



Innovation KT 2011
**Challenges in Knowledge Transfer
a time of change**



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Conference Chair's Welcome

Welcome to this, the third event in the 'Innovation through Knowledge Transfer' (InnovationKT) conference series. The series provides a forum for the diverse community of practice centred round innovation and knowledge transfer to discuss issues of common interest, exchange examples of best practice, and disseminate the results of research.

Encountering financial stringency, spending cuts, and problems achieving growth, both universities and industry across the UK and wider Europe face some of the most severe challenges for a decade. Universities need to generate more income through knowledge transfer, while at the same time maximising its impact. Companies are looking for new and innovative solutions to their problems, which could be achieved through the exchange of knowledge with universities, if the firms can be persuaded to commit. Those involved in knowledge transfer are looking for the best ways for opportunities to be exploited, with constrained resources.

'Challenges for Knowledge Transfer - A Time of Change' (KT-Challenges) is a one-day symposium that aims to address the challenges being encountered, while also looking to the future and providing opportunities for the success stories of KTP to be told.

The conference features keynote and invited talks from prominent figures in the field, interactive workshops and work-in-progress presentations, providing a useful perspective on the state of the art in relation to knowledge transfer and exchange.

We would like to thank all those who agreed to provide content for the event, keynote and invited speakers, workshop presenters and work-in-progress presentation speakers. We would also like to thank Sheffield Hallam University for providing the venue. Lastly we would thank all delegates who participate.

KT-Challenges will be followed by a two-day conference in April 2012, 'Innovation through Knowledge Transfer 2012' in Bournemouth. Look out for more details.

We hope you have a enjoyable and useful conference.

Prof. Robert J. Howlett



Programme & Paper Sessions

8.30-9.30: Registration & Coffee
9.30-9.45 : Conference Opening and Welcome : Room 7140 (Ground Floor) SIR BRIAN FENDER, President of the IKT & PROF. MIKE SMITH, PVC Research and KT, Sheffield Hallam University
9.45-10.30: Keynote Talk : Room 7140 DAVID COATES - Technology Strategy Board Sharing Knowledge to Mutual benefit
10.30 - 11.00: Plenary Talk : Room 7140 JOHN CASS - Creative Industries KTN Unlocking Knowledge Transfer - Experiences from the Creative Industries KTN
11.00-11.30 Coffee
11.30-13.00: Work-in-Progress Paper Presentation Sessions Sessions A and B in parallel : Rooms 7140 (A) and 7408 (B) (Titles of accepted papers available elsewhere on the website)
13.00-14.00: Lunch : Room 7139
14.00 - 14.30: Plenary Talk : Room 7140 EMMA HEWITT - Head of KT and Business Development, University of Plymouth Achieving More with Less through Knowledge Transfer Partnerships (TBC)
14.30-15.00: Plenary Talk : Room 7140 PHIL COOPER - National Physical Laboratory Impact Driven Knowledge Transfer - Experiences of Meeting the Needs of Business and Universities
15.00 - 15.30: Coffee
15.30 - 16.30: Parallel Workshops W1: Your KTP Office .. Much More Than a One Trick Pony : Room 7140 Geoff Archer, Emma Detchon and Elaine Hooker, Teeside University W2: Creating Skills for Better Commercialisation of (Academic) Ideas : Room 7408 John Henderson and Ian Holmes, CTech Innovation W3: The Knowledge Transfer Professional's Toolkit: A workshop dedicated to practical instruments to create successful knowledge transfer : Room 7505 Thorsten Klieve, Münster University of Applied Sciences, Germany
16.30 - 17.00: Plenary Talk The Sheffield City Leadership Programme
17.00 Close

Work In Progress Presentations

Session A : Knowledge Transfer Case Studies and Examples 11.30 - 13.00 : Room 7140

11.30 Reverse Logistics

Jonathan Gorst, Sheffield Hallam University

11.50 The facilitation of KT for Maritime Plymouth, a marine industry cluster group, challenges, lessons and results'

Steve Ellis, University of Chichester

12.10 KTP and e-commerce: 2 case studies

Paul Crowther, Sheffield Hallam University

12.30 Knowledge Transfer – Redirecting former Weapons Scientists in former Soviet Union countries

Jonathan M Perks, AEA

Session B : Knowledge Transfer Strategies 11.30 - 13.00 : Room 7408

11.30 HighWire – A new approach to knowledge exchange between multidisciplinary PhD candidates and large and small companies

Leon Cruickshank, Lancaster University

11.50 Facilitating higher levels of SME participation in innovation and R&D: Recommendations from a large-scale EC FP7 study

Brendan Galbraith (University of Ulster), Ulla Hytti (Turku School of Economics) and Maurice Mulvenna (University of Ulster)

12.10 Challenging Traditional KT: Co-designing Innovative Approaches to Knowledge Exchange

Lorenz Herfurth, Lancaster University

12.30 Design for Social Innovation: Community-Centred Knowledge Exchange

Valerie Carr, Lancaster Institute for Contemporary Arts

Keynote Speaker - David Coates

“Sharing Knowledge to Mutual benefit”

Abstract

Answering questions from strangers comes quite naturally and we do it all the time. When asked for the time or for directions, as a matter of course, we are happy to oblige. Subconsciously, and rapidly, we are doing a number of things, not the least putting the request into context and in a language that the recipient can understand, and perhaps most importantly, we are at pains to, and take a pride in making sure the questioner can understand and use the information we give.



So why do we make such a meal of sharing knowledge across discipline and sectors in the context of open innovation? We are happy to contribute to innovations in the safety of our own discipline but when it comes to exploring the unknown territory of fields afar, we are less certain, and often quite reluctant, to apply what we do subconsciously when helping strangers in the street. This is the *raison d'être* for the network-of-networks, Knowledge Transfer Networks and the success behind such programmes as Knowledge Transfer Partnerships. Sharing knowledge between disparate communities and with people we may not even understand, but intuitively know could be the developer of the next major technological or societal break-through.

About David

I am currently interim Head of Knowledge Exchange at the Technology Strategy Board where I am responsible for Knowledge Transfer Networks and a member of the _connect (<https://ktn.innovateuk.org/web/guest>) development team. I have a PhD in materials science; I am a Fellow of the RSA and an independent management consultant. Over the years, I have been involved in a number of programmes looking at the impact of innovation and technology on society over a twenty-five year timeframe. Prior to becoming an independent consultant, and an associate of the innovation consultancy, Growth Agenda (<http://www.growthagenda.com/>), I was a founder of the branding consultancy, Indigo Partners. Also, I have held senior positions with organisations such as Innovaro, PA Consulting, Scientific Generics and Identica-Generics.

Invited Speakers

Emma Hewitt

Impact and challenges of the changing KT Landscape

Abstract

We certainly live in interesting and challenging times! KT Offices across the UK are facing immense change and pressure from both internal and external forces. Funding for our flagship KT Programme Knowledge Transfer Partnerships is reducing not growing despite high demand from businesses who recognise the need to innovate to beat recessionary impact. What do we need to do differently to adapt and survive this new landscape? What are the opportunities going forward?



About Emma

Based within the University of Plymouth's Research and Innovation Directorate, as Head of Knowledge Transfer and Business Development I am responsible for the strategic direction and management of knowledge transfer activities and external business development.

I have worked for the University for over 12 years and during that time, grown the KT portfolio (including KTP and graduate internships) and expanded my remit to include responsibilities for commercial marketing, sales, the business enquiry service and customer relationship management. Passionately committed 'for the good of KTP', I have actively supported the KTP National Forum as Secretary and was last year elected as Chair. The Forum plays a key role in acting as a collective joined up voice for the KTP Office community across the UK. I am also an active member in the South West KTP Regional Group.

Phil Cooper

Impact Driven Knowledge Transfer - Experiences of Meeting the Needs of Business and Universities

Abstract

The National Physical Laboratory (NPL) is a national science and technology laboratory that – like HEIs – plays a key role in the UK's national innovation infrastructure.

NPL Knowledge Services delivers a growing range of Knowledge Transfer activity, from running the National Measurement Network as part of the National Measurement System, parts of two Knowledge Transfer Networks (KTNs) for the Technology Strategy Board, a research and technology membership network: the Association of Independent Research and Technology Organisations (AIRTO), as well as delivering part of the University of Surrey's EPSRC funded Knowledge Transfer Account.



Phil will talk about NPL's distinctive position and approach to Knowledge Transfer and how NPL delivers impact for both business and Universities.

About Phil

Phil is responsible for NPL's Innovation Networks as well as being a Director of the Electronics, Sensors, Photonics Knowledge Transfer Network (ESP KTN). He ran the Sensors & Instrumentation KTN from NPL, bringing together a community of over 2,300 member organisations, including SME technology companies, large company end-users, academics and entrepreneurs.

Prior to joining NPL Phil was responsible for setting up the knowledge transfer function at London Metropolitan University, helping to grow £8m of new knowledge transfer business annually. Notable successes include setting up and leading the £2m Emerald Pre-Commercial Fund, a partnership of eight London universities, and starting the Accelerator Business Incubator in Shoreditch, East London. Phil started his career at Nestlé Rowntrees as a Graduate Management Trainee, before setting up and running two successful small companies. He has degrees from Loughborough University (BA Hons Design & Technology) and the University of Stirling (MSc Entrepreneurial Studies) and is an elected member of the Institute of Knowledge Transfer Board.

John Cass

Unlocking Knowledge Transfer - experiences from the Creative Industries KTN

Abstract

The Creative Industries KTN, one of the youngest of the UK's fifteen Knowledge Transfer Networks, has grown rapidly from its start three years ago to become the largest KTN with over 5000 members nationwide and has seen its membership initiate nearly £20m of innovation projects in that time.

This presentation will share some of our research and learnings about growing Knowledge Transfer in particular for the Creative Industries, as well as some of the novel approaches and techniques we have adopted and our vision for how we can go even further in the coming years.



About John

John is Director of the Creative Industries Knowledge Transfer Network, an initiative he helped set up three years ago. With over two decades of international experience in the interface between technology innovation, creativity and design, he has worked for Imperial College London, IBM Research and Eidos Technologies in the UK, Philips Electronics in the Netherlands and he has taught at Master's level in the International Design School in Seoul, Korea. John's primary interest is to enable innovation by bringing together technology research, creative insight and business potential. He is a Fellow of the RSA, holds a degree in Electronic Engineering from Cambridge University and a Masters in Design from the Royal College of Art.

Sheffield City Leadership Programme

Speakers:

Professor Rod Nicholson, University of Sheffield

Mr Robin Lowe, Sheffield Hallam University

The Sheffield City Leadership Programme is an innovative programme developed by Sheffield City Region for Sheffield City Region. It enable aspiring leaders to undertake a 'bespoke' postgraduate certificate programme which brings together the requirement of the City Region, the expertise of two Universities, combines theory and practice, requires participants from a range of agencies across a City Region to develop new and innovative way of delivering services and working in partnership in an economic climate requiring 'more for less'.

The Postgraduate Certificate award is 60 credits or one third of a full Masters. The initial evaluation of the programme is demonstrating significant success and has been nominated by the Universities for two awards. In addition the programme has been included in the 'Leadership in Place' evaluation commissioned by Local Government Improvement and Development. The finding highlight a number of favourable characteristics and features of the Sheffield CRLP.

Summaries of Work In Progress Presentations

The facilitation of KT for Maritime Plymouth, a marine industry cluster group, challenges, lessons and results'

Steve Ellis, University of Chichester

This paper will cover some of the background issues behind why KT was and continues to be required in this and other instances. By reference to a specific case example (centred on local and global marine economics) the paper will outline what the crucial considerations were in developing the cluster group 'voice', leadership and development. The later part of the paper will outline what we subsequently feel are more general concerns with making industry based KTPs succeed.

Knowledge Transfer – Redirecting former Weapons Scientists in former Soviet Union countries

Jonathan M Perks, AEA

This paper discusses the Knowledge Transfer Challenges we are addressing in carrying out the “Closed Nuclear Cities / Centres Partnership” (CNCP) Programme to assist former weapons scientists in the former Soviet Union find sustainable work. Descriptions of the background to the CNCP Programme; the approach we are using; an example case study; the progress we are making and the lessons learnt will be presented.

KTP and e-commerce: 2 case studies

Paul Crowther, Sheffield Hallam University

In spite of practical e-commerce issues being regarded as solved problems by the academic community small to medium sized enterprises are still having implementation problems. Likewise, academics are not always fully aware of the issues facing industry in terms of adoption of new (and not so new) technologies and adaption of processes.

This paper will examine two knowledge transfer partnership case studies involving e-commerce projects. Similarities and differences between the two projects will be highlighted and factors to be considered when developing contemporary e-commerce projects will be discussed

HighWire – A new approach to knowledge exchange between multidisciplinary PhD candidates and large and small companies

Leon Cruickshank, Lancaster University

This presentation describes the new approaches to KE adopted by the HighWire doctoral training centre. Funded by a £6 million EPSRC grant HighWire has 50 bursaries for PhD students exploring the Digital Economy. HighWire is innovative in two key respects, it requires students to undertake PhD projects that cross Management, Design and Computing disciplines. In addition to this at every stage of this 4 year programme companies (both large and SME) are central to the innovation process. This presentation describes the engagement mechanisms we have developed. Illustrated by on-going experience we will present lessons learned and guidelines for productive research and business engagement.

Challenging Traditional KT: Co-designing Innovative Approaches to Knowledge Exchange

Lorenz Herfurth, Lancaster University

We will share insights generated during an ongoing research project that applies co-design approaches to the planning and delivery of highly innovative knowledge sharing experiences. The presentation will exemplify an approach to knowledge sharing characterised by a participatory, co-creational understanding of KE research. Here academics and KE professionals use their expertise to design and provide a flexible structure and safe environment in which participant experts feel enabled to share relevant and create new knowledge across organisational boundaries. Real-world examples of engagement activities with businesses will illustrate applicability and impact. Challenges encountered will be offered for discussion.

Design for Social Innovation: Community-Centred Knowledge Exchange

Valerie Carr, Lancaster Institute for Contemporary Arts

Through a co-design process, involving academics, citizens, thirds sector groups, local councils and Small and Medium Sized Enterprises (SMEs) the current project evaluates barriers and opportunities for innovation in local communities, particularly in relation to building social capital and improving health and wellbeing. Designers contribute to this process through direct creative input, but also by facilitating the co-design process, enabling all stakeholders to collaborate to encourage innovative solutions. The knowledge and experience of the academics, public sector workers and SMEs provides a valuable resource which is available to local communities considering the development of social enterprises and community asset transfer projects

Reverse Logistics, Halfords Case Study - Action Research / Knowledge Transfer and back again

Jonathan Gorst, Sheffield Hallam University

This presentation will look at the Action Research carried out in the area of Reverse Logistics, how it has developed into Knowledge Transfer activity and completed the cycle back into research. Around 40 companies were involved in the Action Research project which was sponsored by the Department for Transport and carried out by the universities of Sheffield and Cranfield. The presentation will then look at the practical application of the work by Halfords.

Facilitating higher levels of SME participation in innovation and R&D: Recommendations from a large-scale EC FP7 study

Brendan Galbraith (University of Ulster), **Ulla Hytti** (Turku School of Economics) and **Maurice Mulvenna** (University of Ulster)

The focus of this paper is to present the emerging recommendations from the MAPEER SME project. These recommendations have been developed from an iterative process that has comprised preliminary findings from the analysis of the MAPEER SME studies and interaction with the European Experts Panel. The European Experts Panel on SMEs (EEP-SME). EEP-SME was created to bring SMEs into the centre of the development processes of European Union's research programmes and initiatives. The Experts Panel gathers policy makers, SMEs representatives and other key stakeholders involved on The key activities of the Panel are: a) think-tank on new policies approach and disruptive ideas on how to stimulate SMEs involvement in R&D&i programmes and initiatives; b) discussion about the key objectives for the development and enhancement of SMEs advanced research; and c) communicate results of such discussions to DG Research; DG Enterprise and Industry; DG INFSO and the SMEs' stakeholders at three levels (regional / national / European).

Finally, this paper concludes with 23 preliminary recommendations on best practices and rules of R&D&i programmes that will favour increased SME participation. It is anticipated that these findings will be invaluable to policy-makers, SMEs and other key players in the innovation ecosystems, such as universities and technology transfer intermediaries.

Summaries of Workshop Sessions

We offer three workshops at the conference, run in parallel, between 15.30 and 16.30 on the day. You will need to choose one of the three to attend:

W1: Your KTP Office .. Much More Than a One Trick Pony

Geoff Archer, Emma Detchon and Elaine Hooker, Teeside University

This workshop aims: to inform and allow delegates to reflect on key transferable skills and consider the opportunity for business engagement through the networking and the associations that knowledge transfer generates; to explore options relating to how knowledge transfer activity can become more fully integrated into the university offer to business -especially in these times of change; and to allow participants to relate the opportunities for an expanded knowledge transfer role in the context of their own institutions mission along with academic and business expectations.

W2: Creating Skills for Better Commercialisation of (Academic) Ideas

John Henderson and Ian Holmes, CTech Innovation

In a competitive world where universities have to attract students, balance fundamental and applied research, and demonstrate “impact” the UK’s HEIs have to capitalize evermore on their often world leading status. This workshop will explore potential approaches to addressing gaps in the exploitation of IP, and consequent low commercialization rates for ideas, lost opportunities and revenue. The focus will be on new skills, mindsets, and models for knowledge and technology transfer which can help researchers pursue their scientific interests while at the same time producing high impact results, and industrialists to more readily transfer knowledge into a commercial context.

W3: The Knowledge Transfer Professional's Toolkit: A workshop dedicated to practical instruments to create successful knowledge transfer

Thorsten Kliewe, Münster University of Applied Sciences, Germany

The workshop “The Knowledge Transfer Professional’s Toolkit: A workshop dedicated to practical instruments to create successful knowledge transfer” will bring together academics and practitioners involved in knowledge and technology transfer to share latest knowledge and experiences, and especially tools on how to successfully establish, develop and manage university-industry relationships. Following a short introduction to set the scene for the main part of the workshop – the presentation of various practical instruments to be used to optimize knowledge transfer at universities and other research organizations. The set of instruments presented range from

strategic instruments to be used on management level (e.g. customer satisfaction surveys in university-industry relationships, or a three level approach to structuring technology transfer activities) to more practical instruments (e.g. 1-on-1 project opportunity workshops or a technology evaluation tool) for those actually transferring technologies and/or developing relationships with businesses. Overall, the short presentation of several practical instruments will give participants food for thought to be taken home and discussed with their colleagues.

Run a Conference through KES

Do you have an idea for a conference but don't have the time, the resources or the expertise to run it yourself? Are you finding the effort of running your conference too much to handle? With over 20 years experience of higher education and 10 years experience of organising conferences, we can take the effort out of running your academic or technical conference.

We can provide a comprehensive range of conference support services leaving you free to concentrate on aspects of the conference that require your expertise and knowledge. We can provide services to automate the submission and review process, handle registrations, publish the conference proceedings, and more.

To organise a conference KES forms a partnership with a host university. KES undertakes the administration for the event, the website, registration of delegates and provides software for the management of the review process. KES also provides a means of publishing the proceedings through its contacts with major publishers, and its own publication routes. The host university undertakes the academic functions, the reviews, editing of the proceedings, and a local organisational role in respect of the venue.

If you would like to chair a KES conference or have an idea for a new conference that KES could work with you on, please contact us. <http://www.kesinternational.org>



InnovationKT 2012

International Conference on Innovation through Knowledge Transfer

InnovationKT-2012

19 & 20 April 2012 -- Bournemouth, UK

We are pleased to announce the fourth conference in the InnovationKT series to take place on 19 & 20 April 2012 in Bournemouth hosted by Bournemouth University. Featuring world-class speakers, oral presentation sessions and interactive workshops, the InnovationKT 2012 Conference will provide an excellent opportunity to disseminate, share and discuss the impact of knowledge transfer, exchange and sharing, also innovation and the generation of new ideas.

Call for Papers

Full papers of about 10 pages submitted to the conference will be reviewed by expert referees. Accepted papers will be published after the conference by the prestigious publishing house, Springer Verlag, as book chapters in a volume of the Springer/KES series on Smart Innovation, Systems and Technologies, and scheduled for presentation.

Authors may choose to submit a contribution in the form of a 1-2 page abstract for presentation without the inclusion of a full paper in the Springer proceedings. Short Papers will be distributed in the conference digest and scheduled for presentation.

Call for Workshops and Invited Sessions

We invite proposals for interactive workshops on topics of interest to our delegates.

We also invite proposals from those wishing to organise and chair a session of six papers on a topic of their choice relevant to the conference.

Hosting Future InnovationKT Conferences

We welcome expressions of interest from those wishing to host future editions of the InnovationKT conference series in 2013 and beyond.

Deadlines

Submission of Papers: 20 December 2011

Submission of Workshop/Invited Session Proposals: 20 December 2011

The InnovationKT Conference series is organised by **KES International** and the **Institute of Knowledge Transfer**.

Email: contact@innovationkt.org

Website: <http://www.innovationkt.org>