

11.00 - 12.15

## Role of Industry

*Henric Rhedin (chair) – Gothenburg University*

*Victoria Galán-Muros – University-Industry Innovation Network*

*Oliver Cox – Oxford University Heritage Network*

# Impact of Science

4-6 November, Krakow

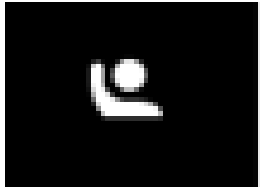
## Role of Industry



Brama Floriańska room

# Impact of Science

4-6 November, Krakow



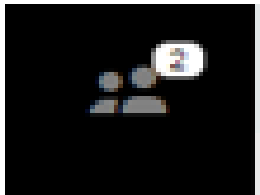
## Broadcast permission:

- Turn on your microphone and/or camera
- Participate in the discussion



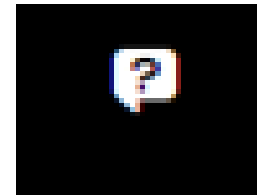
## Conversations:

- General remarks
- Discussion
- News (links)



## Who are the attendees?

- Speakers
- Participants



## Q&A:

- (Targeted) questions
- Speakers answer the questions live



## Lay out view:

Full screen, Tiled, Thumbnail



UNIVERSITY OF  
GOTHENBURG

# AESIS- IMPACT OF SCIENCE

Role of Industry

November 5, 2020

Henric Rhedin





# Introductory remarks

- *Building (long-term) academic industry relationships and determine their roles to optimise societal impact?*
- In theory quite straightforward (?) but in practice maby be not?
- A matter of perspectives.
  - Optimise wrt to which parameters?
  - How to measure?
  - What society?
  - Industry definition?



# Observations

- Universities in transformation, role still uncertain in some perspectives
  - 140 years ago, education only
  - Since ~30 years knowledge exchange and utilization
    - TT to KE
    - ROI perspective from society
- National or global benefits from research results?
- Strategy of Universities decided on many levels and differ between countries



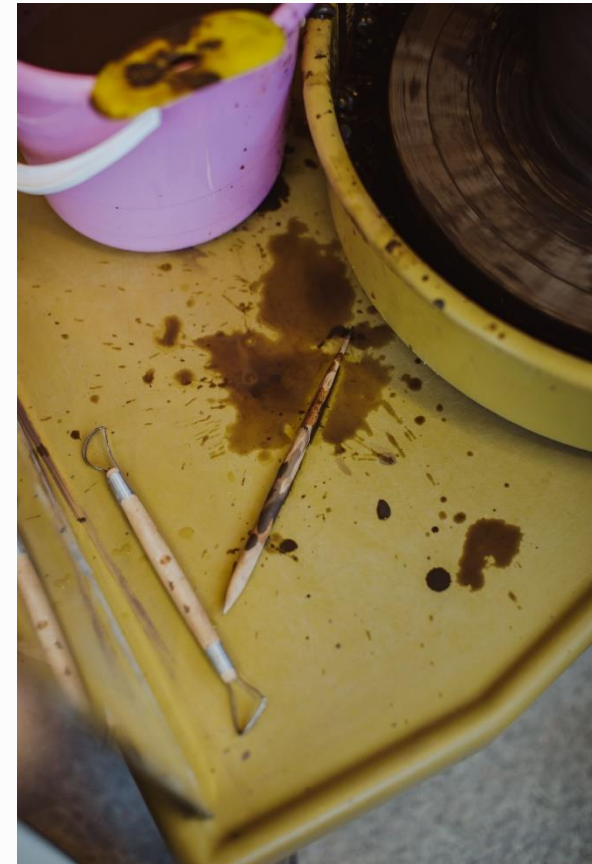
# Strategy matters

- UK most Nobel laureates per capita in EU
- Germany very few per capita
- UK founded international companies quite few
  - But many international companies present (due to research?)
- German companies dominates many sectors
  - Huge applied research sector
- Successful nations?



# Open challenges

- Do we actually know that research benefits society?
  - I.e. can we prove it using scientific methods?
  - Education benefit to society shown in 2018 Nobel price
- Role of Universities;
  - i) for the benefit of industry (society)
  - ii) long term investment in knowledge production
- Sustainable society
  - Challenge driven; Next pandemic, we should have a vaccine ready in 1 week





# Dowling review

- Report July 2015
- Successfactors
- Barriers

## Rank Key success factor

- 1 Strong and trusting personal relationships
- 2 Shared vision, goals and objectives defined, setting in place clear expectations
- 3 Mutual understanding between partners
- 4 Ability of – and opportunities for – staff to work across institutional boundaries
- 5 Collaboration brings about mutual benefits
- 6 Funding available
- 7 Processes for agreeing contracts and IP are in place
- 8 Clear and effective communication between partners
- 9 Organisational support, including senior management buy-in and championing
- 10 Willingness to devote time and resources from both parties

## Rank Top ten barriers for **business**

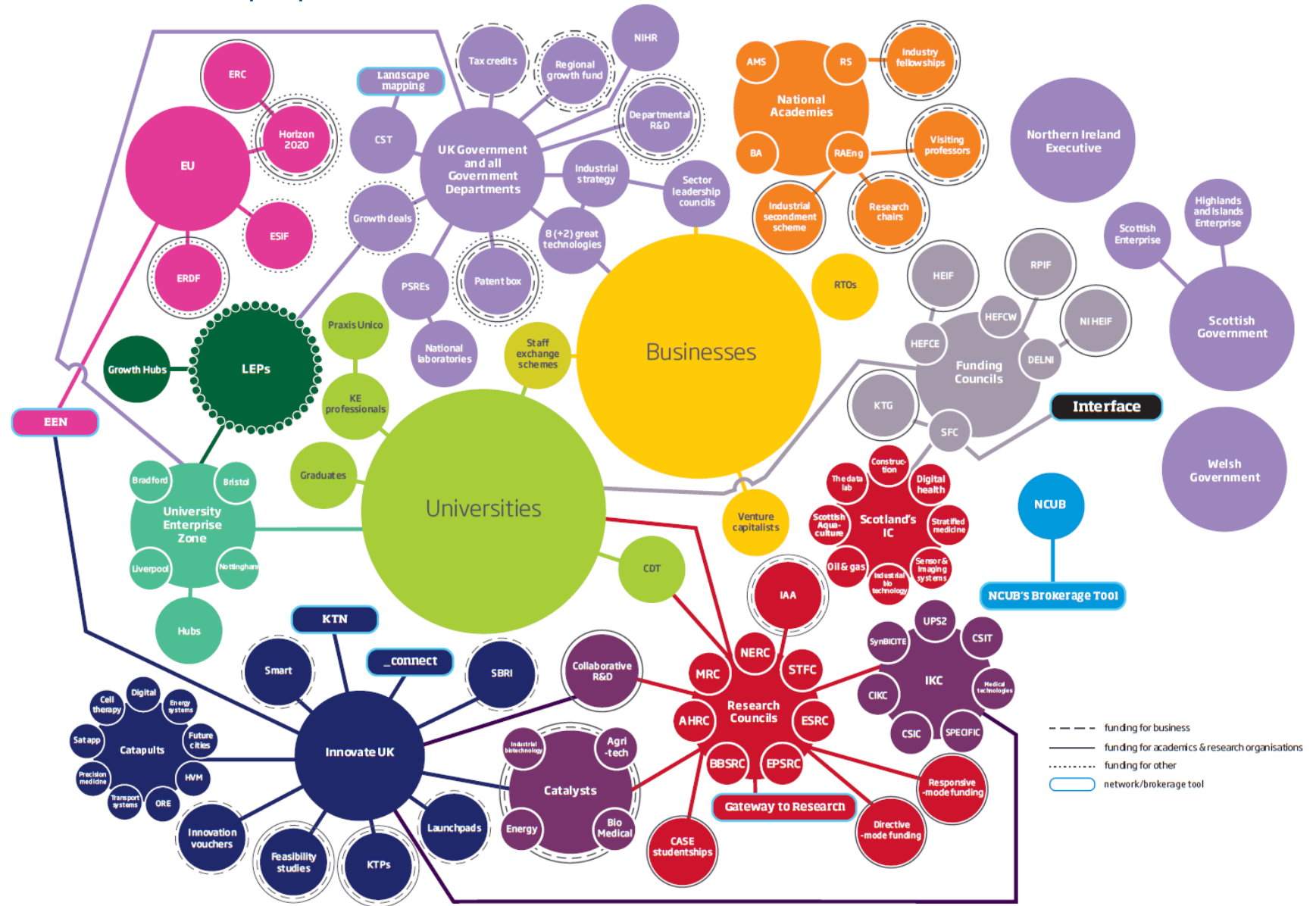
- 1 IP and other contract negotiations are difficult to complete, processes difficult to navigate, or take too long
- 2 Business find it difficult to identify academic partners or where academic capability lies
- 3 Business and academia operate to different timescales
- 4 Lack of funding
- =5 Lack of alignment of objectives: tension between business and university needs or objectives
- =5 Lack of trust or mutual understanding
- =7 Businesses focus on the short term, rather than long term R&D
- =7 Other funding issues (for example, SME eligibility, subjects within scope)
- 9 Low overall levels of business investment in R&D, including a lack of absorptive capacity
- 10 Lack of understanding within business of potential benefits of working with universities

## Rank Top ten barriers for **universities**

- 1 University metrics, including the REF, prioritise the production of high-quality publications
- 2 IP and other contract negotiations are difficult to complete, processes difficult to navigate, or take too long
- 3 Other pressures on academic time (teaching and research) limit resources for collaboration
- 4 Lack of funding
- =5 Collaborative experience not valued as part of academic career progression
- =5 Lack of time/resource for networking or project development
- =7 Business and academia operate to different timescales
- =7 Tension between academic desire to publish work, and business concerns about competition
- 9 Lack of trust or mutual understanding
- 10 Low overall levels of business investment in R&D, including a lack of absorptive capacity

# The mess

Figure 10  
Research and Innovation Landscape Map<sup>37</sup>



<sup>37</sup> Figure 10 is an attempt to capture the major organisations and funding sources, relevant to business-university collaboration, in the UK's research and innovation landscape. Due to the complexity of the landscape there will inevitably be information missing.

# Panelists

- **Victoria Galán-Muros** Director of policy affairs, University-Industry Innovation Network, France
- **Oliver Cox** Heritage Engagement Fellow and Co-Lead, Oxford University Heritage Network, UK



# Building (Long-Term) Academic Industry Relationships

AESIS Impact of Science Conference – Role of Industry  
Online, 5 November 2020

[Oliver.cox@humanities.ox.ac.uk](mailto:Oliver.cox@humanities.ox.ac.uk)

Twitter: @OliverJWCox



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# Arts and Heritage – An industry that matters across Europe...

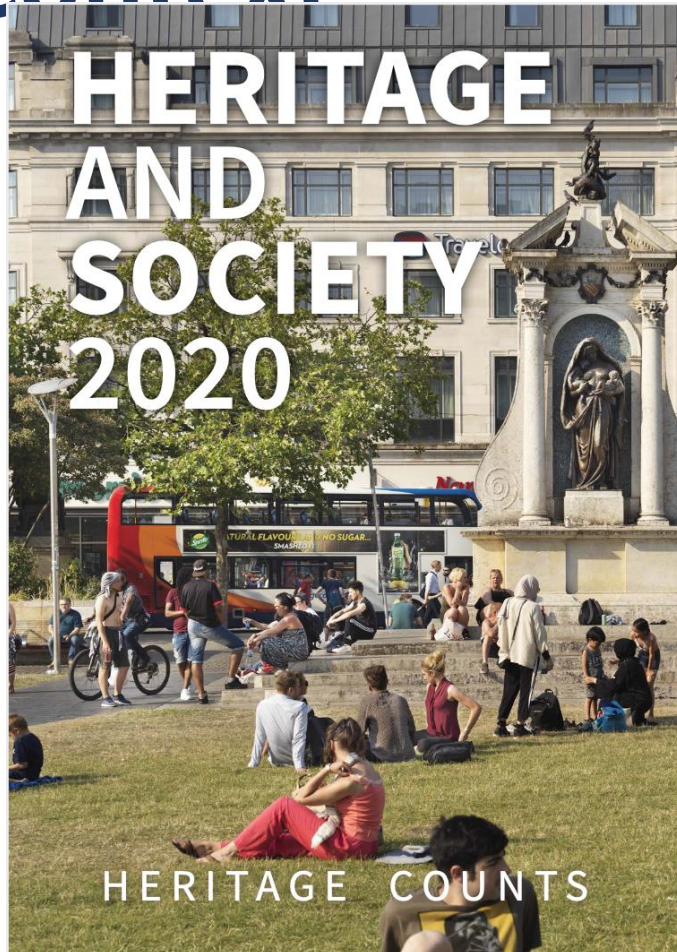
In 2019, there were 7.4 million people in cultural employment across the EU-27 (3.7 % of all employment).

In 2019, in all but three of the EU Member States a majority of people in cultural employment had a tertiary level of educational attainment.

In 2019, the proportion of people who were self-employed in the field of culture in the EU-27 was more than double the average observed for the whole economy.

# Heritage and Society – Recent Findings in a UK

## Context



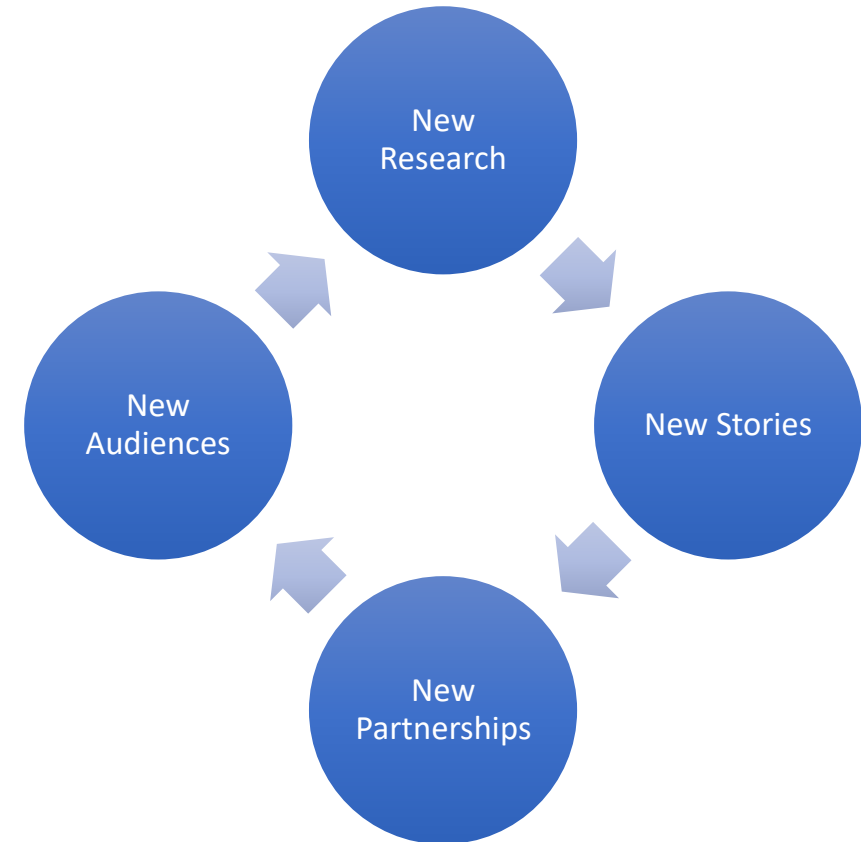
- Like most parts of society and the economy, the heritage sector suffered a heavy blow as a result of lockdown due to COVID-19
- Outdoor heritage sites are places people feel most comfortable visiting
- Virtual visits and digital engagement with heritage has helped people cope during lockdown
- Our local neighbourhoods have demonstrated their value during lockdown by helping us to cope
- Heritage volunteering, an important source of community resilience, was challenged during lockdown
- Volunteering to support COVID-19 related causes has seen an increase which supports a spirit of collective care for our communities and places
- The heritage sector has an important role to play in our individual mental wellbeing in the future
- Visiting heritage can ease the challenges associated with dementia and Alzheimer's
- Online heritage resources support more equal access to digital learning for children

# Opportunities for Universities – The relationship starts with “Triple-A” content.

## Visiting figures

Properties open at a charge with more than 50,000 visitors in 2019/20:

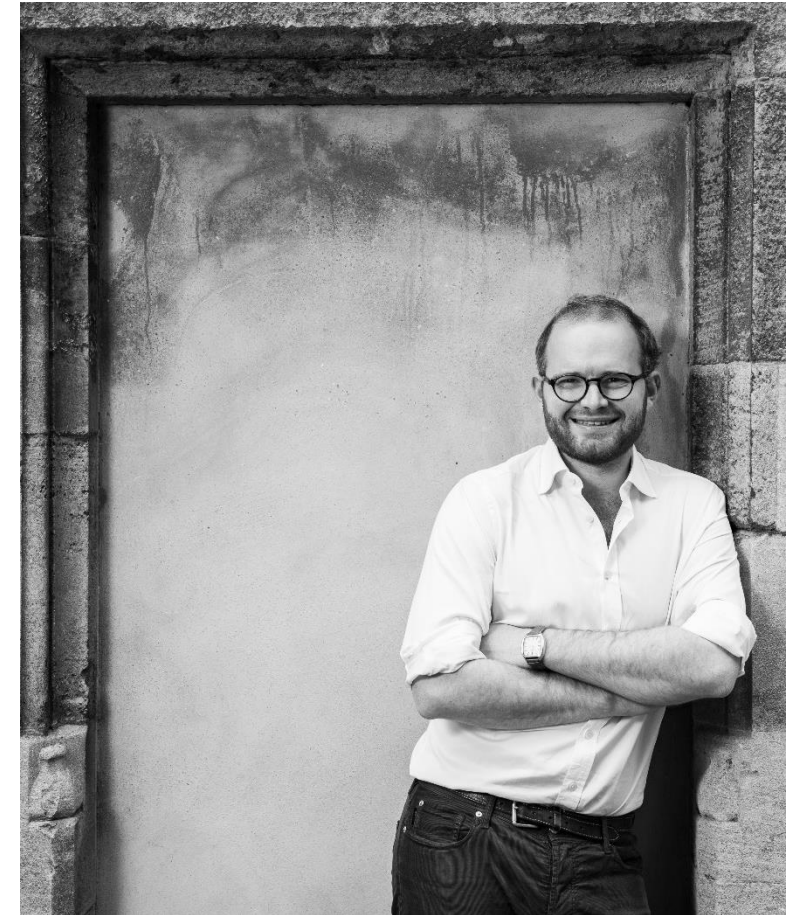
Property	2019/20	2018/19
Giants Causeway	685,229	738,508
Clumber Park	655,251	677,136
Attingham Park	540,561	511,687
Cliveden	525,903	499,043
Carrick-a-Rede and Larrybane	471,843	497,623
Waddesdon Manor <sup>27</sup>	467,247	471,886
Calke Abbey	459,262	398,837
Belton House	442,447	444,697
Kingston Lacy	409,106	366,667
Polesden Lacey	401,748	356,131
Fountains Abbey Estate and Studley Royal Water Garden	400,328	403,591
Anglesey Abbey	386,909	400,186
Stourhead	386,458	382,235
Mottisfont	381,835	375,708
Nymans	378,216	369,941





# How to grow these relationships – the importance of the ‘broker’ / ‘producer’.

- Heritage Engagement Fellow at the University of Oxford, leading the TORCH Heritage Programme.
- Co-Director of Oxford University Heritage Network.
- Oxford University Innovation Champion for Humanities Division.
- Part of team delivering University’s strategic partnership with the National Trust.
- Industry Champion, NESTA-AHRC Creative Industries Policy and Evidence Centre.
  
- Eighteenth-century historian by training, completed D.Phil in 2013.
- Consultancy work an extension of initial post as Knowledge Exchange Fellow.



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## Oxford University Heritage Network

Connecting Heritage researchers and practitioners  
across disciplines

[Find out more >](#)



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# The Ingredients of a Successful Partnership



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# People



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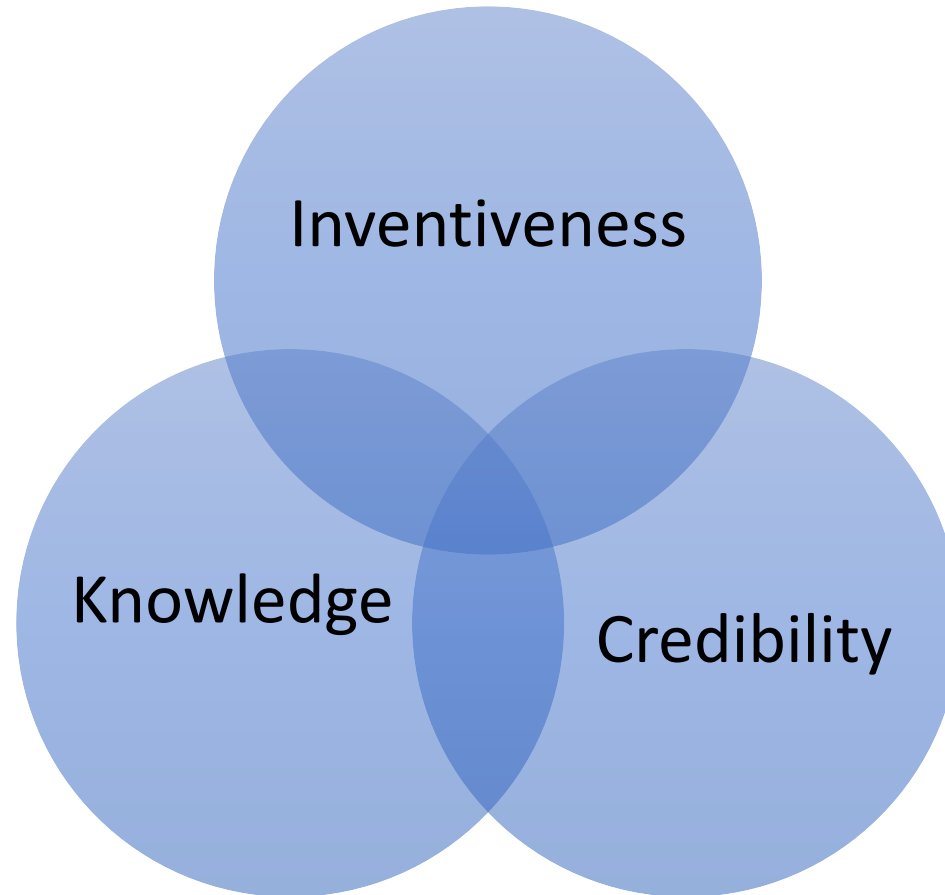
# Developing a Shared Language

Period/Site Specific Expertise

Methodological Insights



# Discovering the Added Value



# Moving from Transactional to Relational



# The Ladder of Engagement



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# What Next: The Big Challenges...



# Reflecting on this Presentation – Actions to Take Away

Hacker – ideas and processes that can be adapted and used, processes that can be re-engineered for your practice.

Thief – what, if anything, will you steal with pride from this session – stories, methods, language insights?



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A network diagram with red and black nodes and connecting lines, set against a light background.

# Impact of Science

4-6 November, Krakow

## Up Next

12.15-12.45

Break

12.45-13.45

Interactive Debate: Implementing Impact Policies