

# EXCHANGE YOUR KNOWLEDGE

JAN IFVERSEN - VICE DEAN

COLLABORATION WITH THE CIVIL SOCIETY (ORGANIZATIONS, CITIZENS) –  
WHY AND HOW ?



# STRATEGY: MISSION AND FUNDAMENTAL VALUES

**The mission of Aarhus University is to create and share knowledge on the foundation of its academic comprehensiveness and diversity as well as through outstanding research, the education of graduates with the competencies society demands and innovative engagement with society. By putting the latest knowledge to work, Aarhus University assumes co-responsibility for the development of society, meets society's justifiable demands and contributes to society's continued growth and welfare.**

# KNOWLEDGE EXCHANGE – A NEW PARADIGME

Engaging for impact

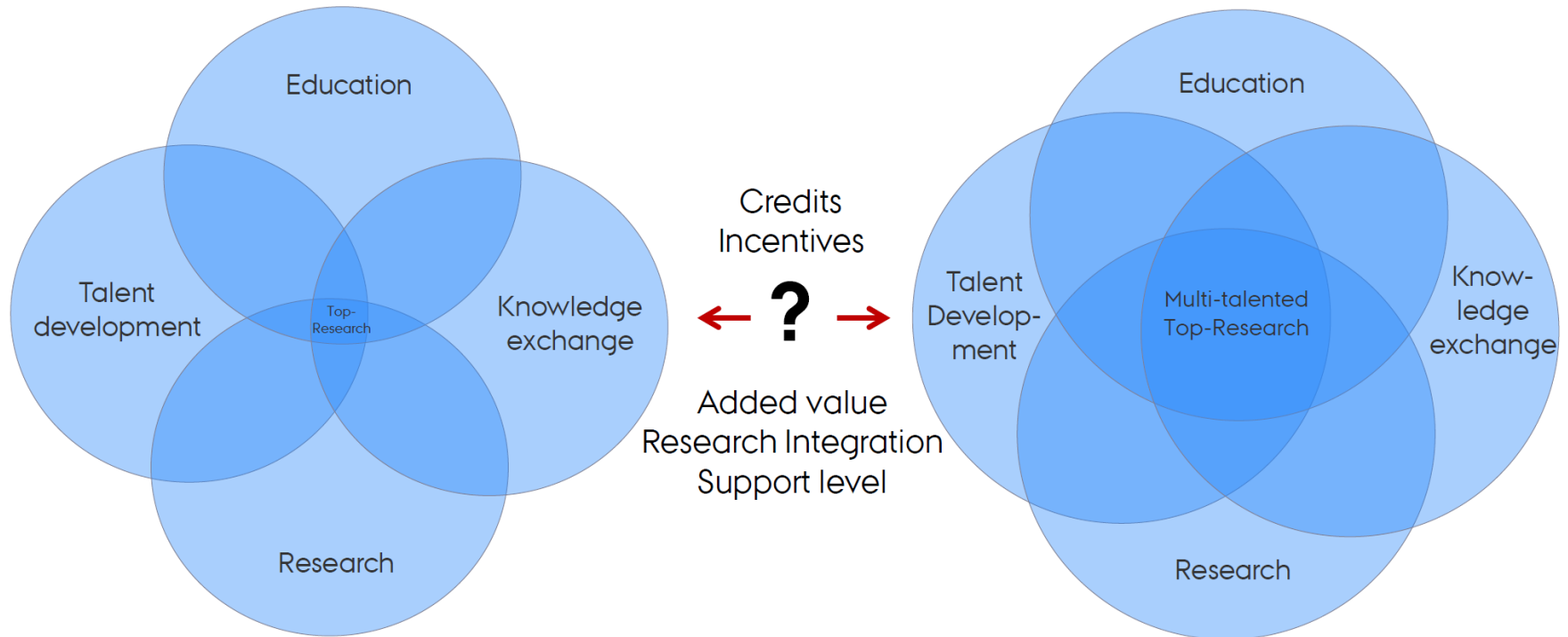
Grand challenges



Mode 2 society

innovation

# RESEARCH, EDUCATION, KNOWLEDGE EXCHANGE, TALENT –INTERLINKED ELEMENTS?

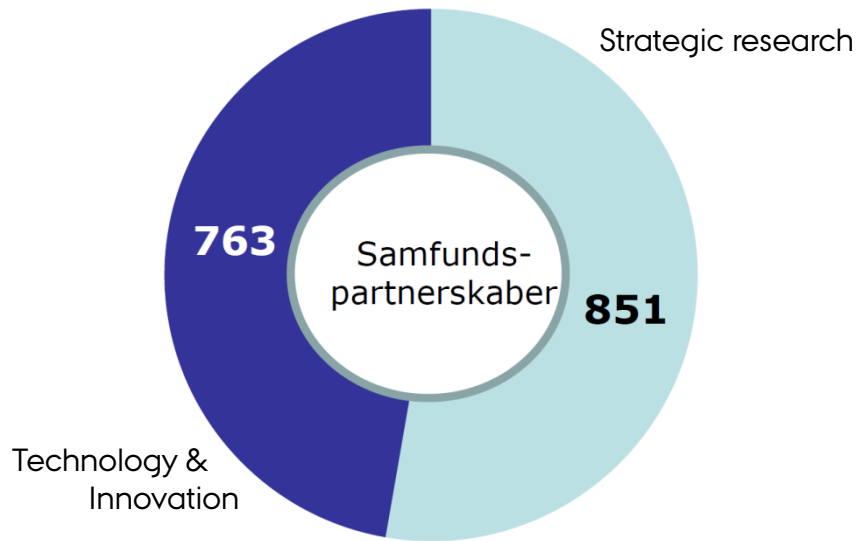


Modified from Strategy 2013-2020, Aarhus University

# DANISH SCIENCE, INNOVATION AND HIGHER EDUCATION – A GLOBAL PERSPECTIVE

*“Denmark has an excellent research base, but **the challenge is to transform the research into new high added value products and services.** Hence, Danish innovation policy has a strong focus on forging stronger links between research and industry.”*

# SOCIETAL DIRECTIONS AND EXPECTATIONS



Danish Innovation Foundation

Source: Ministry of science

## Danish Innovation Foundation

Merge of:

- The Strategic Research Council
- The Advanced Technology Foundation
- The Danish Council for Technology and Innovation

~1,6 billion DKK annual budget

“Samfundspartnerskaber” means:

- Solving societal challenges
- Thematic/sectorial focus
- Significant representation of private and public business in boards, committees and projects

Operational from spring 2014

# SOCIETAL DIRECTIONS AND EXPECTATIONS

## Horizon 2020



Responding to the economic crisis

Addressing peoples concerns

Strengthening EU position in research,  
Innovation and technology

## EU Horizon 2020

### Three priorities:

- Excellent science ~24 Billion Euro
- Industrial leadership ~17 “
- Societal challenges ~31 ”

20% of the Societal Challenges budget go to SMEs

### Partnering ( and agenda setting ! ) through:

- Joint Technology Initiatives
- ERA-Nets
- Joint programmes between member states
- Joint Programming Initiatives
- European Innovation Partnerships

### Expectations from our ministry:

- ~2,5% (= 1,5 billion DKK annually) to Denmark
- ~ 3500 Danish research Institutions and enterprises expected to participate
- Invest 26 mio DKK annually in support/help

### Operational from January 2014

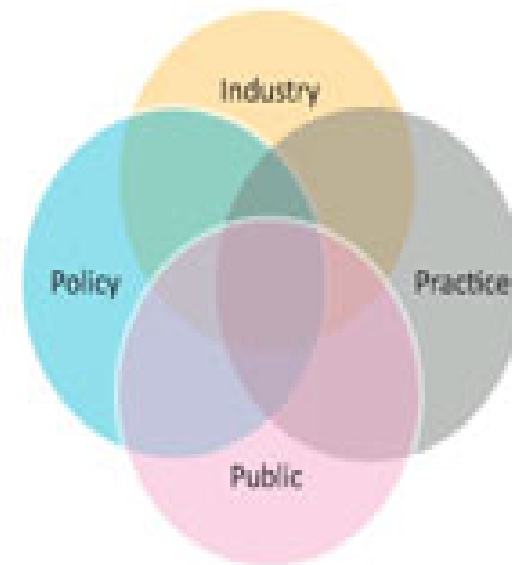
# SSR- SCIENTIFIC SOCIAL RESPONSIBILITY

“ It is the responsibility of scientists, from all sectors of science, to position and define their research activities in a context where they are able to contribute to the betterment of society and to help meet the Grand Challenges of our time.”  
(Besenbacher, Krogsgaard-Larsen, Thostrup, 2011)



# ENGAGING FOR IMPACT, UNIVERSITY OF EDINBURGH

**Industry, Policy, Practice  
and the Public represent  
the main target groups  
for activity where the  
overall aim is to contri-  
bute to economic, social,  
cultural and environmen-  
tal benefits to society.**



# REF 2014: ASSESSING IMPACT

“ Following the conclusion of the impact pilot exercise, the four UK funding bodies have decided that: In the Research Excellence Frame there will be an explicit element to assess the 'impact' arising from excellent research, alongside the 'outputs' and 'environment' elements.”

*The impact element will include all kinds of social, economic and cultural benefits and impacts beyond academia, arising from excellent research*

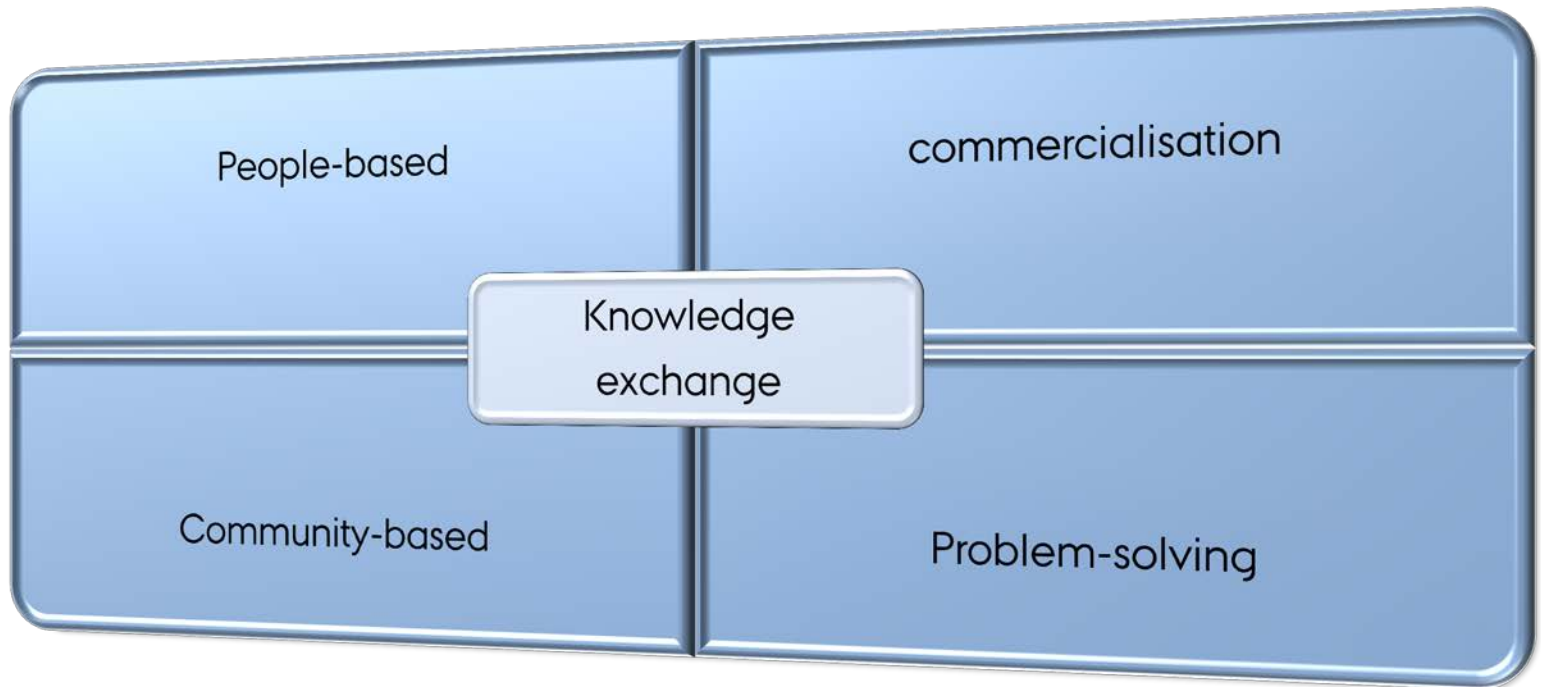
# INSPIRATIONS



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JAN IFVERSEN

14. NOVEMBER 2013

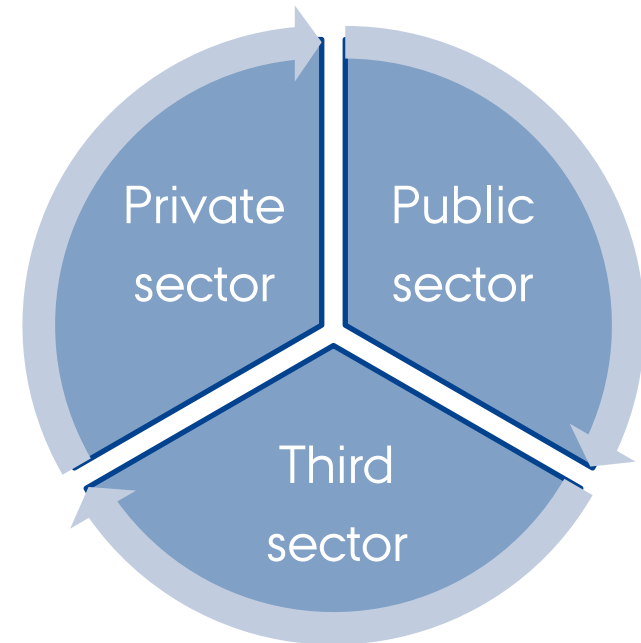
# ACTIVITIES

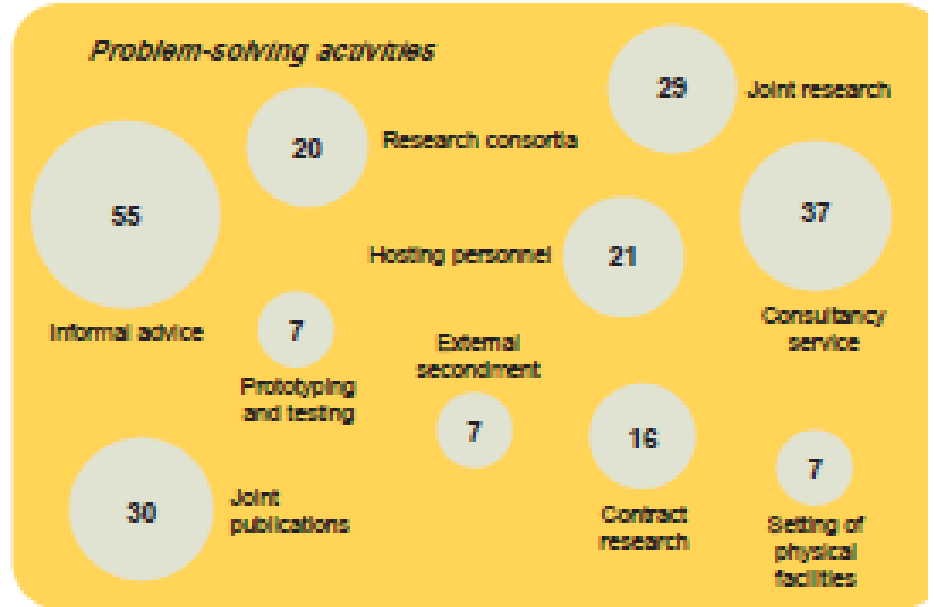
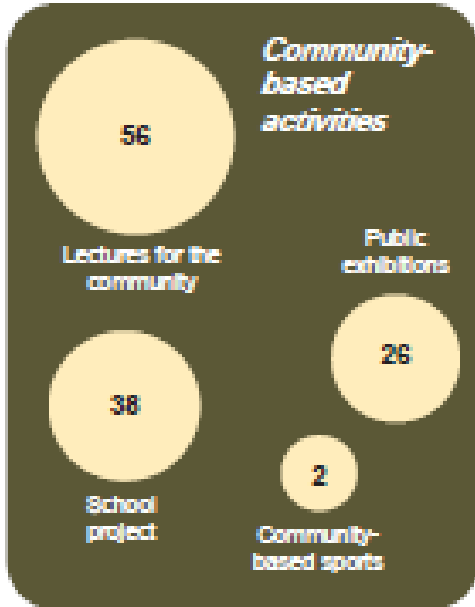
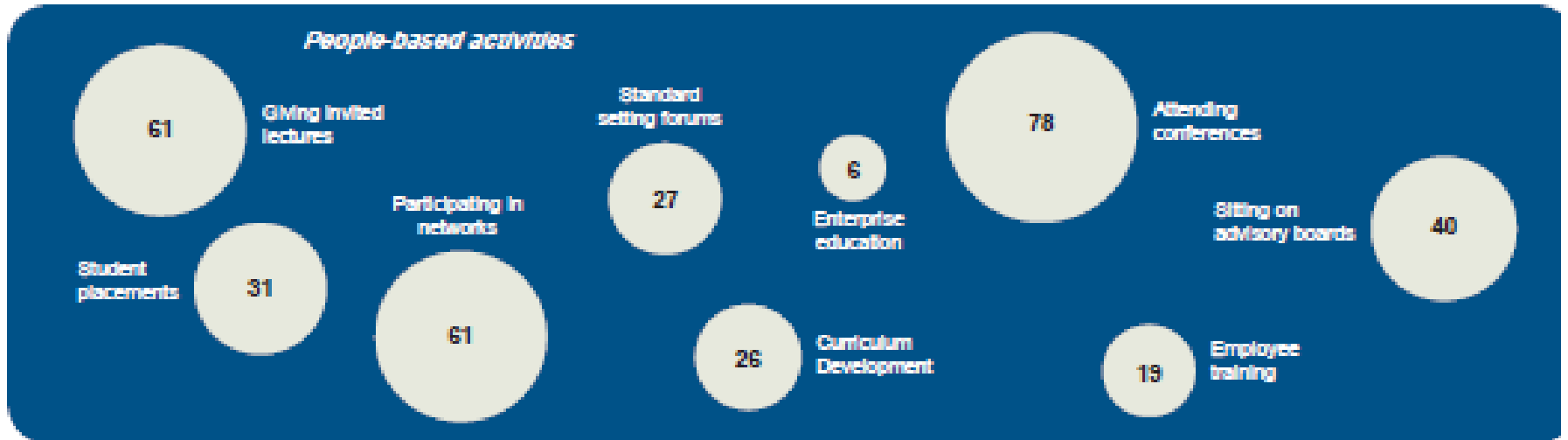


# CONCEPTS

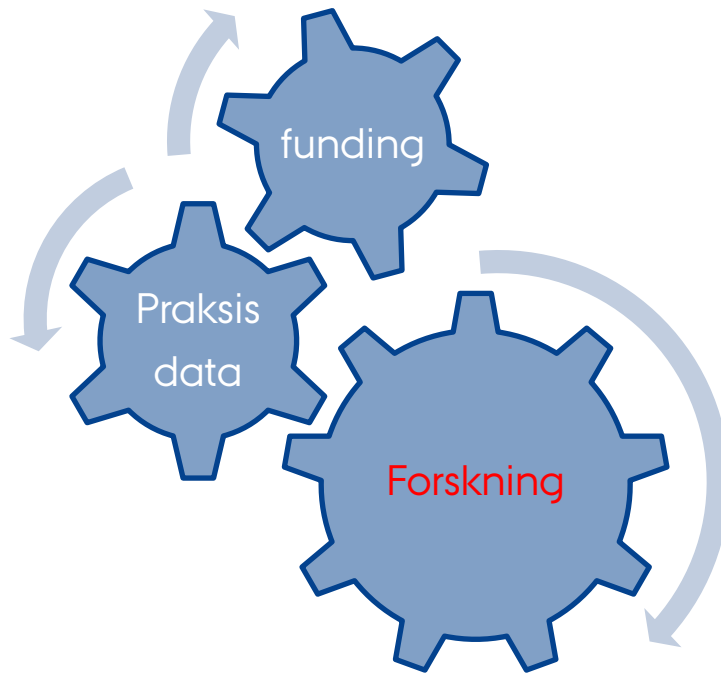
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- People-based activities
- Community-based activities
- Commercialisation activities
- Problem-solving activities

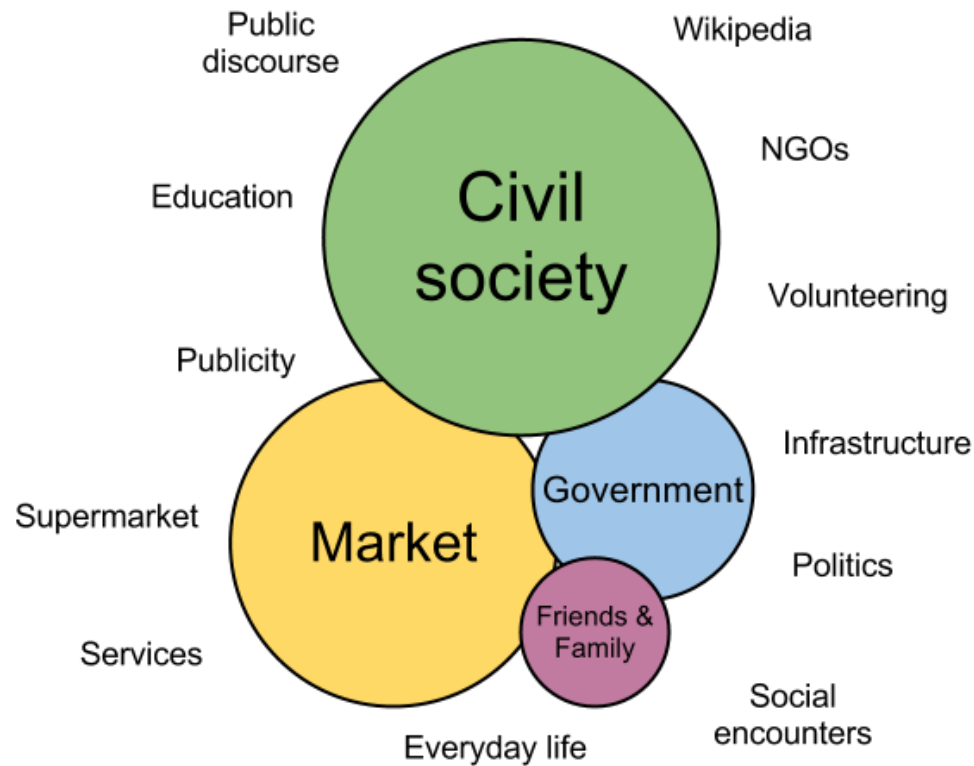




# WHAT'S IN IT FOR US?



# THIRD SECTOR – CIVIL SOCIETY





## **STRATEGIC GOAL: STRENGTHEN CONTRIBUTIONS TO THE DEVELOPMENT OF CIVIL SOCIETY**

**As a key institution of knowledge and culture, Aarhus University desires to contribute to cultural and social development through its interaction with society at large. The university will contribute to the support of civil society through collaboration, advisory and consultancy services, capacity development, knowledge dissemination, participation in public debate, knowledge transfer through for example the Danish University Extension and Aarhus University Press, and participation on councils and boards.**

# EXCHANGING WITH CIVIL SOCIETY

> Doing research with

**practioners**

**community**

**interest groups**

**NGO's**

**Citizens**

# KNOWLEDGE EXCHANGE THROUGH COLLABORATION WITH THE CIVIL SOCIETY

Aarhus University will strengthen contributions to the development of the civil society!

- › How can we meet this ambition successfully?
- › What are the barriers?
- › Where do we find the solutions?
- › Where do we start?

# KNOWLEDGE EXCHANGE THROUGH COLLABORATION WITH THE CIVIL SOCIETY

What is in your opinion the major barriers for more AU engagement in collaboration with the civil society?

- › Crediting of collaboration?
- › Incentives to enter into a collaboration?
- › Maintenance of research integrity?
- › Bridge-building between the research community and society?
- › Value creation of knowledge exchange?

AND

What is in your opinion the solution?