



KATHOLIEKE UNIVERSITEIT  
**LEUVEN**



## Valorisation in Social Sciences and Humanities.

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### Valorisation in SSH: Outline



- The study
- Research design
- Core findings
- A broad concept of valorisation
- Valorisation in the SSH: it takes place !
- The paradox of omnipresence and invisibility
- Recommendations for policy makers and for researchers

# Valorisation in SSH: the study

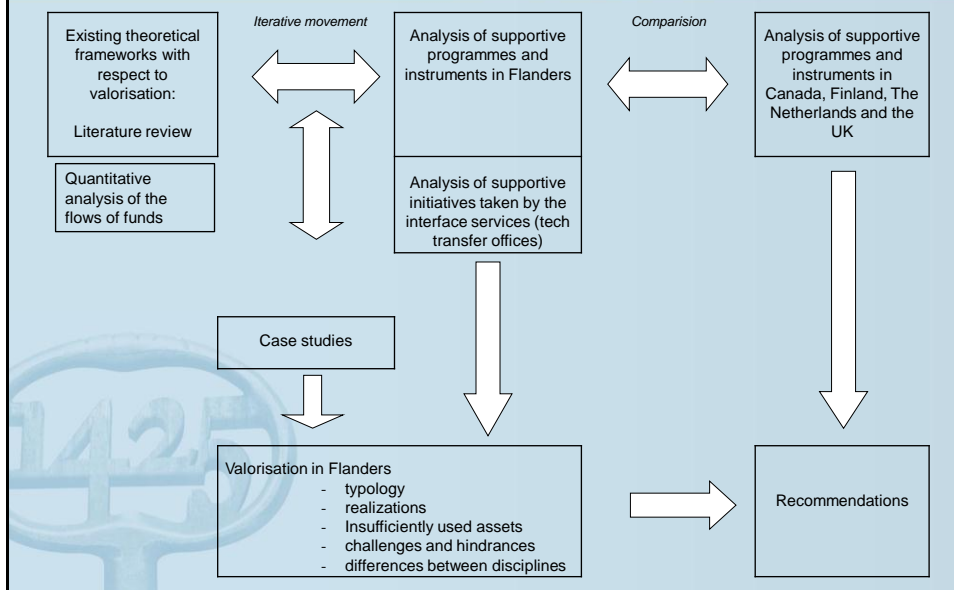
## The study:

- commissioned by the Flemish Council for Science and Innovation (VRWI)
- conducted by an interuniversitary consortium of researchers (K.U.Leuven, VUB, UA), coordinated by HIVA-K.U.Leuven
- Starting point: the innovation paradox

## Research questions:

- Typology of valorisation in SSH
- Investigation of the practice of valorisation in SSH in Flanders
- Detection of challenges and hindrances for valorisation in SSH in Flanders
- Analysis of supportive policy measures for valorisation in SSH in Flanders
- International analysis of innovative policies with respect to valorisation
- Policy recommendations

# Valorisation in SSH: research design



## Valorisation in SSH: core findings

1. We need a broad conceptualisation of valorisation
2. Valorisation happens in the SSH !
3. SSH are caught in a 'paradox of omnipresence and invisibility'
4. Another view on & strategy of valorisation is necessary
  - Policy recommendations
  - Recommendations for researchers



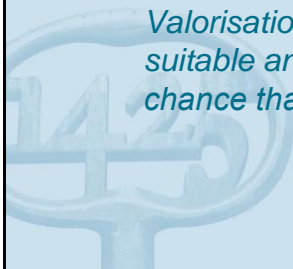
## Valorisation in the SSH: a broad conceptualisation

### **Valorisation:**

Cf. Definition by the Dutch AWT (2007)

*Valorisation is the process through which scientific knowledge is prepared to be used in practice.*

*Valorisation is making scientific knowledge suitable and usable in order to enhance the chance that third parties can use it"*



## Valorisation in the SSH: a broad conceptualisation

- ‘Third parties’:

Education

‘third parties’ = students

Scientific valorisation

‘third parties’ = other scientists

Valorisatie ‘in practice’

‘third parties’ = other societal actors

(industrial partners, BUT ALSO social entrepreneurs, civil society organisations, teachers,... the public at large)

- an interactive process

- various pathways

- creation of multiple impact

(economic value creation, BUT ALSO social, cultural, democratic, ecological impact, as well as impact on physical and psychological well-being)



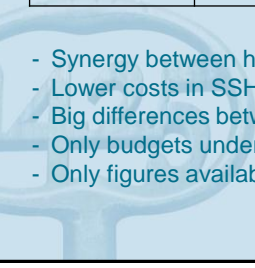
## Valorisation in the SSH: it takes place !

### FIGURES:

Flow of funds: annual mean per ZAP (k€ ) per domain (Callaert & Van Looy, 2011)

	G1 per ZAP	G2 per ZAP	G3 per ZAP	G4 per ZAP
Exacte & Toegepaste Wetenschappen	67,60	109,39	113,82	55,32
Humane & Sociale wetenschappen	56,03	53,96	60,57	23,45
Medische wetenschappen	71,21	113,65	108,08	123,21
Totaal	63,94	90,57	93,93	56,72
N	145	229	229	203
Sign ANOVA	n.s.	***	***	***
Adjusted R <sup>2</sup>	0,015	0,096	0,055	0,146

- Synergy between high level academic research and valorisation
- Lower costs in SSH for infrastructure
- Big differences between disciplines crisscross differences between domains
- Only budgets under responsibility of ZAP taken into account
- Only figures available for universities



## Valorisation in the SSH: it takes place !

### 20 cases analysed

- beautiful cases, but only the top of the iceberg! Many more have been identified.
- spread over various disciplines, universities and colleges,
- spread over various pathways of valorisation:
  - Publications, presentations, productions, performances
  - Spin-offs, patents, licences
  - Contract and collective research
  - Exchange of people
  - Training & education (extra curriculum)
  - Consultancy
  - other
- e.g. case of valorisation of research at the Centre for Sociological Research (Prof. Dr. Geert Van Hootehem)

## Valorisation in the SSH: the 'paradox of omnipresence and invisibility'

Valorisation in the SSH takes place, but it is rarely observed.

Why so?

- The nature of the conceptualisation and measurement of valorisation:
  - Too narrow conceptualisation of valorisation:
    - The creation of economic value. Other values are not taken into account
  - Too narrow measurement
    - Narrow indicators to measure valorisation (patents, licences and spin-offs)
  - No data with respect to other forms of valorisation collected
- The nature of SSH knowledge:
  - SSH knowledge is often tacit and 'general' knowledge
  - not all users are (constantly) aware of the fact that they use knowledge generated in SSH research,
  - not all users refer correctly and systematically to the sources of the knowledge used
- The nature of the users:
  - The general public
  - Organisations with less purchasing power and less manifestation as stakeholders of SSH knowledge

## Valorisation in the SSH: recommendations

- **Policy recommendations**
  - Use a broad concept
  - Develop broad measurement instruments
  - Make valorisation in SSH visible with numbers and narratives
  - Adapt the set of instruments for valorisation:
    - not only directed to partnerships with industrial actors,
    - not only directed to the creation of economic value
  - Recognize valorisation as the third pillar of the associations
  - Recognize valorisation in the careers of scientists and create the possibility of heterogenous careers
  - Support researchers to develop valorisation activities

## Valorisation in the SSH: recommendations

- **Recommendations for researchers:**
  - Just do it
  - Cooperate with other scientists (especially from other disciplines) in valorisation projects
  - Think about valorisation as in interactive process
    - scientific and practical knowledge benefit from each other
    - The sooner partners are involved, the bigger the chance that your knowledge will be used
  - Establish equal partnerships with scientists from other disciplines and with societal stakeholders
  - Define win-win's with and for all partners
  - Develop and maintain a good division of labour in the project
  - Explain things as simply as possible. Don't use academic jargon when talking to societal stakeholders
  - Teach your peers and students about the importance of valorisation of research and the way it can be done
  - Develop a strategy of project profieration
  - Develop research teams with a sufficient scale

## Valorisation in the SSH...

# IT's UP YOU!



## Valorisatie in de H&SW

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