

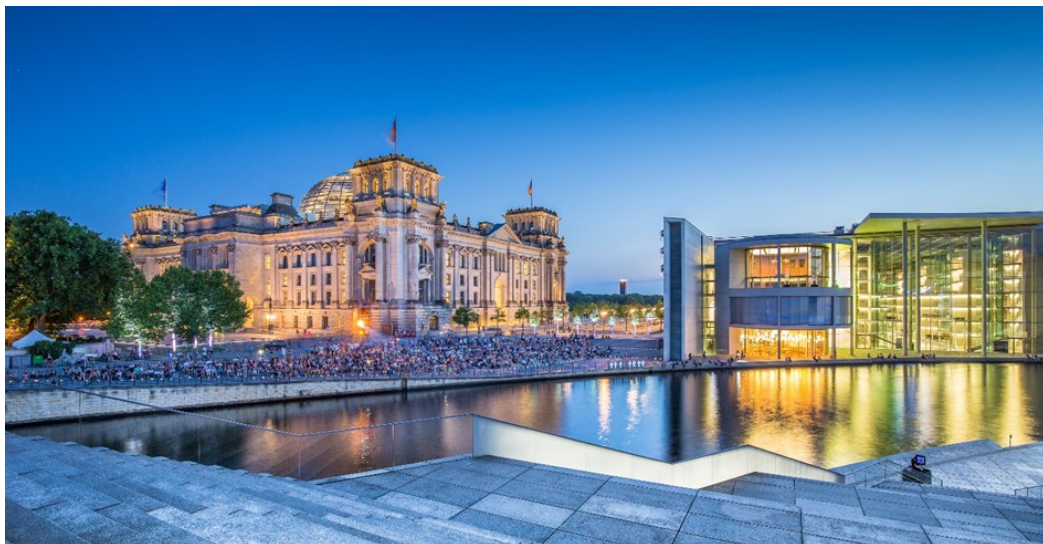
Draft programme for the one day seminar on

Societal Outcome of Academic-Industrial Collaboration

*How can we stimulate and measure the
societal outcome of academic-industrial collaborations*

20 September, 2018

*Sheraton Berlin Grand Hotel Esplanade
Berlin, Germany*



Target groups:

Research managers & Innovation experts

Science funders & Policy makers

R&D experts from industry

Scientometricians

Intermediaries

Organised by:

AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE



ELSEVIER

In partnership with:



DRAFT PROGRAMME

- SOCIETAL OUTCOME OF ACADEMIC-INDUSTRIAL COLLABORATION -

Background and reasoning

In countries in all parts of the world, experts are working on improving the process of measuring and demonstrating the impact of science on society. In the past years, new methods have been developed to better justify and demonstrate the societal impact of scientific research by universities and research institutions. Increasingly, research councils and universities alike plan activities to involve more external beneficiaries and realise impact. The Standard Evaluation Protocol (SEP) in the Netherlands, the Research Excellence Framework (REF) and the recently introduced Knowledge Exchange Framework are excellent examples of this. The latter has been set up to collect data on institutional level performance in knowledge exchange, assessing university achievements in serving the economy and society.

When stimulating impact of science, the traditional output metrics have been focussing on academic-industrial alliances, contract research and IPR strategies. Since a broader, more inclusive societal impact is now on many agendas of science funders, a need for other criteria has evolved. The question now is how the traditional criteria can be combined with these new criteria which also include the Social Sciences and the Humanities. Sometimes, conflicts of interests with a broader societal impact may occur when industry takes over ownership of university patents. How can we guarantee an optimal return of investment in science?

During this interactive seminar, experts from Germany as well as other countries, leading the innovation in research evaluation and strategy, will discuss their experiences. They will focus on the current German research eco-system and compare this to (inter)national insights on if and how you can include non-academic impact in evaluation processes and research policy.

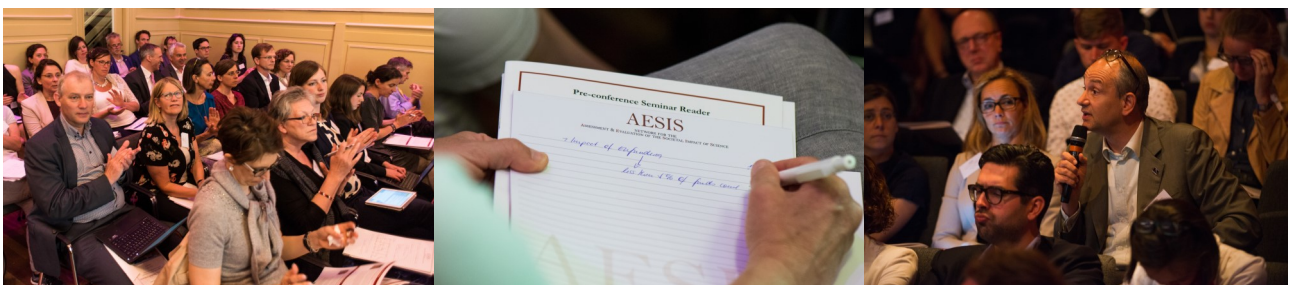
Specifically, the seminar will focus on the following **topics**:

- ◇ Societal challenges and university-industry alliances
- ◇ Supervisory instruments of government to maximise the societal output of academic-industrial alliances:
 - ◇ Anti-fridge clauses
 - ◇ Exclusive ownership vs. Open science
 - ◇ How can we position “Open Innovation”
- ◇ How can we measure societal impact of science through industry?
- ◇ New insights and experiences in measuring science for society and industry

The seminar will be co-chaired by **Dietmar Harhoff**, Director of the Max Planck Institute for Innovation and Competition & chair of the Commission of Experts for Research and Innovation (EFI) as well as **Mr Volker Meyer Guckel**, depute Secretary General of the Stifterverband für die Deutsche Wissenschaft.

Program Advisory Committee

- ◇ Dietmar Harhoff, Director of the Max Planck Institute for Innovation and Competition
- ◇ Stefan Hornbostel, Head of Research System and Science Dynamics, DZHW
- ◇ Volker Meyer Guckel, dept Secretary-General of the Stifterverband
- ◇ Alfred Schillert, Chairman Technologie Allianz



Seminar Programme

Thursday 20 September - Morning

08.30-09.00 Registration

09.00-09.15 Welcome by the **Seminar Chair**:

Dr. Volker Meyer Guckel, dept Secretary-General of the Stifterverband für die Deutsche Wissenschaft, Germany

09.15-10.30 I Plenary opening: - Emporio I Room —

09.15 MinDir Matthias Graf von Kielmansegg, Head of the Department on Policy Issues, Strategy and Digital Transformation, Federal Ministry of Education and Research, Germany

09.30 Dr. Matthias Gottwald, Head of R&D Policy & Networking at Bayer AG, Germany

09.45 Dr. Alison Campbell, Chair of AUTM & Director of Knowledge Transfer Ireland

10.00 Dipl.-Geogr. Carsten Schröder, Vice President for Research Management and Knowledge Transfer, University of Applied Science Münster, Germany

10.15 Dr. Thomas Gurney, Analytical Services, Elsevier, The Netherlands

10.30-11.00 Panel discussion led by the seminar chair

11.00-11.30 Group picture & Break — Wintergarten B —

11.30-12.45 II Parallel sessions

Openness and transparency in academic-industrial collaboration

- Emporio I Room —

How can we combine the required exclusivity & confidentiality with openness in these cooperations?

Where do we see possibilities to combine open science & open innovation with public-private technology development in a competitive environment?

Dr. Volker Meyer Guckel (*Chair*), dept Secretary-General of the Stifterverband für die Deutsche Wissenschaft, Germany

Dr. Susanne Müller-Knapp, Structural Genomics Consortium, Senior Project Manager Buchmann Institute for Molecular Life Sciences, Germany

Dr. Max Riedel, Senior Consultant University Relations at Siemens AG and author of "*Strategic Industry-University Partnerships*", Germany

IPR policies

— Embassy Room —

Which IPR policies and IPR agreements are best capable to stimulate that university discoveries are used in an industrial setting in such a way that the outcome for society is optimised?

Dr. Alison Campbell (*Chair*), Chair of AUTM & Director of Knowledge Transfer Ireland

Dr. Jörn Erselius, Managing Director of Max Planck Innovation, Germany

Dr. Jérôme Van Biervliet, Head of Business Development VIB, Belgium

Alice Frost, Director Knowledge Exchange, Research England, United Kingdom

12.45-13.45 Lunch — Emporio II Room —

Draft Programme

Thursday 20 September - Afternoon

13.45-15.00 III Parallel sessions:

Measuring outcome of academic-industrial collaborations

— Emporio I Room —

Which academic-industry collaborations are creating the best output for both partners and how can we measure its contribution to innovation and welfare?

Prof. Dr. Stefan Hornbostel (*Chair*), Head of Research System and Science Dynamics, DZHW & professor for Sociology, Humboldt University zu Berlin, Germany

Dr. Tjark von Reden, Departmental Director Spitzencluster MAI-Carbon, Germany

Dr. Jörg Hellwig, Analytical Services Germany, Elsevier

Rikke Nørding Christensen, Scientific Officer Impact Assessment, Novo Nordisk Foundation, Denmark

Conditions for effective collaboration with industry

— Embassy Room —

What agreements can we make with industry in order to optimise the outcome of academic industrial alliances for society at large. Which role is there for government and academia?

Prof. Dr. Torben Schubert (*Chair*), Fraunhofer-Institute for Systems and Innovation Research, Germany

Günter Korder, Managing Director Operations, it's OWL Clustermanagement GmbH, Germany

Dipl.-Geogr. Carsten Schröder, Vice President for Research Management and Knowledge Transfer, University of Applied Science Münster, Germany

Dr. Henric Rhedin, president ASTP-Proton, Business Developer Sahlgrenska School of Innovation and Entrepreneurship, Gothenburg University, Sweden

15.00-15.30 Break— Wintergarten B —

15.30-17.00 IV Closing Panel - Conditions for creating a sustainable framework — Emporio I Room —

15.30 Recommendations from the parallel sessions

15.45 **Prof. Dietmar Harhoff**, Director of the Max Planck Institute for Innovation and Competition & chair of the Commission of Experts for Research and Innovation (EFI), *Introduction to the panel*

16.00 Chair: Dietmar Harhoff

Dr. Matthias Gottwald, Head of R&D Policy & Networking, Bayer AG, Germany

Prof. Dr. Ing. Joachim Hornegger, President of the University Erlangen-Nuremberg (FAU), Germany

Alice Frost, Director Knowledge Exchange, Research England, United Kingdom

Dr. Henric Rhedin, president ASTP-Proton, Business Developer Sahlgrenska School of Innovation and Entrepreneurship, Gothenburg University, Sweden

17.00 Closing remarks and summary by the **Seminar Chair, Dietmar Harhoff**

17.15-18.30 Reception