Vienna Knowledge Exchange
Conference for Knowledge Exchange and Technology Transfer Professionals

Conference Session Summery

Vienna, 27.-28. September 2018
wtz-ost.at/conference

Artistic Impact – Response, Exchange and Understanding

28/09/2018, 10:30-12:00
Wirtschaftsuniversität Wien, Welthandelsplatz 1, 1020 Wien, TC Hall

PANEL
Airan Berg, (Artistic Director – Festival der Regionen)
Barbara Putz-Plecko, (Universität für angewandte Kunst Wien)
Barbara Imhof (Managing director LQIUFIER Systems Gorup)

MODERATION
Alexander Damianisch

PROCEEDINGS
Angelika Zelisko

SUMMARY
Impact as a term is trapped in the sciences as a unit of measure of publication success on the one hand, and on the other hand one might think that the term together with the preceding word artistically results in a tautology. This session is about shaking things up anew and perhaps looking at them freshly, the relationships should be re-related. Therefore, we will challenge the connection of artistic and impact together and maybe find a model open and resonating helping to understand transformation anew. How can we redefine transfer as a link and intensify the complementary strengths, the creative power of art, the curiosity of science, to name but two, at the heart of the matter? The transfer of cognitive awareness into new and open contexts offers an opportunity. The connections between Barbara Imhof in the field of architecture and the broad field of biology and space science, Barbara Putz-Plecko in art education and institution building and Airan Berg in the area of theatre work and its possible alternative forms are extensions that can be understood as applied answers to some challenges existing. Paradigmatic opportunities need to be recognized, then they provide answers to questions that will be asked tomorrow, which is something we need to prepare for today. The three participants on the podium are invited to give impulse statements about what they see as a relevant transference force, especially in the field of artistic research, which they know on the basis of their work experience. Afterwards all are invited to contribute.

Airan Berg is the artistic director of the Festival der Regionen in Upper Austria, he is also responsible for StadtRecherchen at the Burgtheater in Vienna and Orfeo & Majnun in 7 European cities, which is co-funded by Creative Europe. He is a theatre maker specializing in large scale participatiory projects.

Barbara Imhof is an internationally active space architect, design researcher and educator. Her projects deal with human space exploration and spaceflight parameters such as with living with limited resources,

minimal and transformable spaces, resource-conserving systems; all aspects imperative to sustainability. Another topical path since the 2000s have been biomimetic designs for architectural structures.

Barbara Putz-Plecko is Vice-Rector for Research in Art and Science at the University of Applied Arts Vienna and directs the departments Art and Communication Practices, and Textiles (Free, Applied and Experimental Artistic Design). She is head of the Institute of Art Sciences and Art Education. One of her key activities focuses on participatory and trans-cultural artistic and art-mediating practices. She was a member of the Expert Commission of the bm:uk 2007/8 and wrote the background report on cultural education for the Council of Europe, Paris 2008/9.

Creative Entrepreneurship for Arts & Design: Strategies and Perspectives

28/09/2018, 14:30-16:00
Vienna University of Economics and Business, Welthandelsplatz 1, 1020 Vienna

PANEL
Antti Leppilampi (Creative industries department/ XAMK – South-Eastern Finland University of Applied Sciences)
Antoinette Rhomberg (werksalon.at)
Elisabeth Noever-Ginthör (departure, Vienna Business Agency)

MODERATION/CHAIR
Angelika Zelisko/Bernadette Schmatzer

PROCEEDINGS
Lisa Grabner

SUMMARY
The importance of entrepreneurial knowledge has increased on a large scale throughout many disciplines. Creatives and artists are becoming more aware of the advantages of entrepreneurial skills. Which role should the universities play in this context? By sharing experiences, best practices and the achievements of our experts the session addressed the implementation of creative entrepreneurship at Art and Design universities.
The status quo, strategies and perspectives for successful and sustainable support by the universities have been discussed. Focusing on the differences to general entrepreneurship education, the session considered particular responses on the specific needs and challenges of entrepreneurial knowledge transfer in Arts & Design. How to support and implement creative entrepreneurship structures sustainably at the universities? At which stage of education should students be addressed?
The session addressed the issue of increasing the involvement of artists in entrepreneurship.
As the speakers observed from a consultant's point of view on teaching entrepreneurship, artists generally hold a misleading perception on business and the entrepreneurial world.
Only 15 percent of creatives have ever come in touch with entrepreneurship in one way or another. So, where and how to embed the entrepreneurial and creative industries ecosystem in creative entrepreneurship education? It was clear to all speakers at the sessions that training programs for creative entrepreneurs are crucial. Knowledge on creating and managing one's own business must be accessible to all. Fostering or maintaining a training program for young creatives can increase the interest of becoming an entrepreneur.

Strategies were discussed to filling the gap of creative entrepreneurs as part of the entrepreneurial eco system are, firstly, finding multiple ways of talking about entrepreneurship. Adhering to the typical business jargon and buzz words has a repulsive effect on creatives. It feeds into a distanced stance such as "others, not me", "right and wrong" way of doing business and it further hampers the formation of a creative entrepreneurial identity in the entrepreneurial eco system.
The need for breaking down stereotypes of business people and lawyers was discussed. The panelists observed that artists and creatives do not see the importance of arts in entrepreneurship as well as they do not see themselves as drivers of economy. Therefore, the artist's and creative's self-esteem needs promotion.
Taking into account the different perspective and the different needs of creative entrepreneurs, the importance of creating role models was discussed. It was stated that there are very few creatives in business (only 1-2%). Role models for creative entrepreneurs were seen as a necessity, who do not try to adhere to traditional business plans.
How do we bring different disciplines together? Measures to foster interdisciplinary networks, such as specialized events or shared working spaces, were discussed. But the panelists pointed out that these measures can only being applied successfully if they are hosted. Otherwise, collaborations are very likely to not taking place. Accessible space, networks and role models are especially important for young creatives for starting a successful career as an creative entrepreneur.
The session also addressed the effects of early entrepreneurial education. The development of ideas often already starts in school and takes time to develop. Entrepreneurship teaches being responsible, and that mistakes will be noticed soon. Therefore, it fosters the feeling of responsibility towards society and yourself.

Angelika Zelisko and Bernadette Schmatzer of Vienna's University of Applied Arts led the panel discussion. The panel was comprised of Antti Leppilampi, Elisabeth Noever-Ginthör and Antoinette Rhomberg.
Antti Lepplilampi works as a project officer at the Research and Development: Creative industries department of XAMK – South-Eastern Finland University of Applied Sciences. For him creativity means "doing things differently". Besides the outcome of creative endeavors, Antti finds that "we can't learn if we don't be brave and try!"
Elisabeth Noever-Ginthör is managing departure - the creative center of the Vienna Business Agency and has a vast background in creative entrepreneurship. Since taking over the management of departure, Noever-Ginthoer has focused on "Social Entrepreneurship in the Creative Sector", "Crafted in Vienna - Urban Production in Vienna" and "Digital Realities - Virtual and Augmented Reality in the Creative Industries". In the course of these focuses, the creative industries are analysed and processed as a central future field of urban development.
Antoinette Rhomberg is a passionate entrepreneur. She is co-founder of Werksalon, the first and finest Co-Making space for Craft, Art and Design. Furthermore she runs an innovation consulting business and gives business lectures at the University of Applied Arts in Vienna. For entrepreneurs in the creative industries Antoinette offer special consulting packages. She holds a Business Management Degree, completed her major in Entrepreneurship & Innovation and is always curious about innovative ventures.

Entrepreneurship Education for Scientists

28/09/2018, 13:00-16:00
Wirtschaftsuniversität Wien, Welthandelsplatz 1, 1020 Wien, TC Hall

PANEL
Harald Jenull, UnternehmerTUM,
Birgit Hofreiter, i2c TU Vienna,
Peter Keinz, E&I WU Vienna,
Sara Matt-Leubner, Head of Transfer center Science-Economy-Society, University of Innsbruck

MODERATION
Martin Schott, WU Vienna Entrepreneurship Center

PROCEEDINGS
Martin Schott, WU Vienna Entrepreneurship Center

SUMMARY
There are many Entrepreneurship courses at universities for students at all levels. However, the so-called "Third Mission" aims to foster the entrepreneurial acitivites of all members and the founding of spin-offs. Spin-offs are start-ups with a direct link to the university – either with a university-owned patent or with shares. So universities are interested to educate scientists into entrepreneurs. Nevertheless, there is a big difference between science and business. So, what are successful strategies of universities to have more >Sciencepreneurship<? Experts from Munich, Vienna and Innsbruck are promoting their projects and success stories.

Harald Jenull holds a Master's degree in environmental science and did a post-graduate study in patent engineering. He is an expert for design thinking and the fuzzy front end of innovation. In particular for business design and value proposition; development and realization of specific workshops, labs and tailored events for scientists with technology based business ideas. He has 10 years plus working experience (i.e. Tech transfer at AIT, Business Development at a MedTech Cluster and starting a company offering air pollutant dispersion modelling) Since seven years he works with UnternehmerTUM building up the very early stage support offerings, focussing especially on startup projects out of the research world.

Birgit Hofreiter is Director of the Innovation Incubation Center (i²c) at TU Wien. In 2011, after a Post-Doc Fellowship (FWF Erwin Schrödinger Fellowship) at the University of Technology in Sydney, and an appointed assistant professor position at University of Liechtenstein, she returned to Austria and joined her alma mater. In her role at TU Wien, Birgit is responsible for the development and implementation of the Innovation Incubation Center launched in March 2012. She is founding mother of the i²c Award -– a

realization grant for conducted PhD research with high business potential, and the TUW i²ncubator. Additionally, Birgit serves on the board of various committees in practice and academia, and is co-initiator & steering committee member of the IEEE International Conference on Business Informatics – an academic conference and outlet for applied informatics. Birgit maintains strong national and international relationship with university institutions and entrepreneurial ecosystems and its stakeholder.

Peter Keinz is Associate Professor at the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business. In research, he mainly focuses on user innovation and open innovation. In particular, Peter works on the development of methods and tools that help companies to benefit from the creative potential of external stakeholders. Furthermore, he is interested in the strategic implications for companies when employing open and user innovation strategies.

Sara Matt-Leubner finished her PhD in Physics in 1998 and did her Habilitation in 2005. After 10 years in research she changed profession, became patent adviser and certified in 2012 as registered technology transfer professional. She was member of several technology transfer expert groups in Austria as well as Germany and served several times as innovation expert for H2020 projects. Sara was also member of the Board of ASTP-Proton and later president of ASTP-Proton from May 2013 to November 2014.

Female Entrepreneurship

27.09.2018, 10:301-12:00
Campus der Universität Wien, Spitalgasse 2, 1090 Wien, Seminarraum 1

PANEL
Stephanie Birkner (Carl von Ossiektzy University Oldenburg)
Gabriele Tatzberger (Vienna Business Agency)
Therese Kaiser (CEO KATHE Konzeptbüro, Commercial Management Rrriot Festival, Business Riot Festival)
Lisa-Marie Fassl (Managing Director | Austrian Angel Investors Association, Co-Founder & Finance | Female Founders)

MODERATION/CHAIR
Katharina Engl, University of Economics Vienna

PROCEEDINGS
Bernadette Schmatzer, Angelika Zelisko University of Applied Arts Vienna

SUMMARY
The panel discussion aimed at discussing the status quo of female entrepreneurship and its ecosystem in Austria and discuss the strategies of raising the awareness for and supporting the entrance to entrepreneurship for women in Austria.
Starting from their experiences, our speakers discussed the importance of role models, networks and general support structures.

Stephanie Birkner – Junior Professor for female entrepreneurship identifies female entrepreneurship as a high field of potential instead of being “a field where there is the need to be more done”-emphasizing the big chance and opportunity this field offers to create value.
The ecosystem needs to develop respect, to start thinking in cultures and not in structures. Interesting observations from her scientific work are that the acceptance and the appreciation toward female led enterprises is rising: the Generation Y wants to work for female entrepreneurs, which feel attracted by them. “It is cool to work for female entrepreneurs”. Furthermore explaining the model of liminality, which could be shortly described as the ability of replacing systems and structures one doesn’t fit in by another self generated and individual one, is very well used by female entrepreneurs, because they had to adapt in their own ways and generate their own structures. Moreover the “female oriented way to do careers” tend to be more sustainable, because it is supposed “to be done on the back of one’s self”, whereas the male oriented way is “to do it on the back of others” – quoting a statement that was very often made by her female interviewees: “As long as I can look into the mirror, I’m good.” All in all the story of entrepreneurship has to be disrupted by making cases, implementing more role models so that gender science fiction might become gender science fact one day.

Starting with good news from her perspective on the Austrian scene right now Gabriele Tatzberger reports she has the intention that there is a movement going on. Today half of the company (co)founders are female, 20 years ago it was only 25% female founders.
With Start Ups the female led quote is 12-14%. But looking at the facts that more women are alumnae of higher education than men and only one third of women led enterprises have a turnover more than 100.000 Euro Tatzberger asks whether the female mindset of growth might be different than the male?
In her career of 20 years of female empowerment in founding businesses, Tatzberger experienced that the advantage of the so-called "female risk-aversity" is that women found more sustainably stable companies and by that add sustainable value.
In fostering a higher quote of female founders she identifies the continuous need of empowerment, motivation and public dialogue about this issue. In order to implement these she emphasizes the demand for special Calls/Funding programs only for women (e.g. Durchstarterinnenlab) and the urge of strengthening the presence of the female entrepreneur by publicly visible female role models as well as female business angels in Austria. They exist, but do not show often publicly, which needs to be changed.

The young founder Therese Kaiser shares her personal experience as an entrepreneur of not feeling being taken seriously by the male oriented start up scene, because networks also in her opinion are still dominated by men. In her opinion also in this context an important issue is access to funding. Classic funding structures, which often focus on the term of "technical innovation" need to be reviewed, the term "technical innovation" itself should be redefined and discussed in a new contemporary context and must not longer be only understood in the classic way. Funding structures are addressed to think about submitting under the term of "technical innovation" also related business fields that work in the environment of technological innovation. Many Start Ups can therefore not apply for funding programs because of this gap of interpretation. Kaiser stands in for a 50:50 quote, which means an equal subdivision between men and women for public entrepreneurship funding, if it is not reached, communication strategies need to be adapted to foster the achievement of this quote.

Lisa Fassl also identifies the start-up system as a boys club and is not so enthusiastic about facts and figures of women recent numbers of the Austrian Start up Monitor. Fassl criticizes furthermore that the actual position of female entrepreneurs within the male dominated networks is often misunderstood as bringing revenue only by being a "female start up" - she made the critical observation that men foster female entrepreneurship because the want to "make money out of it."
Her recent ambition is to start a female led Venture Capital Fund. One identified problem is in her opinion, that women ask for less money in funding, but compared to that they generate more revenue investing less money – according to a BCG review.

Funding and financing programs for Spin-Offs

27.09.2018, 10:30 -12:00
Campus der Universität Wien, Spitalgasse 2, 1090 Wien, Aula

PANEL
Thomas Großmann (Forschungszentrum Jülich GmbH)
Stefan Kreppel (FFG)
Markus Wanko (IST Austria)
Karl Schiller (AWS)

MODERATION/CHAIR
Tom Withnell (UniVie)

PROCEEDINGS
Tom Withnell (UniVie)

SUMMARY
This session covered the topic of options for obtaining funding or finances, the correct type of which can be critical to the long-term viability of a young company. Allocating seed funds for innovative research-based business ideas stemming from academic environments is therefore both a promising endeavour and a challenge. The chosen solution must be beneficial for not only the recipients and host institutions, but above all for the responsible funding programs. During the session different approaches were discussed and some of the methods available to assist in and to obtain funding and financing for academic Spin-Offs were highlighted.
The opening talk from Thomas Großmann introduced the EXIST programme which they run in Germany. The EXIST programme, established in 1988 has provided around EUR 110M to 123 different universities, working with over 200 enterprise networks and over 130 entrepreneurial professors. The next round of the EXIST scheme will focus on small and medium-sized universities.
Stefan Kreppel then introduced the Spin-Off Fellowship Programme run by the FFG (the Austrian Research Promotion Agency). This new scheme aims to develop ideas out from Universities to create new Start-Ups. There is no limitation to the field of research. Which can be funded.
Markus Wanko introduced the Venture Capital vehicle IST Cube. This aims to fit within the current funding landscape and provide funding for start-ups in pre-series A funding stage. The fund is currently at EUR 6.5M but they have plans to expand to some EUR 30M.
Finally, Karl Schiller introduced the schemes provided by the AWS (the Austrian federal promotional bank) including their pre-Seed and Seed schemes. These offer grants and loans for helping young Start-up firms establish themselves.
Following the presentations the panel discussion discussed the funding landscape for young firms; awareness of the need for early stage funding is making it less difficult for enterprises to get, but there is

still a lack of later stage funding. The concept of both public and private funding sources working better together was discussed, along with the benefits of companies obtaining experience with private equity from an early stage. On the topics of the role universities can play in the process, two key messages were discussed. Firstly, to encourage people to go and look for funding, and secondly to be quick and consistent with how they licence out their IP, be it through equity or other means; a definite red flag for investors is if the IP owner is requesting an up-front cash payment. All the presenters agreed on the benefits of role model entrepreneurs who have been through the various systems and can give help and encouragement to young start-ups.

Gender in Third Mission and Knowledge Transfer

28.09.2018, **13:00-14:30**
Vienna University of Economics and Business, Welthandelsplatz 1, 1020 Vienna, Sitzungssaal 6

PANEL
Michèle Amacker is Co-Director of the Interdisciplinary Centre for Gender Stdies (ICFG) of the University of Bern and Assistent Professor for Gender Studies. Ist Ko-Direktorin des interdisziplinären Zentrums für Gender Studies (ICFG) der Univesität Bern und Assistenzprofessor für Gender Studies.
Anke Lipinsky works as senior researcher at GESIS-Leibniz Institute for the Social Sciences. and is member of the Horizon 2020 advisory groups on Gender.
Heike Mensi-Klarbach war Gastprofessorin für Gender und Diversity an der wirtschaftswissenschaftlichen Fakultät der Leibniz Universität Hannover. Seit 2017 ist sie am Institut für Gender und Diversität der WU Wien.
Roberta Schaller-Steidl is head of the department Gender Equality and Diversity Management within the Austrian Federal Ministry of Education, Science and Research.

CHAIR & PROCEEDINGS
Georg Russegger, Academy of Fine Arts Vienna

SUMMARY
The “Third Mission” of universities is based on outreach and valorization activities carried out by knowledge transfer and exchange objectives. Additional to teaching and research activities, the aim is to work on projects of exchange with society and non-university organizations, supporting university stuff, researchers and alumni to increase the societal impact of universities at large. Besides the established structures and contents addressing gender topics in the teaching and research sector, a gender perspective for the third mission of universities is at the present day underdeveloped. To contribute for this new field of action the speakers presented different approaches to foster gender awareness within knowledge transfer frameworks and discuss a future perspective of implementations. Roberta Schaller-Steidl presented the Mission of the Austrian Federal Ministry of Education, Science and Research and its Gender dimensions in strategic documents such as development plans of universities. Anke Lipinsky gave an overview on European developments and her experience from the Horizon 2020 advisory groups on Gender. Michèle Amacker gave insight to the Interdisciplinary Centre for Gender Studies (ICFG) of the University of Bern and presented new and innovative formats of knowledge transfer for gender awareness and empowerment, e.g. games and websites. Heike Mensi-Klarbach addressed a case based on inventors and her research on the underrepresentation of women in patent applications in Austria and West Europe. Based on outcomes and developments of the Knowledge Transfer Centre in Vienna the topics discussed explored on a greater level of development covering the so-called DACH-region (Germany, Austria, Switzerland). Gender awareness and empowerment has to be applied on diverse levels of knowledge transfer. It is a challenging issue when we think about innovation circles, team building processes,

inventions disclosures, patents, female entrepreneurship, gender balancing in value chains, non-binary movements a.s.o. Besides the implementation of the mentioned areas, gender awareness and female empowerment itself is a success story of knowledge transfer looking on the last decades of development.

Going beyond publications - Success factors for technology transfer

27/09/2018, 15:00-16:30
Campus der Universität Wien, Spitalgasse 2, 1090 Wien, Aula

PANEL
Miriam Unterlass, (CSO of UGP Materials, TU Wien),
Lluc Diaz (ESA, European Space Agency),
Sara Matt-Leubner, Head of Transfer center Science-Economy-Society, Universität Innsbruck, Austria
John Ritter, Director/Office of Technology Licensing/Princeton University, USA

MODERATION/CHAIR
Tanja Sovic, TU Wien; Karin Hofmann, TU Wien

PROCEEDINGS
Inma Sanchez Romero

SUMMARY
The session aimed at discussing the motivation of researchers to think beyond the publication of papers and get involved in technology transfer as well as ways to facilitate and fund proof of concept/prototypes. The panel members presented examples of their home institutions and discussed best practices among leading research universities.

The first speaker of the session was Miriam Unterlass, head of the research group “Advanced Organic Materials” at the Technical University of Vienna (Austria). Unterlass is inventor on several patents and recently founded her first company, UGP materials. During her talk, she explained her experiences with patenting, highlighting the importance of both patent literacy of academic researchers and the support of technology transfer managers. In her experience, this support was not limited to guidance and advice during the patenting process, but also to information about prototype funding opportunities to develop her technologies further. In her opinion, this funding is essential to increase the innovation of researchers’ inventions, and plays a critical role to raise companies’ interest, since they need a proof of concept of new technologies. She considers that TTOs might motivate researchers to bring their ideas, and researchers could get a compensation for the time they invest in technology transfer activities.

The session continued with Sara Matt-Leubner, head of Transfer center Science-Economy-Society at Universität Innsbruck. Through the “Project Service Büro” and the Process commercialization of IP Transferstelle Wissenschaft-Wirtschaft-Gesellschaft” at the Univeristy of Innsbruck, they want to enhance the chances of universities participating in the process of creating real value and impact based on science they have and the research they can do. She presented several supporting strategies implemented at her

University, which aim to encourage scientists to engage in knowledge transfer. They established training programs on IP, such as a lecture course on the basics of intellectual property, addressed to students and scientists. They also count on an entrepreneurship center: InnCubator, a joint effort of the University of Innsbruck and the Economic Chamber of Tyrol, which offers prototyping and proof of concept funding. In addition, they encourage women to be entrepreneurs through the FOUNDHer program.

John Ritter, Director of the Office of Technology Licensing at Princeton University, discussed Princeton's recent efforts to support entrepreneurship more robustly. He presented the Princeton's IP Accelerator proof of concept found. The program enables technology development for startup creation or licensing, providing business and technical support, streamlined licensing and educational resources. They fund six initiatives per year, with a maximum of $100k per initiative. He highlighted that many of Princeton's exclusive licenses are now startups working on different industry sectors. Princeton also offers an Executives in Residence (XIR) Program. Through this program, experienced entrepreneurial mentors provide advice to the academic community who have discoveries in science and technology that could be used to create products and services.

The last speaker was Lluc Diaz, business incubation and technology transfer officer at the European Space Agency (ESA). Diaz presented ESA Space Solutions, aimed to transfer space technology to new applications. The ESA counts on 16 Business Incubation Centres (BICs) spread across 13 countries in Europe. ESA Space Solutions offers a strong support for the creation of start-ups using space technology for terrestrial applications, providing advice, funding and access to the ESA's portfolio of over 450 patents. ESA has to sign the research agreement and once the product is in the market, the commercial license agreements are signed. ESA Space Solutions offers also Technology Transfer Demonstrator projects to prove and test the use of an ESA space technology into a non-space product or application.

During the discussion session, the panel talked about the need of incentives from the university to account researchers for the time spent on tech transfer activities (e.g. decrease teaching load, support the researcher with administrative assistance, etc.). Ritter pointed out that there is not a policy at Princeton in this regard, although there is discussion in the US about this recognition, especially in the negotiation of the tenure-track package.

All of them agreed that the characteristic in common of successful projects is the willingness of the inventors to put their product/service in the market. In addition, an important factor is how much Researchers engage with the industry.

Regarding female entrepreneurship, there is no special program at Princeton. Matt-Leubner added that according to her experience with AUTM, there are not so many female entrepreneurs, even when technology transfer history in the US is longer than in Europe.

The panel was also asked about conflict-of-interests for researchers regarding the creation of start-ups. Ritter explained that at Princeton, faculty never leaves the University. They can have different roles in the start-ups: founders, equity holders, board of directors, etc. However, they have a time limitation, faculty members cannot spend more than one day per week in consultancy (including their start-ups). According to Diaz, in the last 50 years, no inventor has left the ESA.

Knowledge Exchange in Social Sciences & Humanities

27/09/2018, 13:00-14:30
Campus der Universität Wien, Spitalgasse 2, 1090 Wien, Seminarraum 1

PANEL
Andrew Wray (University of Bristol)
Hannah Mayer (University of Vienna)
Florian Bayer (University of Vienna

MODERATION & INTRODUCTION
David Budtz Pedersen (Aalborg University Copenhagen)

PROCEEDINGS
Lilli Mahdalik

SUMMARY
Knowledge Exchange in the Social Sciences and Humanities is becoming a widely discussed topic. On the one hand, research from the SSH can have a profound impact on economy and society. On the other hand, both researchers and Knowledge Exchange professionals highlight the challenges of developing strategies for successful knowledge exchange from the SSH. Against this background, this session will discuss current developments and best practice case studies from SSH knowledge exchange.

The first speaker, Andrew Wray. leads the Knowledge Exchange team at the University of Bristol, working across the University to identify how research can be applied, used and create impacts in the world. The team builds the partnerships, projects and funding to make this happen. Via this first talk he gave a view insights into the "Bridging The Gap" project, run by the Universities of Bristol, Bath, Exeter and Cardiff. This project tries to explore, how arts and humanities researchers work with external partners. The project funded workshops and collaborative R&D with creative and cultural organisations in England and Wales. Analysis of these projects showed that universities should create different processes when partnering with these organisations, dependant on their size and aims.
Recommendations include 1) new funding models for creative businesses that combine short-term grants with long-term, open-ended support, 2) to involve a network of colleagues in partnerships with the heritage sector, and 3) that humanities researchers and non-academic partners should pursue curiosity-led, rather than just challenge-led, research together.

The second speaker, Hannah Mayer, head of the Institute for Nursing Science at the University of Vienna, presented her experiences, working in "Academic Practice Partnerships" – a model to improve scientific merit as well as societal impact for research. Nursing science as one of the "new" sciences whose production of knowledge is closely linked to a defined action context (mode 2 science) and which also has

to deal with questions of the implementation of knowledge. An APP is a partnership between an academic institution, a practice institution and a teaching institution (possibly only between academic institution and practice institution (s), if teaching is included in or covered by it). It is a formalized and structured form of cooperation, as well as a strategic instrument for linking knowledge. An APP acts as a platform to strengthen the knowledge circulation between science, nursing practice and education, to jointly identify relevant topics, to develop, conduct and evaluate scientific projects. The overall goal of an APP / APC is active collaboration between partners to deliver research -based innovation.

The last speaker was Florian Bayer, who is coordinating the “Societal Impact Platform” as a staff member of the Dean’s Office at the Faculty of Social Sciences, University of Vienna. He talked about science-society relationships in the Social Sciences through impact stories.
The Faculty chose to go by the term “impact” to highlight that societal relevance is not an additional task for social science research, but rather an inherent dimension. The talk gave an introduction on how the “Societal Impact Platform” is intended to reflect research through impact stories beyond predefined conceptions and notions of impact and/or predominantly instrumental forms of relevance by carving out and making explicit different forms and relationships of research activities and society in the Social Sciences.

On Arts Incubators & Cultural Accelerators

27.09.2018, 10:30-12:00
Campus of the University of Vienna, Spitalgasse 2, 1090 Vienna, Seminarraum 2

PANEL
Andrea B. Braidt is Vice-Rector for Art and Research at the Academy of Fine Arts Vienna.
Nadia Danhash leads the Royal College of Art's enterprise and entrepreneurship centre, InnovationRCA and is responsible the InnovationRCA incubator.
Kirsten Langkilde is Director of the University of Applied Sciences and Arts Northwestern Switzerland, Academy of Art and Design, Basel.
Andre Zogholy is head of department art.research at the University of Art and Design Linz and project lead of the SSHA Sector at the Knowledgetransfer Center West.

CHAIR
Georg Russegger, Academy of Fine Arts Vienna

PROCEEDINGS
Gisa Fellerer, Academy of Fine Arts Vienna

SUMMARY
This session presented and discussed state of the art developments around incubators and accelerators in the artistic field and the cultural dimension within the field of knowledge transfer. The session presented several different models and formats from Austria, United Kingdom and Switzerland. Giving insight of cooperative and interdisciplinary goals to enhance skills, tools and connectivity options for artistic production, projects and research. Social, cultural and artistic approaches are often misunderstood as philanthropic, with a minor economical dimension. Artistic Incubators and Cultural Accelerators are dealing with this bias by focusing on substantial transfer and exchange activities based on socio-cultural change and critical reflection to contribute deeply for societal challenges and the contemporary transformation of society. The empowerment of artists and cultural workers in collaborative and interdisciplinary developments of new frameworks of action such as artistic incubators and cultural accelerators have led to a unique perspective on economic frameworks having the common good and social impact at stake. Session inputs delivered insight from different angles. Kirsten Langkilde for example elaborated on societal challenges, which are related as well to aesthetically practices and new artistic formats. Cultural Entrepreneurship is fostering a new production of knowledge within innovative environments. Andrea Braidt added, "Transfer and creativity HUBs empower artists for trans- and cross-disciplinary projects and cooperation". It's about learning how to apply the education in aesthetics to projects and cooperations with external organizations. Nadja Danhash showed how artistic projects can lead to social impact and Andre Zogholy argued for the openness of research processes based on examples

from knowledge transfer. The discussion tried to cover actual challenges, developments and goals for the future concerning a surplus for several actors and peers within the field.

Open Innovation

27/09/2018, 15:00-16:30
Campus der Universität Wien, Spitalgasse 2, 1090 Wien, Seminarraum 2

PANEL
Gernot Abel, Novozymes
Botond Cseh, WINnovation
Benjamin Missbach, Ludwig Boltzmann Gesellschaft

MODERATION/CHAIR
Patrick Lehner, Ludwig Boltzmann Gesellschaft

PROCEEDINGS
Patrick Lehner, Ludwig Boltzmann Gesellschaft

SUMMARY
Open Innovation is seen as a promising approach in overcoming the innovation gap between society, economy and research. Austria is the first European Union Member State to have developed an Open Innovation Strategy. However, both knowledge exchange practitioners and researchers still face numerous challenges and barriers in putting open innovation into practice and in adopting manageable strategies. The session on Open Innovation discussed practical applications from very different viewpoints. Ben Missbach emphasized that applying Open Innovation methods and principles in the scientific context is a major challenge for both researchers and funding organizations. In order to address these challenges, the Ludwig Boltzmann Gesellschaft (LBG) has established the Open Innovation in Science (OIS) Center to develop and implement Open Innovation methods in Science. The OIS Center experiments with applying Open Innovation in Science to investigate whether, and if so, how and under which conditions, open innovation principles and methods can be applied in science, and how this influences efficiency, novelty and impact of scientific research. Open Innovation in Science has the overall goal to generate new knowledge originating from outside the scientific discourse. Crowdsourcing is one way to foster the engagement between citizens and scientists by starting at the heart of every research process: identifying and formulating research questions. The “Tell us!“ projects at LBG aim at leveraging crowdsourcing to spark new lines of research. “Tell us“ about accidental injuries generated research questions with a strong focus on experts in diagnosis, treatment and rehabilitation of patients with major traumatic accidents. But also patients who suffered from accidental injuries themselves could contribute their research questions. This novel approach in the field of Traumatology aims to bridge the gap between the conventional bench-to-bedside approaches within this discipline.
Gernot Abel presented the global platform HelloScience that aims to facilitate open science, connect the right people, and accelerate ideas that make an impact. Technology has a central role in meeting the UN’s

Sustainable Development Goals; HelloScience is the place to bring people and knowledge together and turn that into solutions creating better lives in a growing world. Accompanying with HelloScience an engaged and global community has been built that has proposed numerous ideas for clean water, sanitation and industrial water processing. Thereby, collaboration can lead to unexpected outcomes as collaboration may force to think differently. Thus, the ambition of Novozymes is to create an ecosystem of partners, who collaborate, inspire, and develop sustainable solutions together. By sharing its expertise, technology, and resources, the ambition is to develop ideas into sustainable solutions, together with an engaged and global community.

Botond Cseh attested that most current technology transfer methods (e.g. patent application, conference participation, networking or spin-off) focus on later stages in the research process and show a limited degree of impact in real-world-settings. The linear model, based on technology push and top-down structures, has so far only limited the successful commercialization of new research technologies. Especially at very early stages of research, where the technology could be specifically developed for specific application markets increasing its potential future success, there is no evaluation of commercialization potential. Technology Competence Leveraging, originally developed by Peter Kainz and Reinhard Prügl at WU, is the systematic identification and evaluation of new markets and business opportunities for an existing or planned product, technology or vision. This Open Innovation method can be applied to both finished and emerging technologies as well as visions and has an enormous potential to increase successful technology transfer from academic research to industry. It relies on overcoming functional fixation, allowing a free, creative look at the technology's problem-solving capabilities. In the search of new fields of application user benefits (advantages of the respective technology for the users) are identified and discussed together with potential or real users. This way, new application fields can be identified independently of the technical specifications of the technology. In addition, the technology can be more specifically further developed based on the collected field-specific needs. Furthermore, potential cooperation partners are regularly identified and, together with the research institution, the technology can be tested or commercialized as needed.

Open Knowledge Transfer & Society

28.09.2018, 10:30-12:00
Vienna University of Economics and Business, Welthandelsplatz 1, 1020 Vienna, Sitzungssaal 1

PANEL
Barbara Kieslinger is a senior researcher and project manager at the Centre for Social Innovation, ZSI.
Peter Kraker is founder and chairman of Open Knowledge Maps, co-coordinator of the Open Science Working Group of Open Knowledge Austria and core team member of the Open Access Network Austria (OANA).
Magdalena Reiter is a designer and design theorist based in Linz/Austria. Currently she is project lead of the municipal initiative Open Commons Linz and the youth program "Jugend hackt Österreich".
Gerin Trautenberger is president of the Kreativwirtschaft Austria (KAT), an association founded by the Austrian Federal Economic Chamber (WKO), director for VIENNA OPEN — a festival for open innovations, and currently lectures at the POP-Akademie in Mannheim.

CHAIR
Georg Russegger, Academy of Fine Arts Vienna
PROCEEDINGS
Georg Russegger, Academy of Fine Arts Vienna

SUMMARY
This session addressed different vectors of sharing and exchanging "Open Knowledge". By this means "Openness" is associated with different contemporary movements such as open access, open innovation, open science or open design. The speakers addressed different topics and issues within the framework of open knowledge exchange and transfer. Different pillars such as the evaluation of impact within open forms of cooperation, the open design movement, a shared economy and open knowledge infrastructures and network have presented and discussed. Open Knowledge Maps[1] have been presented by Peter Kraker as a functional and cost-free tool for sharing and organizing research material. He pointed out how open knowledge tools develop and foster transfer opportunities and infrastructures, which lead to collaborative frameworks increasing the participation options of larger groups and individuals in society. Driven by these new opportunities of participation, interaction and cooperation supported by computer- and network-based media technologies, these developments have deeply transformed the ways we are defining knowledge and knowledge production. Magdalena Reiter showed examples and best practices from "Jugend hackt"[2] how the youngest in our society can participate and invent new things based on their experience and world vision. It delivered an educational approach to design, develop and implement new concepts and ideas in existing organizations and structures of knowledge production. Besides the appliance of know-how and the need for capacity building around these arising fields of action, new narratives of reputation and impact have to be developed, applied, trained and iterated. Gerin

[1] https://openknowledgemaps.org
[2] https://jugendhackt.org

Trautenberger presented a rather structural approach based on facts and figures of development within the creative industries based on small and medium enterprises (SME) backed up with data and information from the European Union. He pointed out how the maintenance of existing practices and the implementation of new ways of doing and designing ecosystems of transfer and exchange have not only influenced groups and communities – it has as well transformed the way we are doing business. Barbara Kieslinger from ZSI[3] showed different ways to measure the impact of these developments and activities by bringing examples from fieldwork and assessment processes to raise the awareness of diverse approaches within the field of impact measurement within the open knowledge paradigm. Participatory Social Research, how she calls it, is focusing on responsible research and innovation (RRI), data activism and empowerment within the openness movement. The speakers addressed diverse topics and issues within the framework of open knowledge exchange. Within the discussion questions about alternative reputation systems have been raised especially for the scientific context. But also to clarify how activists, artists, designers and researchers could benefit from their involvement and action. The audience was curious about the near future developments within the field and how it could be implemented in the daily business of knowledge and technology transfer.

[3] https://www.zsi.at/en/home

Public Engagement & Citizen Science

27/09/2018, 15:00-16:30
Campus der Universität Wien, Spitalgasse 2, 1090 Wien, Seminarraum 1

PANEL
Markus Weißkopf (Wissenschaft im Dialog)
Barbara Streicher (ScienceCenter Netzwerk)
Daniel Dörler (Österreich forscht)
Christiane Maria Losert-Valiente Kroon (Universität Wien)

MODERATION
Tobias Reckling

PROCEEDINGS
Lilli Mahdalik

SUMMARY
This session covered current developments and best practices in Public Engagement and Citizen Science as alternative forms of knowledge exchange. Knowledge exchange in the past was primarily seen as the commercialisation of research results. More recently, however, both knowledge exchange professionals and researchers have highlighted other forms of transfer of academic knowledge to society.
The first speaker of the session was Markus Weißkopf, Executive Director at Wissenschaft im Dialog (WiD). After a short overview about initiatives of the WiD, Markus Weißkopf discussed challenges of Public Engagement in Science such as post truth, the rapidly changing media landscape and the emergence of new communication technologies.
The session continued with Barbara Streicher, a molecular biologist with long-term experience in science communication. As the Executive Manager of the Austrian Association ScienceCenter-Network, she fosters joyful learning experiences in open and engaging settings. The Austrian Science Center Network has experimented with various forms of interventions with researchers in order (a) to raise awareness and motivation for science engagement, (b) to involve them as facilitators in existing activities, (c) to train them in facilitating interactive science communication activities, (c) to inspire, coach and support them while developing activities on their own research topics. They design structures that support interactive, dialogue-oriented science communication that is on eye-level with the public and accessible also to disadvantaged audiences.
Daniel Dörler is a researcher at the University of Natural Resources and Life Sciences, Vienna. He is founder and coordinator of the Citizen Science Network Austria and its associated platform Österreich forscht, gave an introduction into the topic of Citizen Science. It describes a process where laypeople actively participate in academic research. This method can be found in natural science, social science and the humanities. Different approaches of citizen involvement exist, all with their own limitations and opportunities. In Austria the Citizen Science Network Austria (CSNA) and its associated online platform Österreich forscht

(www.citizen-science.at) are the main hubs for this scientific method focusing on quality, knowledge exchange and the connection of projects with interested citizens.

Finally, Christiane Maria Losert-Valiente Kroon, presented the interdisciplinary science communication project «Sounds of Matter». Christiane Maria Losert-Valiente Kroon who holds a PhD degree in Physics from UCL, London, administers strategic partnerships in the education, art, media, policy and industry sector at the Faculty of Physics, University of Vienna. “Sounds of Matter” connects visual results stemming from fundamental research and musical conceptualisation. Composers from all over the world were invited to find inspiration in computer simulations, microscopic images, photos from laboratory equipment, data sets and plots of seven research projects in material science at the University of Vienna. Creative professionals from 26 countries submitted over 160 entries conveying the scientific ideas through their music. The pieces that best translated the research material into music were performed. The online vote for the public choice award was met with great reception, over 12,000 online users browsing the listed compositions cast their ballot. The project is hosted by the Faculty of Physics of the University of Vienna, in cooperation with the University of Music and performing Arts and funded by the Austrian Science Fund (FWF).

Teaching, Learning & Training

27/09/2018, 13:00-14:30
Campus der Universität Wien, Spitalgasse 2, 1090 Wien, Seminarraum 2

PANEL
Katharina Engl (WU Wien)
Cloed Baumgartner (CrowdfundersHub)
Karin Hofmann (TU Wien)
Marie-Therese Schultes (University of Vienna)

MODERATION
Katharina Engl

PROCEEDINGS
Katharina Engl

SUMMARY
Training students and early career researchers is fundamental for the advancement of knowledge exchange between universities, society and economy. This session focused on different teaching and training concepts from different areas of knowledge exchange. The presented and approved training concepts focus on diverse target groups and topics within the field of entrepreneurship.

The Crowdfunders' Hub is a program targeted at not only students but the broad public and therefore sits at the interface between university and society. It is the hub's goal to support academics, researchers and creators in financing their endeavors using alternative financing forms like "Crowdfunding". The main topics were content marketing, communication, business modelling, storytelling, video creation, and pitching. In two rounds twenty selected project teams created their successful crowdfunding campaigns. Cloed Baumgartner, creator and trainer, focused on setting realistic expectations on the one hand and enhancing innovative thinking using trial-and-error iterations on the other hand.

Science and Society's interconnections never show more than in field of patenting. In the framework of WTZ Ost an innovative lecture in the area of patenting and commercialization was developed. The lecture for Master and PhD students is based on e-learning, uses flipped Classroom elements and is designed to be easily transferred to other universities and field of studies. The experiences the senior lecturer, Karin Hofmann, had with the first run at TU Wien approved the concept. Students were stunned to learn more about technology exploitation and how they can use it to advance their careers in translating their gained knowledge into action. New teaching concepts need time to develop and for students to get used to innovative formats.

In the field of psychology an innovative teaching format was developed by Marie-Therese Schultes. Service Learning combines a students' group contribution to society ("service") with the improvement of their professional, methodological and social competences ("learning"). In the service learning class "Social Entrepreneurship", master students of Psychology applied their theoretical scientific knowledge to a real project, the start-up "WGE! Gemeinsam Wohnen". The start-up connects people who provide spare room in their homes with people who are seeking low-priced lodging in Vienna. The cooperation's main aim was to advance the start-up's services, e.g. by assessing existing clients' needs and developing a matching algorithm for new home providers and home seekers. Consequently, the students had to apply their theoretical knowledge in evaluation, data assessment and data analysis. Furthermore, the students were introduced to the social entrepreneurship field by working closely with WGE!. Additionally guest lectures on social entrepreneurship in general and the foundation of start-ups in particular were held. The course evaluation states, that the students improved their project management and teamwork skills as well as the ability to connect theory and practice. The external co-operation partner WGE!, profited from the cooperation by improving their services based on the scientific work of highly engaged students.

Knowledge exchange between universities in Austria regarding entrepreneurial competencies - the startup camp "Ideengarten" took that mission literally. As Austria's first ever 'studipreneurship' initiative engaged students from all over the country were brought together to work in teams on developing ideas from the early ideation stage to building a viable business model to putting together an inspiring pitch.
Within four turns "Ideengarten" went from a stationary five-days workshop program in Wattens, to a roadtrip with stops in Innsbruck, Salzburg, Linz, Wien and Graz with a school bus, to a railtrip through three major start-up cities including on board workshop sessions. The moving element added the opportunity for students to learn about the local scene, to connect to entrepreneurs in different cities and to meet local initiatives and institutions.
Project lead, Katharina Engl, is sure that bringing together students with diverse backgrounds, from various fields of studies, from distant locations proved very fruitful to the evolution of innovative ideas.

Technologytransfer and SDGs - No Contradiction

28/09/2018, 10:30-12:00
Wirtschaftsuniversitaet Wien, Welthandelsplatz 1, 1020 Wien, Sitzungssaal 6

PANEL
Franz Fehr, SDG Coordination at BOKU, Universitaet für Bodenkultur Wien
Farrukh Alimdjanov, Industrial Development Officer, UNIDO
Manuela Kraeuter, CEO, Helioz GmbH

MODERATION/CHAIR
Josef Gloessl, BOKU

PROCEEDINGS
Bernhard Koch, BOKU

SUMMARY
The Sustainable Development Goals (SDGs) or Global Goals for Sustainable Development) are a collection of 17 global goals set by the United Nations in 2015. The official long version for the SDGs is: "Transforming our World: the 2030 Agenda for Sustainable Development." The SDGs cover social and economic development issues including poverty, hunger, health, education, global warming, gender equality, water, sanitation, energy, urbanization, environment and social justice. Knowledge- and Technologytransfer to developing countries is central to achieve these SDGs. At the same time, universities in Europe are assigned to take care of a successful commercialization of their Intellectual Property.
The first speaker Mr. Franz Fehr, who is responsible for the co-ordination of all SDG activities and initiatives at Universitaet für Bodenkultur Wien, gave a short introduction to the SDGs and their relevance for universities. He emphasized the need for a transformation process inside the universities from “Ignoring or first Informing via Incorporating to Adopting and Shaping”. The project “UniNEtZ” with more than 10 Austrian universities as partners shall function as catalyzer for this process.
The UNIDO perspective was presented by Mr. Farrukh Alimdjanov, an industrial development officer at the United Nations Industrial Development Organization (UNIDO) with 20 years of experience in international organizations, as well as private and public sectors. Based on three UNIDO projects in Kyrgyzstan, Namibia and Cuba Mr. Alimdjanov explained the holistic approach within these projects. Local knowledge and resources are combined with external know-how to create jobs in the project region. The external know-how is very often only needed to realize the potential already existent assets, e.g. to see waste or residues as a commodity.
The third speaker was Ms. Manuela Kraeuter, the CEO of HELIOZ GmbH, a social enterprise providing innovative and accessible solutions to improve the everyday lives of those underserved by traditional markets. Ms. Kräuter showed in her presentation about her “WADI” – device, how the gobal burden of contaminated drinking water is tackled with an intuitive device that gives feedback when water in plastic bottles is sterilized by the sun. This example also presented an interesting financing model where budget

for the technology transfer, respectively for the device development and production, comes from CO_2 compensation projects.

After the three presentations, Prof. Josef Gloessl opened the discussion regarding potential conflicts of interests between SDGs and commercialization of Intellectual Property (IP), one outcome was that the SDGs could function as an additional or ethical “Guideline” for the valuation of IP. Because some technologies can be on first hand very attractive and innovative, but looking at them from a wider perspective the disadvantages and risks appear all of a sudden, quite similar to some development aid projects in the past, when “right things” had the wrong results. Hence, it makes sense that techtransfer - manager try to incorporate the SDGs in their daily business, as well as in development aid projects it is important to keep an eye on the intellectual property situation, too.

University in-house Incubators: Pros/Cons

27/09/2018, 13:00-14:30
Campus der Universität Wien, Spitalgasse 2, 1090 Wien, Aula

PANEL
Birgit Hofreiter, i2c TU Vienna
Stewart McTavish, ideaSpace Cambridge
Katharina Funke-Braun, Unibator Frankfurt
Irene Fialka, INiTS Vienna

MODERATION
Martin Schott, WU Entrepreneurship Center

PROCEEDINGS
Martin Schott, WU Entrepreneurship Center

SUMMARY
Some universities offer in-house incubator programms for students and researchers. They support them with office space, sometimes lab space and financial funding in the early stage phase of the start-up. What are the benefits of such incubator programs? Which advantages or disadvantages are seen in reviews of experts from Cambridge, Frankfurt and Vienna. How is it possible to bring different skills to university in-house teams? And how do such incubators integrate into the local start-up ecosystem? A session about different approaches and possibilities to support members of universities.

Birgit Hofreiter is Director of the Innovation Incubation Center (i²c) at TU Wien. In 2011, after a Post-Doc Fellowship (FWF Erwin Schrödinger Fellowship) at the University of Technology in Sydney, and an appointed assistant professor position at University of Liechtenstein, she returned to Austria and joined her alma mater. In her role at TU Wien, Birgit is responsible for the development and implementation of the Innovation Incubation Center launched in March 2012. She is founding mother of the i²c Award – a realization grant for conducted PhD research with high business potential, and the TUW i²ncubator. Additionally, Birgit serves on the board of various committees in practice and academia, and is co-initiator & steering committee member of the IEEE International Conference on Business Informatics – an academic conference and outlet for applied informatics. Birgit maintains strong national and international relationship with university institutions and entrepreneurial ecosystems and its stakeholder.

Stewart McTavish is the Director of ideaSpace at the University of Cambridge. ideaSpace is home to over 100 founders across its three hubs in West Cambridge, Cambridge city centre and the Cambridge Biomedical Campus. Stewart also teaches lecture courses on entrepreneurship at the Department of Computer Science and Technology and the Cambridge Judge Business School. Before joining the University

to found ideaSpace in 2009 Stewart started three entrepreneurial ventures. Alongside his core duties Stewart also chairs the University Enterprise Network and advises a number of initiatives in Cambridge including Makespace, Biomakespace, CUE, CUTEC, EPOC and the British Antarctic Survey.

Katharina Funke-Braun is Mangaging Director on an interim basis. She studied fashion design and tayloring at the HBLA für Mode und Bekleidungstechnik Herbststraße in Vienna. Subsequently she studied International Business Administration at the WU Vienna and at the Universiteit Maastricht. 2013 she received her doctorate from the WU Vienna at the institute for Entrepreneurship&Innovation.Furthermore Katharina Funke-Braun is a fashion designer and passionate Bikram-Yoga teacher.

Dr. Irene Fialka is CEO of INiTS, Vienna's University Business Incubator (UBI) supporting entrepreneurs with R&D-based business ideas serving all academic institutions in Vienna. Dr. Fialka graduated in genetics at the University of Vienna and worked as postdoctoral fellow at the University of Geneva as well as at the I.M.P., Boehringer Ingelheim's basic research institute in Vienna. She joined INiTS (founded in 2002) in its early days in 2004. Since then, she has helped to develop services for hi-tech-startups in divers industries and worked with founders of innovative startups, in particular life sciences startups, e.g. the founders of Lexogen, Marinomed, Miracor, mySugr, Origimm, S-target.

WORKING WITH INDUSTRY

28/09/2018, 13:00-14:15
Witschaftsuniversität Wien, Welthandelsplatz 1, 1020 Wien, Sitzungssaal 1

PANEL
Arno Meerman (CEO of the University Industry Innovation Network)
Veronika Somoza (Universität Wien)
Astrid Mach-Aigner (TU Wien, Christian Doppler Labor)

MODERATION/CHAIR
Inma Sanchez Romero (Universität Wien)

PROCEEDINGS
Inma Sanchez Romero (Universität Wien)

SUMMARY
This session discussed current developments in cooperation between universities and industry. This is a topic that can sometimes appear quite daunting, with the perceived aims of universities and industry to be quite different. However, in many cases the targeted direction of the parties can quite closely align, and productive collaborations can be formed. Universities can benefit from insights into real world problems and challenges whilst industry can benefit from the vast skills and knowledge base that universities provide. Against this background, the session presented a view from the industry side, and scientists from the University of Vienna and the Technical University of Vienna reported on their experiences with long-term cooperation projects.

The session started with Arno Meerman, CEO of the University Industry Innovation Network and Director for Business Development at the Science-to-Business Marketing Research Centre at Münster University of Applied Sciences in Germany. Arno stressed the key role of Universities in today's society. As educators of our future workforce and as researchers of tomorrow's innovation, they are a central element of our innovation ecosystems. However, align the university's interests to the needs of the industry remains still challenging.

According to Meerman's research, there are several barriers to university business cooperation's success: funding for cooperation, cultural differences between university and industry and from the academics perspective, limited resources and time. On the other hand, there are motivators for this cooperation: funding, improve graduate employability, use the university-generated results in practice, industry gains access to new discoveries and innovation, and academics gain research insights. The common facilitator for all the stakeholders is the existence of mutual trust. Meerman expressed the importance of the individuals in the innovation ecosystem and the need for a more holistic approach towards university-business cooperation from both university (corporate engagement) and business (university relations

managers). In addition, there is a need for professionals that support and manage the development and nurturing of university-industry relationships

Next up was Veronika Somoza, Vice Dean of the Faculty of Chemistry and Professor and chair in the department of Physiological Chemistry at the University of Vienna. Besides, she is the head of the Christian Doppler Laboratory of Bioactive Aroma Compounds. Somoza shared her experiences working in university-industry cooperation projects, and talked about basic and applied research initiatives and the benefits and pitfalls that they represents for scientists. Basic research is usually published in high impact journals, allowing then building up the CV, whereas applied research, although more interesting for industry, is generally published in lower impact journals.

She mentioned different funding schemes for both types of research, with special attention to the Christian Doppler (CD) Laboratories. This funding scheme promotes the cooperation between science and business in research units, in which application-oriented basic research is pursued at universities or non-university research institutions. There are two main prerequisites for establishing a CD Laboratory: a specific need for a company for knowledge from the application oriented basic research and the willingness of scientists to open themselves up to this commercial need in the long term (up to 7 years).

The session finished with Astrid Mach-Aigner, head of the Synthetic Biology and Molecular Biotechnology research group the Technical University of Vienna and head of the CD Laboratory for carbohydrate-active enzyme expression. She talked about her experiences on how an industry cooperation comes into existence. She brought two examples from her CD Laboratory: the cooperation with her actual partner (a leading Danish biotechnology company), and another one from a company that will join her CD Laboratory soon. Mach-Aigner highlighted the importance of relationships in her cooperation with industry, and how in fact, her CD Lab was possible because of a prior research collaboration with the company. The three panel members agreed that personal relationships, existence of mutual trust and commitment are the most important drivers of university industry cooperation.