TRANSFERBAROMETER
A TOOL TO ASSESS AND DEVELOP KNOWLEDGE EXCHANGE AT UNIVERSITIES AND RESEARCH INSTITUTIONS

Andrea Frank, Stifterverband
PARTICIPANTS
FROM THE COMMUNITY FOR THE COMMUNITY
MOTIVATION
INTERNAL & EXTERNAL INCENTIVES FOR A QUANTITATIVE AND QUALITATIVE MONITORING

- Improve cooperation-management
- Use the potential for commercialisation in the whole organisation
- Pact for Research an Innovation mandate & accountability to society
- Enhance the competitiveness in innovation in Germany
- Define your image as a entrepreneurship-friendly university
- More acceptance in society
- Visibility of knowledge exchange success

Governance and development of institutional profile
Expectations of politics and society and accountability
External communication
STATUS QUO

CURRENT INDICATORS FAIL TO CAPTURE A BROAD UNDERSTANDING OF KNOWLEDGE EXCHANGE OR DIFFERENT TRANSFER PROFILES

Third Party funding

Start-ups

IP
A set of indicators exists to capture the entire range of knowledge and technology transfer activities for different transfer profiles: Core indicators, supplemented by possible optional indicators. They have been tested together with universities and non-university research institutions of different sizes and profiles.

Use cases

» Communication

» Monitoring and performance measurement

» Profile and organizational development
RESULTS & BENEFITS

1. TRANSFER CLASSIFICATION
2. CORE INDICATORS
3. OPTIONAL INDICATORS
TRANSFER CLASSIFICATION
CONCEPTUAL FRAMEWORK FOR A BROAD UNDERSTANDING OF KNOWLEDGE EXCHANGE

TRANSFER AND COLLABORATION CULTURE

**Institutional requirements**

- **Strategy**
  - Is transfer a relevant part of strategic objectives and internal/external performance measurement?

- **Incentives and appreciation**
  - Is transfer visible and specifically promoted as a relevant scientific performance dimension?

- **Operational processes and structures**
  - Are there operational structures and processes to support transfer-related activities and actors in a service-oriented way?

- **Personnel and resources**
  - What personnel and funds are available for transfer activities?

---

**Transfer fields**

- **Research-based Collaboration and Commercialisation**
  - Application of research results for social and economic benefit

- **Relationship Management**
  - Building and developing personal relationships for potential future transfer activities

- **Research Infrastructure**
  - Provision of technical (large-scale equipment, databases) and non-technical equipment (libraries, collections)

- **Entrepreneurship**
  - Untitled: Supporting start-up activities and teaching entrepreneurial thinking

- **Transfer-oriented Teaching and Training**
  - Involving partners from outside the scientific community in teaching and learning formats

- **Scientific Advice for Decision-makers and those affected**
  - Formalised activities to support science-based decision-making

- **Research and Development with Society**
  - Involvement of social actors in the research process and in the development of solutions

- **Science Dialogue**
  - Dialogue-oriented formats of science communication
The core indicators offer a brief representation of a transfer field via a limited number of indicators with high significance. The optional indicators capture activities and achievements in greater detail.
USE CASE 1
UNIVERSITIES AND RESEARCH INSTITUTIONS CAN FOCUS ON KEY TRANSFER FIELDS

clearly defined profile and selected areas of potential

Institutional Requirements

- Research and Development with Society
- Entrepreneurship
- Research-based Collaboration and Commercialisation

Quantitative data to underpin strengths and develop areas of potential
USE CASE II
OR STRIVE FOR A MONITORING OF THE DEVELOPMENTS ACROSS THE BOARD

» Understand profile, strengths and areas of potential

» Quantitative data on activities in all transfer fields as a basis for further development
POTENTIAL AND ADDED VALUE FOR...

Leadership (Universities and Research Institution)

Management of transfer offices

Transfer-active researchers

Employees in administration and transfer-relevant support areas

... and Science Policy

Berlin, 18 February 2022

TRANSFERBAROMETER
Transfer Barometer
• ... is a living tool box
• ... does not solve the impact issue
• ... is not designed for benchmarking
• ... needs feedback from the community!
THANK YOU

HTTPS://WWW.STIFTERVERBAND.ORG/TRANSFERBAROMETER