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enhancing research impact

SSH Valorisation Programme - Basics for University Staff

webinar

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

Webinar topics

Welcome and introduction

Defining valorisation

What makes valorisation process, what are valorisation activities and who are valorisation stakeholders?

What are the common motives and barriers for valorisation?

What skills and knowledge researchers need to have for valorisation

Revalorise Training Programme - overview

Definition of Valorisation (in Social Sciences and Humanities)

Valorisation is encompassing **any activity ensuring** that the **outcomes of scientific knowledge add value beyond the scientific domain** and making research results "more easily accessible in order to **increase the chances of others outside academia making use of it**" (Benneworth & Jongbloed, 2010).

Valorisation is **interactive process of knowledge utilization** (Andriessen, 2005) that broadly refers to the multiple ways in which **knowledge from** universities and public **research** institutions **can be used by** firms and **society to generate economic and social value** and industry development' (OECD, 2013 in Munari and Toschi, 2021).

Valorisation is a **broader process of knowledge development for societal and economic application** (IXA, 2014; Olmos-Peñuela, Castro-Martínez, & D'Este, 2014; Van De Burgwal, Dias, & Claassen, 2019). Valorisation is the process that creates or enhance value (Narasimhalu, 2012).

Definitions of valorisation in available literature

Synonyms, and overlapping terms with valorisation

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Valorisation:

- broader concept
- envisions wider contributions to society
- makes knowledge more broadly accessible for societal stakeholders

Valorisation:

- includes long-lasting chain of processes that introduce an outcomes outside of the academia
- steps to reach end result through various channels and close collaboration between stakeholders
- interactive process

Valorisation:

- does not always include the technologicical and economic application
- can be a transfer of knowledge in a form of information, knowledge dissemination
- includes interactions between actors in the process of knowledge sharing
- makes knowledge more accessible to stakeholders outside the academia
- focused on non-linear, transdiciplinary, and co-produced knowledge

to conclude :

- Valorisation is taking research outcomes **beyond the academic environment**;
- **Benefits** it brings to the broad public and **society** are the main characteristics of valorisation (Hannon, Dewaele, De Smet, & Buysse, 2019; Olmos-Peñuela et al., 2014);
- it is a process where **knowledge** created within university is **transfered** to either practitioners (science to professionals) or the public (science to public) (Wutti & Hayden, 2017).

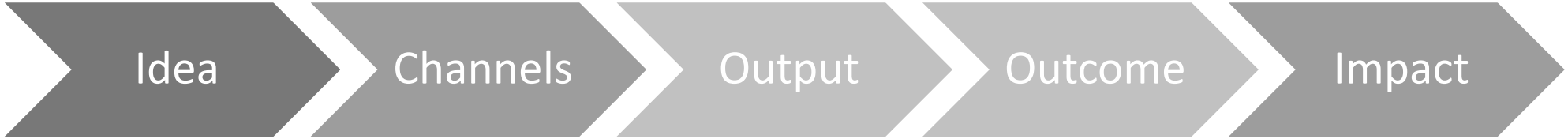
The common denominator is to have an impact on society with research

Valorisation process, valorisation activities and valorisation stakeholders

Valorisation Process

Key points of the valorisation process:

- Valorisation exists by virtue of interaction between academia and society, between researchers and - directly or indirectly - end-users of the knowledge researchers produce.
- Regardless of the seemingly fixed and linear models you'll see, the process can have various shapes and routes. Impact is not always generated at only the end of the process.

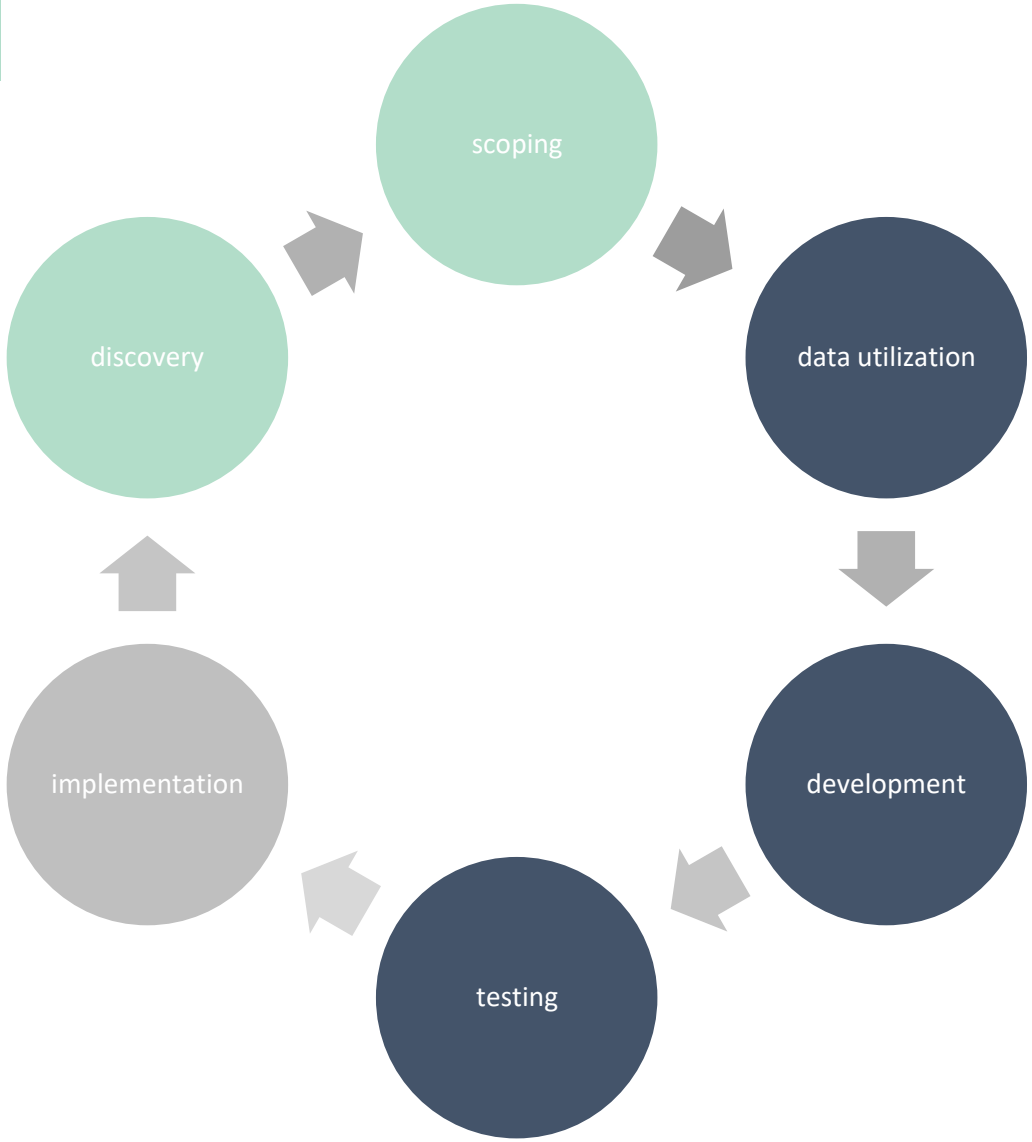


Valorisation process: stages

discovery-scoping: research data is delivered and considered for valorisation, its potential and best angle for implementation is discussed with stakeholders

utilization-development-testing: the best transformation of the data into an application form is iteratively planned, developed in concept, and tested in cooperation with stakeholders including end-users

implementation: the final application is produced and implemented

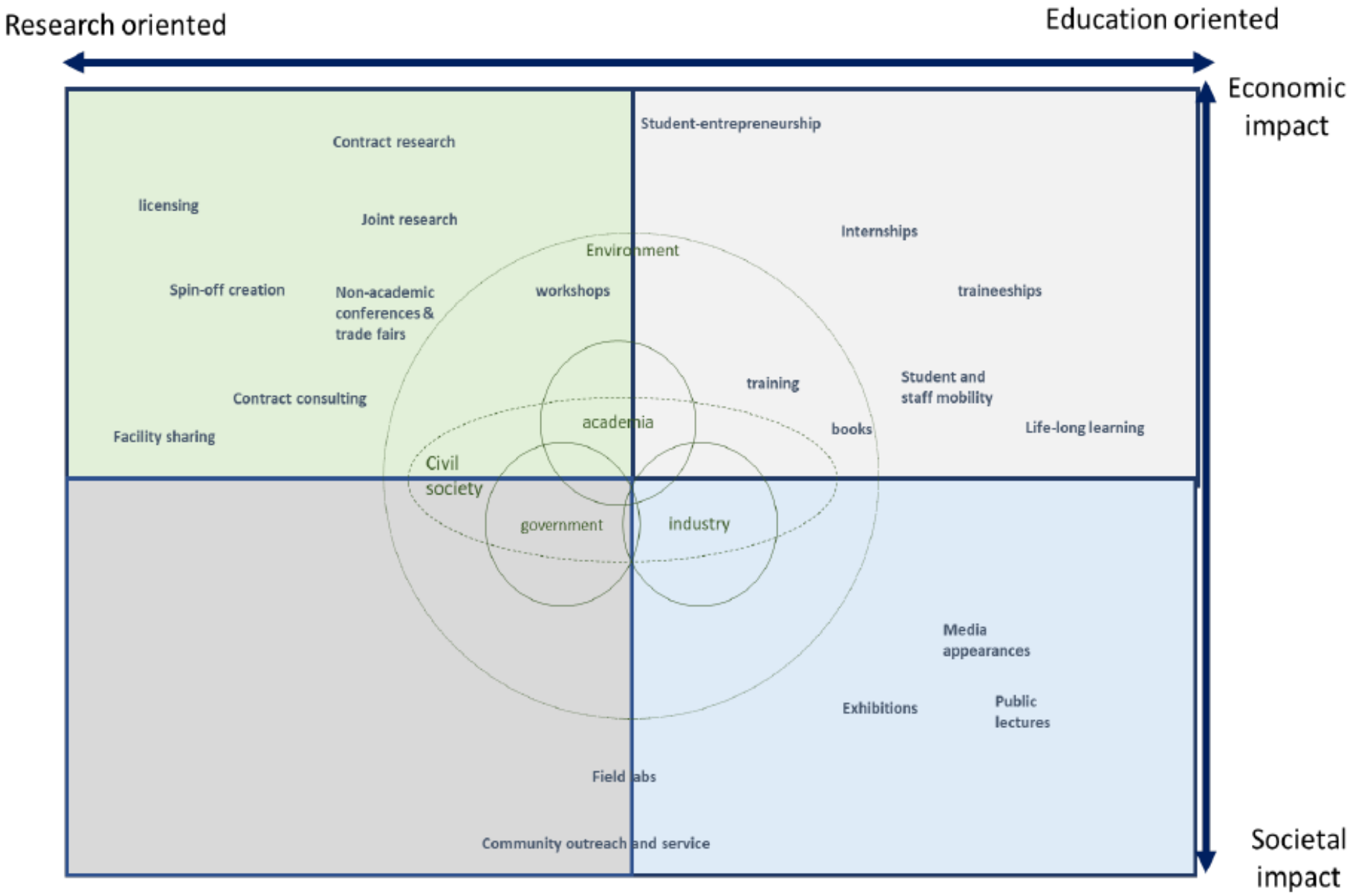


Valorisation activities – main points

- Valorisation includes **all activities** that contribute to **ensuring that (the outcomes of) scientific knowledge add value beyond the scientific domain** (Benneworth & Jongbloed, 2010);
- All **activities beyond teaching and personal research**, could be considered valorisation (Klofsten and Jones-Evans, 2000);
- Valorisation activities are **university-business collaboration activities** undertaken to benefit both private and public actors beyond companies (Davey, 2015; Davey, Baaken, Galán-Muros, & Meerman, 2011; Davey, Rossano, & van der Sijde, 2016).
- Valorisation activities are **defined according to partners or beneficiaries** to whom the activities are oriented (i.e. policy, business and public) (Wutti & Hayden, 2017).

Figure
Categorisation of Valorisation Activities

This figure was produced by Wakkee I. and others in 2021, representing a matrix based on two axis (research vs. education driven activities and economic vs. societal impact) and showing the quintuple helix (Carayannis, Barth, & Campbell, 2012) to represent the various target groups to which the activities are directed. From the "REVALORISE+ Synthesis Report 2021", by Wakkee I., et al., 2021, REVALORISE, p. 12.



Valorisation activities – a summary

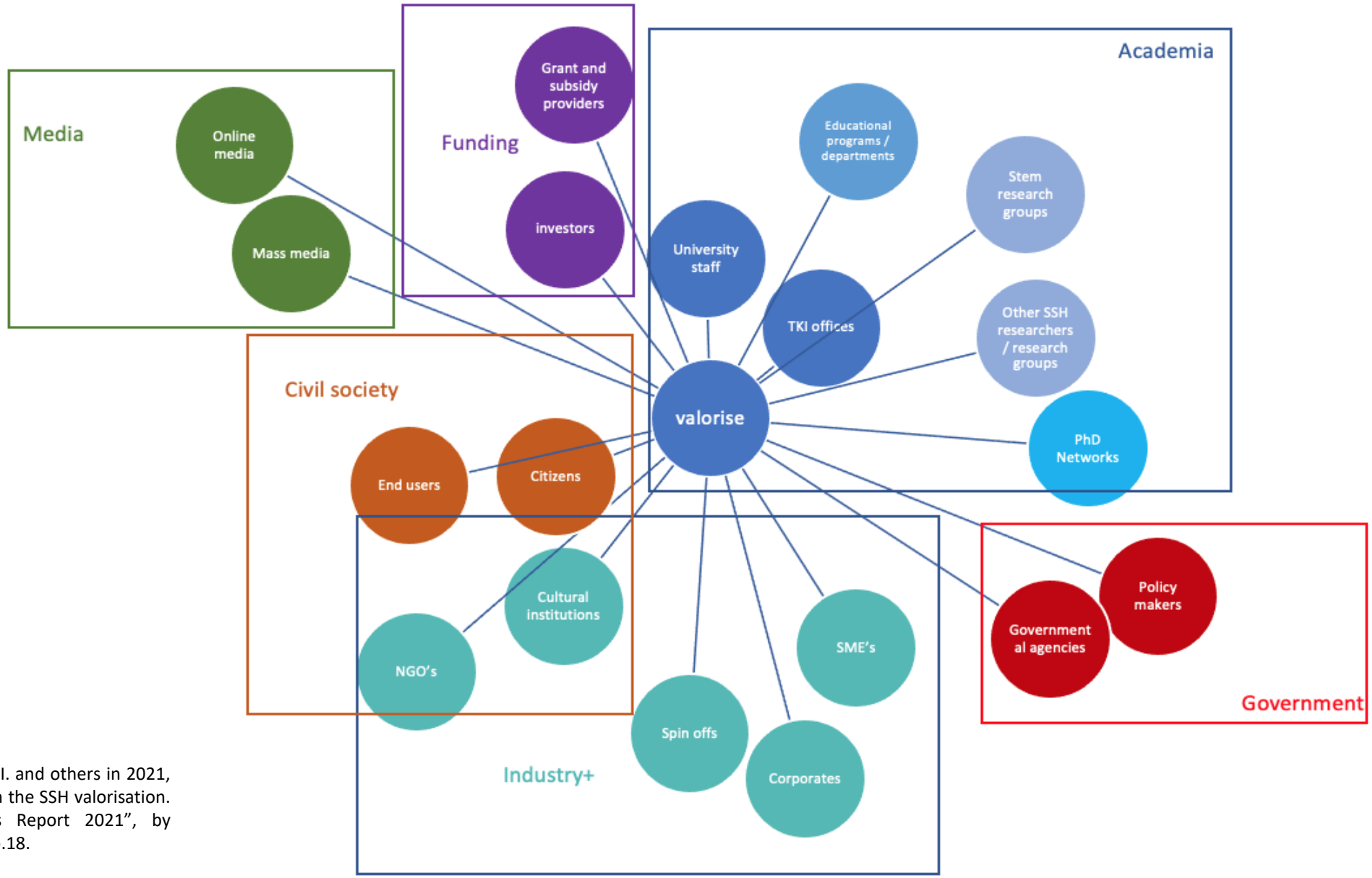
- Valorisation activities can be seen as **productive interactions** between research and external parties, where the first has an effect on the latter.
- There's two kinds of productive interactions: **direct**, often during the research and/or valorisation project and **indirect**, when the research (results) influence external parties beyond the research and/or valorisation project
- Two groups of direct interactions can be defined: **network activities** (*for instance, think tanks, living labs, jury memberships, round table talks, etc.*) and **knowledge interactions** (*for instance, masterclasses, workshops, expert sessions*)
- Indirect interactions are often the result of the **products** the research delivers, which can be anything from publications, software, demonstrators, prototypes, websites, educational material, etc.

Based on Van Vliet et al. (2020) – Rapporteren over doorwerking van praktijkgericht onderzoek.

Valorisation Stakeholders – main points

- valorisation is an open field with a **complex network of actors within and out of academia**, from different disciplines, expertise and roles (Dewaele et al., 2021; IXA, 2014);
- valorisation in the SSH domain is a **multi-stakeholder process;**
- valorisation stakeholders are increasingly **framed in a triple, quadruple or even quintuple helix** (Amry, Ahmad, & Lu, 2021; Vanholsbeeck & Lendák-Kabók, 2020);

Figure
Main stakeholders



This figure was produced by Wakkee I. and others in 2021, summarizing the main stakeholders in the SSH valorisation. From the "REVALORISE+ Synthesis Report 2021", by Wakkee I., et al., 2021, REVALORISE, p.18.

Common Motives and Barriers for Valorisation

Most common motives for valorisation

Status ***ribbon***

Being acknowledged for the work done ***ribbon***

Entrepreneurial attraction ***puzzle***

Practical impact in society ***ribbon puzzle gold***

Paying public funds back ***puzzle ribbon***

Educational impact and knowledge transfer ***ribbon puzzle gold***

Career advancement ***ribbon gold***

Getting bigger funding ***gold***

Supported in the literature by: Benneworth, Muhonen, & Olmos Peñuela, 2017; Galán-Muros & Plewa, 2016; Kongsted, Tartari, Cannito, Norn, & Wohlert, 2017; Schofield, 2013.

Most common barriers for valorisation

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
- Hard 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

Supported in the literature by: Cherney, 2015; Galleron, 2017; Reale et al., 2018; Vanholsbeek et al., 2019.

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

Supported in the literature by: Good et al., 2018; Urbano et al., 2019;

Necessary Skills and Knowledge for Valorisation

Researcher - Skills & Knowledge Needs

- ✓ Networking skills
- ✓ Collaboration skills
- ✓ Sharing knowledge
- ✓ Demonstrating public value and seeing where stakes align
- ✓ Interdisciplinary outlook on the research
- ✓ Intrinsic motivation, drive and focus
- ✓ Curiosity and creativity
- ✓ Awareness
- ✓ An alertness to opportunity
- ✓ Desire to solve puzzles
- ✓ curiosity-based pursuit of knowledge and the application thereof
- ✓ Entrepreneurial awareness

KT/TT Professional - Skills & Knowledge Needs

- ✓ Knowledge of the intellectual property regulations / Legal knowledge
- ✓ Interdisciplinary knowledge and skills (e.g., over-spanning, negotiating and mediating)
- ✓ Entrepreneurial awareness (e.g., opportunity recognition, commercial awareness and conceptualization skills)
- ✓ Management & Communication skills

REVALORISE Training Programme and Toolkit

About the Training Programme

REVALORISE+ Researcher Training

- 3-month European programme (October 2022 – January 2023)
- Free of charge
- Blended format
- Focused on helping PhD students and experienced researcher in SSH extend the reach of their research beyond academia
- Two pathways: awareness (21 hours) and valorisation pathway (32 hours)
- Consists of workshops, seminars and networking events
- Participants have the opportunity to develop their own valorisation plans for creating impact from their research

Researchers will learn through the programme:

- Definition and different pathways of SSH valorisation
- How to assess the value and impact of research beyond traditional indicators
- Principles of entrepreneurial behavior
- How to communicate the value of research
- How to make an impact with research

The REVALORISE+ Research Training Toolkit

We developed tools addressing Professional staff participating in the Valorisation Support Programme for Professional Staff and delivering the Researcher Training Programme to SSH researchers, and Researchers that will take part in the REVALORISE+ programme.

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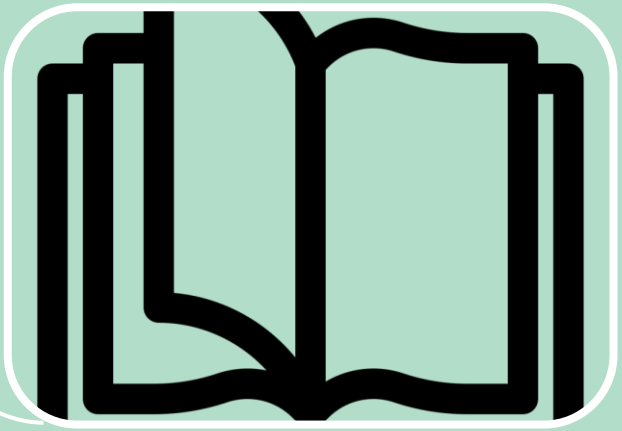
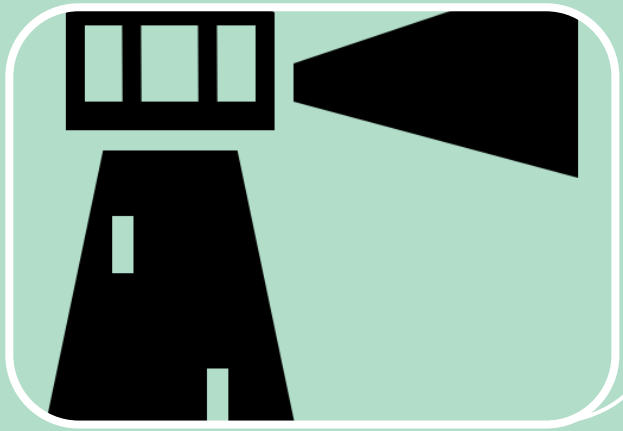
Will help trainers/HEI professional staff, to teach SSH researchers how to create societal impact from their work



Facilitator Guide



Collection of Ligthouse Stories

Synthesis of 16+ profiles and experiences of SSH academic entrepreneurs and researchers who have been able to successfully valorise their SSH research and create value beyond academia

Provides an overview of tools and canvases used for the valorisation process of research

SSH Valorisation Toolkit

Co-Creation Event Guide and Networking Event Guide

Two step-by-step guidance on how run the co-creation and networking events

Thank you for the attention!

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