



Societal Impact of Social Sciences,
Humanities & Arts Conference
2- 4 November, Stockholm

Parallel Session (K.11)

Support facilities for societal impact

A network diagram with red and black nodes and lines, representing a complex system or network, is positioned in the top left corner of the slide.

Societal Impact of Social Sciences,
Humanities & Arts Conference
2- 4 November, Stockholm

Support facilities for societal impact

Sally O'Connor

*Director of Operations, Social Science Research Park (SPARK) at Cardiff University,
Wales, United Kingdom*

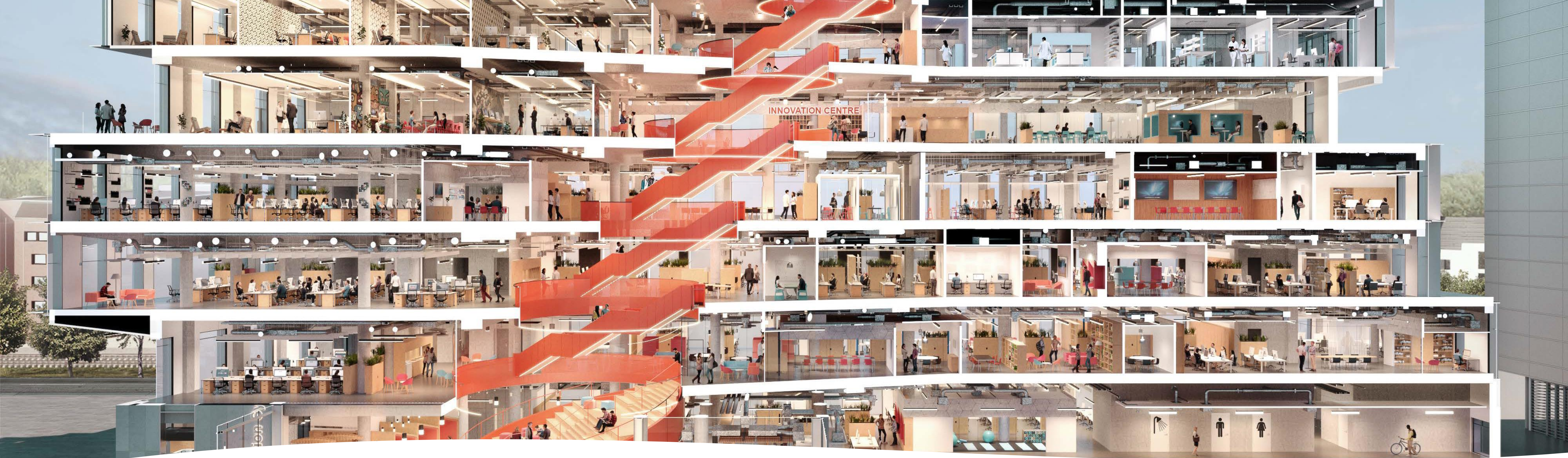


Social Science Research Park (SPARK)

Sally O'Connor
SPARK Director of Operations



Images: Llunia: Hawkins\Brown, Wigwam Visual, Brick Visual\Morgan Consult



sbarc | spark

12,000m² purpose-built facility on the Cardiff University Innovation Campus, co-locating 800 people, half of whom will be from the private, public and third sectors

Aims

to create a unique culture and environment for creativity, entrepreneurship and innovation
to provide new resources for developing our analytical and creative capacities
to showcase and develop the intellectual and professional talent amongst staff and students
to undertake cutting-edge solution-oriented research

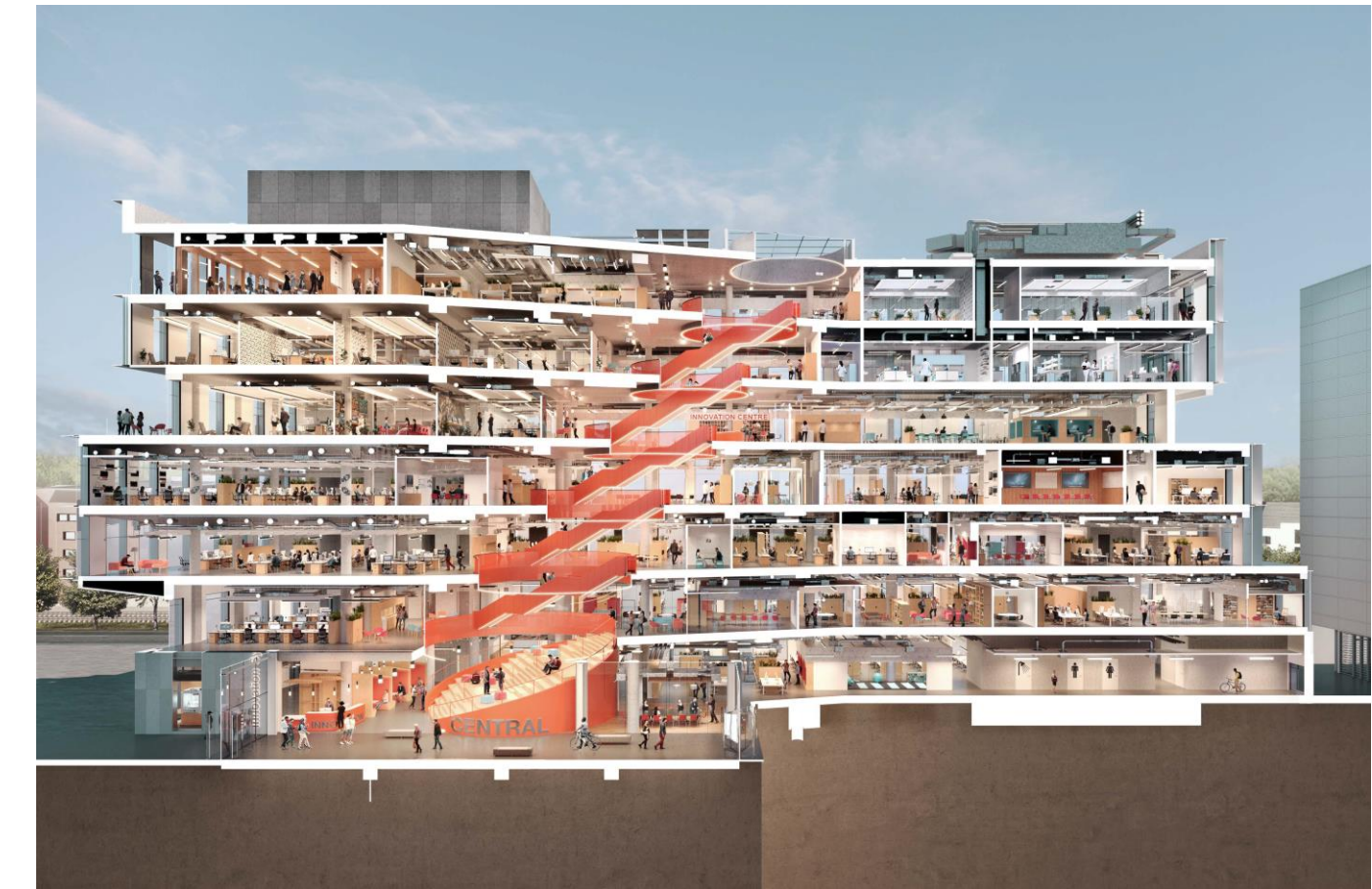
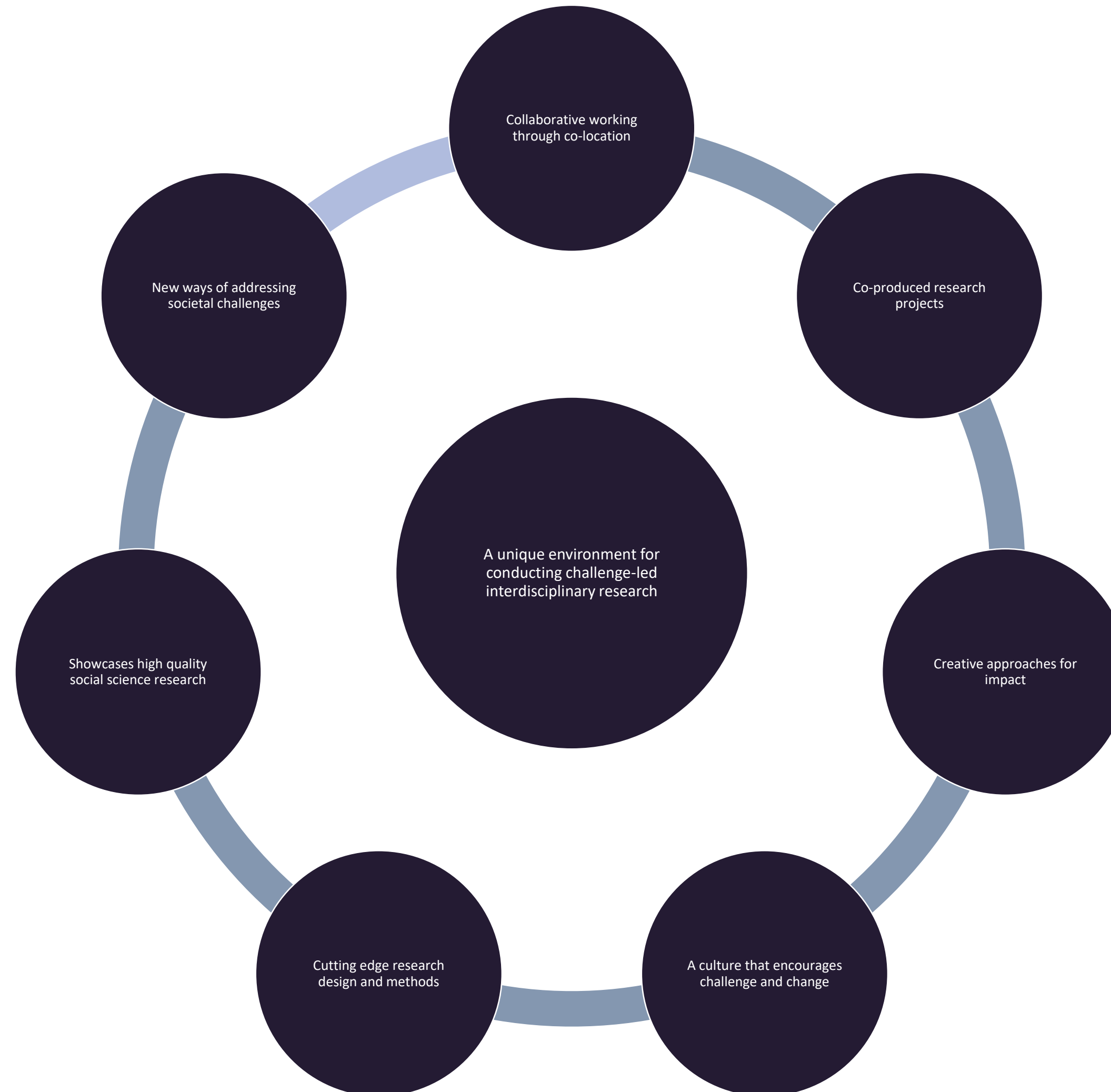
Innovations@sbarc

Social Science
Research Park
(SPARK)

Commercialisation
Impact, & Business
Engagement Teams

SPARK Vision

A community driven by expertise, creativity, curiosity and entrepreneurship focused on tackling the complex challenges facing societies around the world



Societal Challenges: mental health, public service delivery, security, data, inequalities, artificial intelligence, sustainability, futures

Associated Research Centres



University Strategic Partnerships



Memorandums of Understanding



SPARK Membership



Some early practical lessons...

- Buy in from Senior University Management
- Importance of research visits
- Design of physical space conducive to collaboration
- Investment in a core team – incl. Community Manager
- Community not transaction
- Curation of relationships
- Be selective - Identify key anchor partners
- Leveraging funding opportunities – shared sense of purpose, reason to work together

Contact:
Sally O'Connor

SPARK Director of Operations
oconnors@Cardiff.ac.uk
www.cardiff.ac.uk/spark

A decorative background at the top of the slide featuring a network diagram with red and black nodes connected by thin lines, set against a light red gradient.

Societal Impact of Social Sciences,
Humanities & Arts Conference
2- 4 November, Stockholm

Support facilities for societal impact

Georg Russegger

Project Director, Academy of the Fine Arts Vienna. Austria

Impact of Social Sciences, Humanities & Arts

The international conference on increasing the impact of knowledge and data through (long term) engagement between the science-ecosystem and societal stakeholders

Stockholm 2-4. November 2022

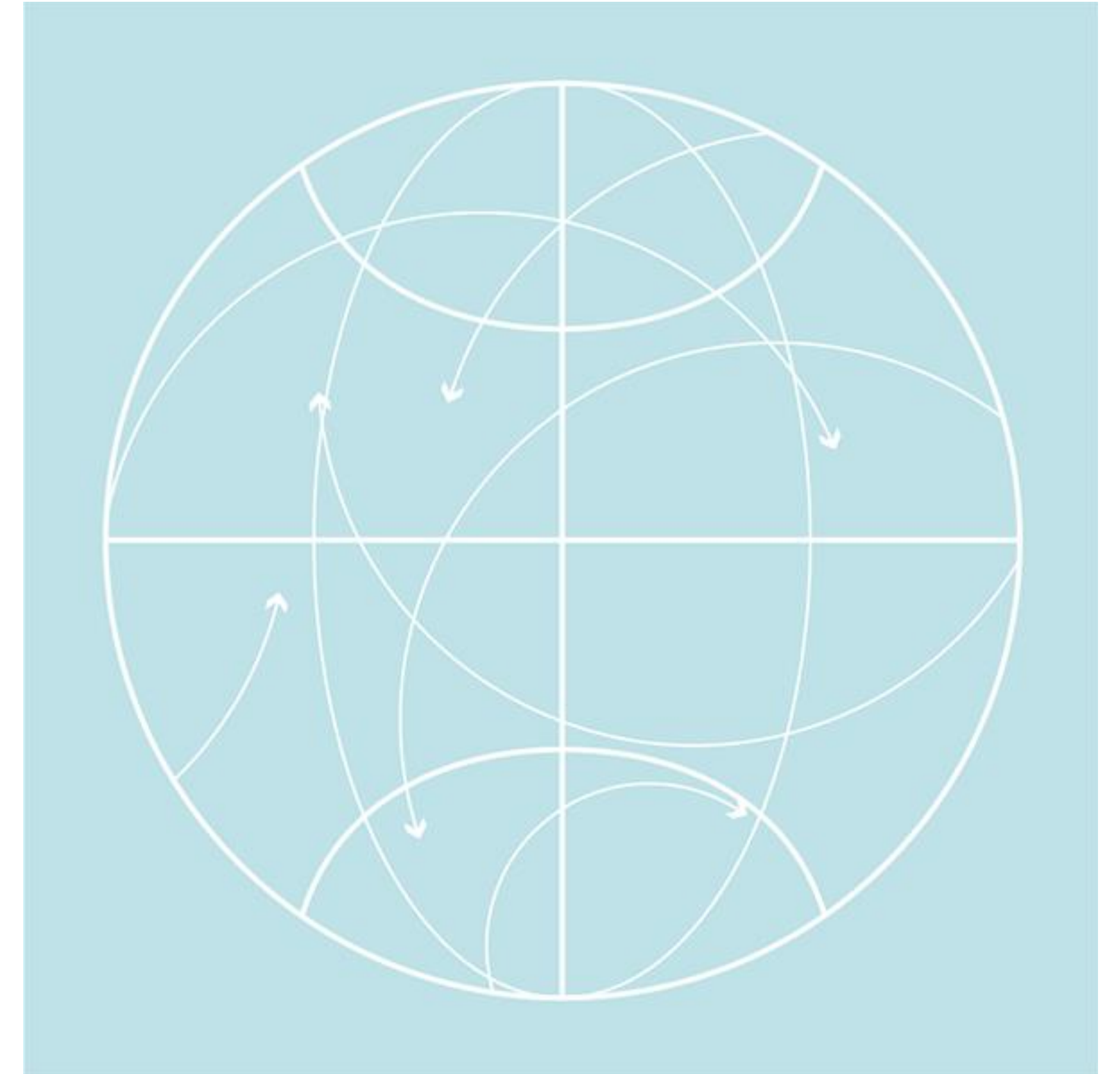
AESIS

Support facilities for Societal Impact

How can internal and external supporting facilities and staff be utilised to maximise societal impact?

Knowledge Transfer SSHA

- **Centre for Knowledge Transfer (East, South, West)**
covers all Austrian Universities
- **Centre for Knowledge Transfer**
Academy of Fine Arts Vienna
- **Impact Academy**
SDGs & Societal Challenges



Design: kokode.at 2018

Vocational Training and Education

- **Transfer Summit**
- **Transfer & Creativity HUBs**
- **Open Arts**
- **Impact of Arts**

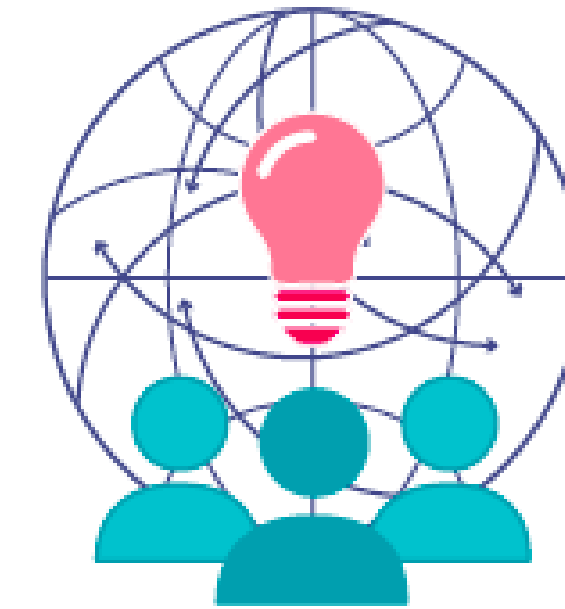


Design: kokode.at 2018

Transfer and Creativity HUBs

Arts for Social Business HUB

- One generation, 10 projects.
- Partners: magdas Hotel, Caritas, Impact Hub Vienna, WUW.
- Peer learning platform for social business and alternative funds
<https://vimeo.com/182367688>



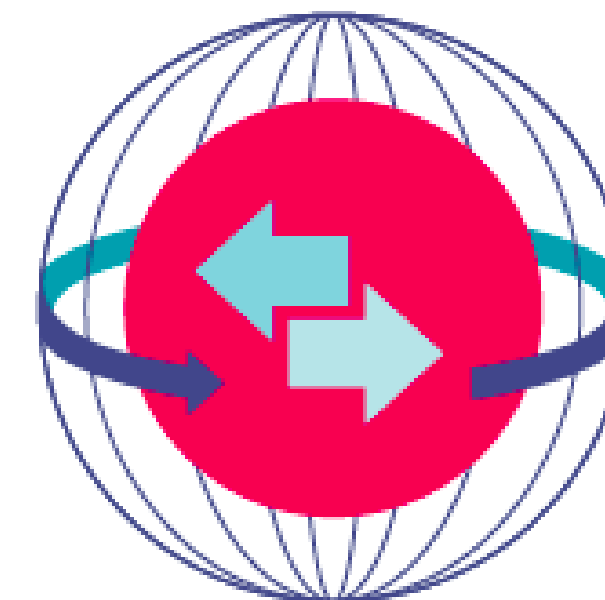
Crowdfunders' HUB

- Three generations, 10 projects each.
- Partners: Start Next, wemakeit, aaia, Packhaus.
- Support Platform for Projects with Social and Cultural Impact
<http://www.crowdfundershub.at>



Impact Investing HUB

- One generation, 20 people.
- Partners: aaia, Impact Hub Vienna, New Paradigm Ventures.
- Platform for investors and Investment Ready Programs to learn about Impact Investment.



Become a Knowledge Transfer Agent

Empowerment

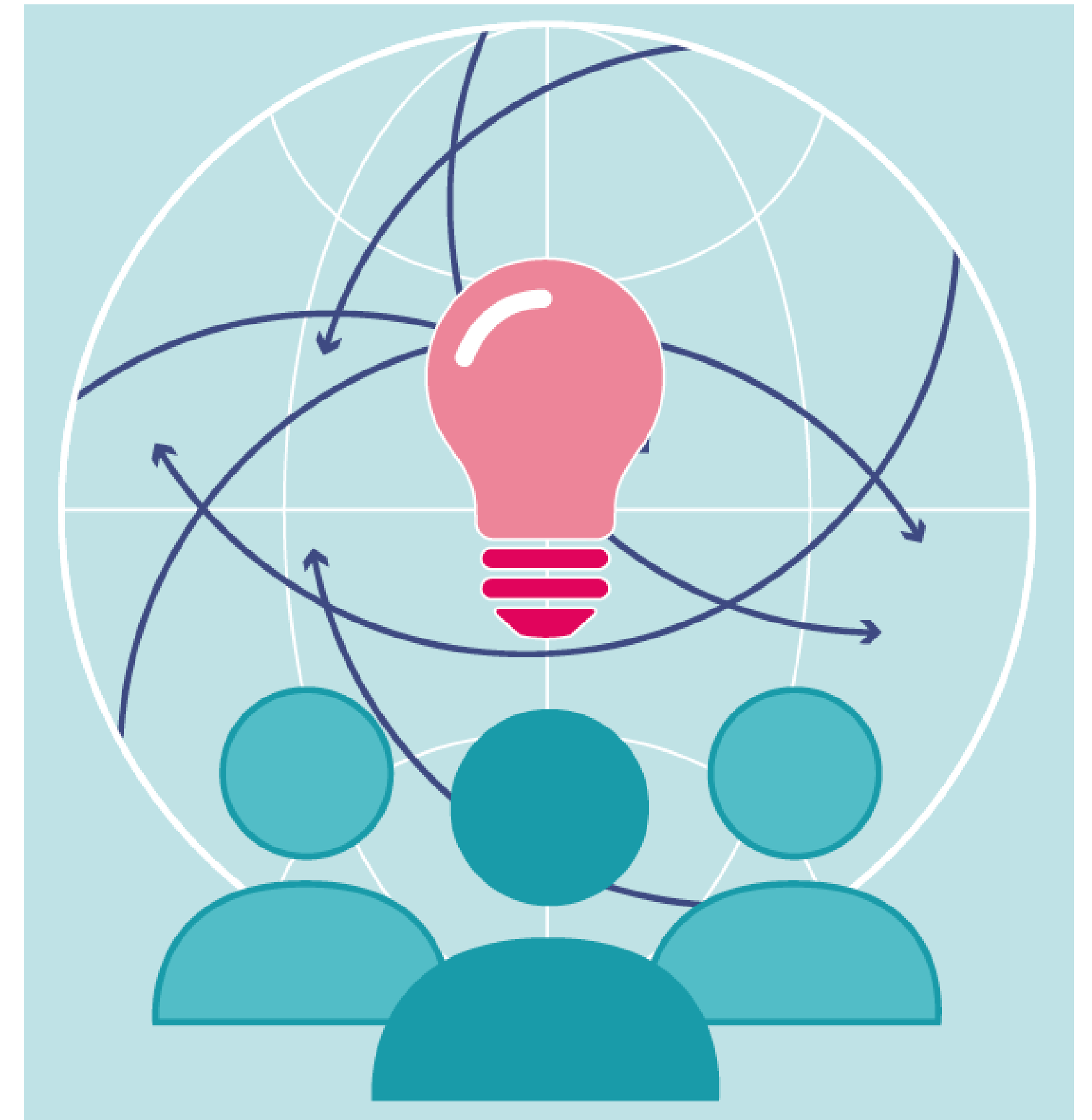
Community Building

Ecosystem

Cooperation

Partners

Placements



Design: kokode.at 2018

Thank YOU

Dr. Georg Russegger
g.russegger@akbild.ac.at




Societal Impact of Social Sciences,
Humanities & Arts Conference
2- 4 November, Stockholm

Support facilities for societal impact

Maija Urponen

Senior Advisor, International Affairs, University of Helsinki, Finland



SUPPORT FACILITIES FOR SOCIETAL IMPACT

How can internal and external supporting facilities and staff be utilised to maximise societal impact?

Maija Urponen

AESIS Societal Impact of Humanities and Social Sciences
Stockholm 3 November 2022

ABOUT ME



Maija Urponen

Academic professional passionate about PhD careers and contributing to the impact of research in the humanities.

Helsinki, Uusimaa, Finland · [Contact info](#)

 University of Helsinki

 University of Helsinki

<https://www.linkedin.com/in/maija-urponen/>



WHY

DO WE NEED
SSH KNOWLEDGE IN SOCIETY?

SURVEY OF FINNISH SMEs

- ~20 % of SMEs see that research has a fundamental role for understanding societal change in the company's operational environment
- ~10 % of SMEs use research for technology and product development

“It seems to me that our field (design industry, advertising, communication) is not very well researched. This is strange because, for example, in terms of combating climate change, one of the most central mechanisms would be to influence the root causes, i.e. the consumer's lifestyle, attitudes and desires. This would require academic thinking and research.”

CASE STUDY 1: DIVERSITY & SSH UBC

- What is the concrete problem from business perspective?
- Who are the company stakeholders?
- What scaffolding is needed to bridge research & companies?



THE WALL STREET JOURNAL.
Your Company Says Diversity Is a Higher Priority. Now What?



CASE STUDY 2: BROADER IMPACTS

Responsible R&I

- Impact – what kind of impact & on what?
- Valorisation – what kind of value & for whom?
- Inclusive innovation – ethically acceptable, sustainable and socially desirable outcomes
- SSH: setting the agenda for innovation policy & research valorisation

Today's health innovation system doesn't benefit everyone equally. To change it we need to think differently about expertise, innovation, and systems for ensuring access to crucial technologies.

- Shobita Parthasarathy: Innovation as a Force for Equity



<https://sites.lsa.umich.edu/detroit-river-story-lab/>

The background of the image is a close-up, high-angle shot of a fishing net. The net is composed of thick, braided ropes. The ropes are primarily a vibrant blue color, but there are several sections of orange or light brown rope interspersed throughout. The net is laid out in a way that creates a complex, interlocking pattern of diamond-shaped openings. The lighting is bright, highlighting the texture and individual strands of the rope.

WHAT

KIND OF SUPPORT?

An aerial, high-angle photograph of a busy city street at night. The street is marked with bright yellow vertical stripes for a crosswalk. The scene is filled with a dense crowd of pedestrians, their figures blurred due to a long exposure, creating a sense of motion and activity. The lighting is a mix of cool blues and purples from streetlights and warmer oranges and reds from other light sources, creating a vibrant, urban atmosphere. The overall composition is centered, with the text overlaid on the middle of the image.

WHO

NEEDS THE SUPPORT / ARE THE EXPERTS?



WHEN

IS SUPPORT NEEDED?


A blurred background of a busy street with a metal handrail in the foreground. The handrail is a dark, metallic, U-shaped bar that runs vertically through the right side of the image. The background shows out-of-focus lights and shapes, suggesting a city street scene. A semi-transparent dark blue horizontal band is overlaid across the middle of the image, containing the text.

WHERE

IS SUPPORT NEEDED?

EXHIBIT 1: PRAGMAIA

Practical Humanities
CREATIVE SOLUTIONS FROM CRITICAL THINKING



Why practical humanities?
PUBLISHED JANUARY 7, 2022

"Knowledge of the Humanities is no practical response to most pressing practical challenges we face." Or so goes the [economic argument against humanities](#) that we keep hearing.

Awareness
practicalhumanities.net

STUDIES SERVICE
STUDIES.HELSENKI.FI


Home / Courses /

Creative Solutions from Critical Thinking

Course unit [HYMY-925](#)
Online teaching,
Verkkokurssi
Doctoral School in Humanities and Social Sciences

Maija Urponen |
Teaching language **Finnish** / English

Training



Interdisciplinary
Problem Construction
Workshops for Companies

Matchmaking

EXHIBIT 2: URBAN RESEARCH TA LTD



<http://www.kaupunkitutkimusta.fi>

Urban Research is an independent company specialised on urban and regional analysis. It is based in Helsinki, Finland. Special fields are research and analysis concerning population development, labour markets, industrials and enterprises, housing markets, land use and urban structures. Clients constitute of private companies, cities and municipalities, ministries, and other organisations dealing with urban and regional matters. We have published tens of books, research reports and articles, and made several presentations on domestic and international conferences, seminars and courses.

Urban Research works in co-operation with a wide network consisting of both Finnish and international research institutes, firms and individual researches and specialists.

Social Impact Analysis



Maija Urponen

University of Helsinki

Pragmaia Ltd / Urban Research TA Ltd

maija.urponen@helsinki.fi

maija.urponen@pragmaia.fi

maija.urponen@kaupunkitutkimusta.fi

Support facilities for societal impact

Panel discussion and Q&A

Sally O'Connor(Chair)

Georg Russegger

Maija Urponen