

UNLEASHING THE POTENTIAL OF SSHA – HOW TO INTEGRATE SOCIAL SCIENCES, HUMANITIES AND THE ARTS INTO PROFESSIONAL KNOWLEDGE EXCHANGE

Thursday, 30 January 2020
Allianz Forum, Pariser Platz 6, 10117 Berlin, Germany

Higher Education Institutions cooperate with external partners from business, politics, culture and civil society in a variety of ways. Knowledge exchange - i.e. the bidirectional exchange of knowledge and technology in research and teaching - is becoming increasingly important for the profile development of universities. Many institutions are currently developing transfer and cooperation strategies and defining institutional goals for their knowledge exchange. In this context, universities report on multifarious knowledge exchange activities in humanities, social sciences and the Arts (SSHA). At the same time, there is a desire to increase further the potential of those disciplines with regard to knowledge exchange. This experience hits a world in which calls for the implementation of the "Third Mission", for innovation and impact affect the universities as a whole, but SSHA in particular.

In relation to SSHA knowledge exchange, universities repeatedly name three topics that need to be tackled:

- » Motivation and awareness
Why is there a need for knowledge transfer from and with SSHA? How can SSHA academics and students be made aware of this topic and appreciate it? What understanding of knowledge transfer does include SSHA appropriately?
- » Capacity building and support
We are looking for solutions how institutions can support sustainable SSHA transfer activities both structurally and by providing suitable service for SSHA scientists and students.
- » Foster start-ups
Science-based start-ups with and from the SSHA are possible, but require the use of corresponding instruments. Which methods can be used to integrate the SSHA more into the start-up world?

Along these questions, selected higher education institutions from European countries will present how they address these challenges and share their experiences. Based on these experiences, we will discuss conclusions and inspiration for German higher education institutions.

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The workshop wants to encourage, inspire and stimulate university representatives - vice-presidents, deans and transfer officers - who want to professionalise knowledge exchange from the SSHA.

PROGRAMME

- 10.00 **Registration and coffee**
- 10.30 **WELCOME**
Andrea Frank, *Stifterverband, Berlin, Germany*
- 10.40 **INTRODUCTION**
Dr. Christoph Köller, *Managing Director G&K, Huerth, Germany*
- 10.55 **MOTIVATION AND AWARENESS**
The path from awareness to appreciation – how to integrate transfer into SSHA- academics value system
Prof. W. Nicol Keith, *Director of Impact, Institute of Cancer Sciences, University of Glasgow, Scotland*
- 11.25 **SUPPORT AND SERVICES**
Knowledge exchange needs a home – the Long Room Hub as a space for „research, enable, transform“
Dr. Doireann Wallace, *SHAPE-ID Project Manager of the Trinity Long Room Hub, Trinity College Dublin, Ireland*
- 11.55 **CAPACITY BUILDING**
Enabling SSHA students and academics – the supporting role of the institution
Assistant Professor Jonneke Bekkenkamp, *Director of the Humanities Lab AVS, University of Amsterdam, The Netherlands*
- 12.25 **Lunch break**
- 13.25 **IMPACT CAFÉ SESSION**
Based on the input given by the speakers, attendees will share their perspectives on the topics mentioned above. Issues but also ideas for solutions will be revealed by using a world café-approach.
- 14.40 **Coffee break**

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- 15.00 **START-UPS**
SSHA, start-ups and interdisciplinarity – how to increase the
SSHA start-up potential
Dr. Mark Mann, *Lead for Humanities and Social Sciences, Oxford
University Innovation, Oxford University, United Kingdom*
- 15.30 **CLOSING PANEL: CONCLUSIONS FOR THE GERMAN
HIGHER EDUCATION SYSTEM**
- 16.00 **End of the workshop**

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