Business Development in the Social Sciences & Humanities

A four-day interactive, international course on stimulating and facilitating commercial services, alliances & entrepreneurship

Worcester College, Oxford

Organised by AESIS

13-16 May 2019

What are the most effective ways to manage an impact unit?
How do I make academic business ideas 'market-ready'?
How do I set up public & private alliances in impact units?
How and when should I set up consultancy (& other) services?

Partner
Monday 13 May - Management

08.30  
*Registration with coffee and tea*

09.00  
**Mark Mann** (Innovation Lead, Humanities & Social Sciences, Oxford University Innovation)  
**Chris Fellingham** (Licensing & Ventures Manager, Oxford University Innovation)  
Word of Welcome and introduction of the course by the course-coordinators

General introductions by the participants
- Why are you here, what do you want to take away?  
- Where do you sit in the ecosystem of research activity?  
- What are we talking about and why is it important?

**Overview: Managing and enhancing societal impact of social sciences and humanities**
- Introducing the case study: developing a business unit in an academic environment  
- Forming groups

10.00  
**Victoria McGuinness** (Business Manager, The Oxford Research Centre in the Humanities)  
Shaping and changing your organisation's culture
- How to connect funding to SSH research units  
- Co-financing with external partners

11.00  
*Coffee & tea break*

11.30  
**Catherine Kerfoot** (Strategic Lead for Strategy, Impact & Evidence, Arts and Humanities Research Council)  
&  
**Melanie Knetsch** (Deputy Director of Impact and Innovation, Economic and Social Research Council)  
Best innovative practices for creating societal impact through the AHRC & ESRC

12.45  
*Lunch*

13.45  
**Group discussions on University Impact Units**

<table>
<thead>
<tr>
<th>Group 1: Setting-up a University impact unit</th>
<th>Group 2: Managing a University impact unit</th>
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<tr>
<td><strong>Coordinator:</strong> Mick Kennedy (Managing Director, MLEK Ltd.)</td>
<td><strong>Coordinator:</strong> Christoph Köller (Managing Partner, Görgen &amp; Köller GmbH, Germany)</td>
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14.45  
**Mick Kennedy & Christoph Köller**  
Discussing and assessing the outcomes of the two break-out sessions

15.15  
*Coffee & Tea Break*

15.45  
**Panel:**  
**Julia Bourke** (Enterprise Officer, St. Mary’s University), **David Budtz Pedersen** (Director, Humanomics Research Centre, Denmark) & **Christoph Köller**  
Integrating Impact in a University Strategy: Conditions & Bottlenecks

16.30  
**Mark Mann & Chris Fellingham**  
Recap & remaining questions (until 17.00)
Programme

Tuesday 14 May - How to actively engage Universities to a SSH Impact Strategy

08.45  Registration with coffee and tea

09.00  Mark Mann & Chris Fellingham
Welcome & Summary

09.15  David Budtz Pedersen (Director, Humanomics Research Centre, Denmark) &
Jack Spaapen (Senior Policy Impact Advisor, Royal Netherlands Academy of Arts & Sciences)
Engaging Universities
- Impact investing (proactive strategies)
- Incentives (support staff + faculty)
- Infrastructures (organisational settings)
- Intermediaries (best practices + concrete examples)

10.45  Coffee & tea break

11.15  David Budtz Pedersen & Jack Spaapen
Alliances with commercial organisations & governmental institutions
- Adding value to alliances and partnerships
- Fostering knowledge exchange at different stages of the research process

12.45  Lunch

13.45  David Budtz Pedersen & Jack Spaapen
Prospects for SSH Society-Industry Partnerships in the EU Framework Programme (FP9)
- Discussing the future of SSH partnerships in FP9

15.00  Coffee & tea break

15.30  Case study session
- Reading and working on the case study exercise

17.15  Mark Mann & Chris Fellingham
Recap & remaining questions (until 17.30)

18.00  Course dinner (Restaurant No. 1 Ship Street)
Programme

Wednesday 15 May - Spin-offs & Entrepreneurship

08.45  Registration with coffee and tea

09.00  Mark Mann & Chris Fellingham
Welcome & summary

09.15  Mark Mann & Chris Fellingham
Commercial spin-offs & social entrepreneurship
- Definitions, features and differences
- Developing and managing pre-seed funding (e.g. pilot projects)
- Making academic business ideas ‘market-ready’

10.45  Coffee & tea break

11.15  Mark Mann & Chris Fellingham
Hands-on examples and applied lessons
- In the field of the social sciences
- In the field of the humanities

12.00  Case study session
- Working on the presentations of the case study exercise

12.45  Lunch

13.45  Rick Delbridge (Dean of Research, Innovation & Engagement and Academic Lead for the Social Science Research Park, Cardiff University)
Creating Value at the Social Science Research Park (SPARK)
- What is the ethos and mission of SPARK?
- How does this fit with an Innovation and Enterprise agenda?
- Practical steps in creating value and business development

15.15  Coffee & tea break

15.45  Rick Delbridge
Interactive Exercise on connecting regional and local stakeholders
- A place-based approach to understanding opportunities in your local innovation ecosystem

17.15  Chris Fellingham
Recap & remaining questions (until 17.30)
Programme

Thursday 16 May - Consultancy, Training & Services

08.45  Registration with coffee and tea

09.00  Mark Mann & Chris Fellingham
Welcome & summary

09.15  Oliver Cox (Director, Oxford University Heritage Network) &
Emma Salgård Cunha (Project Associate, Cambridge Enterprise, University of Cambridge)
Mapping the Barriers to Consultancy and Finding the Opportunities
- Sectors and areas of interest for consultancy in SSH
- Personal experiences and best practices
- Interactive exercise

10.45  Coffee & tea break

11.15  Oliver Cox & Emma Salgård Cunha
Structuring consultancy within an academic environment
- How to develop an institutional culture around consultancy
- What structures can be put in place to enable and facilitate consultancy at an institutional level
- Group discussion

12.45  Lunch

13.45  Case study session: Presenting your ideas for a university business unit
- Presentations of participants
- Discussion

15.00  Coffee & tea break

15.30  Mark Mann & Chris Fellingham
Lessons learned

16.30  Reception