The Importance of, and how to Support Knowledge Exchange in Humanities and Social Sciences

Agenda
- Inspiring cases
- A KE office is created
- A Company view
- An example of a tool to enhance KE
- Discussion
Short facts
• Established 1477
• Turnover 5500 mSEK
• 6,000 Employees
• 40,000 Students
• 2,300 PhD-students
• 3,400 Researchers
• 600 Professors
• ~ 300 doctors yearly
• ~ 4500 publications
UU Innovation

FEEDS GROWTH IN COLLABORATIVE WORK AND TURNS IDEAS INTO REALITY.
Basic tools

- Individual support,
- Process and project support
- Project management

Specific tools

- Interactive meeting concepts
- Collaboration platforms
- Financial tools
- Incubator - Uppsala Innovation Center (UIC)

Research

Benefits to society
SHREK

- Informal Network
- Knowledge Exchange in Social Sciences and Humanities
- First meeting in December 2010
  - Themes such as; get to know each other, metrics, social innovation, relationship management
Collaborating Researchers in the Humanities and Social Sciences
“I am a literary scholar doing my post-doc at a company.

I do research on publish house strategies to survive and compete in the book market. I also monitors E-Books. To work with twitter instead of handwritten archive material has been a challenge.”

“Attend conferences, seminars, and professional days - both at the university and in business. Do not be afraid to contact people and ask, ask, ask.”
"AIMday gave me a chance to met the care manager Ulla from the municipality of Gävle. We had a discussion on how to refute and understand older LGBT people. A year later we received a project grant of ~ 87 000 € from Vårdal-stiftelsen. The goal is that it should result in a training plan and a manual that care managers across Sweden could use."

“Be open to questions from your surroundings and do not be afraid to ask yourself.”
“I am fully booked with contract research this year. I am helping the village Älvkarleby to be more romantic and Walloon ironworks villages to become more famous. Using the two assignments in a future research project I save time and resources.”

“Cooperation is a win-win”
CASE: ÖNVER CETREZ

“When I started my research project I wanted to ensure that the society would benefit from the results. So I tested a different approach. I invited people who professionally work with, or otherwise involved in refugee issues to an event where lectures were alternated with discussions in hives. The researchers and practitioners together identified which questions were interesting and could lead to further cooperation.”

“Meet people affected by your research. Listen to their questions and share your own.”
Sara Jernberg
+ 46 70 167 9141
Sara.jernberg@uuinnovation.uu.se
www.uuinnovation.uu.se
www.aimday.se
Supporting Knowledge Exchange in Humanities and Social Sciences

Anne Sofie Laegran, a.s.laegran@ed.ac.uk

www.hss.ed.ac.uk/ke
Three challenges:

- How to define knowledge exchange in the humanities and social sciences
- Embedding KE: Making it mainstream
- What support is needed
University of Edinburgh
– influencing the world since 1583

- Research Intensive University
- Constantly ranked among the top 50
- Ca 6000 academic staff
  - of which ca 2000 in College of Humanities and Social Science
What is Knowledge Exchange?

- Technology transfer
  - SE
  - Med
  - HSS
  - Patents: 50 29 0
  - Licenses: 28 20 6
  - Disclosures: 92 60 3

  UoE figures 2011-12

- Spinout companies
- Industry engagement
What is Knowledge Exchange?

- Influencing public policy?
- Informing professional practice?
- Engaging and enlightening the public?

- What are the appropriate mechanisms for this?
The Edinburgh approach to KE in HSS:

• The process that makes research bring benefits to (have impact on) society
  - Demand
  - Dialogue
  - Coproduction

Main target stakeholders in knowledge exchange
Bilingualism Matters

• The cognitive benefits of growing up with two languages
• Professor + students and early career researchers
• Free advice and events to families, communities and practitioners
• Consultancy for companies
• Advising on language policy
• 14 “branches” across Europe
FindME – skills through game

• Research led by Education on technology for skills development for children with Autism Spectrum Disorder
• Game: “can you find me?”
• Evaluation license to company Interface3
  – 22000 downloads in 7 months
• Now licensed for commercial use and more games under development
Writing the North

- English Literature with Shetland Museum and Archives and Orkney Library and Archive
- First literary exhibition in Shetland
- Writer’s workshops
- Writing the map
- Public events boosting tourism in Scotland’s year of “homecoming”
Making KE mainstream

• Governance
  – KE and impact Directors in each 11 School
    • Plus support staff
  – College KE and Impact Committee
    • Co-convened by KE manager
Making KE mainstream

• Incentives
  – Promotion criteria
  – Work load allocation
  – KE small grant for innovative activities
  – “The Impact agenda”
    • Determining core funding as well as competitive research funding
To ensure our knowledge, ideas, skills and expertise are transformed into advice and opinion, innovation, intellectual property, enterprise and wealth, thereby realising national and international objectives and enriching society.
What support is needed?

The Edinburgh approach
KE office support:

CHSS KE office embedded in the Innovation company and the College.

Support engagement for impact and income.

2 staff + assistant with background from academia, public policy and business.
KE office approach to embed and enable KE:

- Visibility
  - Events
  - Bulletins
  - Targeting
- Due diligence
  - Advise
  - Brokerage
  - Help with proposals
  - Signposting
  - Small grant funding
- Academic drives
  - Relationship management
  - Evaluation - impact

Raising awareness of opportunities

Implementation - outcome
But we don’t do it all alone…

Within the University:
• Institute for Academic Development
• Office of Lifelong Learning
• Development and Alumni
• Careers service
• School and research centre support

Nationally:
• Interface
  • brokering SME/Scottish Universities
• Beltane Public Engagement Network
  • Network of universities and cultural institutions
Supporting Knowledge Exchange in Humanities and Social Sciences

Anne Sofie Laegran, a.s.laegran@ed.ac.uk

www.hss.ed.ac.uk/ke
DRIVERS FOR COLLABORATION
RAMBÖLL MANAGEMENT
CONSULTING

ANNA ZINGMARK, SEPT 4 2013
AGENDA

• Ramboll Management Consulting – who are we and how we as a company cooperate with academia?

• Understanding collaboration and what drives collaboration from different studies and evaluations
  • Economic-political drivers
  • Organizational drivers
  • Individual drivers
Ramböll
Sustainable society consultants, 10,000 employees within buildings, transport, environment, energy, oil & gas and management consulting

Ramböll Management Consulting
analysis, process, leadership issues within areas such as regional development, innovation, business development
ASSIGNMENTS WITHIN THE INNOVATION AREA

• Triple helix cooperation
• Innovation policy and projects
• National and regional conditions for innovation
• Small and medium sized companies and their innovation processes
• Trainings- how to become successful in cooperation
COOPERATION WITH ACADEMIA FROM THE PERSPECTIVE OF RAMBÖLL MANAGEMENT CONSULTING

For recruitment, knowledge development and innovation

• Students and internships
• Source of knowledge in studies
• Cooperation with researchers in consultancy projects
• For new business concepts (what are future needs in society e.g sustainable city development)
EVOLVING COLLABORATION – A FRAMEWORK WHEN ANALYSING

- Degree of collaboration
  - Low
  - High

Development over time
- Meeting
- Networking
- Knowledge transfer
- Knowledge exchange
- Co-production
POLICY DRIVERS

- Policy-level can enable collaboration through “soft” measures (Collaboration can be supported by process support)
- The design of financing has impact on incentives for collaboration and institutions capabilities to act long-term
- Inclusion in regional development strategies can strengthen the long term stability
- Different traditions and customs of higher education centers impacts on prospects for collaboration (path dependency)
ORGANISATIONAL DRIVERS FOR COLLABORATION (1)

- Involved actors should develop an understanding for each other's different logics
- Joint mobilization among involved actors is key (strategic idea)
- Strategic proactive activities is key for engaging successful partners and ideas
- Collaborative environments benefits from a focus on commercialisation
ORGANISATIONAL DRIVERS FOR COLLABORATION (2)

• Building long-term institutional/organizational relations and permanent points of contact between science and business communities is important

• To benchmark inter-disciplinary on successful collaboration and innovation platforms

EXPERIENCES FROM EVALUATING UMIT

Benchmarked on success factors

Strengthened collaboration and culture through R&D Trainee programme with industry

Constructed and opened up facilities for students, international researchers and cross-disciplinary interaction
INDIVIDUAL DRIVERS FOR COLLABORATION (1)

- Organizational entrepreneurs are key to every successful collaborative environment

- Lack of incentives for collaboration – both financially, but more importantly in terms of meritocratic value impacts on collaboration

ATTITUDES FROM SOUTHERN SWEDEN

In 2012 Ramböll conducted an attitude survey on external utilization of knowledge (nyttiggörande)

Through 50 interviews with scientists, innovation facilitators and business representative Ramboll identified lack of incentives as the key barrier to external collaboration
INDIVIDUAL DRIVERS FOR COLLABORATION (2)

- Individual and entrepreneurial drivers among researchers are key to establish external collaboration.
- There exist barriers in culture, language and rationale among researchers and between researchers and business representatives.
RECOMMENDATIONS FOR STIMULATING COLLABORATION

- Create arenas or formalized points of contact between researchers and industry/business community
- Stimulate and find innovative ways to break cemented interdisciplinary and research-business barriers. Focus on entry point barriers for external collaboration. (create trust and build relationships)
- Benchmark interesting models
THANKS!

ANNA ZINGMARK
ANNA.ZINGMARK@RAMBOLL.COM
UU Innovation
FEEDS GROWTH IN COLLABOTATIVE WORK AND TURNS IDEAS INTO REALITY
Starting point

• Innovation definition: “service, process, method or product that has had an impact in the community”.

• Mutual exchange, beneficial to both academia and business, public organizations or nonprofit organizations.
Collaboration platform – RUSA

The Academy of Regional Development

- Regionförbundet i Uppsala län (Uppsala Regional Council)
- Kultur i länet, Landstinget i Uppsala län (the County Council, cultural administration)
- SLU - Swedish University of Agricultural Sciences
- Uppsala University

The network and the ideas and activities that come out of the collaboration is coordinated by UU Innovation.
RUSA

- Support the implementation of the Regional Development Strategy

- Show on municipalities and region as empirical arena for research

- Develop models for collaboration between academia, region and municipalities
KOM FRAM
an interactive meeting concept

Step 1: Identifying challenges

Step 2: Matching with researchers

Step 3: Meeting in the municipality

Step 4: Further collaboration
Identifying challenges

Meeting in the municipality

Ordering knowledge needed

Further collaboration

Implementing new knowledge

= Research input for developing solutions to the identified challenges and needs

= Project management by UUI
Issues discussed in Heby

The relationship between urban and rural areas - historical, present, future
- Economical historian Uppsala University

Housing market rules from a rural perspective
- Business Economist

Factors affecting population redistribution
- Cultural geographer

Why stay in rural areas?
- Cultural geographer
Peter Lund, Municipal Director of Heby municipality:

"KOM FRAM - seminar itself is perhaps the most successful seminar I participated in during my time as a manager for municipal operations. But it is nevertheless the impact of the seminar that is large and important. In many areas we are working on now and has gained momentum where we previously known that we stalled. For example, the issue of housing construction and occupancy. The cooperation within the concept of KOM FRAM has reduced the distance between us in the municipality and the two universities. Now we have entrances that make a contact only a phone call away."

INTERACTIVE MEETING CONCEPT – KOM FRAM
Some of the results from KOM FRAM Heby and Östhammar

• Long term collaboration between master's program in entrepreneurship at Uppsala University and the business device in Heby Municipality focusing on business development in SME in Heby municipality

• Application in collaboration between Östhammar municipality and Centre for Gender Research at Uppsala University focusing on gender as a growth factor.
Improvements needed

• Funding in the form of small amounts for continued dialogue and testing towards long term cooperation.

• Support in the implementation of academic knowledge
Identifying challenges
Meeting in the municipality
Ordering knowledge needed
Further collaboration
Implementing new knowledge

= Research input for developing solutions to the identified challenges and needs
= Knowledge input for better routines and innovative ways of working
= Project management by UUI
= Action research
Anna Grönberg
Collaboration coordinator within
Humanities & Social Sciences
UU Innovation

anna.gronberg@uuinnovation.uu.se
0730 - 39 59 55