Draft Programme

Advancing Societal Impact of Social Sciences and Humanities

An international course on creating opportunities for societal impact and business initiatives

Worcester College, Oxford   Organised by   **12-14 May 2020**

AESIS

NETWORK FOR
ADVANCING & **E**VALUATING THE **S**OCIETAL **I**MPACT OF **S**CIENCE

Target groups

Science funders
Science policy makers
Research managers within Social Sciences & Humanities (SSH)
Facilitators of Societal Impact (knowledge exchange, business development)
Strategists within universities
Managers of public-private SSH research & consultancy programs

Partners

OXFORD UNIVERSITY **INNOVATION**   UNIVERSITY OF **OXFORD**

Programme
Advancing Societal Impact of Social Sciences and Humanities

Tuesday May 12

09.00   **Kate Tunstall*** (Provost of Worcester College) &
Sam Sneddon* (Head of Research, Impact & Engagement of the Social Sciences Division, University of Oxford)
Opening the Course

09.30   **Mark Mann** (Innovation Lead, Humanities & Social Sciences, Oxford University Innovation & Senior Consultant, Oxentia)
Introducing the Themes and Aims of the Course

10.30   *Coffee & tea break*

11.00   **Frank Zwetsloot** (Founder of the AESIS Network & Director of ScienceWorks, The Netherlands)
**Connecting Academic Excellence with Business Opportunities through the
6i-Steps (Idea, Initial Support, Initiative, Investment, Implementation, Institutionalization)**

12.30   *Lunch*

13.30   **Alis Oancea** (Director of Research in the Department of Education
& Special Advisor on Research Impact, University of Oxford)
Research Assessment Strategies for Impact

15.00   *Coffee & tea break*

15.30   **David Budtz Pedersen** (Director, Humanomics Research Centre, Denmark)
Creating Business Alliances and Institutional Incentives

17.15   *Reception*

Wednesday May 13

09.15   **Thomas König** (Head of Strategy and Scientific Services, Institute for Advanced Studies, Austria)
Implementing an Impact Strategy in your Institute

10.45   *Coffee & tea break*

11.15   **Mikkel Rasmussen** (Co-Founder & Partner, ReD Associates, Denmark)
**- Hands-on Examples and Tools for Consulting with Business using SSH Expertise
- How Universities may Support their Researchers in Connecting with Society**

12.45   *Lunch*

* = to be confirmed

Programme
Advancing Societal Impact of Social Sciences and Humanities

13.45 **Mark Mann**
Conditions for Spin-offs and Entrepreneurship

15.00 *Coffee & tea break*

15.30 **Marc Sedam** (Chair-elect, AUTM & Associate Vice Provost for Innovation and New Ventures, Managing Director of UNHInnovation USA)
How to Develop IP Policies with an exclusive focus on SSH

17.15 *Reception & Dinner*

Thursday May 14

09.15 **Oliver Cox** (Director, Oxford University Heritage Network)
Mapping the Barriers to Consultancy and Finding the Opportunities

10.45 *Coffee & tea break*

11.15 **Britta Wyatt** (Managing Consultant, Oxentia) **& Business Representative**
Business Developments in the Social Sciences
- When and how to generate commercial initiatives
- Perceptions from business partners

12.15 **Representatives of the Economic and Social Research Council/Arts and Humanities Research Council***
Creating Frameworks for Operationalizing Societal Impact

13.00 *Lunch*

14.00 **Frank Zwetsloot (& Mark Mann)**
Presentations by participants: How to Develop your Opportunities for Business

15.30 **Mark Mann & t.b.a.**
Recap, take away points and addressing last questions of participants (until 16.00)

* = to be confirmed