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How university-business alliances lead to societal impact

Webinar 1st of May, 2018 – 16.00 CEST

Background and reasoning

Excellence of research is often not the sole or even main motivation for investors in research. Funding allocation is increasingly based on the level of impact on the economy and society. In order to account for the funding universities and/or researchers receive, several impact-assessment frameworks, systems and tools have been developed to provide evidence of research impact. The recent establishment of a system of Knowledge Exchange Framework (KEF) metrics, in October 2017 in the United Kingdom, is meant to serve a similar aim. The KEF is preparing to collect data on institutional level performance in knowledge exchange, assessing university achievements in serving the economy and society.

In light of the KEF and other similar developments, more universities aim to target their resources more effectively to adhere to the expectations of funders and tax-payers, and more importantly, to optimise and demonstrate their value to society and the economy. In order to achieve this it is important for these institutions to strengthen their relations with businesses and other external beneficiaries. While knowledge and data-sharing of academic research can be stimulated, it is also of great important to be informed about the views and needs of those who will experience the impact of science.

In this webinar, four experts will discuss the relationship between universities and businesses specifically. What tools and best-practices are available to strengthen these collaborations, and which obstacles are still to be overcome. The main question will be:

How can interactions between science and business be increased, exchange of perspectives be stimulated, and evidence of the outcomes be demonstrated, in order to support economic and societal impact of science?

Speakers:

Alice Frost   -   Director of Knowledge Exchange, Research England - UK Research and
                           Innovation, UK

As Dr. Frost is the Director of Knowledge Exchange at Research England and has been closely involved with the development of the Knowledge Exchange Framework (KEF) of the UK Government, she will expand on the role of the KEF and its activities.

Judith Kamalski   -   Director of Business Development, Elsevier, NL

Dr. Kamalski represents Elsevier, the co-organiser of this webinar. Throughout her career, Judith has always focussed on the advancement of science: first by conducting research and experiments during her PhD, later on by providing universities and governments with data-driven evidence to support strategic decisions. She takes a special interest in industry-academia collaboration.

Martin Hinoul   Business Development Manager, Knowledge Economy Region Leuven, BE

Dr. Martin Hinoul is Business Development Manager for the Knowledge Economy Region Leuven (Belgium). He has done postdoctoral research at Stanford University, M.I.T. and several other laboratories in Europe, the U.S. and Japan Since April 1998, Hinoul is Business Development Manager for the "Greater region of Leuven", building an regional eco-system for research and innovation.

Phil Clare   -   Associate Director, Research Services, and Head of Knowledge Exchange,
                           University of Oxford, UK

Dr. Phil Clare is a board member of PraxisAuril, the association of Knowledge Exchange Professionals, which is an association that develops knowledge exchange and technology transfer between professionals, generating a platform for the interactions between the public sector research base, business and government to bring together key stakeholders fto debate, educate and inform.

Please find more information about the speakers and the webinar on our [website](#).

Format

The webinar will take about 50 minutes, in which there will be presentations by four experts. Each expert will give a presentation of about 8 minutes, so there will be plenty of time for discussion with the other speakers and questions from the audience.

Practical details

Date & Time: 1 May 2018 – 16.00h (4pm) CEST
Location: Online, using the software [GoToWebinar](#)
Recording: Will be made available before May 4th. Please register to receive link.

Register online at: aesisnet.com