

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 & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

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** **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
- 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

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

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)