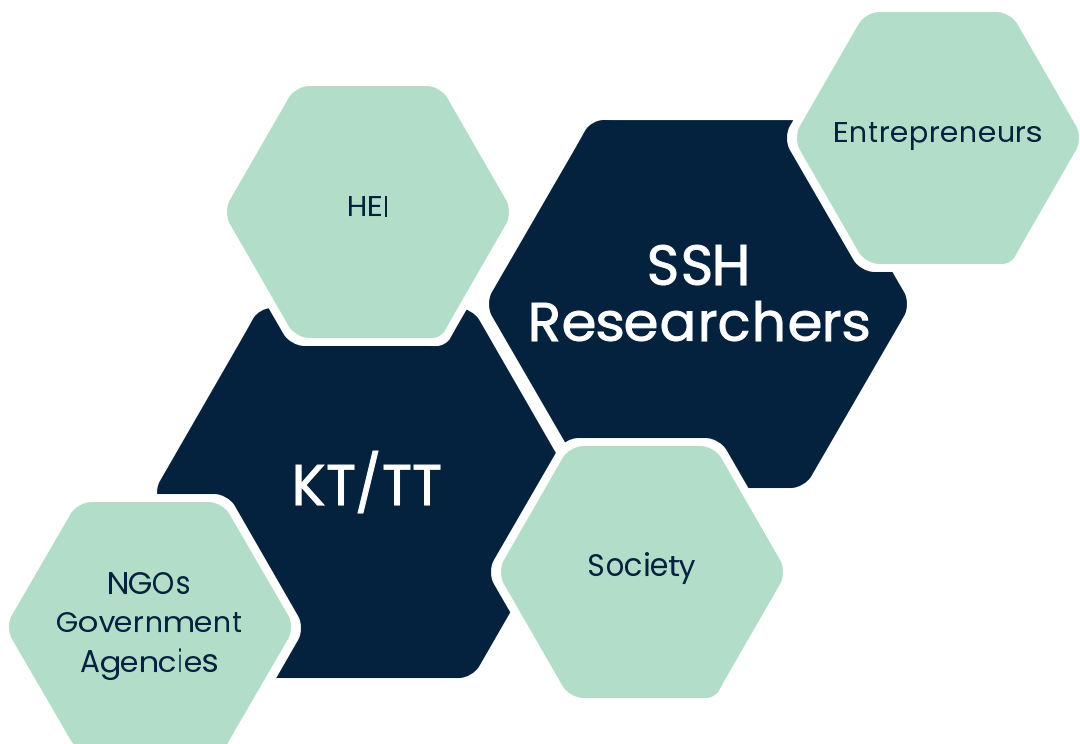
Reinforcement to retain the change once it has been made, dissemination that leads to lasting impact.



ADKAR MODEL

So far, the **REVALORISE+** project has created a strong, professional and engaging brand that is easily recognisable and builds awareness. The **REVALORISE+** logo is used on all creative content for consistency such as flyers, banners, posters, videos, presentations and brochures specifically designed to generate desire with our target audience. The project website: Revalorise reflects our corporate design and is the central access point for **REVALORISE+** to spread awareness, share information and deepen the target audience's knowledge about the project

STAKEHOLDERS + TARGET GROUPS



Our target audience is social sciences and humanities researchers (PhD students, post-docs, associate professors, professors etc.), Knowledge Transfer/Technology Transfer professionals, higher education institution (HEI) professional staff; HEI leadership, HEI faculty, academic entrepreneurs, business representatives, governmental and non-governmental organisations and policymakers.

You can see that **REVALORISE+** speaks to a niche audience that is not the usual target audience of social media. For this reason, the project has generated significant interest among the members of the Social Sciences and Humanities academia and there is certainly an unmet need for more social media presence when it comes to topics that are important to this community. The project's social media channels are helping to build an engaged community to debate relevant topics. We have been successful in raising awareness and desire amongst our target audience. This has been shown in the level of interest in the social media channels and the download numbers attained so far.



LINKEDIN GROUP

REVALORISE+ | Groups | LinkedIn

to build an engaged community, initiate conversation, exploration, debate



LINKEDIN PAGE

LinkedIn page: Join over **500 followers** today



TWITTER PAGE

Twitter: Join over **100 followers** today!



E-ZINE

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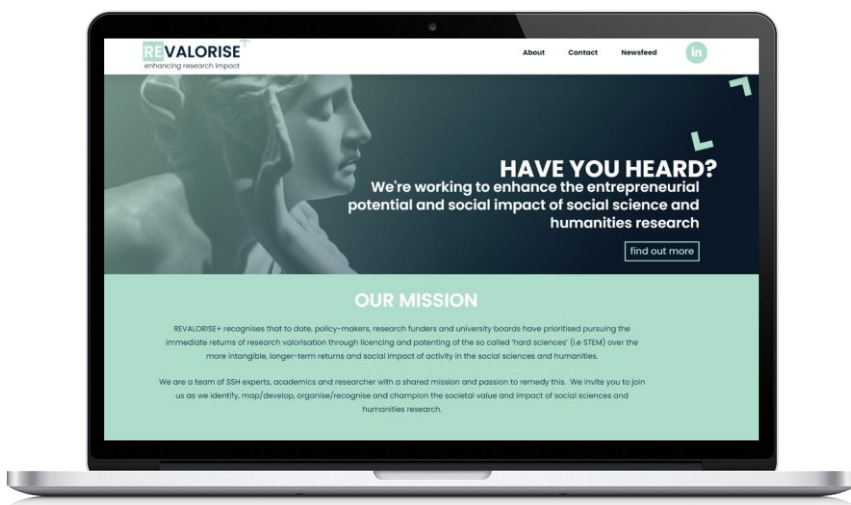
E-zine Revalorise

Over the next 12 months through the rollout of the training programme, toolkit creation and pilot testing we will build knowledge and action among our stakeholders with engaging, insightful content. We will also increase our focus on blog posts, increasing web traffic and social media impressions to reach our project targets.

WHO ARE WE

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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