VUB TechTransfer – Survey for the Social Sciences, Humanities and the Arts 2021

Find out what our SSHA community thinks about and does with TechTransfer, Valorisation and SDG’s

Questions or remarks? Contact jessica.hekking@vub.be

80 respondents

Is TechTransfer well known by SSHA Researchers?

78 respondents heard of TechTransfer

- 13 work with TT on a regular basis
- 46 are familiar with TT
- 19 are not sure what TT does
- 2 were not aware of a valorisation advisor for SSHA
- 16 were not aware of a valorisation advisor for SSHA
- 14 were not aware of a valorisation advisor for SSHA

Did you know that:

VUB TechTransfer supports researchers on applied research and valorisation of research results

VUB TechTransfer has two dedicated persons for the Social Sciences, Humanities & the Arts, one for Flemish and Brussels projects and one for European projects: Check out the team-page on our website
What did researchers discuss with our SSHA valorisation advisor?

![Bar chart showing percentages](chart)

- **Brussels funding opportunity**
  - The Co-creation & Applied PhD are the project calls most mentioned
  - “she accompanied us to the jury defence. This level of involvement for me was unseen”

- **Flemish funding opportunity**
  - SBO-M projects are very popular within our SSHA-community
  - "Jessica offered advice regarding the preparation and submission of a VLAIO TETRA Project that was eventually also funded”

- **Another opportunity administration**
  - Advice on Business development, networking contacts, info sessions and admin support for DAD-Agreements
  - "Good initiative to have some attention to social sciences”

---

85% of researchers were (very) satisfied.

<table>
<thead>
<tr>
<th>Overview of funding opportunities &amp; Info sessions</th>
<th>We had to contact TT ourselves</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support and valuable feedback (on valorisation parts of proposal)</td>
<td>No time for feedback and proofreading</td>
</tr>
<tr>
<td>Referring to right person &amp; networking contact</td>
<td>Nothing became concrete</td>
</tr>
<tr>
<td>Accessible, quick &amp; eager to help</td>
<td></td>
</tr>
</tbody>
</table>
What is the most important way to valorise research and create impact? And with what can TT help?

- Collaborative research projects (Vlaio, Innoviris, Horizon 2020)
- Contract research for organisations / non-profit
- Contract research for governments
- Publications (magazines / newspapers / ...) and/or presentations for the general public
- Contract education for companies / governments / organisations / ...
- Contract research for companies
- Publications and/or presentations for policy makers
- (International) mobility of researchers
- Publications and/or presentations for the scientific community
- Starting a spin-off with your research results
- Selling your research results to companies / governments / organisations
- Other

How can TechTransfer help our researchers?

- Administrative support concerning project proposals
- Feedback and proofreading of project proposals
- Matchmaking with external interested parties
- Matchmaking within the university
How can TechTransfer help you?

Admin support on project proposals

- Admin & checking who is who
  
  - We can help you with this.

- Leading on developing the proposal, bringing together administratively speaking stakeholders
  
  - You remain the project owner and are in contact with your scientific counterparts. We are in contact with funding agencies and our TT counterparts at other universities.

- Identifying, emailing and one-on-one talk about funding opportunities
  
  - We can help you with this.

- Send public procurement opportunities via mail
  
  - Great idea! We’ll screen national public procurement opportunities and will send them to you.

- More direct information about what TechTransfer could mean for research groups
  
  - Have a look at our website and our yearly report. Too general for you? Contact us for a presentation or meeting.

- Dedicated SSHA newsletter
  
  - A lot of topics are interesting for both SSHA and other disciplines, that’s why we’ve opted for an SSHA item in our general TT newsletter.

- Host events with invited speakers / guests on role, possibilities, challenges
  
  - Great idea! We’ll be doing this more and more.

Feedback & proofreading of project proposals

- Idea creation for research projects
  
  - We can be a sounding board for your project ideas and help you with the valorisation part of your project.

- Hands-on support with all (also non-paid) contracts & collaboration agreements
  
  - We can help you with this. Contact our legal department and our business developers for help.

- Information, feedback & proofreading of project proposals
  
  - We can read your proposal and give you advice on the call and the valorisation part of your project.

- Setting up the project
  
  - You are the owner of your project and are responsible for setting up and writing the project.

TechTransfer informs you on (funding) opportunities via:
- our weekly TT newsletter
- info sessions
- direct referrals
- one-on-one meetings
- thematic innovation funding forecast

TechTransfer gives you administrative support on applied project proposals:
- eligibility check
- budget check
- signature of the rector
- submission

TechTransfer can help with your project proposal and give feedback and advice on:
- match with the call
- valorisation potential
- general comprehensiveness
- project budget
- advice on IP and collaborations
- Legal support for contracts & collaboration agreements
**Matchmaking with external interested parties**

- Talk about how to set up an internal and external research network on my research topic
- Finding (consortium) partners & establishing contacts
- Field building
- Exchange of ideas
- This has less added value, it’s too theme / expertise specific

We follow up on networking events and policy related topics. We represent the VUB and can help external partners finding the researcher they are looking for. We can also match you with external parties. However, we cover a broad field of disciplines and it is not possible for us to know all possible partners in your field of expertise. So don’t only count on us to match you. Get out there and meet potential partners and interested parties!

**Matchmaking within university**

- Talk about how to set up an internal and external research network on my research topic
- Hearing about others
- Interdisciplinary parallel partner building
- Concrete suggestions for partners & feasible I&V actions with researchers active in same domain / similar profile

We currently match researchers when a specific question or opportunity arises. We are working on giving researchers more opportunities to meet each other interdisciplinary. For example: we organized pitch sessions during an online info session.
Other remarks / questions

- We do this in a personal and ad hoc way, but it could be interesting to do this in a more structured way, we’ll look into it.

• This is not something we can structurally help with.

- Good idea! We’ll look into it.

- Do you know TechTransfer organizes (advanced) starter seminars. Find out more here.

- We can be a sounding board for you on the branding and marketing strategy of your research.

- We love to hear about (potential) results and where your research is going. Let’s stay in touch!

- You are the owner of your project and are responsible for setting up and writing the project.

And you also mentioned:

How you would like to be helped:

Starting from knowledge about researcher

Direct Contact / One-on-one / stay personal / tailor-made / personal email

Being concrete & help me read between the lines

To keep the specifics of SSHA research in mind:

Research for 'the general public', governments and non-profit organisations involves more than contract research. A lot of work also goes into setting up co-production trajectories, not always formalized in a (paid) research project.

There is an important role for academics to valorise their research through social engagement, public education and activism.

What is the societal impact of research results that are not directly valorisable?
Is our SSHA community actively working on the SDG’s?  
(76 respondents answered this question)  
Yes 35 ↔ 41 No

On which SDG are you actively working?

On which SDG are you actively working? If not, does your research topic match with an SDG?