

# Train the trainers

How to understand SSH researcher profile and effectively exercise your support role



# Our Aim Today

- **Understand what drives** researchers in the Social Science and Humanities (SSH)
- How to **support** and **motivate** SSH researchers to valorise their research

# Agenda

- ✓ Introduction – what is valorisation
  - ✓ Examples of valorisation
  - ✓ **What drives SSH researchers?**
  - ✓ Side Topic: SDGs – what are they and how to navigate them
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- ✓ **Support – What can we do, what is needed**
  - ✓ Best practices – Approaches
  - ✓ Tools
  - ✓ Conclusion

"All purposefully initiated activities by scholars, aimed at making research findings available and useable for non-academic actors in order to create significant, measurable or observable impact beyond the academic context."

## Valorisation

# Examples for valorization of SSH

Lighthouse stories report contains a selection of 18 stories demonstrating successful valorisation from across nine European countries.

To be found on our website: <https://revalorise.eu/resources/>



# Lighthouse Story

Han van der Maas

Professor of Psychological Methods

## Oefenweb

website with **adaptive learning games** for kids - as a mean to overcome practical barriers around data collection phase of a research over kids' learning processes.

## Business as consequence

"I'm a scientist not a business director"

Support by University of Amsterdam's UvA Ventures Holding B.V.

The profitable company was sold.





# Lighthouse Story

Natalia Fabra

Professor of Economics at  
Universidad Carlos III  
Madrid

Director of EnergyEcoLab

“Policies in this area affect  
a wide array of issues that  
people feel directly  
concerned about.”

## EnergyEcoLab

a Spain-based laboratory for  
rigorous analysis of various  
environmental and energy **policy  
issues**, nationally and across the  
whole Europe.

Motivator:

Returning to society  
what has been given by  
public resources - to show  
what has been paid for



# What drives SSH researchers?

Results from our Synthesis Report

## What drives them

Valorisation activities are mostly stimulated by a personal, intrinsic motivation to create societal impact, including addressing specific societal challenges, using research results in practice and having real impact.

- bringing research into practice
- Obtaining **societal impact**, contributing to changes in society
- Realising the **relevance** of their research

## How to motivate them

- The needs are similar to STEM needs, but how to **approach SSH Researchers** should differ
- **Show** them what they can achieve: impact and relevance.
- Showcase Success Stories
- But keep in mind: researchers mainly want to be researchers

Valorisation in SSH often overlooked as indicators long focused on STEM.



# Side Topic: UN Sustainable Development Goals (SDGs)

- 17 SDGs and 169 targets
- 3 dimensions: economic, social, environmental
- Urgent call for action by all countries
- Motivator for research valorisation



More information to be found  
here: <https://www.un.org/sustainabledevelopment/>

<https://knowsdgs.jrc.ec.europa.eu/sdgmapper/>



# Support – What can we do? What is needed?

## **Communication:**

Show researchers possibilities: many aren't aware of the impact they could have on the outside world

- Showcase examples and successes
- Communicate research results outside HEI

## **Networking:**

- Help identify stakeholders – Help building links
- Mindsets can widely differ between within and outside university -> Support communication and expectations

## **Funding:**

- Support with financial resources

## **Skills training:**

- Support business skill development
- Offer communication and marketing skills training

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**Barrier**

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Academic structure and traditions

Focus on publications as an indicator of academic success

Priority for other academic tasks

Lack of multidisciplinary cooperation

System preference for STEM research

Unclear measurements of SSH valorisation

Difficult to find (SSH) valorisation training

Lack of time

Growing competition for research funding

Lack of funding and incentives

Scientific publication language does not meet 'outside' world

Fast paced business system does not align with the academic pace

Personal & Organisational

Lack of skills-time funding

Lack of skills and knowledge

Fear of losing ownership/control over research

Fear of stakeholders' interests bias – impacting outcomes

Complex social processes

Unclear KT role

Distrust of KT professionals by researchers

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*Table 4. Most Cited Valorisation Barriers*

# Best practices

## Networks: inter- and transdisciplinary knowledge exchange networks

### Research Salon:

Target groups: Researchers and Stakeholders

Conceptualisation and organization of small-scale inter- and transdisciplinary networking events on specific topics; on invitation only.

Knowledge Transfer Center East:  
"Innovation Matters"

Fostering inter- and transdisciplinary cooperation to address societal challenges by

- Supporting the establishment of mission-driven interdisciplinary knowledge exchange networks
- Teaching of Open Science & Innovation Methods
- Developing new transfer formats

<https://www.wtz-ost.at/schwerpunkte/innovationmatters/>

<https://www.wtz-ost.at/schwerpunkte/netzwerke/>

# Best practices

Event: bringing theory into practice

## Hackathon:

Target groups: students, early career researchers AND stakeholders

A challenge where people come together in a limited amount of time to create experimental, creative solutions for specific problems.

University of Vienna:

- interdisciplinary environment
- bringing theory into practice
- cooperation
- networking



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# Best practices

## Funding: Fostering community–university partnerships

### **Seed funding and support for new community university partnerships**

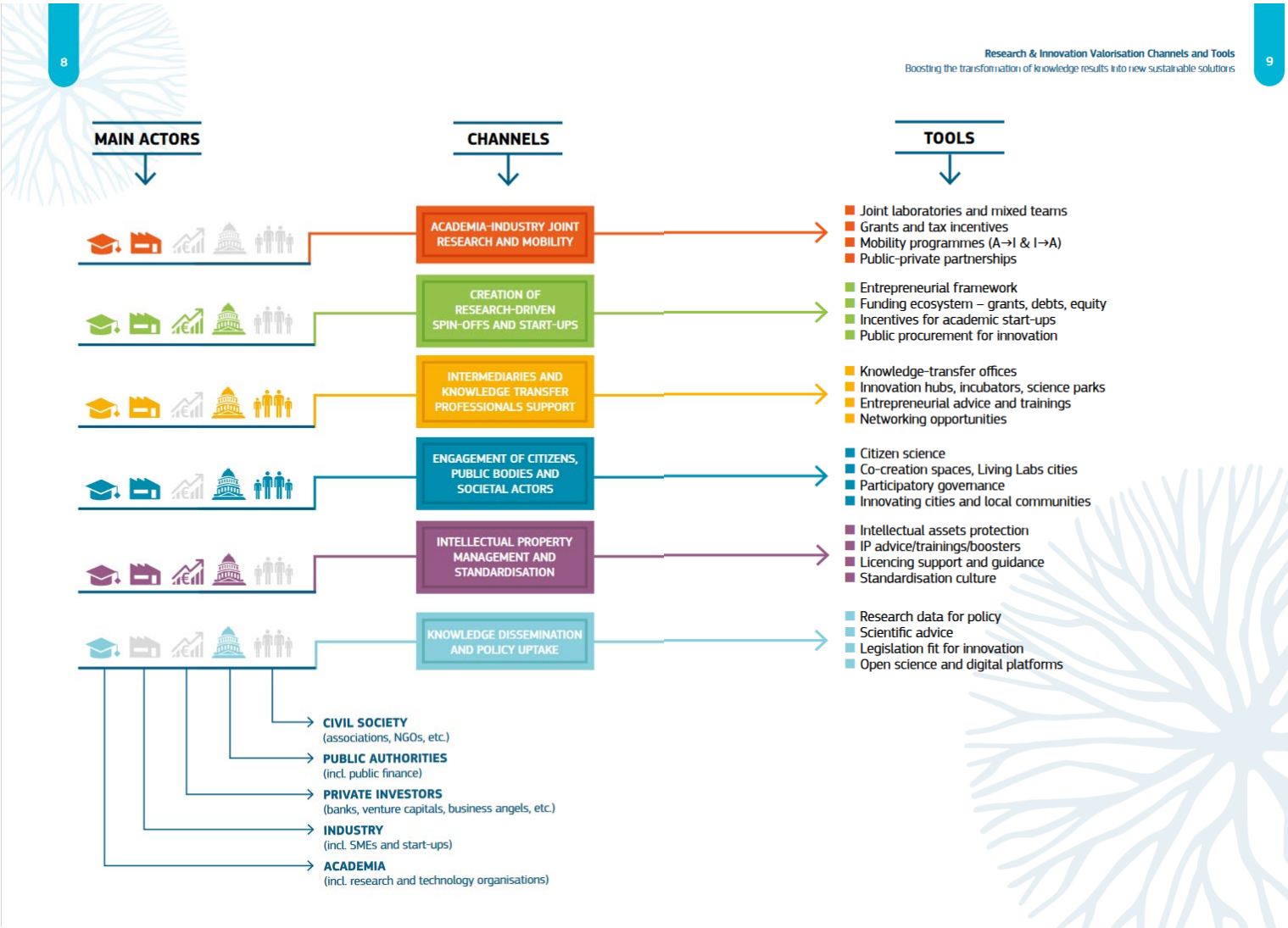
Target groups: researchers and communities

Ignite was a 12 month community–university partnership incubator programme, run by the University of Brighton and funded by UK Research and Innovation

The University of Brighton offered up to £6,000 support to foster six new partnerships with community groups and organisations.

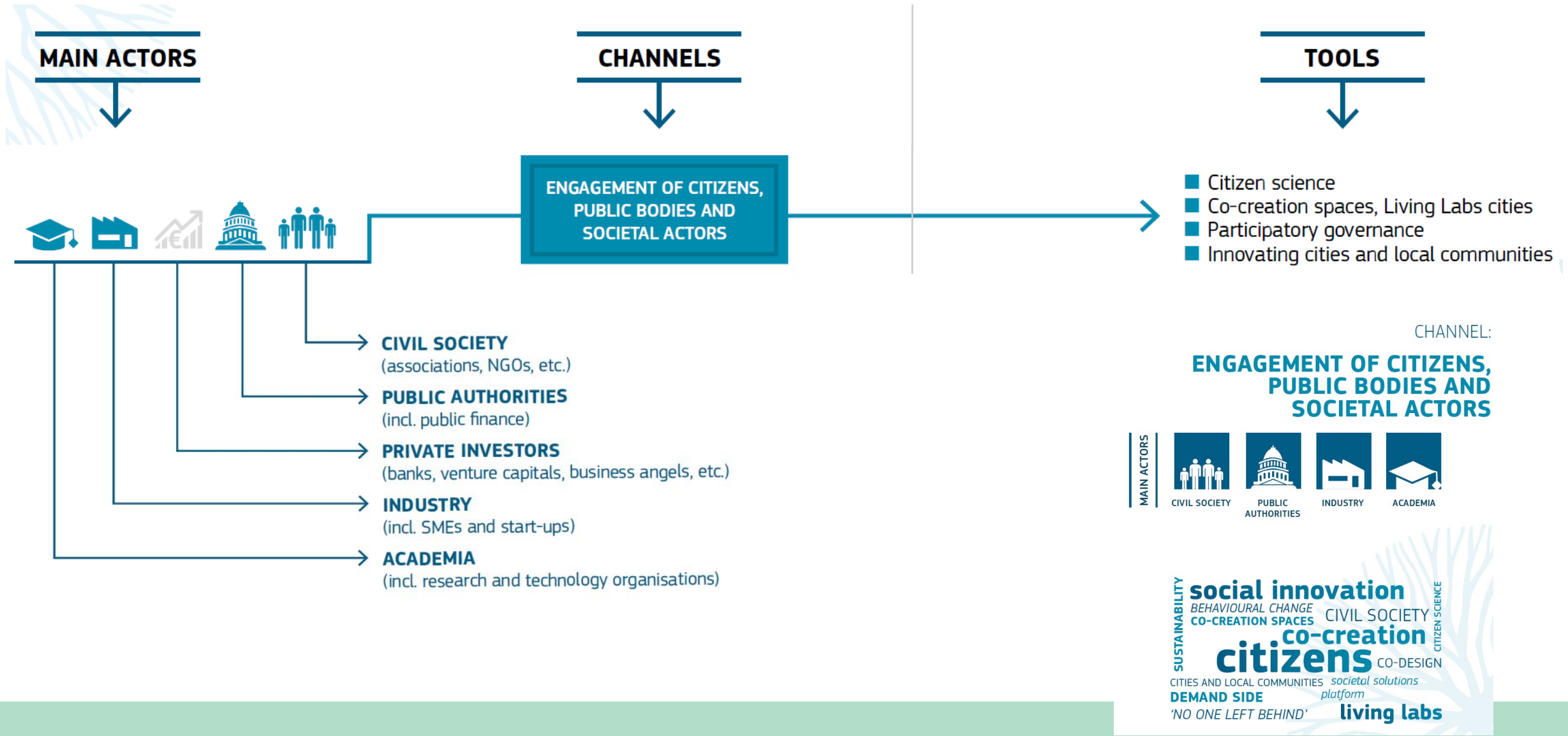
<https://www.brighton.ac.uk/about-us/news-and-events/news/2018/11-26-seed-funding-and-support-for-new-community-university-partnerships.aspx>

# Valorisation Channels and Tools



European Commission, Directorate-General for Research and Innovation, *Research & innovation valorisation channels and tools : boosting the transformation of knowledge into new sustainable solutions*, Publications Office, 2020, <https://data.europa.eu/doi/10.2777/480584>





- **Asset mapping**
- **Creating Impact Canvas:** <https://epale.ec.europa.eu/en/resource-centre/content/creating-impact-canvas-tool-planning-and-design-your-learning-mobility>
- **Impact planning toolkit:** <https://www.sheffield.ac.uk/research-services/impact/impact-planning-toolkit>
- **Pathways to impact:** <https://biblio.ugent.be/publication/8653733/file/8653734>  
[https://sfdora.org/wp-content/uploads/2020/11/impact\\_report\\_en\\_final.pdf](https://sfdora.org/wp-content/uploads/2020/11/impact_report_en_final.pdf)
- **Knowledge mobilization toolkit:**  
[http://www.kmbtoolkit.ca/sites/all/themes/kmb/assets/images/Knowledge\\_Mobilization\\_Planning\\_Form.pdf](http://www.kmbtoolkit.ca/sites/all/themes/kmb/assets/images/Knowledge_Mobilization_Planning_Form.pdf)
- **Storytelling canvas:** <https://www.designabetterbusiness.tools/tools/storytelling-canvas>
- **University-Business Collaboration (UBC) Ecosystem Framework**

# Conclusive Remarks

- Make yourselves visible, declare yourselves as KT/TT professionals at your institution
- Find best practices within your institution and promote them using fitting language and imagery, suggest opportunities apart from citations and publications
- Focus on the “WHY”
- Get familiar with communication and marketing strategies to address SSH researchers
- Get familiar with stakeholders, interest groups

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