

BREAK-OUT SESSION 2:

RESEARCH IMPACT FROM A SOCIO-ECONOMIC PERSPECTIVE

LW RESEARCH DAY / Zoë Imhof / 28 april 2022

IOF LIAISON, ALFA FACULTIES

Background

Master in Communication Sciences

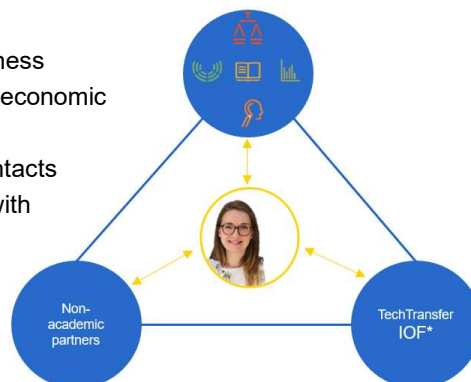
Master in European Interdisciplinary Studies

PhD in Business Economics

*topic: a socio-psychological perspective on
how entrepreneurs convince investors to invest in their company*

IOF liaison alfa faculties

1. Inspire: create awareness
2. Inform: support socio-economic valorization
3. Connect: facilitate contacts across faculties and with support structures



 FACULTEIT
RECHT EN CRIMINOLOGIE

 FACULTEIT PSYCHOLOGIE EN
PEDAGOGISCHE WETENSCHAPPEN

 FACULTEIT LETTEREN
EN WJSBEGEERTE

 FACULTEIT ECONOMIE
EN BEDRIJFSKUNDE

 FACULTEIT POLITIEKE EN
SOCIALE WETENSCHAPPEN

TABLE OF CONTENTS

- 01 What?**
- Effort and impact
 - Survey results from SSHA researchers
 - Societal and economical
- 02 Why?**
- Motivation
 - Hurdles
- 03 Support and funding at Ghent University**



WHAT'S IN A NAME?!

- ‘Valorisation’ / knowledge brokerage / knowledge transfer / impact / ...
- Broad definition of impact in field of SSHA:

*Valorisatie van onderzoek in de humane en sociale wetenschappen dient **breed** te worden opgevat. Het gaat om:*

- een **interactief proces** tussen academische en niet-academische partners,
- waarbij die laatste niet beperkt mogen ingevuld worden (naast **industriële partners** gaat het ook om partners uit de **publieke sector** en de **civiele maatschappij**),
- in de **verschillende fasen** van het onderzoeksproces (van het opstellen van de onderzoeksagenda tot de disseminatie en/of evaluatie),
- als een krachtig **middel voor het realiseren van een veelsoortige impact** (economische, sociale, culturele, democratische en ecologische),
- in de **verschillende maatschappelijke sectoren** (publiek, privaat, NGO's)



Source: Callaert, J., et al. (2011). Eindrapport van het onderzoek 'Naar waarde geschat. Valorisatie van onderzoek in de Humane en de Sociale Wetenschappen', gefinancierd door de Vlaamse Raad voor Wetenschap en Innovatie. URL: <https://www.vlaanderen.be/publicaties/naar-waarde-geschatvalorisatie-van-onderzoek-in-de-humane-en-sociale-wetenschappen>

5

*Valorisation is the **process of creating value** from knowledge by making knowledge suitable and/or available for economic and/or societal use and translating that knowledge into competitive* products, services, processes and entrepreneurial activity.*

Rathenau Institute; <https://www.rathenau.nl/en/knowledge-policy/valorisation-researchers-already-do-much-more-they-realise>



6

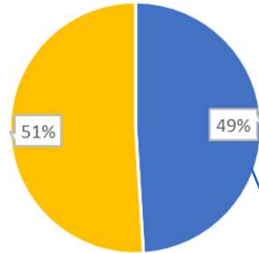


DOBBELS ET AL. (2015) 'HOE ONDERZOEKERS WERKELIJK DENKEN OVER VALORISEREN'

Researchers from social sciences and humanities (VUB; ULB; USL-B), n = 377

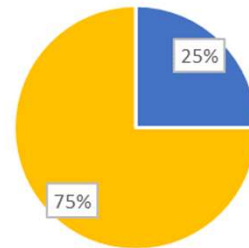
"Do you have experience with ..."

... valorisation of research results



... with societal valorisation:
29% (yes) vs. 71% (no)
... with economical valorisation:
11% (yes) vs. 89% (no)

... being involved in research with a valorisation focus




■ Yes ■ No




[Het verhaal](#) [Filosofie](#) [Waar te verkrijgen](#) [Webshop](#)



3 pijlers ▾
Over ons ▾

meer taal, meer steun
Contact
Log in

MATChEN ondersteunt hulpverleners in hun communicatie met anderstaligen. Het is een samenwerking tussen Universiteit Gent, Vrije Universiteit Brussel en HOGENT, met financiële steun van VLAIO.


Het project zet in op drie pijlers:



kennisplatform

gratis toegankelijk kennisplatform met meertalige informatie over gezondheidsthema's


[meer info](#)



app

meertalige app om te communiceren met anderstaligen over zindelijkheid en medicatie-inname

[meer info](#)



e-learning

interactieve e-learningmodule om te communiceren over seksuele gezondheid met anderstaligen

[meer info](#)

02

WHY



**GHENT
UNIVERSITY**

12

VALORISATION & IMPACT... WHY CARE?



INSTITUTIONAL LEVEL

Third mission of university
Resource allocation



RESEARCHER LEVEL

Make research results accessible for broad audience
Gratification
Access to funding

Every researcher should engage in valorisation activities



①

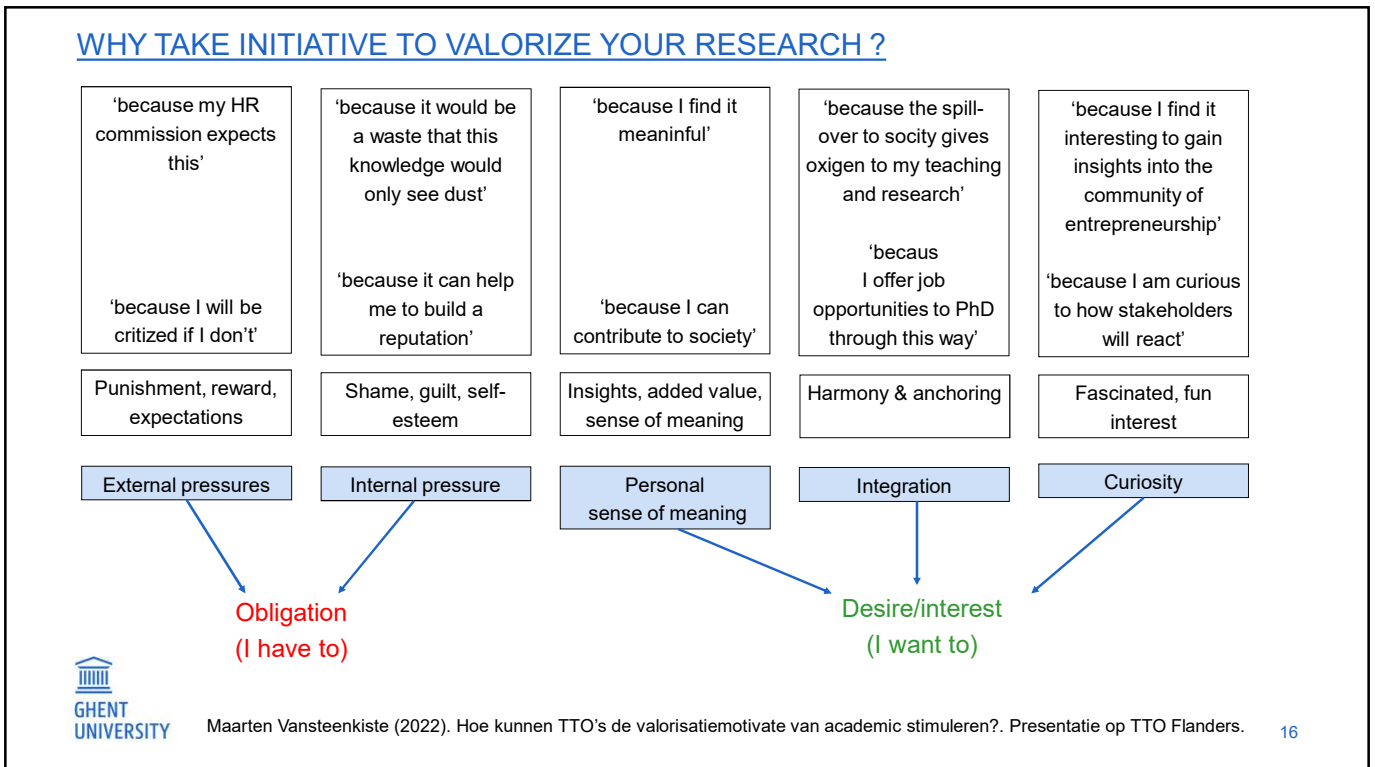
(rather) agree

75% 6 

②

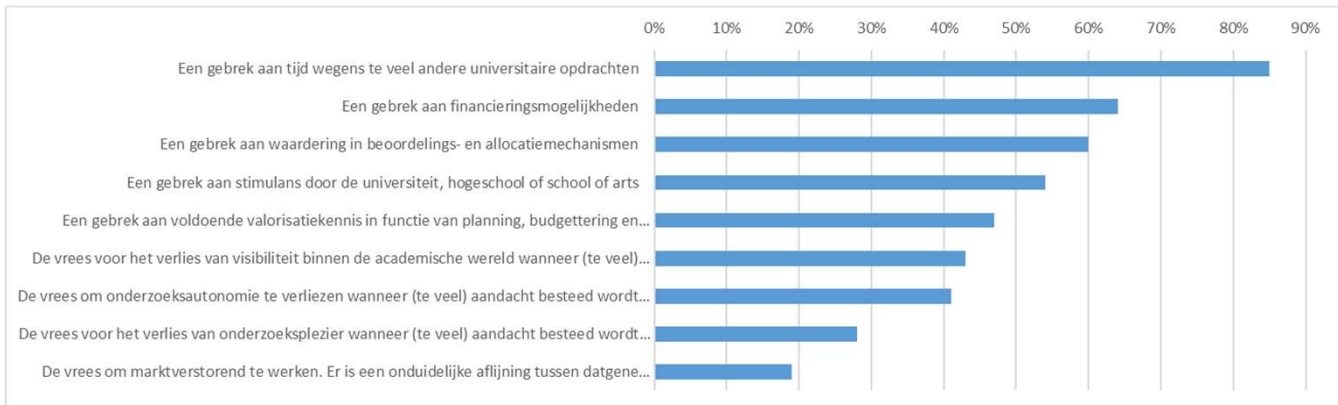
(rather) disagree

25% 2 



DOBBELS ET AL. (2015) 'HOE ONDERZOEKERS WERKELIJK DENKEN OVER VALORISEREN'

Perception of hurdles in valorisation of research



The valley of death

support and funding opportunities
to guide your valorisation initiative(s)

THE INDUSTRIAL RESEARCH FUND

BUSINESS DEVELOPERS



BUSINESS DEVELOPMENT CENTERS

- ACT1**
Advanced Cell and Tissue Engineering
- Biomarked**
Pre-clinical biomarker -omics platforms and BioIT, diagnostics, RNA based therapies
- ChemTech Life sciences**
Chemistry Technologies for the life sciences
- HyCT**
Hybrid CT image building technologies for material and life sciences applications
- HECTIC**
Medical Device Technologies
- Protein Technologies Ghent**
Proteomics & high-throughput protein production and delivery technologies
- UGent DiscoverE**
Drug discovery, drug delivery and drug manufacturing innovations
- Victoris**
Technological optimization, research and innovation in sport

BUSINESS DEVELOPMENT CENTERS

- BLUeGent**
Innovationalis agriculture and blue life sciences
- CropFit**
Biotransformants and Biocatal for plants
- End-of-Waste**
Processing of organic wastes and by-products from agro & food industry into new bio-based resources
- Food2Know**
Food, Food & Health
- PRONAX**
Innovation in animal health

BUSINESS DEVELOPMENT CENTERS

- IAS**
Smart Solutions for Secure Societies
- Liaison officer**
Social Sciences and Humanities Faculties

BUSINESS DEVELOPMENT CENTERS

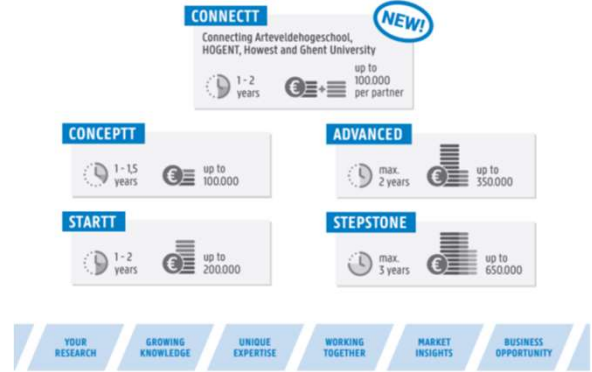
- e-Poly**
Center for advanced, polymer based microsystems and applications
- INDIA**
Internet & Data Lab
- i-Know**
Intelligent information management
- ab-photonics**
Photonics, components, systems, applications

BUSINESS DEVELOPMENT CENTERS

- Biomolecules**
Production of Bio-based molecules and engineering tools
- CleanTech**
Chemistry & Water Technologies
- CleanChem**
CleanTech for sustainable chemical production
- Composites**
Innovative technology platform for composites
- DurableBiomaterials**
Innovative technologies for durable building materials and structures
- Machineries & Factories**
Machine & Factory design and optimization; Industry 4.0
- Metals**
Your partner for metals research
- EnergyChemIE**
Energy Research & Innovation Community
- T-Cap**
Textiles for Comfort and Protection

PROOF OF CONCEPT FUNDING

+/- €8M per year



www.ugent.be/iof

iof@ugent.be



03

SUPPORT



UGENT SUPPORT FOR VALORISATION



	10 interdisciplinary research consortia ('IDC')	26 business development centers (IOF) supported by TechTransfer Office
Focus	Societal valorisation	Socio-economic valorisation
Structure	Coordinator ('knowledge broker') complements head-promotor	Business developer complements head-promotor
Your faculty contact	IDC HPIMS (Stefan Meysman)	IOF liaison (Zoë Imhof)
Offering	Facilitate interdisciplinary research Realise societal impact Collaborate with stakeholders	'Helpdesk' for valorisation Initiate inter-faculty connections Identify valorisation opportunities and strategies



IOF BUSINESS DEVELOPMENT CENTER

Expertise centers focused around **specific topics** (operates within faculty)

Co-led by

- head promotor: **academic expert** with motivation to valorize research
- business developer: specialists profile with **industry experience**

Role of business developer

- Liaison with industry
- Creates, stimulates and supports socio-economic valorization activities
- Facilitates interdisciplinary research



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I4C
Smart Solutions for Secure Societies
Liaison officer
Social Sciences and Humanities Faculties

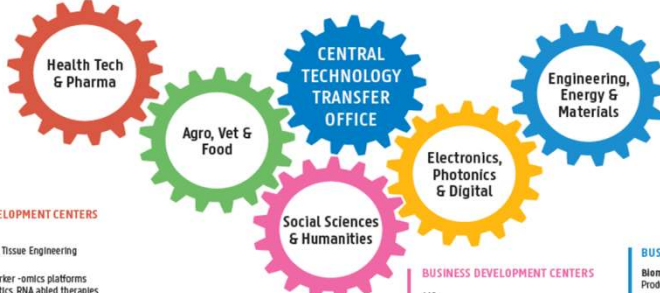
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INDATA
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I-Know
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nb-photonics
Photonics, components, systems, applications

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Production of bio-based molecules and engineering tools
CleanTech
Chemistry & Water Technologies
CleanChem
CleanTech for sustainable chemical production
Composites
Innovative technology platform for composites
DurabiOLChematerials
Innovative technologies for durable building materials and structures
Mechanics & Factories
Machine & Factory design and optimization, industry 4.0
Metals
Your partner for metals research
EnerGhentIC
Energy Research & Innovation Community





CENTRAL TECHNOLOGY TRANSFER OFFICE

BUSINESS DEVELOPMENT CENTERS

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Pre-clinical biomarker –omics platforms and biotI, diagnostics, RNA abled therapies

ChemTech Life sciences
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nb-photonics
Photonics, components, systems, applications

TECHNOLOGY TRANSFER OFFICE


Central support office

Facilitates and encourages the **application of knowledge**

Contact point for issues related to establish partnerships with industry, license IP to industry, and stimulate entrepreneurship.

This support include, among others,

- legal
- IP
- funding
- spin-off support.



23

TRANSFER YOUR RESEARCH INTO A BUSINESS ADVENTURE

Do! Do you have a valuable idea for venturing that is not necessarily based on your research? Reach out to DO!

DO! DO! is the center for entrepreneurship at Ghent University. We support every researcher who is thinking about starting a business or has an entrepreneurial idea to share. Our coaches help you to:

- ✓ identify opportunities
- ✓ estimate the market value of your idea
- ✓ connect you with other entrepreneurial minds
- ✓ refer you to experts and partners in our network
- ✓ guide you to entrepreneurial courses
- ✓ get started and grow your (ad)venture

In the last 5 years we have supported more than 270 Student-Entrepreneurs to start their business.

Jozef Kluykensstaat 31
9000 Gent
09/264 32 64
durfondernemen@ugent.be

Is your idea based on your academic research? Reach out to TechTransfer!

TECHTRANSFER

We help you to find commercial applications for your research so you can help steer the future!
Our legal and business team will help you to:

- ✓ scout different possibilities: license your technology, patent your IP, offer consulting, start a spin-off, ...
- ✓ negotiate contracts
- ✓ choose your right commercial path
- ✓ shape your business plan, financials, team, ...
- ✓ find the right funding channels, business angels, ...
- ✓ connect with experienced mentors and key advisors in the business world
- ✓ find interesting courses: sales and marketing, finance, IT skills, ...

In the last 5 years we have supported the founding of more than 40 start-ups based on Ghent University research. We provided more than 1,000 legal advices and we transferred about 110 times Ghent University IP to companies.

techtransfer@ugent.be
www.ugent.be/techtransfer




03

FUNDING



CONNECT NEW!
Connecting Arteveldehogeschool,
HOGENT, Howest and Ghent University
1-2 years € up to 100.000 per partner

CONCEPT
1-15 years € up to 100.000

ADVANCED
max. 2 years € up to 350.000

STARTT
1-2 years € up to 200.000

STEPSTONE
max. 3 years € up to 650.000

IOF PROJECT FUNDING

4 calls / year: March – June – September – December

Broad scope: very early (e.g. feasibility study) vs. late (e.g. writing a business plan) in the innovation process

Short evaluation procedure: 2-3 months

Internal funding:

- bottom up (no themes suggested)
- obligatory **intake meeting**

Success rate: >50%

<https://www.ugent.be/techtransfer/en/support-for-academics/iof/iofprojectfundings.htm>

IOF CONNECTT - SMART SOCK FOR CHILDREN WITH AUTISM

Project initiated by Faculty of Psychology and Educational Sciences

IOF Call Oct. 2021

Problem: early detection of autism

Preparing application

- Bring together multi-disciplinair team (4 groups): knowledge about autisme (FPP), sensors (Ir.), textile, data processing
- Identify process (route-to-society): IOF project is one step with objective to develop a prototype



FTILab+

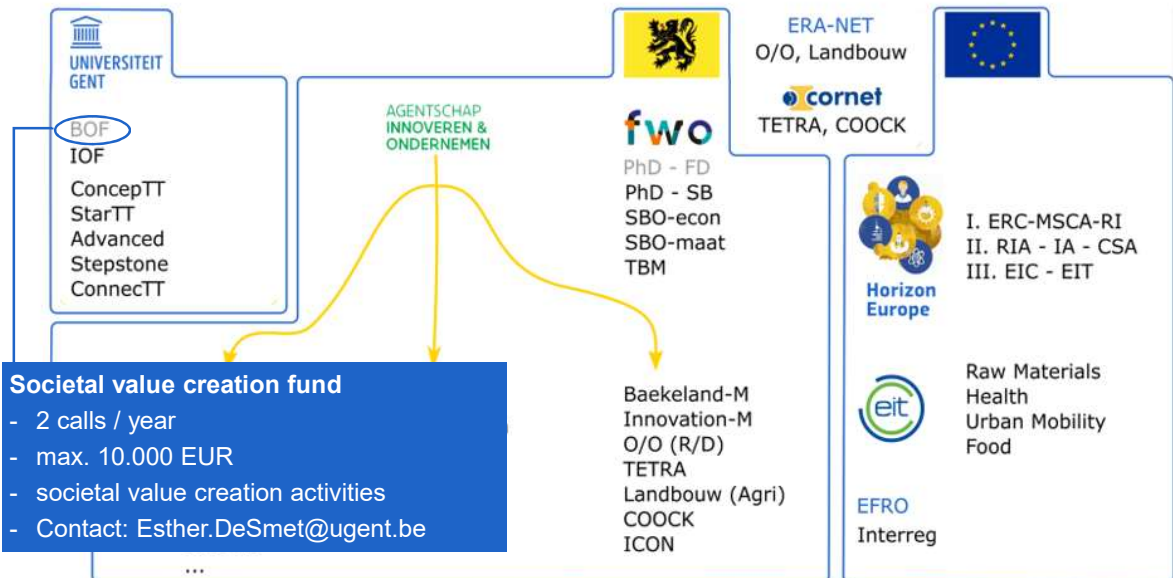


CENTRE FOR APPLIED DATA SCIENCE
HO GENT



27

OTHER FUNDING IN SUPPORT OF VALORISATIONS



28

TRAINING

TRAINING IS KEY

- PhD students
 - Doctoral schools course on research impact
 - For more information: Esther De Smet
- Post-docs and professors
 - Knowledge Transfer Skills and Technology Transfer Skills by TechTransfer Office
 - Next session: 8-9 June 2022
 - For more information: Karen Curé
- Entrepreneurship training
 - Expedition DO! and Research To Market by DO! (for more information contact: Jolien Coenraets)
- **NEW!** Breakfast sessions for Social Sciences and Humanities
 - 30 min. 'hands-on' workshops
 - Topics related to (broad definition of) valorization
 - From sept/oct. 2022 onwards (1x / month)
 - For more information: Zoë Imhof

BREAKFAST SESSIONS FOR SOCIAL SCIENCES AND HUMANITIES

30 min. workshop for and by researchers
 Tailor-made for valorization needs of alfa faculties
 Exchange best practices and hurdles
 Topics TBD – potential topics may include:

Funding for valorization	Stakeholder mapping	From informal contact to structural collaboration
SWOT analyses	Customer (user) journey mapping	Pricing of services and consultancy
TRL for SSHA	Value proposition	Constructive partner collaborations (incl. ethical considerations)
	Empathy map	
	Lean canvas	



Interested to learn more? Contact: zoe.imhof@ugent.be

31

WRAP-UP

1. What is your expertise with valorisation?
2. What motivates you in engaging in valorisation?
3. What support can be helpful for you to explore valorization?



32



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