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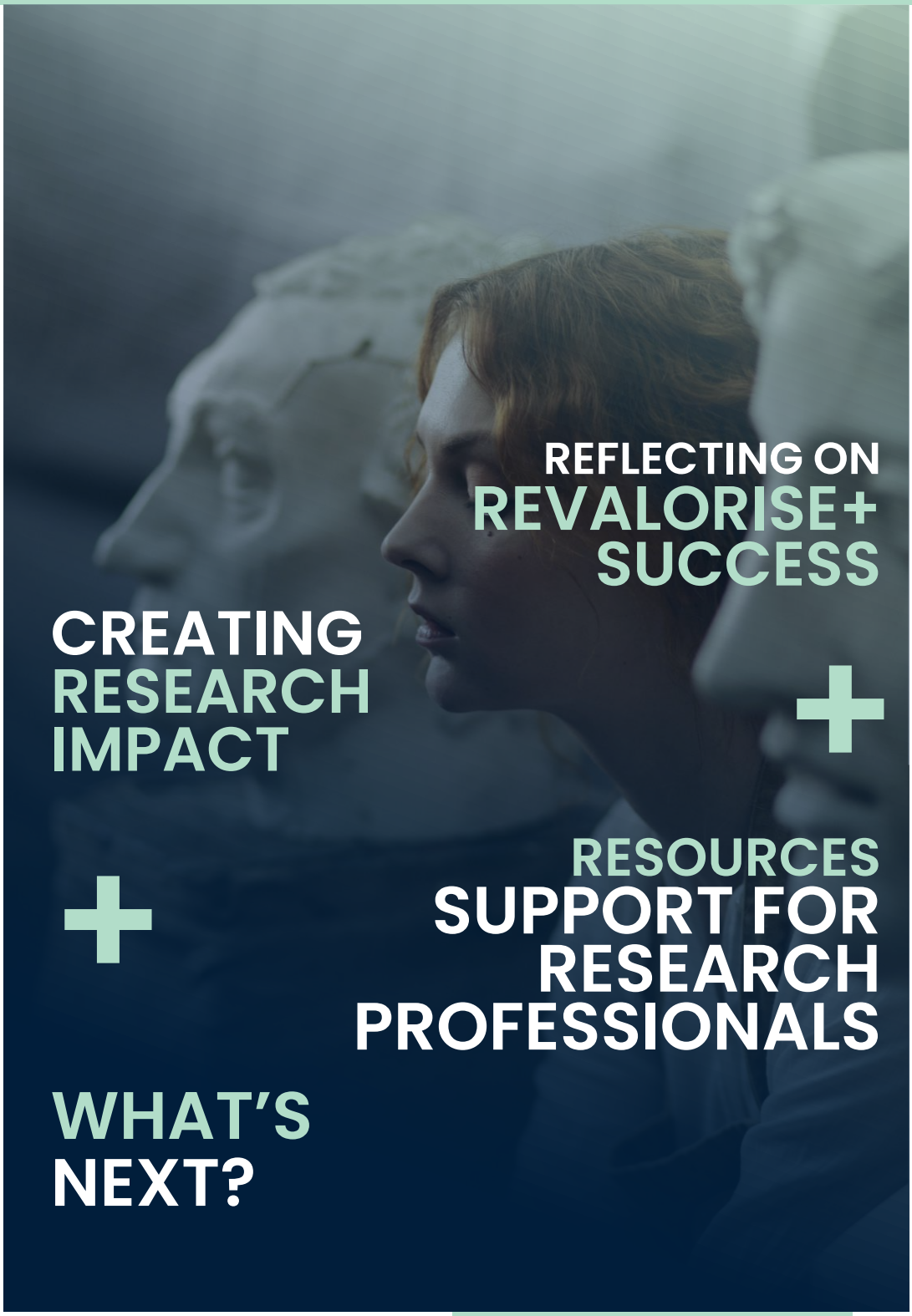

REVALORISE+ enhancing research impact

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

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Reflecting on **REVALORISE+** success

EMPOWERING SSH RESEARCHERS THROUGH VALORISATION IN EUROPEAN HIGHER EDUCATION

By Dr. Balzhan Orazbayeva, UIIN

Dr. Balzhan Orazbayeva

As the director of the REVALORISE+ initiative, I am honoured to reflect on the remarkable successes achieved over the past three years. This collaborative initiative, led by UIIN, has been dedicated to providing crucial valorisation support for Social Sciences and Humanities (SSH) researchers across Europe. As we near the end of this enriching journey, it is essential to acknowledge the transformative impact our training programs and interventions that we have delivered for the players of the European higher education sector.

One of our key accomplishments has been the series of comprehensive training programs that were meticulously designed to address the unique challenges SSH researchers as well as the professional staff supporting them face. By partnering with leading experts and professionals in the field, we have empowered numerous researchers with invaluable skills and knowledge, enabling them to effectively translate their research into real-world applications. Through our workshops, webinars, and online resources, we have fostered a supportive environment that encourages multidisciplinary collaboration and innovation among scholars.

The success of our training programs has been further amplified by the numerous events we organised to facilitate networking and knowledge exchange among SSH researchers and professional staff members. Our forum hosted by our partners in Vienna, the University of Vienna, served as a vibrant platform for valorisation enthusiasts and professionals to engage in thought-provoking discussions, and establish valuable connections with peers.

Collaboration has been the driving force behind our achievements, and we are immensely grateful for the efforts and commitment of all our partners. Their invaluable contributions have played a significant role in the project's success, and their dedication to the mission of empowering SSH researchers has been truly inspiring. The collective expertise, resources, and diverse perspectives brought by our partners have laid a strong foundation for the project's growth and long-lasting impact.

As we look towards the future, it is with great hope and enthusiasm that we envision the continuation of such collaboration in the field of valorisation support for SSH researchers and professional staff. The success stories and positive feedback we have received from participants serve as testimonials to the relevance and necessity of this initiative. By building on the foundation, we have established during the REVALORISE+ project, we can foster even stronger bonds among European higher education institutions, ensuring the continued empowerment and the transformative impact of SSH research.

We extend our heartfelt appreciation to our partners for their commitment, and we eagerly look forward to continuing this valuable collaboration in the future, as it holds the potential to catalyse even greater advancements in SSH research and drive meaningful change in society.

CREATING RESEARCH IMPACT BEYOND THE PAGE

By Claudia Wiesinger, University of Vienna

Claudia Wiesinger is a Teaching Assistant at the University of Vienna. Her area of research is Translation Studies, with a particular focus on Crisis Translation. Claudia is one of the many participants in the REVALORISE+ programme and contributed the Research Asset "Facilitating multilingual crisis communication: The applications of speech-enabled machine translation post-editing (PEMT) in crisis translation" which you can **download here**. We invited Claudia to reflect on her participation in the project.

Claudia Wiesinger

*When I saw the announcement for the **REVALORISE+ programme**, it felt like serendipity. Just a few days prior, I had been racking my brain trying to think of ways to create a real-world impact from my research. While I had some vague ideas, I was in desperate need of guidance on how to develop them further. Enter REVALORISE+.*

For three months, we had several online workshops and networking opportunities, which helped shape my Personal Valorisation Project (PVP).
First and foremost, I wanted to engage external research partners, as well as educational and governmental partners. However, with the thematic focus of my research being crisis translation, I was also keen on finding creative ways of training and educating disaster relief responders and the general public in translation and the most efficient use of language technologies. For this reason, I particularly enjoyed the session on communication and storytelling, which gave me the idea of creating a series of animated videos for social media in addition to an online platform for research, resources, and training materials.

While the online sessions were helpful, the PVP workshops at the University of Vienna were the highlight of the entire programme. These two in-person workshops gave us the chance to present our PVPs in front of our peers and get feedback from people who were listening to our ideas for the first time. This helped clarify my ideas and even gave me some new ones. It has almost been a year since the end of the programme, and I am happy to report that I am working towards turning my PVP into a reality, bringing me one step closer to creating research impact beyond the page.

MADRID CONFERENCE CHAMPIONS REVALORISE+ RESULTS

Dr. María José Herrero Villa

By Dr. María José Herrero Villa, U3CM

We are delighted to share an overview of the Technical Conference on Impact and Valorisation of Research Results in Social Sciences and Humanities, held recently at the Universidad Carlos III de Madrid **(UC3M).**

The impact and valorisation of research results in this discipline has different approaches, as illustrated in the success stories incorporated in the 18 cases gathered in the REVALORISE+ **Lighthouse Stories Report**. Two of them were showcased in the workshop, The #YoPorTiLeo project by Prof. Dr. Verónica Sierra and Prof. María de la Hoz, from the University of Alcalá; along with the spin-off on "Valorisation in Translation and Interpreting (Corpus Linguistics), presented by Professor Gloria Corpas of the University of Málaga.

Dr Miguel Osorio, Director of the Transfer and Social Impact Centre of Research Results Transfer Office, of the Francisco de Vitoria University, suggested that a homogeneous classification and clear definition of which activities could be considered direct social impact is still required and will help towards the engagement of researchers and support of the universities.

There was consensus on several aspects, such as

01 The lack of awareness and skills around the topic in both researchers and professionals,

02 The convenience of increasing support for researchers and strengthening the relationship between researchers and the transfer units of universities and research centres

03 The necessary collaborative nature of these practices as well as their complexity.

The **topic is of extreme interest** among the university community (academics, valorisation professionals and knowledge transfer practitioners), as evidenced in the session which **focused on valorisation and the researcher's career**

This consensus was evident in the audience debate that followed the presentations of the panellists: Dr. Liliana Hererra, Director of the Technology Transfer Area of the University of León, Ph.D. Eugenie Delzenne, attached to the University of Antwerp and representing the Alliance of European Universities **YUFE (Young Universites for the Future of Europe)** and Dr María José Herrero Villa of UC3M and representing our REVALORISE+ project.

The topic is of extreme interest among the university community (academics, valorisation professionals and knowledge transfer practitioners), as evidenced in the session which focused on valorisation and the researcher's career, bringing closer the vision of the National Agency for Quality Assessment and Accreditation in Spain **(ANECA)** and thanks to Professor Susana Quicios, Director of the Faculty Evaluation division of the agency.

A special word of appreciation and gratitude to participants, the panellists, audience, and organisers (especially Ms. Beatriz Iribarren and Mr. Jose Luis G. Sacristán) as together we continue to promote impact and valorisation in Social Sciences and Humanities.

NEW VIDEO RESOURCES FOR RESEARCH SUPPORT PROFESSIONALS

By Tanja Junge, University of Copenhagen

Valorisation – a relatively unknown term in SSH research

Through the investigations in the **REVALORISE+** project, we found that the concept of valorisation was either relatively unknown or seemed to have somewhat negative connotations among researchers. Many related valorisation to making profits or developing a business: something researchers of the Social Sciences and Humanities almost seemed to dislike. At the same time, our investigations showed a lack of formal valorisation training programmes at universities along with a general lack of awareness of the many opportunities for researchers to valorise their research. In short, valorisation and working systematically to create value beyond academia is still a new thing at many universities across Europe.

Valorisation in research is an ongoing process that runs parallel to and is extensively intertwined with the actual research process. It cannot be identified in terms of its outcomes or impacts but should rather be recognised in terms of its intentions. To create value beyond academia, researchers must learn more about this process and the broad spectrum of activities it entails.

Valorisation activities can, for example, include creating networks, communicating research results to the outside world, creating an impact plan, drawing up a business plan or collaborating with external partners. Through the **REVALORISE+ Lighthouse Stories** which followed successful cases of valorisation, we learned that most researchers were driven by personal motivation to provide meaningful improvements for society rather than by professional stimulation coming from the university. This underlines the importance of expanding the institutional mechanisms, such as offering valorisation training and support. In the **REVALORISE+** project, we launched helpful online tools and training materials to provide these much-needed resources.

REVALORISE+ provides free valorisation training videos for research support professionals

We have created a series of free training videos aimed at research support staff such as Knowledge and Technology transfer professionals. As well as providing an introduction to valorisation as a concept, the videos contain practical tools and models which enable research support professionals to propel researchers forward on their valorisation journeys.

We have learned from the initial investigation that focus areas differ widely between universities and that Knowledge and Technology transfer professionals are busy and already have established work practices. Therefore, the video material is created in a way that enables professionals to pick and choose the elements that make sense in their institutions.

In the material, you will find information such as: :

You can find the videos, tools and templates **here**.

01 An introduction to the term 'valorisation'

02 What are valorisation activities and stakeholders?

03 What motivates and drives researchers to valorise their research? What barriers exist?

04 Which skills and what knowledge are needed for researchers to valorise their research?

05 Which skills and what knowledge is needed for research support staff to help researchers valorise their research?

06 How can offers of valorisation training aimed at researchers be communicated most effectively (= How do we avoid scaring them off)?

07 How can you assist researchers in building communities? Why are communities important in valorisation research?

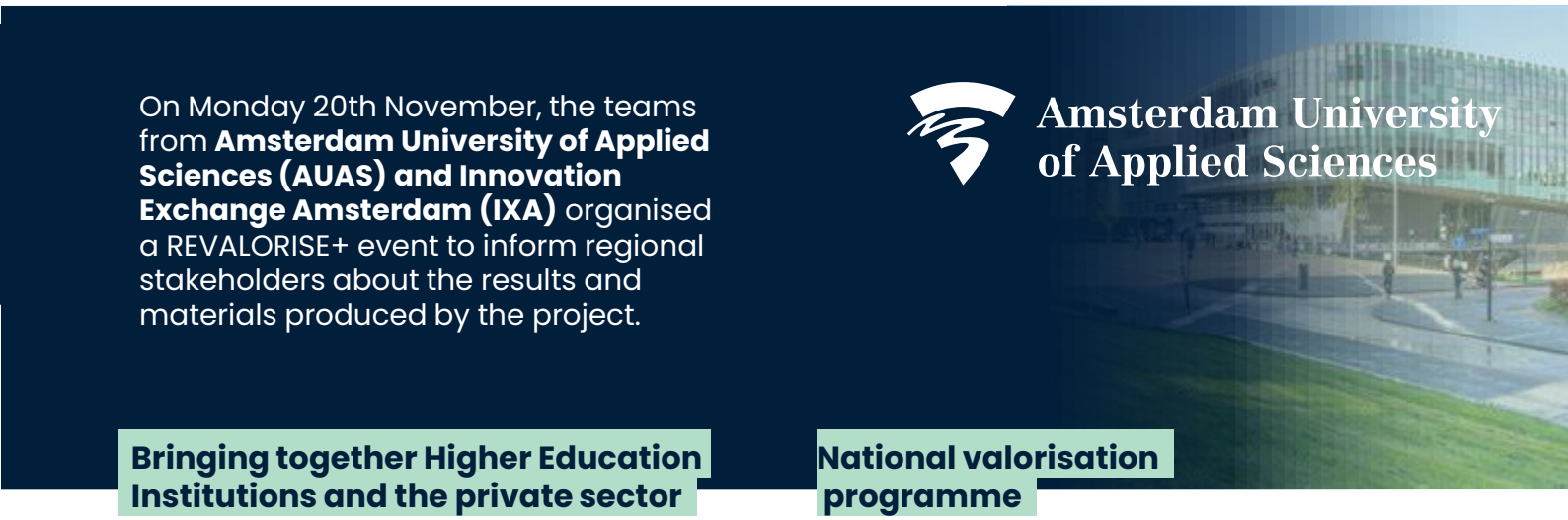
08 How to support resources mobilisation through external partnerships?

09 How can you support university-business cooperation and external engagement sustainably?

CREATING IMPACT IN SSH RESEARCH; A HOW-TO GUIDE

By Josephine Waslander,
Amsterdam University of Applied Sciences.

On Monday 20th November, the teams from **Amsterdam University of Applied Sciences (AUAS) and Innovation Exchange Amsterdam (IXA)** organised a REVALORISE+ event to inform regional stakeholders about the results and materials produced by the project.



Bringing together Higher Education Institutions and the private sector

In total, 20 business developers, communication managers, policymakers and entrepreneurs from the University of Amsterdam, Vrije Universiteit and AUAS (all regional higher education institutions) and the private sector were brought together in 'Studio HvA'. This is where much of AUAS's entrepreneurship education takes place and where IXA HvA has one of its offices. After some welcoming words from Ingrid Wakkee, Professor of Entrepreneurship, she presented the research behind the **REVALORISE+** project, highlighting the different modalities beyond traditional start-ups and the nuanced importance of language in this context.

Next steps and ideas

The focus then shifted to the next steps and ideas we have to not only sustain the results of the project but to go beyond. Daniela Redondo, Programme Manager of the AUAS Venture Centre, shared her ideas on how students could play a role as agents of valorisation. Drawing on insights from her work in the **REVALORISE+** Dissemination and Sustainability work packages, she outlined two basic pathways. One emphasised students initiating (social) ventures to bridge the gap between university research and societal needs, while the other focused on early career academic training, emphasising the cultivation of entrepreneurial skills and mindsets geared towards impactful development.

National valorisation programme

Next up was Pieter Wybenga, who has been part of the **REVALORISE+** team since the beginning. He spoke about his recent involvement in a new national valorisation programme. While this scheme has a strong focus on the creation of academic start-ups, Pieter pointed out the specific support programmes currently being developed that could benefit SSH valorisation initiatives. Kathrin Metselaar, who recently joined the team as an Impact Developer, shared her insights on the drivers, barriers and mechanisms she recognises at AUAS when it comes to creating impact through research. She also highlighted the role that the university's centres of expertise can play in promoting valorisation.

The need for a radical shift in mindset

Finally, Pieter moderated a discussion between Erik Boer (Impact Director SSH at UvA), Kathrin, Luke Somerwill and Ingrid about their perspectives on valorisation within SSH. They discussed how SSH valorisation is different, shared interesting and inspiring examples, and discussed what support is needed, including at board level, to improve valorisation. Key takeaways included the need for a radical shift in mindset and courage and the crucial role of narratives. This marks the end of the events for the **REVALORISE+** project. We would like to thank all the participants and everyone who helped to organise and bring together this interesting afternoon.

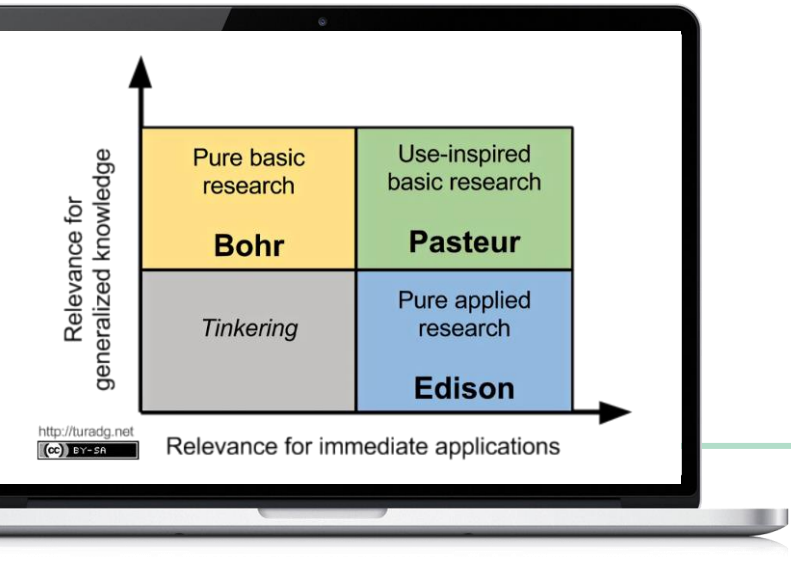
WHY CONSIDERING THE IMPACT OF RESEARCH IS IMPORTANT

Dr. Mario Masio

Dr. Mario Masio, is an expert in Academic Entrepreneurship and is a technology transfer manager at the University of Vienna. He is also the founder and managing director of MARMAS GmbH, a company working at the intersection between research, innovation, and policy. He contributed two articles to our website on the meaning of impact and research with a specific look at social sciences and humanities. Here we include extracts from those articles which you can **read in full here**.

"In the conversation about research and innovation, it often happens that science and technology have the stage and social sciences and humanities are not mentioned. This is partly because we tend to glamorise human ingenuity only when it comes to developing new technologies or understanding the fundamental laws governing the universe. In my opinion, this has caused a perilous drift into a STEM-dominated world where SSH is often considered ancillary to science and technology.

Recently, we experienced how glamorising science and technology and excluding social scientists from the design of countermeasures to COVID-19 (from lockdowns to vaccination campaigns) has resulted in negative outcomes and polarisation in society. While a lot of effort and a huge financial investment was directed by governments to develop the technology, social scientists were not involved sufficiently and therefore the potential of their research was mostly untapped. We risk similar outcomes if social sciences and humanities are not included in the development of what we call deep tech (AI and machine learning, robotics, quantum tech, batteries, etc.).



It is therefore important to create a culture of impact inclusive of all disciplines. In his excellent book "Pasteur's Quadrant: Basic Science and Technological Innovation" Donald E. Stokes' credits Pasteur for an approach that starts by identifying important societal problems with practical implications for which there were no solutions and no relevant science like, for example, death from rabies and illness from spoiled milk. To solve these problems, Pasteur invented new fields of science and applied them. Using Pasteur's approach, it is possible to couple the development of fundamental science with the solution of problems important to society. Use-inspired research is a clear example of a non-linear approach where the quest to solve a societal-relevant problem feeds into basic research, which feeds new knowledge back into applied research and/or development and further commercialisation/deployment.

The beauty of this interpretation of research and innovation as a system where different parts are interconnected through feedback loops is that new and unexpected knowledge and applications are acquired while maximizing the benefits for society. In addition, it implies the important role of social sciences and humanities to achieve the same goal. The acceptance, and hence the effectiveness, of new technologies (vaccines for example) can be maximised only by interventions developed by social scientists."

We warmly invite you to access both blog posts which can be **read in full here**.

CELEBRATING VALORISATION SUPPORTS IN VIENNA

By Manuela Holzmayer, Research Service and Career Development, University of Vienna

In Q4. 2023 we entered the home stretch of the **REVALORISE+ project** which is working to enhance the entrepreneurial potential and social impact of social sciences and humanities (SSH) research. We proudly celebrated the topic of valorisation in SSH in an inspiring event at the University of Vienna, which brought together university staff, researchers and experts. Participants had the chance to learn more about valorisation from different perspectives, exchange ideas, and network.

We had inspiring presentations, engaging discussions, and a very fruitful workshop, exploring how valorisation works, providing insights into project outcomes and gaining feedback from experts. To make cooperation between different actors possible and research useful to society beyond academia it is also essential to think about language in the context of knowledge valorisation.

> *"Our people don't identify with terms like boot camp, incubators and startups. The recipe is the same, but our ingredients are more artsy."*
>
> Keynote speaker, **Angelika Zelisko**

Instead of focussing on only one aspect of valorisation such as technology transfer and commercialisation, it is important to make already existing practices of valorisation in SSH visible particularly as, "valorisation is more than a commercial output". We need to create awareness of the importance of impact and valorisation and support light-house projects and role models. Although there are many great examples of successful valorisation in SSH the possibility of failure should be recognised and different actors and approaches of valorisation in SSH should be acknowledged.

A lot has been achieved by the **REVALORISE+** team during the project and working together was a great experience of exchange and learning. Our **investigation** research, a selection of **18 stories** demonstrating successful valorisation and our **training toolkit** are all available on our website.

Lessons we **learned** during the project.

LESSON 01

Before we can even begin to train academics in valorisation practices, more attention needs to be devoted to awareness building so that the valorisation concept and its underlying value become more widely known across the general population of SSH researchers.

LESSON 02

SSH researchers want to make an impact but need to understand why and how valorisation is the way forward for them. TT/KT professionals should invest in building relationships with SSH researchers and learn to speak their language. In doing so, they should team up with other support staff within the university including HR and Communications.

LESSON 03

Valorisation need not be an individual activity but can or even should be a team-based process in which different internal and/or external actors, come together to create value based on each actor's strengths and ambitions.

UNIVIE would like to thank all the participants for their engaging contributions and discussions; along with Jose Villagran (UIIN), Tobias Reckling (University of Vienna) and Carolin Otsing (CrazyTown).

We also recognise the rich contributions of the guest panel which included: Ingrid Wakkee, Professor of Entrepreneurship, Amsterdam University of Applied Sciences, Maria Jose Herrero Villa, Head of International Unit for Research & Knowledge Transfer, Universidad Carlos III de Madrid, Angelika Zelisko, SSH Valorisation Expert, University of Applied Arts Vienna, Matthias Steinböck, University Assistant Praedoc at the University of Vienna and Andras Martoni, Manager of OSUN Science Shop at the Central European University. The event was professionally facilitated by Mikko Korpela, Director of Consulting Services, CrazyTown.

Finally, partner meetings are always very special for us as it gives us a chance to dive deeper into topics and actions. We were happy to support and facilitate the **REVALORISE+** projects meeting in Vienna, not only to contribute to the **REVALORISE+** final event but also to discuss the final months of the project and how it will continue to sustain itself after the funding period.

Check out the full event photo gallery here: **Capacity Building – Revalorise**

WHAT'S NEXT...?

Sustainability and Certification

By Dr. María José Herrero Villa

Dr. María José Herrero Villa

After **3 years the REVALORISE+ project** is now coming to an end. Many interesting inputs, outputs and learnings have emerged. Undoubtedly, this is a hot topic with a lot of potential for improvement, so far from stopping here, we would like the outputs and learnings from the project to be fully disseminated, adapted and implemented at a local level at any university.

As mentioned in the research report and summarised in previous posts, **3 main learnings capture the essence of the current status** of valorisation related to these disciplines. These are:

- The lack of awareness and skills needed for the topic in both researchers and professionals.
- The convenience of increasing support for researchers and strengthening the relationship between researchers and the transfer units of universities or research centres
- The necessary collaborative nature of these practices as well as their complexity.

However, the answers to questions aiming to offer different alternatives for improving the described status quo encountered another powerful and structural condition: the career. Both the researchers' careers and, on another level, the professionals' or practitioners' careers. In many countries, the researcher's career is linked to publications, and valorisation, impact or knowledge transfer are neither markers nor indicators or items considered for promotion.

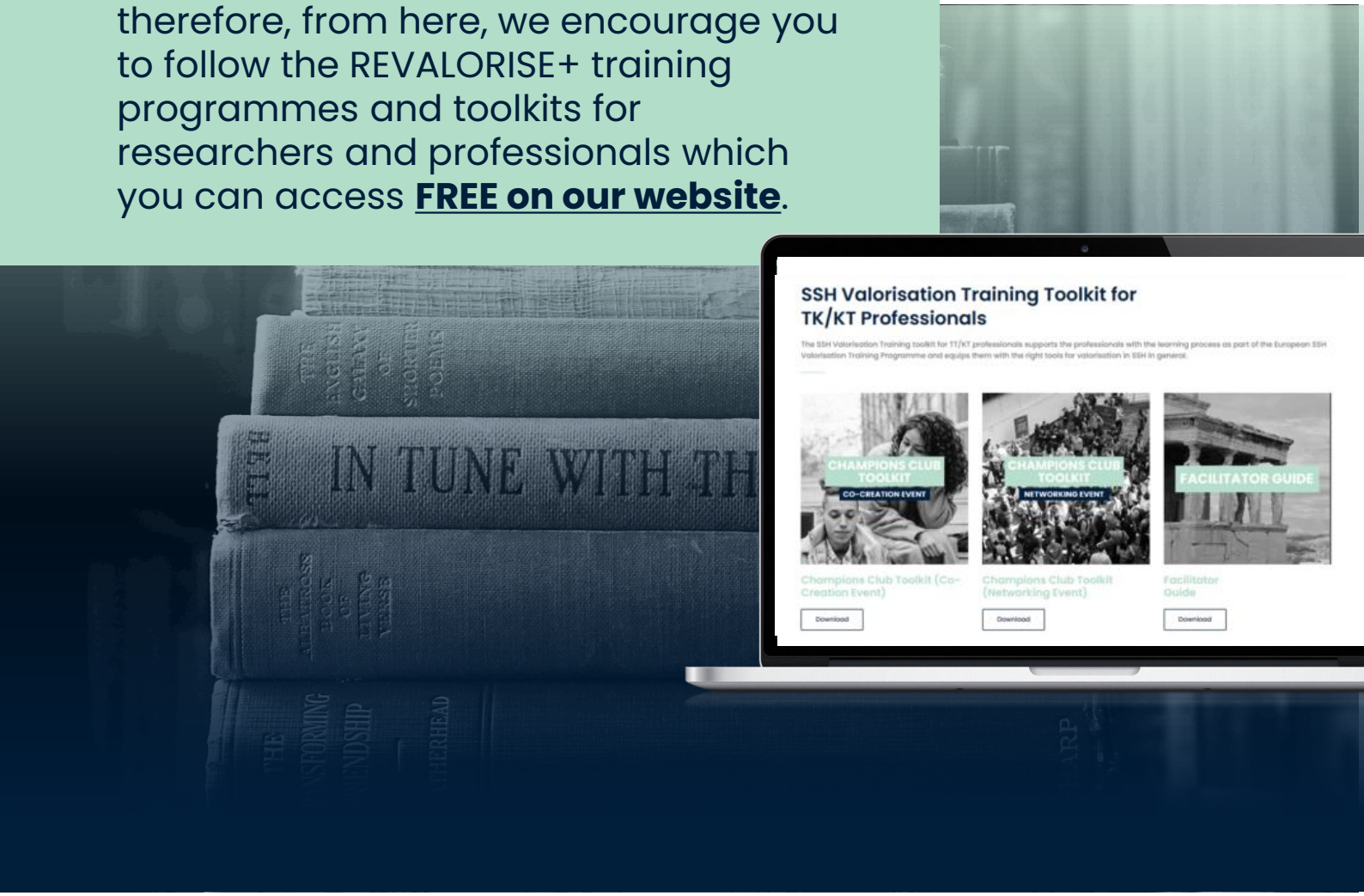
Let's not be naïve, of course, it is beyond the possibility of any individual (researcher or practitioner) to change the promotion policy of institutions, but everyone can put the topic on the table and ensure it is part of the conversation and consideration in their particular institution.

This is a topical issue and is slowly changing all over Europe; so, what is in the individuals' hands is to demonstrate they are in a better position for the task but also to assist their institution to enhance the conditions, channels and recognition of Social Sciences and Humanities valorisation.

However, capacity building is tough, especially if it is done with personal effort. We therefore **encourage choosing a systemic training programme** for the following reasons:

- It is easier, more motivating and more effective learning as participants have access to peers and networks.
- The training needs to be structured for the sake of efficiency.
- The learning materials are validated by experts in the field.
- The certification gives an objective and homogeneous parameter that can be easily validated by the institution or the evaluator.

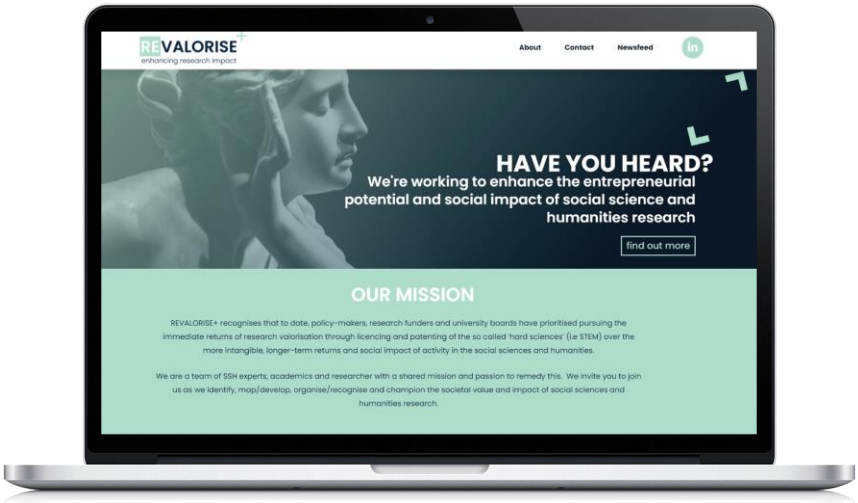
We are fully convinced of the above, therefore, from here, we encourage you to follow the REVALORISE+ training programmes and toolkits for researchers and professionals which you can access **FREE on our website**.



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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