**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
**A**DVANCING & **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**

# 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*

# Programme
## Advancing Societal Impact of Social Sciences and Humanities

**13.45**      **Adam Luqmani** (Economic and Social Research Council) **& Catherine Kerfoot** (Arts and Humanities Research Council)
**Creating Frameworks for Operationalizing Societal Impact**

*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

**12.30**                    *Lunch*

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

**14.45**                    *Coffee & tea break*

**15:15**      **Frank Zwetsloot (& Mark Mann)**
**Presentations by participants: How to Develop your Opportunities for Business**

**16.45**      **Mark Mann & t.b.a.**
**Recap, take away points and addressing last questions of participants (until 17.15)**