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REVALORISE
enhancing research impact

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www.revalorise.eu

From the success of the **REVALORISE+** training programme (and the positive feedback received from our participants) to the number of invitations we have received to speak at different events, the impact of the **REVALORISE+** project has been continually validated over the lifetime of the project.

In this second-last issue of PLUS magazine, we delve into the insights from several conferences and events where valorisation was highlighted, and its importance outlined. Here we showcase the insights from representatives of the REVALORISE+ consortium who have attended and presented at EU Knowledge Valorisation Week, UIIN Conference and Young Universities for the Future of Europe.

Additionally, we hear from our training programme participants and their experiences with the REVALORISE+ Training Programme, as well as look at how the scanning & mapping of research assets helps make academics and their work more visible. We encourage and invite you to submit your research for our research assets collection.

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KIITOS SUOMI – THANK YOU FINLAND

By Samantha Carty, Momentum

Samantha Carty

REVALORISE+, an Erasmus + Knowledge Alliances project is now in its third year of working to enhance the entrepreneurial potential and social impact of social sciences and humanities (SSH) research. Project partners visited Finland in February to discuss their achievements and next steps.

The meeting was hosted by **Crazy Town Oy**, a community-driven coworking and business accelerator in Finland. Following the 3-month training programme for SSH researchers, Crazy Town was the ideal location for the **REVALORISE+** partners, to discuss the feedback from the participants and get a better understanding of a community that can support and facilitate early-stage start-ups. However, profit is not the only reason to consider the financial side of knowledge creation – social impact, sustainability, recognition and support for the next generation of researchers are also important.

The main goal of REVALORISE+ is to develop a new generation of SSH valorisation champions who are empowered and enabled to use their research to impact society. With this as a central focus for the meeting, the partners held an immersive, hands-on workshop around the training programme feedback and evaluation with a view to ensuring the future sustainability of the project. Later this year, the project partners look forward to meeting in Vienna for a showcase event of the REVALORISE+ programme.

Find more news on our social media channels:

VALORISATION DOESN'T HAVE TO BE A DAUNTING TASK

By Daily van Dijk,
Amsterdam University of Applied Sciences

Valorisation, the process of **turning research results into products** or **services that can benefit society**, doesn't have to be a daunting task.

That is the message that **participants in the REVALORISE+ project learned** during their training programme participation.

The valorisation process can help academic research results reach a wider audience and benefit society. The **REVALORISE+** project helps participants understand the process and how to turn their research results into something tangible that can generate societal impact.

The **REVALORISE+** project offered two pathways for participants: the Awareness pathway and the Valorisation pathway. The Valorisation pathway was designed for PhD students and experienced researchers with research results or projects that have the potential to create societal impact.

Participants were guided through the process of creating their own valorisation plan and participated in online workshops, seminars, networking events, and offline Personal Valorisation Project (PVP) sessions.

PINPOINTING THE MESSAGE

During the final online event, participants from different European countries pitched their valorisation plans. One of these participants was historian **Rukayyah Reichling**, a PhD student at the University of Amsterdam. Rukayyah is a researcher for the European project **"Mediating Islam in the Digital Age**" and although she is not a novice to the process of valorisation, she participated to learn more about the process and to enhance and strengthen her academic expertise. Rukayyah is particularly interested in valorising her research project regarding the early Dutch colonial view on Mecca by analysing photographs, films, and sound recordings.

> *"It really helped me to pinpoint my ideas for communicating my research from 'hey, this is exactly what I can do, and I'll just put this on hold for later'. You also really notice that valorisation is not such a big thing. It's a small step. You can decide for yourself how impactful you make."*

Rukayyah Reichling

CREATING SOCIETAL UNDERSTANDING

However, not all academic knowledge is suitable for valorisation, and it can be a challenge to narrow down research results to answer societal demand or fill market needs. This was a common theme throughout the PVP sessions in the Netherlands, where participants were challenged to answer such questions by **Pieter Wybenga**, Business Developer at **Innovation Exchange Amsterdam**. For example, "What part of your knowledge is relevant now? To answer that, you need to know what problem you would like to solve.", and "How and what is needed to translate that knowledge into a product?".

Pieter Wybenga

Rukayyah noticed that by narrowing down her content and using a different format to explain her research results, it can lead to understanding her academic day-to-day tasks outside the academic world. *"I produced two short films for the MIDA project and some friends of mine, who have nothing to do with the academic world, said 'now I understand what you are doing'."*

Rukayyah goes on to say that she believes it's important that information is brought to the public, since the project she is a part of is financed by the European Union, and thus, from public funds. It is part of her responsibility to cater to a wider audience, besides the academic sphere, to create a societal contribution. It is the effort and the contribution itself that counts. Not the size.

A PARTICIPANTS PERSPECTIVE

By Veronika Poier, University of Vienna

Veronika Poier

I benefitted greatly from the **REVALORISE+ Program** as it helped me streamline my project on post disaster reconstruction. My initial goal was to take my research to the level of valorisation, where I can make an impact with my findings. Throughout the process, the team of **REVALORISE+** really helped me finetune my approach, so I could reach a new stage of application.

So far, my research has been inspired by my practical experience in the field of large-scale post-disaster heritage reconstruction on an international level, particularly in Syria and Iraq. Through my current research I want to add the vital component of community-based knowledge transmission to current post-conflict strategies. Therefore, the questions I pursue evolve around the people and communities participating in this process of reconstruction: Who reconstructs, preserves and rehabilitates built heritage in times of concurrent warfare? What are the solutions that evolve from a creative process under pressure? What can we learn from these findings for future post-war reconstruction?

Through **REVALORISE+** I could break down the main goals of my study to approach stakeholders, such as governments, INGOs and NGOs to expand the impact of my results. The face-to-face sessions with the team at the University of Vienna were particularly helpful, as we analysed potential strengths and weaknesses. In special meetings, I could test-drive my strategies and see how they resonated. The feedback I received after presenting my project to my peers and mentors is still invaluable, as it gave me a great view on what I need to edit, rethink and sharpen. A few months out of the programme, I can say that the community I gained are a great resource and to this day, I am still in contact with my colleagues and discuss projects and plans with them.

I feel like my skillset in marketing my project has greatly improved after participating in the **REVALORISE+** process. Particularly the definition of a market, stakeholders and a target audience helped me focus. As a consequence, I could push my project where I envisioned it to be after the training, elevating it from research to applied knowledge in the field of heritage reconstruction.

Through **REVALORISE+** I could break down the main goals of my study to approach stakeholders, such as governments, NGOs and NGOs to expand the impact of my results

EU KNOWLEDGE VALORISATION WEEK

By Medisa Fočić,
Institut Mines-Télécom Business School

EU Knowledge Valorisation Week ran from **April 25 to April 28**.

It is the European forum to **exchange experiences** and **discover novel approaches of creating value from scientific findings** and **inventions**. The three themed days focused on valorisation for sustainability, intellectual property management and collaboration between industry and academia.

Project partners, **Institut Mines-Télécom Business School** were represented by **Medisa Fočić** who enjoyed being part of the event and exploring the possibilities of the new **Guiding Principles for Knowledge Valorisation**. These guiding principles aim to turn research and innovation results into solutions more efficiently as well as understanding the benefits of the brand-new European Codes of Practice on intellectual assets management and standards.

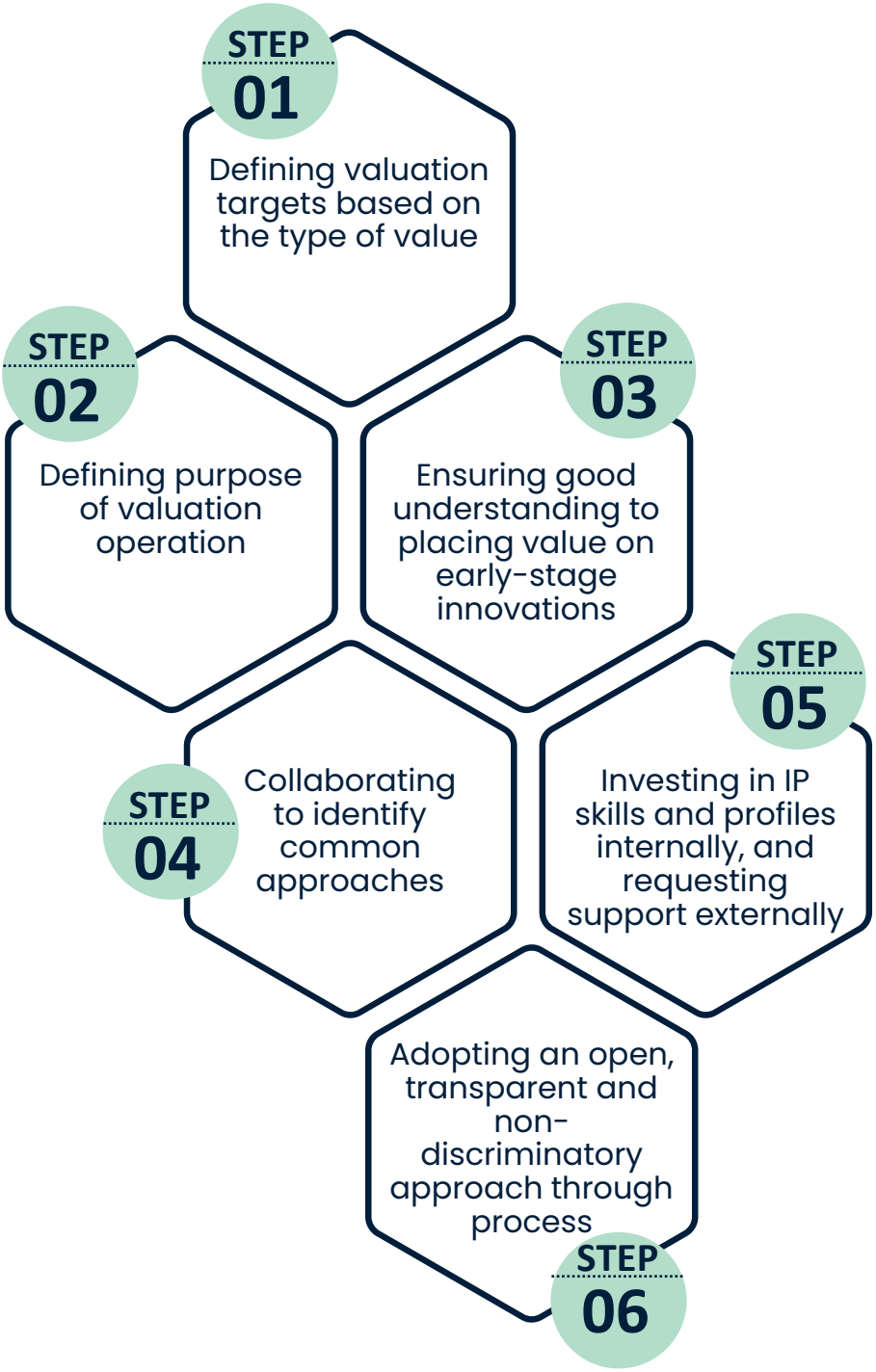
In the 'Valorisation Talks', practitioners explained how the brand-new Codes of Practice on intellectual assets management and on standardisation will help R&I actors. The various webinars showcased excellent and concrete examples of how to put these guidance documents into practice for the public good and individual goals.

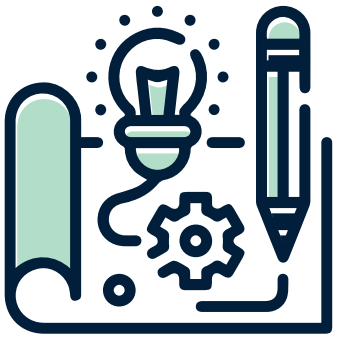
For the second year running REVALORISE+ submitted **'Best Practices in Knowledge Valorisation'** through the EU Knowledge Valorisation Platform, which was shared with its members during the week. **REVALORISE+** joined universities, companies, business associations, research organisations, arts institutions and other valorisation actors attending online to gain insights and share best practices on valorisation.

Speaking afterwards **Medisa** said *"I was delighted to join a forum for sharing experiences, discovering new approaches and mutual learning from research."*

CARRYING OUT VALUATION OF INTELLECTUAL PROPERTY

Following steps are recommended for **valuing the intellectual property**, under the sections 4.2 of the **Code of Practice** on the **management of intellectual assets for knowledge valorisation** in the European Research Area:





YOUNG UNIVERSITIES FOR THE **FUTURE OF EUROPE FINDINGS**

By Maria Jose Herrero Villa
Head of International Unit for Research and Knowledge Transfer,
Universidad Carlos III de Madrid

Now that we are facing the final stretch of the **REVALORISE+ project**, it is a good point to look back, observe and be aware of the new challenges regarding the importance of research in social sciences and humanities.

Let me elaborate, on the one hand, three years of the project performance plus another couple from when the EC issued the call which, in case of any doubts for sceptics, corroborated the relevance of the topic, and on the other, some unexpected events where the importance of these fields was evidenced. So, I wonder about the impact of the **REVALORISE+ project**, which, ironically in my mind, it is a good example of valorisation in social sciences.

A recent workshop regarding the topic, run in **YUFE (Young Universities for the Future of Europe)** Alliance among knowledge transfer practitioners, where the REVALORISE+ project was on the table, revealed the theme's momentum. This Alliance gathers 10 research-intensive European universities with a flipped approach in the knowledge transfer function and is very focused on impact. Interesting conversations and ideas emerged during the workshop, some of which are included herein. Regardless of the acknowledgement of the topic among researchers and university managers, the intangibility, particularities, and shorter monetary pay-off of these fields in comparison to STEM or more traditional/formal knowledge transfer are recognised as strong barriers. In addition, of course to the ordinary barriers such as lack of incentives, merit and career contributions, awareness, capacity, and entrepreneurial skills among researchers.

The practitioners' perception regarding their capacity to undertake these fields in the knowledge transfer function is surprisingly reasonable even though it is recognized as difficult to deal with and not the priority of the KTO, as there is not a clear methodology to address it or a regular routine.

Thus, the general opinion is that academic staff, KTO/University managers, and KTO practitioners need to be addressed in parallel but differently.

Here are the main items that practitioners agreed they could act on:

01 The **Lighthouse Stories** are really stimulating for anyone, each reader would take different learnings and inspirations to the extent that some of them embrace the challenging citizens' engagement. Sharing and dissemination among the YUFE universities. The impact of the Lighthouse Stories report for the REVALORISE+ project is undeniable, but furthermore, it stimulates the consideration of similar practices at the Alliance level.

02 The need for a different approach to social sciences and humanities researchers including language and terms used. Many of them are opposed to any monetary or mercantilist shadows around their knowledge and research results; they want an altruistic impact from their work. In this sense, REVALORISE+, training materials with an Impact Canvas model is a good framework.

03 Awareness approaches often differ between researchers (PhD included) and KTO/university managers. Thus, convincing engagement arguments should be carefully communicated and adapted. Additionally, training activities need to be customised to target researchers and PhDs as their circumstances, time, and demands are specific.

In my opinion, while human capacities are being questioned by machines, robots, bots, and AI, social sciences and humanities becomes increasingly important. There is a lot to be done; this has just started. REVALORISE+ project pioneers lead the way.

MAKING RESEARCHERS IN SSH VISIBLE

By Nina Branković & Medisa Fočić

Institut Mines-Télécom Business School

Nina Branković

Medisa Focić

Following **ten months of research asset mapping and scanning**, led by project partners Institute Mines-Télécom Business School, we invite you to **discover social sciences and humanities researchers** and their **research work from five European countries**.

WHAT IS RESEARCH ASSETS MAPPING AND SCANNING?

Over a period of ten months, the REVALORISE+ project consortium conducted

- Scanning of research assets in social sciences and humanities (SSH) that have the potential for valorisation,
- Identifying researchers willing to valorise their research,
- Identifying stakeholders (HEIs, business, governmental and non-governmental) to subsequently match them directly with researchers in an effort to valorise, and
- Recruiting researchers to participate in the research valorisation training programme that was successfully delivered in January 2023.

WHAT HAS BEEN DONE?

University of Copenhagen (UCPH) and Carlos III University of Madrid (UC3M), interviewed more than 50 researchers and created research asset maps in social sciences and humanities (SSH) with the potential for valorisation. The maps represent the researcher, their assets, potential valorisation activities, stakeholder and the impact their research can create outside of the academic context.

After determining different research assets, REVALORISE+ consortium partners explored the external university environment to identify potential collaboration partners (businesses or governmental and non-governmental stakeholders) in five regions (Paris, Amsterdam, Vienna, Copenhagen and Madrid) who are potentially interested in helping researchers valorise their assets. The different sectors in which selected research assets could be valorised were identified. Furthermore, who the external stakeholders from business, government and non-government sectors are in each of the five regions, was outlined taking note of any external stakeholders that may potentially be interested in the captured SSH research assets

WHAT ARE THE RESULTS?

In an effort to identify researchers, the **REVALORISE+** team created a network of diverse stakeholders who helped with project activities implementation and were directly involved in the delivery of workshops, national events and training activities. We had the privilege of interviewing and presenting the research of distinguished professors and lecturers, successful researchers, and PhD and graduate students.

A number of interviewed professors and lecturers were further invited to local events and exchanged future collaboration opportunities. Overall, 26 out of 52 interviewed researchers were recruited for and benefited from our Research Valorisation Training Programme. Those participants successfully completed the valorisation pathway and presented their research assets in the form of 'personal valorisation projects (PVP)' in front of stakeholders. They had an opportunity to acquire the skills to communicate the value of their research to those outside of academia, share experiences, and gain accreditation for an effort in delivering research throughout the European continent that has the potential to resolve major social issues and challenges. Today, 37 maps belonging to those researchers from France, Spain, the Netherlands, Denmark and Austria are **available here** on the project website for public outreach and all interested stakeholders who might recognise their value.

We invite stakeholders to reach out to these SSH researchers directly

Research Assets – Revalorise

Email Address
christophe.blaison@u-paris.fr

Institution Name
Université de Paris

Country
France

Research Area
Sociology, Psychology and Urban Development

Thematic Focus
Social-psychological mechanisms that drive collective representations of urban attractiveness

Stakeholders involved
Researchers, government, citizens

Research Phase
Initial

BLAISON CHRISTOPHE

SPACEFORCE: Affective force fields in urban space

RESEARCH ASSETS

What makes places in a city attractive? This question is of scientific interest and politically relevant, given the current challenges faced by many major cities with a rise in populations, spiralling rents, and resulting increased social segregation between more and less attractive districts of the city. Such questions have been studied extensively in disciplines such as architecture, urban planning and economics. Here, we propose to address the deeper social psychological mechanisms that drive the emergence of collective representations of urban attractiveness (called here affective meaning of place), which we assume to underlie human decisions about residential location, modes of transportation, leisure activities, etc.

To this end, we propose to combine the first French PI's expertise in studying affective judgment of place using an experimental approach, with the German PI's expertise in studying affective dynamics of human communication using a computational modelling approach. We aim to develop and validate a mathematically formalized theory of how affective processes govern human perceptions, decisions, and behaviours in urban space. Capitalizing on major theoretical traditions in social psychology and sociology (field theory, consistency theory, social constructionism, and affect control theory), we propose that personal and collective meaning-making processes generate affective force fields, which in turn constrain human behaviour in the city. We will create a computer model called ACT-space (for affect control theory of urban space) that makes precise predictions about how humans perceive affectively and behave in urban environments. We will then use innovative Virtual Reality (VR) technology, in which the French project participant/partner has extensive expertise, to seek ecological validation of ACT-space.

The project comprises the following methodological steps:

1. Compilation of an extensive dictionary of concepts and vignettes describing social interactions in cities, along with empirical ratings of their affective meanings derived from a survey of French and German respondents;
2. Using data to parameterize a computational model (act-space) to predict the likelihood of specific human-environment interactions;
3. Generating simulations with act-space to explore meaningful cross-cultural differences between French and German urban culture;
4. A series of vignette experiments to test semantic predictions from act-space;
5. A series of visual experiments to test spatial predictions from act-space;
6. Compilation of a visual library of urban identities (avatars) and settings to be used in a VR environment; and
7. A series of experiments using VR technology to test behavioural predictions from act-space.

UNLOCKING ACADEMIC IMPACT

Discussing Valorisation at the 2023 UIIN Conference

By Catherine Hayward, Project Officer at UIIN

As part of the **UIIN conference last month**, I had the pleasure to speak on **valorisation, the REVALORISE+ project** and how we can **support academics** to create greater impact from their work.

VALORISATION AS A THEME ACROSS THE CONFERENCE

Panellists in several sessions across the conference outlined research insights, programmes & mechanisms and innovative case studies related to valorisation, exploring diverse approaches to supporting academics and sharing best practices. The discussions provided valuable insights and offered practical guidance for professionals seeking to enhance their institutions' research valorisation efforts. The main valorisation-related takeaways from the conference centred around the **importance of raising awareness of the topic** amongst researchers & university professional staff and **fostering (multidisciplinary) collaborations** for successful valorisation. However, there were also specific insights that proved valuable.

EXPERT KNOWLEDGE AND GOOD PRACTICE EXAMPLES FOR SUPPORTING VALORISATION

In terms of driving innovation through research commercialisation and spin-off pathways, experts from Vrije Universiteit Brussels and University of Cambridge respectively outlined the different models of university venture capital in Europe and how they are structured, and approaches of UK universities to spinning out companies and understanding challenges and opportunities for social science researchers when they approach commercialisation as a pathway to impact.

Additionally, the **Aspect Network** outlined its strategy for developing good practices in SSH valorisation. Aspect is a consortium of 42 universities and partners and is undertaking new projects including The ARC Accelerator, the Academic Promotion Pathways linked to Enterprise (APPLE) project, and the Aspect Angels Network, which aim to address gaps in SHAPE commercialisation support, promotion pathways for academics, and funding.

Insightful valorisation case studies beyond social sciences and humanities were also presented. Particular cases that stood out included the development of **Education University of Hong Kong's Knowledge Transfer Sub-Office**, which is an inspiring example of a smaller, non-tech institution successfully sustaining and growing while supporting education-centred ventures.

INSIGHTS FOR THE REVALORISE+ PROJECT

Alongside the case studies and good practices, a number of particularly interesting findings were outlined.

1. Many SSH ventures require pre-acceleration programmes, as they are not yet ready to join the accelerator;
2. Two out of three SSH ventures are service-based,
3. Having accelerators specifically for SSH results in more ventures being initiated at the university and generates greater interest and funding for SSH, and
4. Having gender parity in spinout teams leads to higher rates of success of the venture.

And how can we give academics the support they need to be able to valorise their research? Much like the journey that the REVALORISE+ project has taken, the key steps are to conduct research to understand the skills & knowledge needs of academics and the professional staff supporting them, develop and deliver training which address these needs, and create and collate resources that they can refer to along their valorisation journey.

From these observations, it is clear that the UIIN Conference provided a platform for professionals to come together, share knowledge, and collectively advance the field of research valorisation. As we reflect on the discussions, workshops, and networking opportunities, it becomes evident that supporting academics in creating greater impact from their work is not only an aspiration but an imperative for universities and industries alike. By embracing collaboration, nurturing innovation, and building robust support systems, we can unlock the full potential of research, fostering a future where academic discoveries drive meaningful societal change.

INVITATION TO SUBMIT YOUR RESEARCH ASSETS

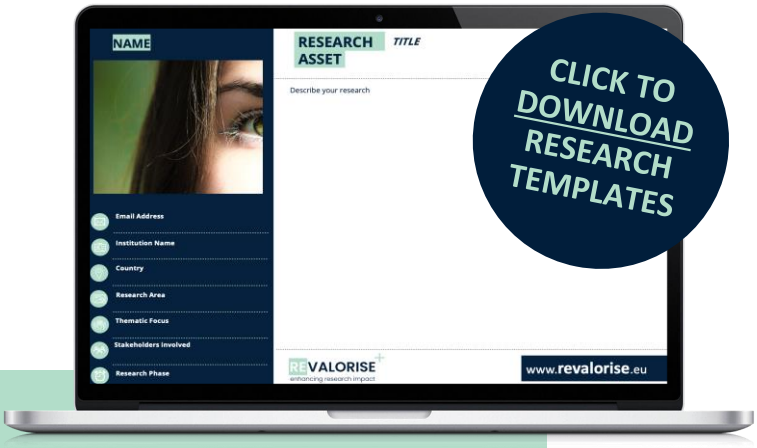
By Denise Callan,
Momentum Educate and Innovate

The **REVALORISE+ project aims** to enhance the entrepreneurial potential and social impact of Social Sciences and Humanities research. Our goal is to **foster collaboration and knowledge sharing among researchers** and to support this we developed a **platform to upload and showcase Research Assets.**

As part of the development phase of the REVALORISE+ project, we identified researchers willing to valorise their research. We then **captured primary and secondary research assets** (research with valorisation potential) and matched them directly to businesses or government and non-governmental stakeholders, in a successful mapping effort to realise their potential.

We now invite the wider community of Social Sciences and Humanities researchers across Europe to participate in this collaboration by sharing your valuable research findings with the wider academic and industry community. We have developed a simple process to help you share your research findings and guide you through each step of that process on our website.

The first step is to access the **downloadable research templates** that we have created. Then complete this template with your research information. Once complete, the templates can be **uploaded** on our website.



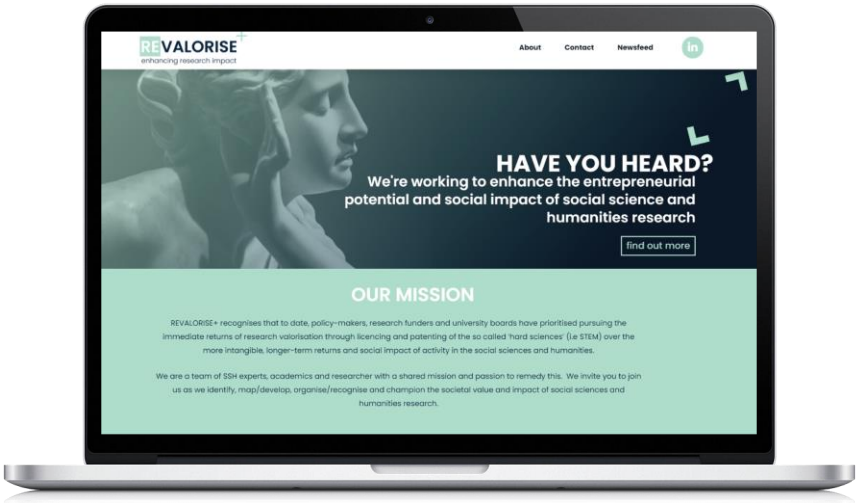
In order to maximise the impact of your work within the REVALORISE+ project we encourage you to add your assets as soon as possible. Simply by participating you will contribute to the advancement of knowledge and engage with a network of fellow researchers and industry professionals.

REVALORISE+
enhancing research impact

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 experts.



Follow our Journey here

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