



Maastricht University

Crafting the Valorisation Addendum for your Doctoral Thesis

SUMMARY

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Content (1/2)

- Introduction: why this guideline?
- What is valorisation?
- Why is valorisation important?
- Valorisation examples
- Why should a thesis include a valorisation addendum? (video)

Content (2/2)

- 5 topics to address
 1. Relevance
 2. Target groups
 3. Activities/Products
 4. Innovation
 5. Schedule & Implementation
- Important things to keep in mind

Introduction

- Universities: transferring knowledge to society
- Valorisation is officially the third task of Dutch universities, next to education and research.
- Society expects it: more and more need to show society at large the value of research / science

**Society should benefit
from our knowledge**

Valorisation - definition

Knowledge valorisation refers to the “process of creating value from knowledge, by making knowledge **suitable** and/or **available** for **social** (and/or **economic**) **use**, and by making knowledge suitable for **translation** into competitive products, services, processes and new commercial activities”

(adapted definition based on the National Valorisation Committee 2011:8)

Why valorisation at a university?



The challenges that we face worldwide are **demanding** and one of the key players to provide **novel perspectives and solutions** to solve these are the Scientists and Engineers at Universities

Valorisation can support you in...



addressing worldwide and
local societal challenges



bringing your research to use for
people, planet and economy



reducing your dependency
on declining government funding



expanding your professional network
by external collaborations

Video Case - Valorising Valorisation

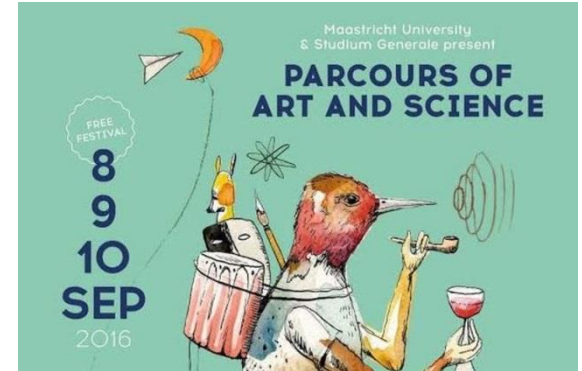
Catalina Goanta – Faculty of Law

https://www.youtube.com/watch?v=XOMt0O7T_7Q

Utilisation examples

- All sort of interactions with the target groups:

- (Public) Debates / articles / blogs
- Workshops / Seminars
- Festivals
- Media appearances



- Collaborations with external partners:

- Government (local / national / international)
- Foundations / schools / musea
- Hospitals / health insurer
- App developers
- Commercial companies
- Consultants



Alzheimer 
onderzoekfonds
Limburg
voor de generaties van nu en morgen

Questions to think about in research:

- Why is your research useful for society?
- What makes your research unique?
- Who (outside the academic world) might have an interest in (or could benefit from) your findings?
- What can YOU do to contact / reach this audience / target group / stakeholder?
- How are you going to do this?

Goal:

Create more societal impact with your research!

What the university expects

Five questions are provided that can guide candidates in writing this addendum:

1. **Relevance:** What is the social (and/or economic) relevance of your research results (i.e. in addition to the scientific relevance)?
2. **Target groups:** To whom, in addition to the academic community, are your research results of interest and why?
3. **Activities/Products:** Into which concrete products, services, processes, activities or commercial activities will your results be translated and shaped?
4. **Innovation:** To what degree can your results be called innovative in respect to the existing range of products, services, processes, activities and commercial activities?
5. **Schedule & Implementation:** How will your plan for creating an impact be shaped? What is the schedule, are there risks involved, what market opportunities are there and what are the costs involved?

Relevance and objective

- Why is your research relevant?
- What type of challenge are you addressing?
Economic, societal, cultural, policy-related, technical etc.
- What is the objective of your research / the intended effect?
- How important/urgent is it to address this challenge?

Target group(s) / Stakeholders

- Who is / could be interested in your research?
- Who could benefit from your research?
- Who are these people in general / where do they work? → **Name them!**
- Do you know them? → **Contact them!**
- Involve them **at an early stage** in your research (proposal)
- Also think about internal stakeholders (research group, other disciplines/faculties, support staff)

Activities

- What activities will **you**, in collaboration with your promotor, undertake to reach your objective and create impact with your research?
-> Be specific and concrete!
- In what concrete products, services or processes, activities can your research be translated? (also think of byproducts of your research)
- How will you do this?
- Integrate activities in your proposal: methodology, work plan, contingency plan

Results / Innovation

- What will come out of these impact activities?
- What effect do you expect? (on the short, medium and long term)
- Indicate what is new / innovative about your research?
- How does it contribute to tackling/solving the challenge? How does it advance practice etc?

Schedule & Implementation

- How will you plan the impact activities?
- When do you plan to do what?
- Which risks might be involved?
- How can you tackle these risks?
- What market opportunities are there?
- What are the costs involved?
- Which colleagues can support you to create more impact?

General feedback on addenda

- Keep it simple and practical
- Avoid any jargon
- Try to think on behalf of your target audience (why is your research relevant for them or why should they bother?)
- What can YOU do? (f.e. find a partner to help distribute your knowledge/research)
- Try to take some steps to bring your results to the stakeholders!
- Be specific and concrete!

Summary

- Why is your research useful for society?
- What makes your research unique?
- Who (outside the academic world) might have an interest in your findings?
- What can YOU do to contact / reach this audience / target group / stakeholder?
- How are you going to do this?

Goal: BE ENGAGED!

Create more societal impact with your research!

Be curious about / aware for impact opportunities!

General take home messages

- It's all about your engagement!
- Research is valuable: Try to make this visible!
 - Make the implicit explicit
 - Talk to others and ask their input on your research
- When contacting an external party -> ask for help
- Valorisation can be beneficial for you and your research!

 **When in doubt -> We are here to assist!** 

Take home messages – Bright ideas

- Contact KTO/Brightlands when you have an valorisation idea...
- ...well before the data gets published or disclosed...
 - *journal, presentation, abstract, poster, company, ...*
 - *don't decide yourself on patentability!*
- ...so you, your research and UM can benefit from it!
 - *knowledge rights regulation: 67% to research(er(s))*

→ **Not sure? -> CONTACT KTO/Brightlands** ←

THANK YOU FOR JOINING US!

**MAKE SOCIETY BENEFIT FROM YOUR
RESEARCH: CREATE IMPACT!**

AND ADVANCE YOUR FUTURE CAREER

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