

# 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

13-16 May 2019

## AESIS

NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

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



# Programme

## 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***

**Group 1: *Setting-up* a University impact unit**

**Coordinator: Mick Kennedy** (Managing Director, MLEK Ltd.)

**Group 2: *Managing* a University impact unit**

**Coordinator: Christoph Köller** (Managing Partner, Görden & Köller GmbH, Germany)

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*