REVALORISE
enhancing research impact

SSH Valorisation Toolkit

Co-funded by the Erasmus+ Programme of the European Union

Introduction

Purpose of the SSH Valorisation Toolkit

About the programme

The REVALORISE+ Researcher Training is a 3-month European 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 at your HEI.

What is the SSH Valorisation Toolkit?

The SSH Valorisation Toolkit provides an overview of tools and canvases used for the valorisation process of research – such tools and canvases are used in the delivery of the HackTheResearch Valorisation Training Programme for researchers.

The HackTheResearch Valorisation Training Programme consists of 10 modules that will help trainers teach SSH researchers how to create societal impact from their work.

Index

1. Canvas
Story telling Canvas

2. Framework
University-Business Collaboration (UBC) Ecosystem Framework

3. Canvas
Scanning template

4. Canvas
Impact indicators

5. Canvas
Impact action plan

6. Tool
Focusing on your valorisation possibilities

7. Canvas
Identification of barriers and drivers for valorisation in SSH

8. Tool
Focusing on actors important for valorisation

9. Tool
Identification of stages in the valorisation process

10. Tool
Scope the search: the scope wheel

11. Tool
Agile Experiment Canvas

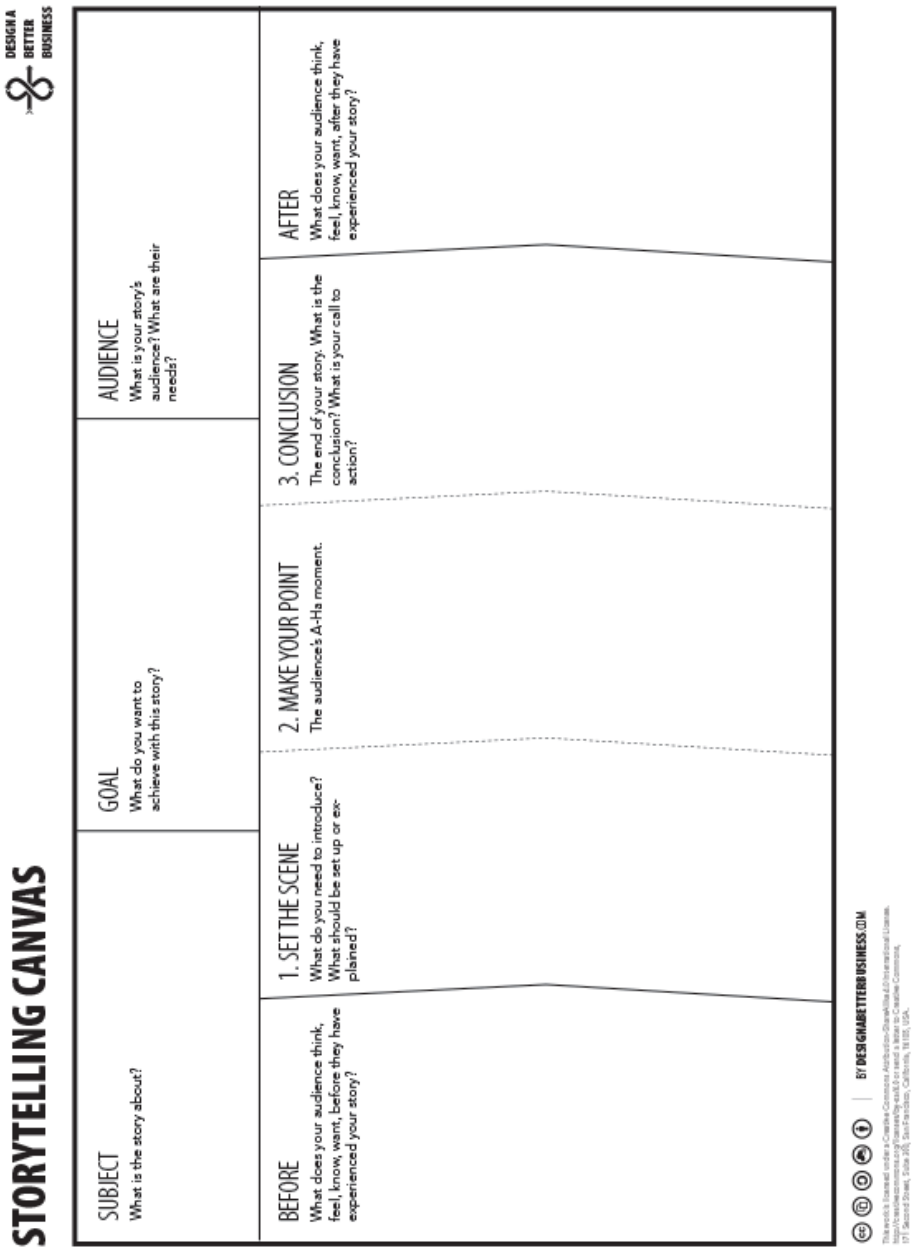
12. Tool
From idea to proposition: triangulation

13. Canvas
Go-to-market roadmap

14. Tool
Stakeholder mapping

Storytelling Canvas

Description	The canvas allows to design stories . It is a method for strategic storytelling and can also be used collectively. It is a structured method to develop one‘s story. Especially for beginners it is an easy way to develop a story step by step and align it with one‘s communication goal.
How to use it	Keep a specific communication tool and goal in mind when using it. Go through the canvas step by step and fill in
When to use it	When wanting to advance ones communication activities. When one has a specific communication goal in mind. When one needs inspiration and ideas.
In which module is it used in the training	SSH research valorisation communication



https://www.designabetterbusiness.tools/tools/storytelling-canvas

Framework

University-Business Collaboration (UBC) Ecosystem Framework

Description

A tool for researchers, managers and policymakers to gain a better understanding of how UBC works and supports the process to foster, promote and strengthen it.

A framework for understanding and managing the elements affecting University-Business Cooperation(UBC)

How to use it

The framework identifies (1) Inputs – resources to undertake UBC activities; (2) Activities which bring intended outcomes in education, research, valorisation and management areas; (3) Results - outputs, outcomes and impacts. As well as the supporting mechanisms of UBC, influencing factors – including barriers and motivators, and the context in which UBC occurs.

When to use it

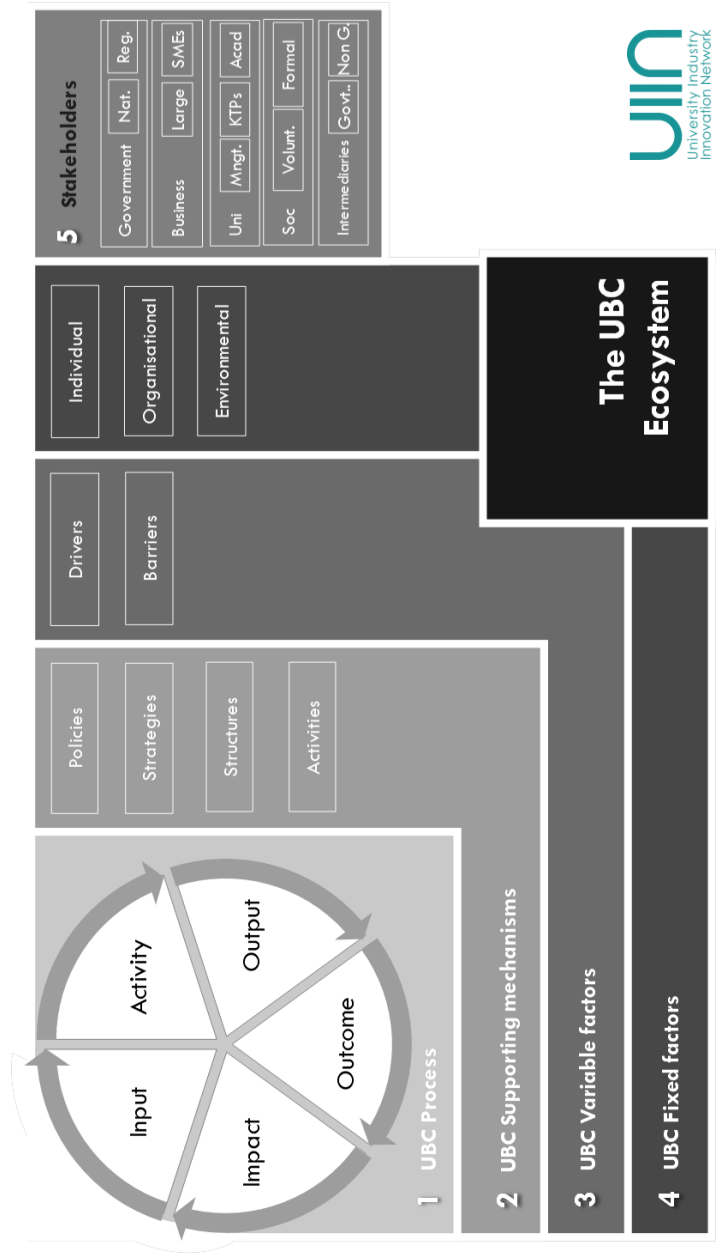
Researchers can apply the framework to their own valorisation work to be able to identify the most important elements of UBC and gain a better understanding of how UBC works.

The UBC Ecosystem Framework provides:

- Simplification of reality
- Concrete elements and their relationships
- Common definitions/concepts
- Structure to analyse your own environment

In which module is it used in the training

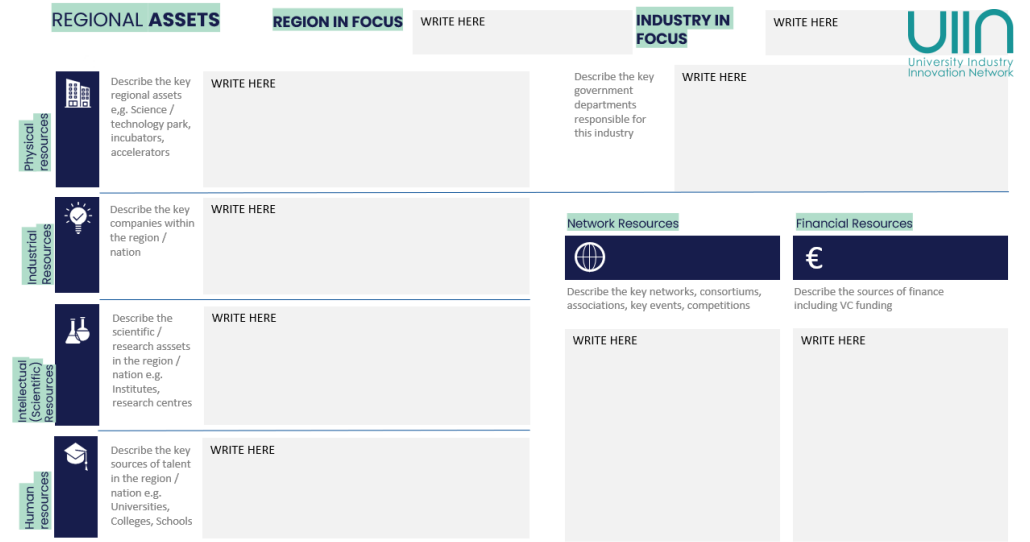
Collaboration with External Partners in SSH Valorisation



Publication: Galán-Muros, V.; Davey, T. (2019) The UBC Ecosystem: Putting together a comprehensive framework for university-business cooperation. Journal of Technology Transfer. DOI: 10.1007/s10961-017-9562-3

Scanning Template

Description	The scanning template helps to map internal assets and that of the external ecosystem that can be utilised to support the development of SSH research valorisation activities. The internal and external mapping is a synthetic representation capturing all the key strengths and roles that have an influence on the university-business collaboration ecosystem.
How to use it	Describe the different assets (internal and external) that can support the development of valorisation activities.
When to use it	A researcher needs to better understand their environment and find support.
In which module is it used in the training	**How to Scan Your Environment**

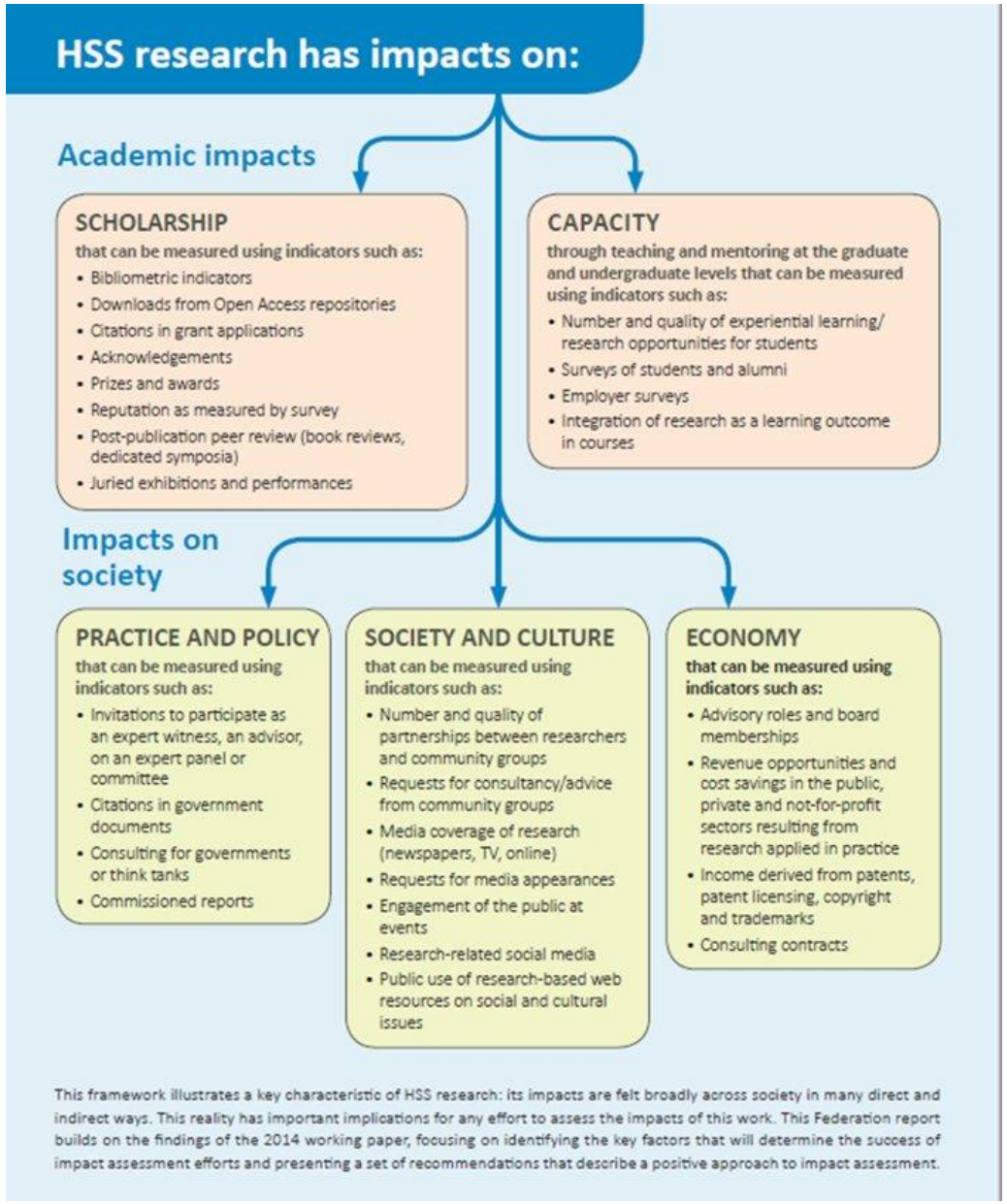


©2023 University Industry Innovation Network B.V.

Canvas

Impact indicators

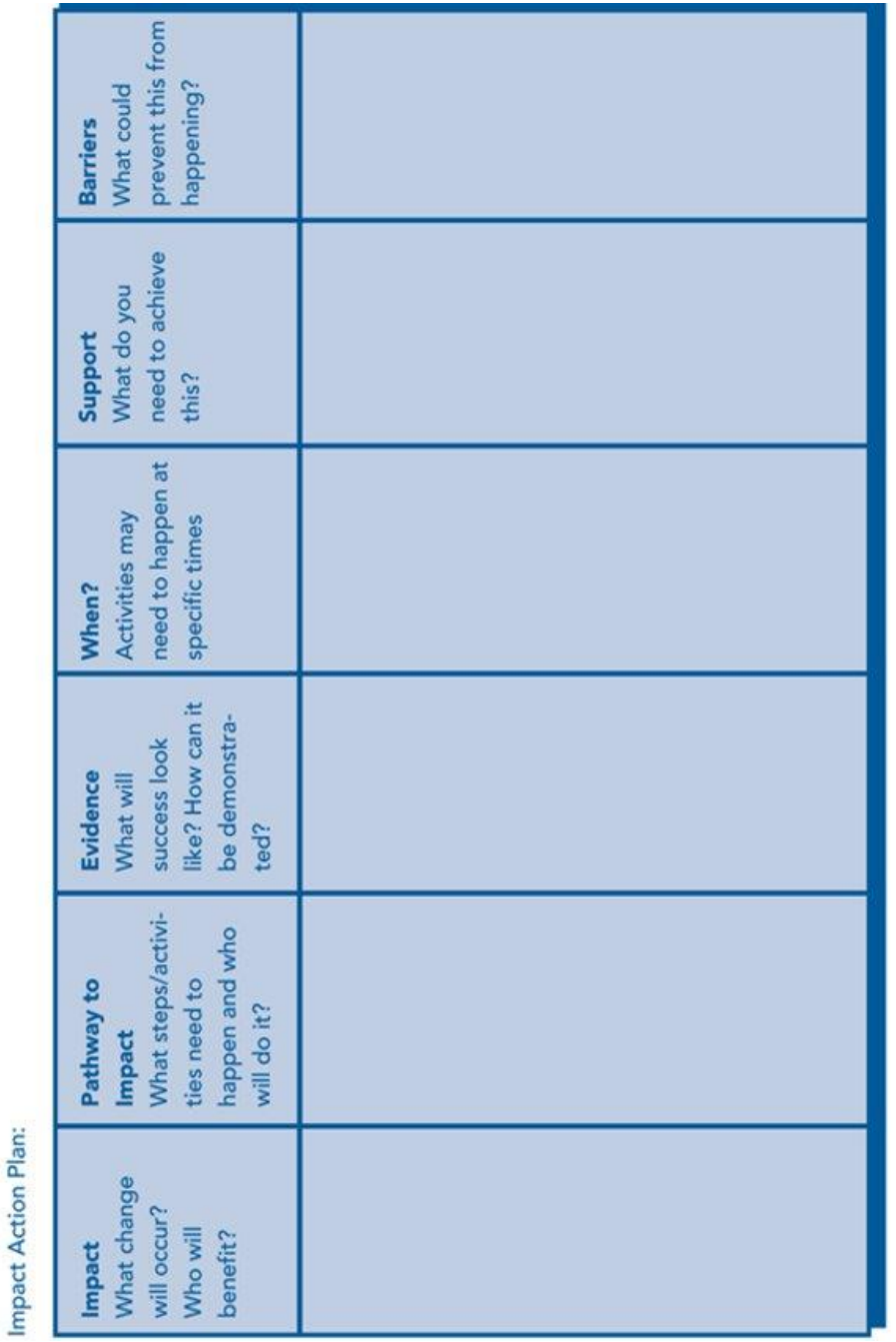
Description	The model shows a general overview over the different indicators that can be used to measure impacts in SSH research.
How to use it	Serves mostly as an inspiration to participants who can form an idea of which indicators can be used to "measure" impacts created from their own projects.
When to use it	The impact indicators should be a part of impact planning from the beginning of projects as it gives a clearer view of which groups / users to target when developing ideas.
In which module is it used in the training	**Module 6**



Canvas

Impact action plan

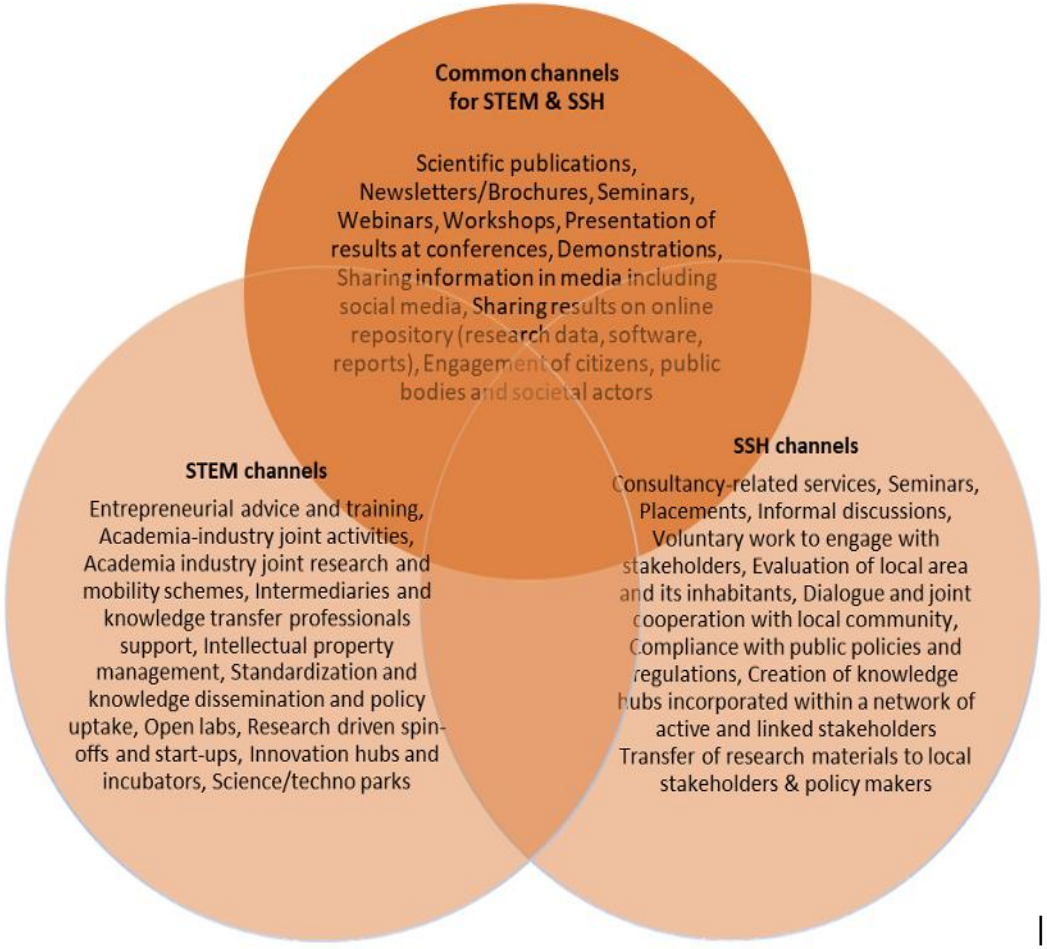
Description	The impact action plan is a template that researchers can use to visualize the steps on the way to creating impact. It is included here because it provides a better base to be able to set up impact indicators for a project.
How to use it	When initiating a project researchers should fill out the plan in order to systematize the activities they need to engage in towards creating impact.
When to use it	In the beginning of projects – evaluating as they go.
In which module is it used in the training	**Module 6**



Tool

Focusing on your valorisation possibilities

Description	The chart will be used to explain different valorisation possibilities and to make the distinction between STEM and SSH disciplines.
How to use it	The presenter will explain different channels and will ask participants to discuss in groups: • What are the possible channels they can use as valorisation possibilities and •What would be the most suitable valorisation possibility for their specific case study?
When to use it	25 – 45 min – Focusing on your valorisation possibilities • Practical application of valorisation possibilities for different research data focussing on participants' own environment
In which module is it used in the training	**Introduction to Research Valorisation**



Identification of barriers and drivers for valorisation in SSH

Description

The table explains different drivers and barriers for valorisation of SSH research data

How to use it

A presenter will explain different drivers and barriers and will ask participants to:

- Map these drivers and barriers (below) into the categories defined in the table.
- Discuss how barriers can be overcome and how the drivers can be supported?
- Discuss what are the main drivers important for their specific case study

When to use it

65 – 85 min – Identification of barriers and drivers for valorisation in SSH (exercise)

- Practical steps –exercise with a focus on mapping the barriers and drivers for valorisation
- [BREAKOUT ROOMS] – Group exercise (2-3 people)

In which module is it used in the training

Introduction to Research Valorisation

	Driver	Barriers
Relationship		
Access		
Research		
University mission		

Drivers

- **A clear policy of the institution**
- **Infrastructure and supporting structures**
- **A benchmark**
- **Support for valorisation through official recognition**
- **Trustful, transparent and close cooperation with stakeholders**
- **Interests of academic to make an impact**

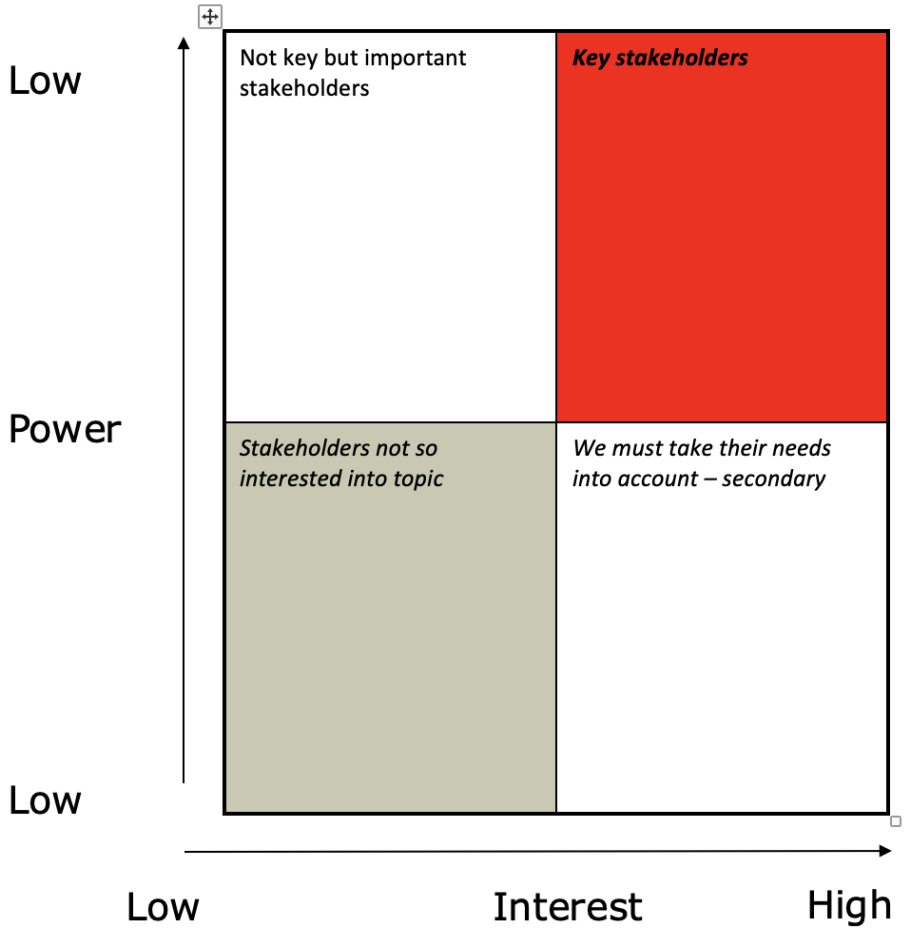
Barriers

- **Ineffective communication between university and industry**
- **Ineffective university procedures for valorisation**
- **Financial issues and access to venture capital**
- **Long term process of valorisation**
- **Lack of time for supporting valorisation**
- **Lack of knowledge and skills to practically apply research findings**

Tool

Focusing on actors important for valorisation

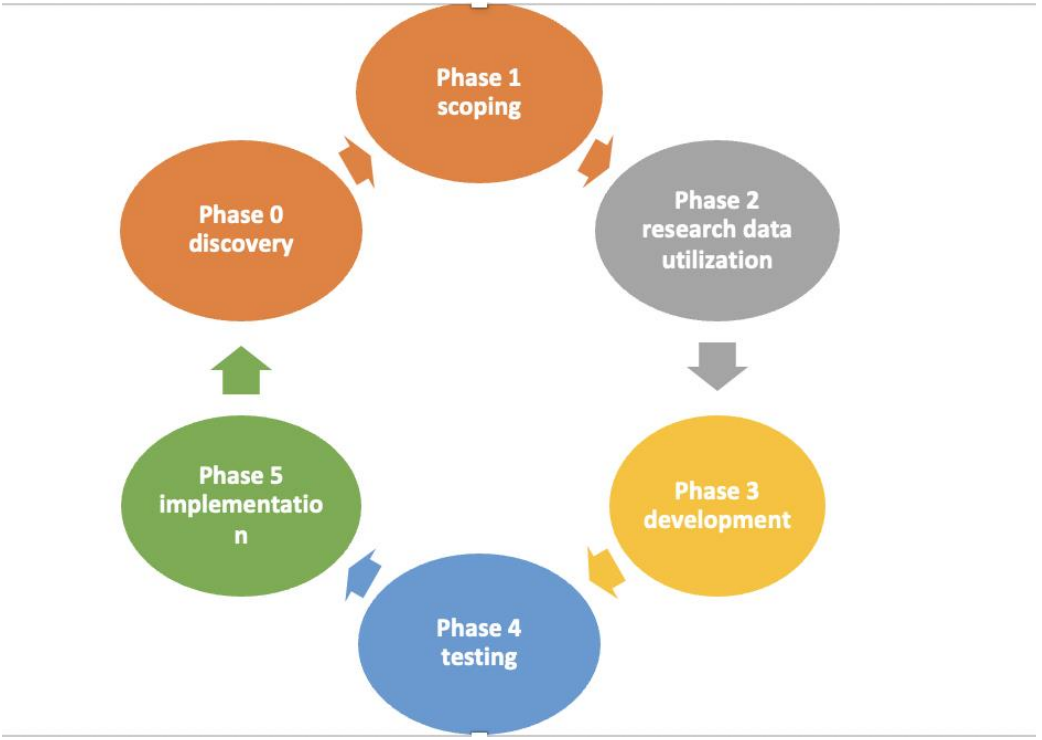
Description	This chart helps the participants analyse the stakeholders in the process of valorisation
How to use it	The presenter explains different stakeholders in the process of valorization and asks participants to discuss in group stakeholders relevant for their specific case study and map them into the chart.
When to use it	25 – 50 min – Focusing on actors important for valorisation • Practical exercise - How to define what actors are important for valorisation. [BREAKOUT ROOMS] – Group exercise (2-3 people)
In which module is it used in the training	**Valorisation of SSH Research**



Tool

Identification of stages in the valorisation process

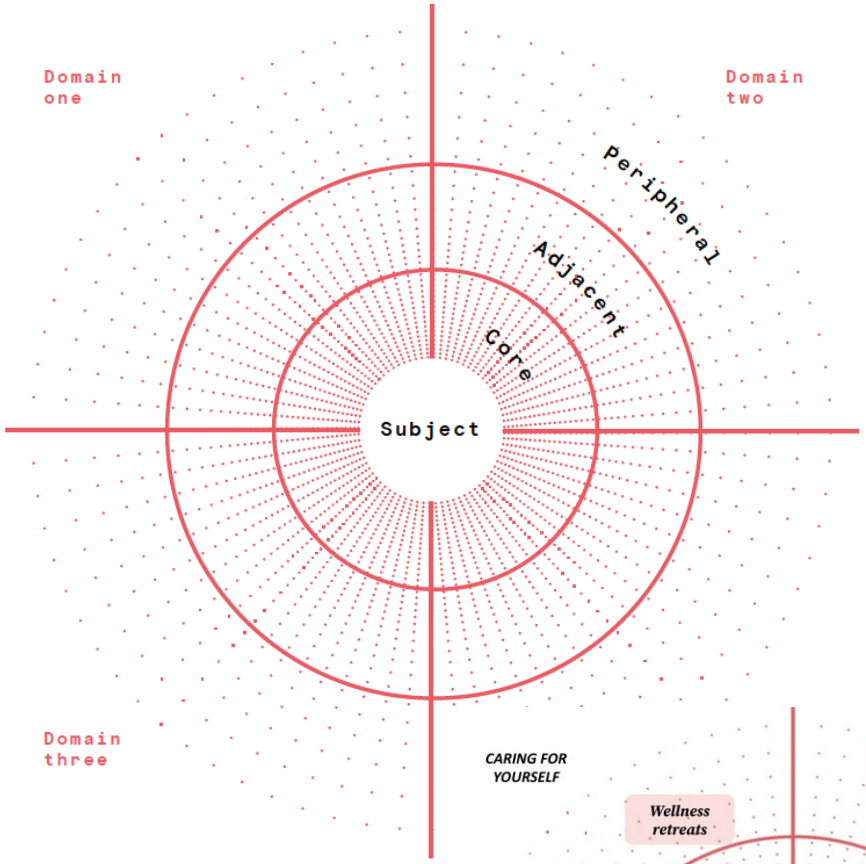
Description	The chart explains the Stage Gate approach that is used to understand the valorisation cycle of the research data.
How to use it	The presenter will explain the stage-gate approach and will ask participants to think about different stages and apply it to the case studies of research valorisation they are using. Therefore, participants will be asked to discuss in group and answer the following questions: • In which phase is the research idea (case study) they are using? • What are the challenges of that specific stage for that research idea? • What are the different stages would include for that specific case to move forward to the following stage? • What would be the steps to move the research idea into the next stage?
When to use it	80– 110 min – Identification of stages in the valorisation process • Practical steps – focussing on defining stages in valorisation process and phases of valorisation cycle, [BREAKOUT ROOMS] – Group exercise (2-3 people)
In which module is it used in the training	**Valorisation of SSH Research**

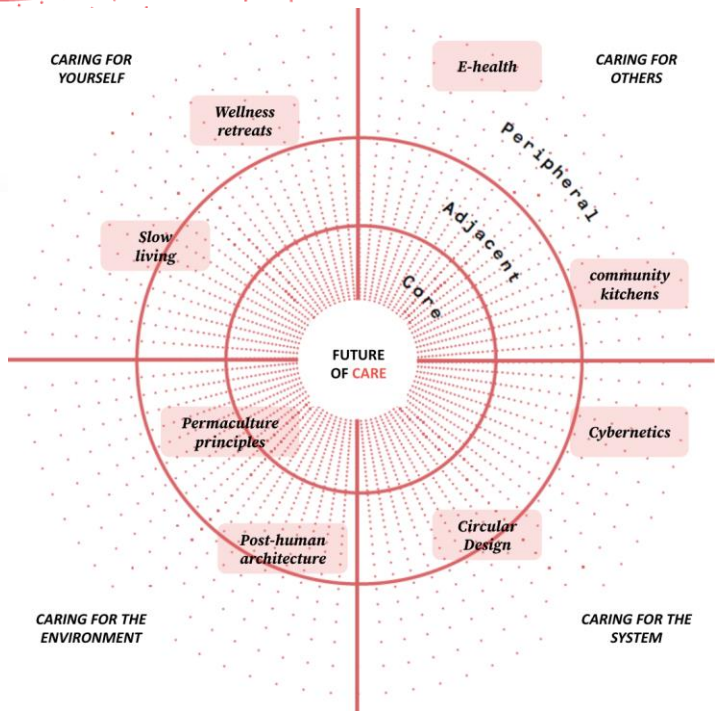


Tool

Scope the search: the scope wheel

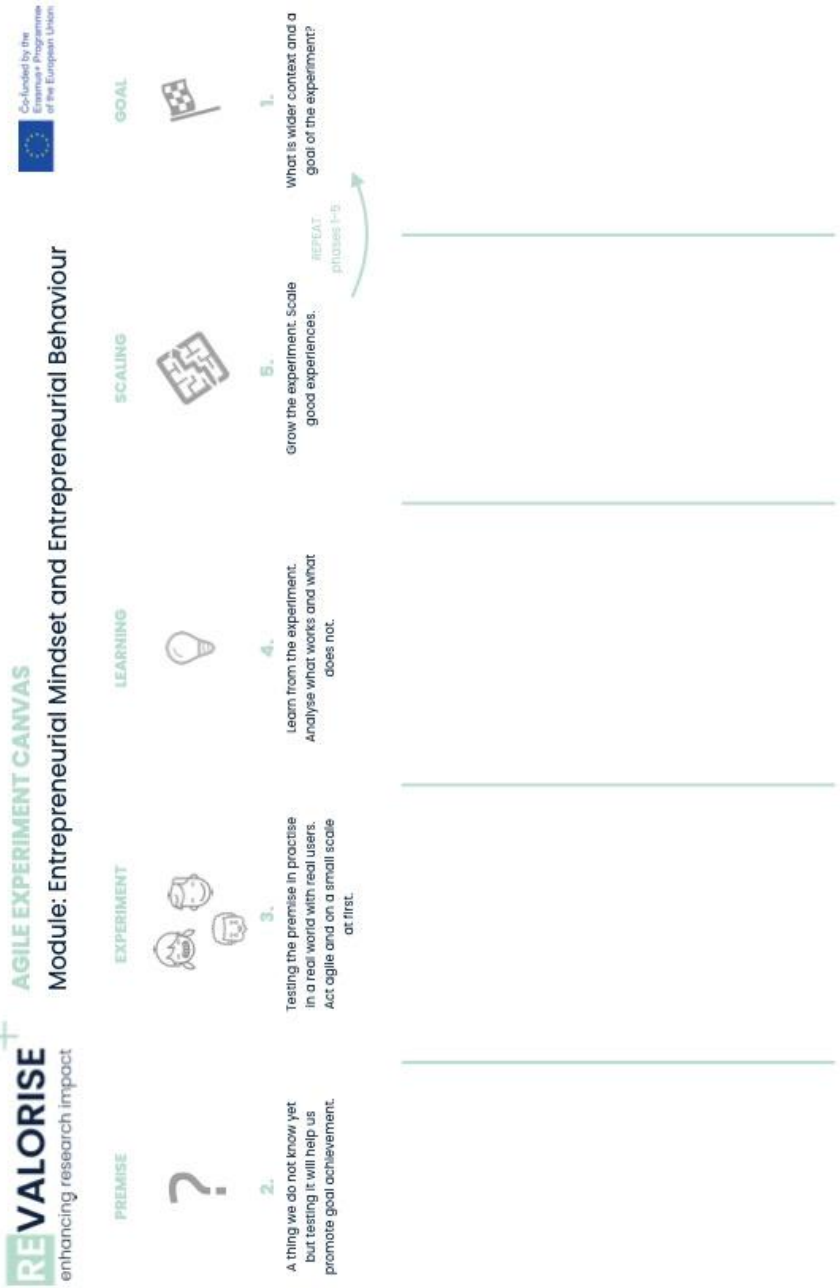
Description	When scoping, we aim to define where to search for signals of change. The exercise supports the creation of a strategy for the search, the scope serves as an action map and a guiding compass for the research.
How to use it	The first step is to define the relevant domains to the research. In the visual, there are four domains. However, you can select as many as you might need. For wider scopes, it might be relevant to use the STEEPV as domains: social, technological, economic, environmental, political, and values. Once the domains are defined, you can start filling them up with what you know about them, or what you think you should explore more about. Tip: use the scope wheel collaboratively, with your team, and try to set a time limit per each domain. For example, try to use 2-5 minutes per domain and then move to the next one.
When to use it	The scope wheel should be used at the beginning of a research process, to map out what you know about your research area and create a guiding compass of which area you want to research more about.
In which module is it used in the training	**Module 9:** Tools and Methods for Products and Service Development





Agile Experiment Canvas

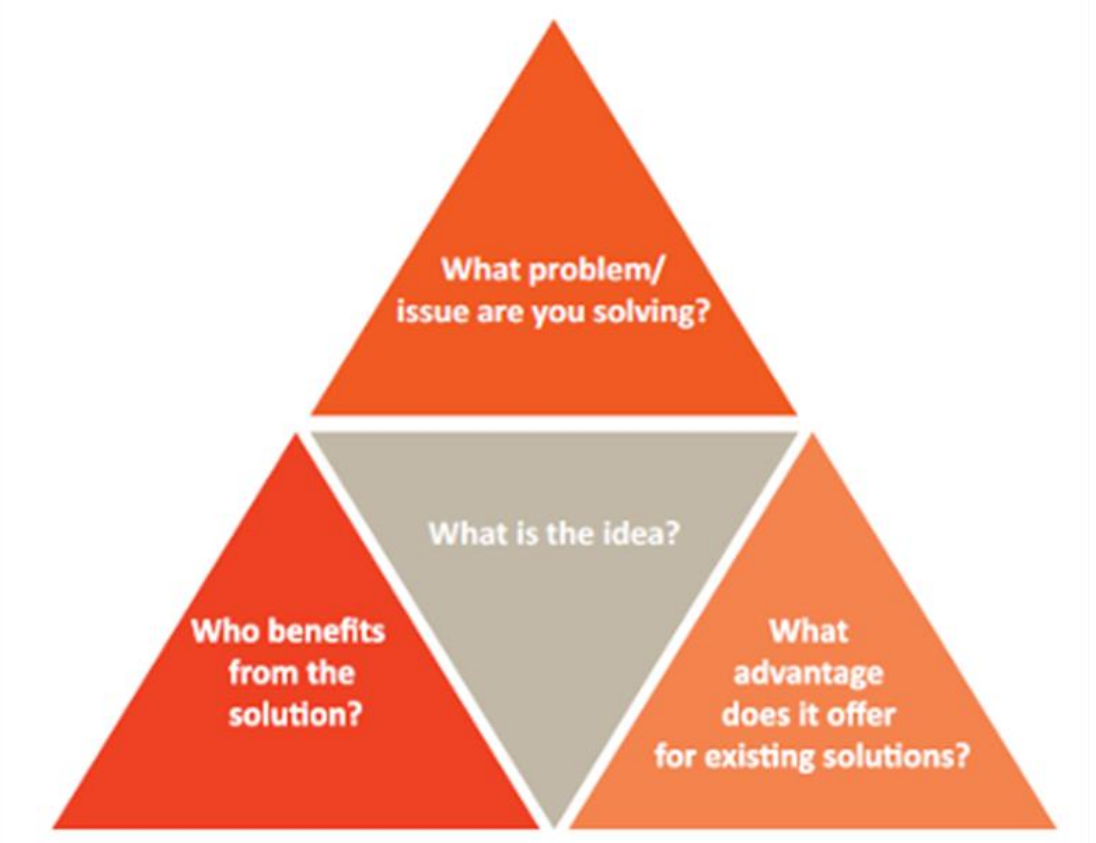
Description	Agile Experiment Canvas is a tool to plan and execute experimental culture in practice. Experimental culture responds to the accelerating pace of change in society and encourages the creation of new solutions. It also challenges over-planning and makes sure fine words are translated into real action. Experimental culture revolutionizes new creation by encouraging practice already in the early stages of the concept. Experiments can also be used to answer problems that have risen during the process. Experimental culture allows uncertainty, risks and failures to occur only if you don't learn from the experiments.
How to use it	Agile Experiment Canvas starts by defining the bigger goal (1). What is the wider context and a goal of the experiment? For example, "How to make the city of Amsterdam more sustainable?" Then, define a possibility / problem which does not have a clear answer yet but testing it will help to promote achievement of a bigger goal (2). Plan and test the premise in practise in a real world with real users. Act agile and on a small scale at first. (3) Measuring your success is important! Learn from the experiment. Analyse what works and what does not (4). You only fail if you don't learn. After first positive indicators of your experiment, scale it up. Grow the experiment. Scale good experience. (5)
When to use it	This canvas is useful when you already know things you need to know more about. Some assumptions about a new idea to be tested. By experimenting, you gather evidence and inspire others to join. Many new ideas fail because they are not tested with customers in a timely manner. Fail at the beginning as quickly and cheaply as possible - "Fail fast, learn fast."
In which module is it used in the training	Entrepreneurial Mindset and Entrepreneurial Behaviour



Tool

From idea to proposition: triangulation

Description	Basic model for valorisation of a certain research result / idea: defining the problem or job-to-be-done, the stakeholders and competition.
How to use it	In groups or individually: define the three elements named above of your idea on paper, present to others.
When to use it	Early stage, when the research project is ongoing, but it's clear what research assets are to be expected



Canvas

Go-to-market roadmap

Description

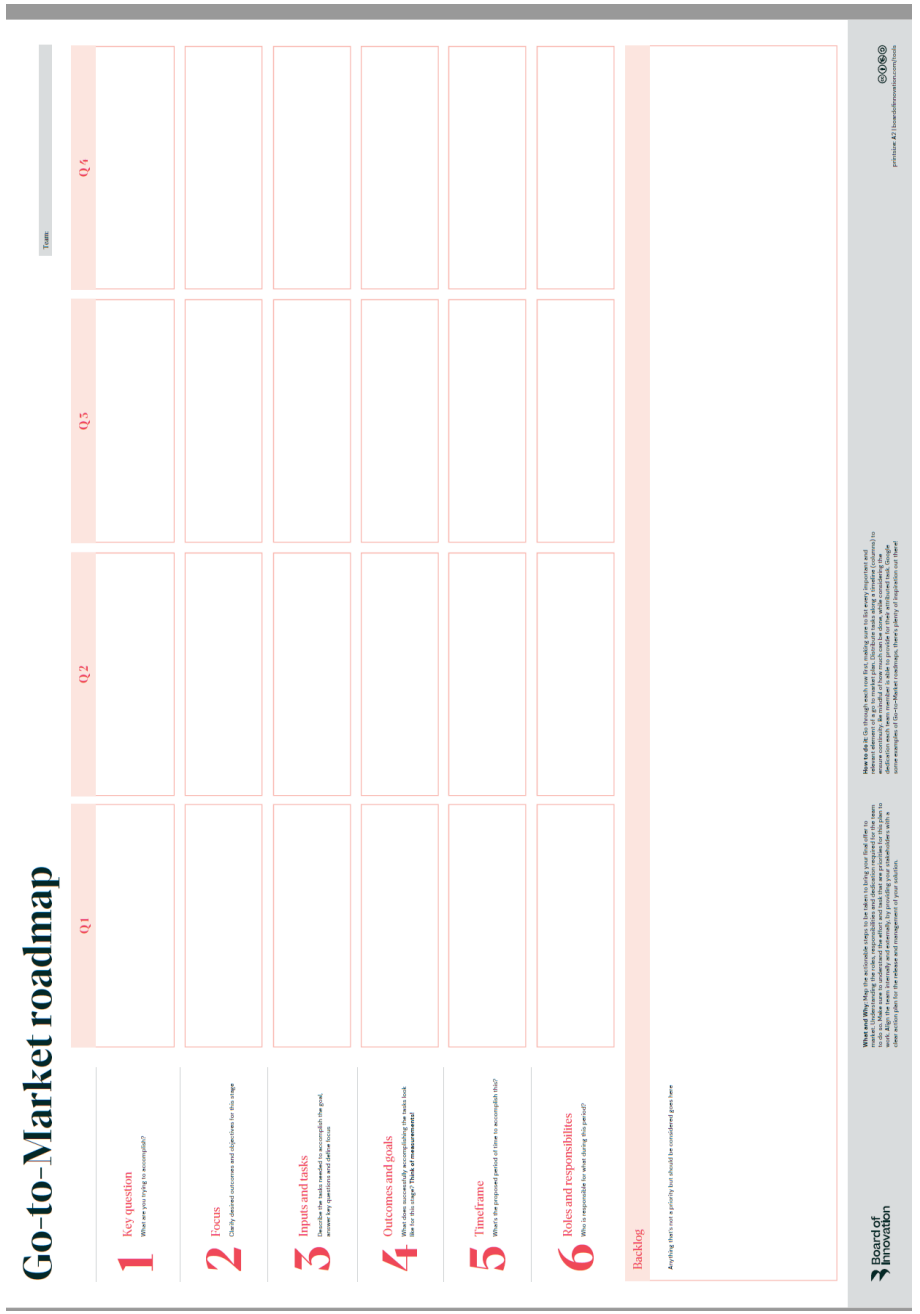
- Map the actionable steps to be taken to bring your final offer to market
- Understanding the roles, responsibilities and dedication required for the team to do so
- Make sure to understand the effort and task that are priorities for this plan to work
- Align the team internally and externally, by providing your stakeholders with a clear action plan for the release and management of your solution

How to use it

Step 1
Go through each row first, making sure to list every important and relevant element of a go to market plan.
Step 2
Distribute tasks along a timeline (columns) to ensure continuity. Be mindful of how much can be done, while considering the dedication each team member is able to provide for their attributed task.
Step 3
Google some examples of go- to- market roadmaps, there's plenty of inspiration out there!

When to use it

You use this tool when considering your path from invention to exploitation



Tool

Stakeholder mapping

Description	• The “Stakeholder Mapping tool” helps you to identify and map out the key influencers related to your challenge. • By plotting them out in this matrix, you can define each stakeholder’s level of influence and interest in your challenge. • Based on this potential impact, select the best approach on how to engage with them moving forward.
How to use it	Step 1: list all potential stakeholders for your venture Step 2: map them on the matrix Step 3: for each stakeholder develop a plan of engagement Step 4: follow up
When to use it	When seeking insights into key stakeholders and their potential willingness to engage with your venture
In which module is it used in the training	Add title of the module

REVALORISE+

enhancing research impact

RevaloriseEu

REVALORISE+

revalorise.eu