How to mobilize SSH knowledge for innovation

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The Humanities Matter!

**What the Humanities Do**
- **The Humanities are about what it is to be human.**
- They foster social justice and equality.
- They teach empathy.

**Culture is Important...**
- 76% of people think their lives are richer for having the opportunity to visit or view the historic environment.
- 88% of people believe that it is important in creating jobs and boosting the economy.

Impact of SSH – many questions!

„Results“/competences from humanities research

How to engage the sources of the impact process?

What may create impact?
What are the barriers associated with humanities’ impact?

What is impact?

How to measure impact?

What are the benefits?

Is there awareness for humanities’ impact?

...???
SSH and innovation as it is today (very often)...

- Devoted to research.
- Freedom of research.
- Relevance – doesn’t matter.
- No, I can’t...
- I don’t want...
- I’m not allowed to...

No Innovation.
... and as it should be.

- Devoted to research.
- Look for relevance.
- Tear down barriers.
- Professionalise KT.
- Gain innovation capabilities.

Innovation!
So what does it need to close the transfer gap between SSH and innovation?

Lessons learned and approaches.
Support the researcher!

Valorisation guide for SSH researcher by IXA, Amsterdam, the Netherlands
Provide opportunities to meet with target groups!

Salon SHS innovatives, CVT Athéna, France
Enable the institution!

Impactor, G&K, Germany

"1 - not given" to "5 - fully given"

1 Strategy
- Impact Measures
- Target Groups
- Communication

2 Additional Benefit
- Proposal Planning
- Relative Advantage of the Project

3 Management
- Impact Process
- Cooperation between partners

4 Structure
- Organisational Structure
- User Cooperation

5 Culture
- Identity
- Resources
- Recognition of Achievements
Fund interdisciplinarity!

Knowledge Transfer Centers, Ministry of Science, Austria

Modul 1a

Regionales Wissenstransferzentrum West
Support even small actions!

Cultural & Creative Industries Exchange, University of Leeds, UK

Cultural & Creative Industries Exchange

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Making partnerships for impact and innovation

Business and creative technology
Our main conclusion: support and infrastructure for SSH
Thank you very much for your attention!