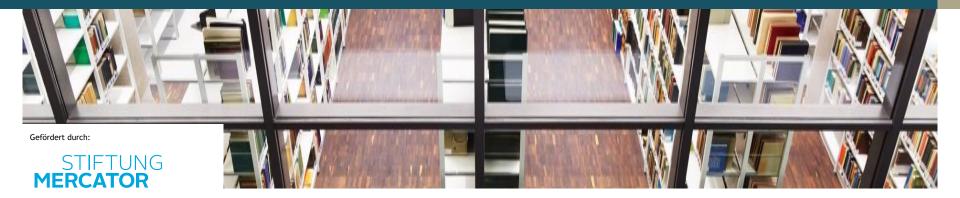




18 February 2022

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

Andrea Frank, Stifterverband



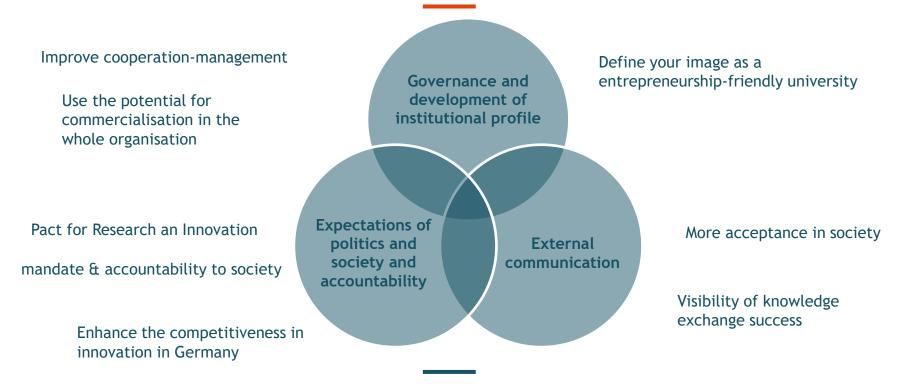






# MOTIVATION

#### INTERNAL & EXTERNAL INCENTIVES FOR A QUANTITATIVE AND QUALITATIVE MONITORING





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





Start-ups



IP



#### SUPPORT THE DEVELOPMENT OF INSTIUTIONAL PROFILES IN KNOWLEDGE EXHCHANGE



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



- 1. TRANSFER CLASSIFICATION
- 2. CORE INDICATORS
- 3. OPTIONAL INDICATORS



## TRANSFER CLASSIFICATION

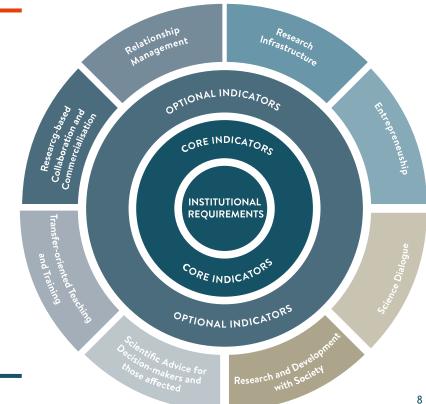
#### CONCEPTUAL FRAMEWORK FOR A BROAD UNDERSTANDING OF KNOWLEDGE EXHCHANGE

#### TRANSFER AND COLLABORATION CULTURE

Institutional requirements	<b>Strategy</b> Is transfer a relevant part of strategic objectives and internal/external performance measurement?	<b>Incentives and appreciation</b> Is transfer visible and specifically promoted as a relevant scientific performance dimension?	<b>Operational processes and</b> <b>structures</b> Are there operational structures and processes to support transfer-related activities and actors in a service-oriented way?	<b>Personnel and resources</b> What personnel and funds are available for transfer activities?
Transferfields	Research-based Collaboration and Commercialisation Application of research results for social and economic benefit	<b>Relationship Management</b> Building and developing personal relationships for potential future transfer activities	<b>Research Infrastructure</b> Provision of technical (large-scale equipment, databases) and non-technical equipment (libraries, collections)	<b>Entrepreneurship</b> Untertitel: Supporting start-up activities and teaching entrepreneurial thinking
	<b>Transfer-oriented Teaching</b> <b>and Training</b> 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	<b>Research and Development</b> 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.

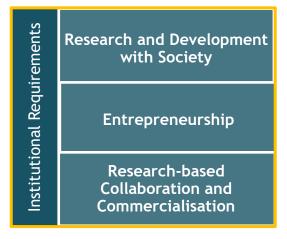




#### UNIVERSITIES AND RESEARCH INSTITUTIONS CAN FOCUS ON KEY TRANSFER FIELDS



clearly defined profile and selected areas of potential





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

Institutionelle Voraussetzungen	Strategie Ist Transfer Bestandteil von Zielbildungsprozessen und internen/externen Leistungsmessungen?	Anreize und Wertschätzung Wird Transfer als relevante wissenschaftliche Leistungs- dimension sichtbar und gezielt gefördert?	Operative Prozesse und Strukturen Gibt es operative Strukturen und Prozesse, um die Aktivi- täten und Akteurinnen und Akteure im Transfer service- orientiert zu unterstützen?	Personal und Ressourcen Welche personellen und finanziellen Kapazitäen stehen für Transfer zur Verfügung?		
Transferfelder	Forschungsbasierte Kooperation und Verwertung Anwendung von Forschungs- ergebnissen für gesellschaft- lichen und wirtschaftlichen Nutzen	Relationship-Management Aufbau und Entwicklung persönlicher Beziehungen für mögliche spätere Trans- feraktivitäten	Forschungsinfrastruktur Bereitstellung technischer (Großgeräte, Datenbanken) und nichttechnischer Ausstattung (Bibliotheken, Sammlungen)	Entrepreneurship Vermitilung von unter- nehmerischem Denken und Handeln sowie Unterstüt- zung von Gründungsakti- vitäten		
	Transferorientierte Lehre und Weiterbildung Einbindung wissenschafts- externer Partnerinnen und Partner in Lehr- und Lern- formate	Wissenschaftliche Beratung für Entscheiderinnen und Entscheider sowie Betroffene Formalisisterte Aktivitäten zur Unterstützung wissen- schaftsbasierter Entschei- dungen	Forschen und Entwickein mit der Gesellschaft Beteiligung gesellschaftli- cher Akteurinnen und Ak- teure am Forschungsprozess und an der Entwicklung von Lösungen	Wissenschaftsdialog Dialogorientlerte Formate der Wissenschaftskommuni- kation mit der Gesellschaft		

TRANSFER- UND KOOPERATIONSKULTUR



 » 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



- » Transfer Barometer
  - ... is a living tool box
  - ... does not solve the impact issue
  - ... is not designed for benchmarking
  - ... needs feedback from the community!



# https://www.stifterverband.org/transferbarometer



# **THANK YOU**

HTTPS://WWW.STIFTERVERBAND.ORG/TRANSFERBAROMETER

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