Draft Programme

Advancing Societal Impact of Social Sciences and Humanities

An interactive online course on creating opportunities for societal impact and business initiatives

Organised by

AESIS

NETWORK FOR
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

12, 14, 19, 21 & 26 May 2020
Virtual Course

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

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Programme
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Tuesday May 12 - Introduction, Spin offs and IP policies

09.00   **Mark Mann** (Innovation Lead, Humanities & Social Sciences, Oxford University Innovation &
Senior Consultant, Oxentia)
    - Introducing the Themes and Aims of the Course
    - Conditions for Spin-offs and Entrepreneurship

10.45   *Break*

11.15   **Marc Sedam** (Chair, 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

12.45   *End of Day 1*

Thursday May 14 - Identifying and developing business opportunities

09.00   **AESIS Network**
    Welcome, recap of take-aways and introduction of today's theme

09.15   **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)
    - Discussing the questionnaire

10.45   *Break*

11.15   **Britta Wyatt** (Managing Consultant, Oxentia)
    **Business Development in the Social Sciences: When and how to generate commercial
initiatives**

12.45   *End of Day 2*

Tuesday May 19 - Implementing an impact strategy in your SSH university unit

09.00   **AESIS Network**
    Welcome, recap of take-aways and introduction of today's theme

09.15   **Thomas König** (Head of Strategy and Scientific Services, Institute for Advanced Studies, Austria)
    Conditions and bottlenecks for strucuting an impact strategy in your institute

10.45   *Break*

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

12.45   *End of Day 3*

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*All times
in GMT*

Thursday May 21 - Structures for mapping and assessing impact of SSH

09.00   **AESIS Network**
Welcome, recap of take-aways and introduction of today's theme

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

10.45   *Break*

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

12.45   *End of Day 4*

Tuesday May 26 - Consultancy opportunities for SSH

09.00   **AESIS Network**
Welcome, recap of take-aways and introduction of today's theme

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   **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   *Break*

13.45   **Frank Zwetsloot** (Founder of the AESIS Network & Director of ScienceWorks, The Netherlands)
- Presentations by participants: How to Develop your Opportunities for Business
- Recap, take away points and addressing last questions of participants

15.00   *End of the course*