Incentives for Impact at Oxford

- What is impact and why does it matter?
- How can we incentivise impact?
- External and internal initiatives
- What else can be done?
In the Good Old Days …..
And then things slowly started to change

- Founding of Red Brick universities and then Polytechnics
  - More ‘applied’ and technology degrees and training

- Technology research moved from large-scale industry laboratories to universities

- Reduction in industry investment in research alongside increase in spending by government
  - Largely in universities but industry-academia funding too
  - Universities became out-sourced industrial R & D

- Increase in levels of funding brought need to show “return on investment”
Why does impact matter?

- **Accountability** - spending public money means demonstrating the benefits of that investment to society

- **Quality** - research can be improved by engagement with a broad range of potential beneficiaries

- **Maximising benefits** - shortening the time to benefit, and increasing the impact investments in research and innovation have

- **Reputation** - enhance attractiveness for research and innovation investment

- **Increased funding** - Impact is key driver for success in UK Research Evaluation Framework (REF). The higher the score – the higher the reward!
University is a generator of knowledge
Research costs money
Funders want to see a “return”
If they see a return, they will keep funding
Types of impact

- Research Collaborations
- Commercial Opportunities
- Societal Benefit
- Research Outcome
- Academic Understanding
- Professional Understanding
- Policy
- Public Understanding
Facilitating impact at Oxford

Research Collaborations

Research Support & KE network

Incubators, Business Dev Teams

Press coverage

Research Outcome

Academic Understanding

Professional Understanding

Commercial Opportunities

Department

Division

Collegiate University

Societal Benefit

Museums

Science Oxford

Public Understanding

Policy

DEPARTMENT FOR CONTINUING EDUCATION

SAID BUSINESS SCHOOL

OXFORD UNIVERSITY CONSULTING

OXFORD ASPIRE

OXFORD SPARKS

OXFORD HUB

SAID BUSINESS SCHOOL

OXFORD UNIVERSITY OF OXFORD

UNIVERSITY OF OXFORD
How to incentivise economic & societal impact?

- For Chemists …. Impact/Patent =

- Not as effective with some other disciplines
  - Some resistance to notion of personal profit from research
  - Social Enterprise helped to alleviate

- Not appropriate for Humanities
  - Prestige and publicity
  - Creation of Oxford Impacts
Oxford Impacts

Impact case studies

The Oxford Impacts series celebrates the range of impacts the University has on the world of policy, health, business, and culture. All of this is enabled by the world-leading research of Oxford academics. This set of case studies showcases academic research, across a range of subjects, that has had an impact on the world.

If you know of some impact from Oxford research which we should showcase please contact the Knowledge Exchange and Impact Team.

Search

Search case studies

- Any -

Department

- Any -

Division

- Any -

Search

Managing the risk of surface water flooding
Research at the University of Oxford, in conjunction with the London School of Economics, is playing a key role in combating one of Britain's most persistent natural hazards.

Improving treatment of speech disorders
An Oxford University researcher has developed a telephone-based system to help clinicians diagnose and treat patients with diseases that affect their voice.

Providing the technology for 'space refrigeration'
Engineering at Oxford have made key improvements to the design of cryopumps, an important cooling component of satellites, thereby contributing to many successful satellite missions and to reduced launch costs.

Preserving an exceptional fossil site for future generations
Research carried out at the University of Oxford has helped to demonstrate the extraordinary significance of a fossil site in China for understanding evolution at the time of the Cambrian explosion, culminating in its designation as a UNESCO World Heritage site in 2011.

Turning orange into grapefruit
Research in the Department of Chemistry into the action of natural enzymes is finding a commercial application in the global flavours and fragrances market.
Funding impact - External

- Research Councils fund institutional Impact Acceleration Accounts (IAA)

- Strategic awards provided to institutions to support knowledge exchange (KE) and impact from RC funded research

- All have these common objectives:
  - strengthening user engagement
  - strengthening the exchange of knowledge through culture change and capability development
  - supporting knowledge exchange and commercialisation at early stages of progressing research outputs and outcomes to the point when they would be supported by other funding
  - supporting new, innovative and imaginative approaches to KE and Impact

- Impact as ‘follow on’ from funded projects
Funding & rewarding Impact - Internal

- Wide range of internal funds including:
  - Social Sciences KE Fellowships (Business & Industry, and Public & Community)
  - OPEN Fellowships – policy engagement
  - Public Engagement with Research (PER) Seed Fund
  - John Fell Fund
  - The Medical and Life Sciences Translational Fund (MLSTF)
  - OUI Social Enterprise Scheme
  - MPLS Impact Awards
  - Oxford Invention Fund (OIF)
  - University Challenge Seed Fund (UCSF)
  - University of Oxford Innovation Fund (UOIF)
Impact Infrastructure

- KE Champions appointed (and funded)
  - Teaching buy-out
  - Development budget
- Innovation ecosystem created
  - KE Pipeline for Social Enterprise with OUI
  - Staff training in key KE skills
  - How to write for the public
  - Measurement and evaluation of PER activities
  - “Two Toms” video production

- Recognition by PER, KEIT, and VC Impact awards
  - Prestigious and competitive!

- Top level web presence for research news
Connecting People | Places | Opportunities in Knowledge Exchange and Innovation

By working with Public Bodies such as the LEP and Oxford Brookes University, RS KEIT has influenced the local Policy around social enterprise and helped develop the local ecosystem around Social enterprise, which has led to the Oxford Social Enterprise Partnership (OSEP) and Oxfordshire being recognised as a Social Enterprise County.

Working with SBS and Careers 29 awards had been made available, by 2018, to students developing new social enterprise.

With the help of OUI and the Development Office, £32k to develop an app for homelessness. RS-KEIT have been involved in helping to connect this initiative with local interested stakeholders such the City Council, Police and local charities.

RS-KEIT also works with OUI to ensure the pipeline of new Social Enterprises can benefit from the local ecosystem to develop into successful ventures which benefit the public. RS-KEIT will also be working with the LEP around ERDF funding for Social Enterprise.
The #StartedinOxford Demo Night is a bi-annual community event, led by Enterprising Oxford, which celebrates and showcases the diverse and exciting entrepreneurship ecosystem in the University and beyond.

The aim of Demo Night is to raise awareness of the ecosystem within the local community, but to also highlight the variety of entrepreneurship resources available. Startups, spinouts and social enterprises with a link to Oxfordshire can apply to showcase, and the event is open and free for anyone to attend, including students, academics, local residents and business people.

Over four informal and engaging evenings, Demo Night has showcased more than 80 startups, spinouts and social enterprises to over 800 attendees, with 25 different Oxfordshire community partners and corporate sponsors supporting the event and engaging with attendees.
Connecting People | Places | Opportunities in Knowledge Exchange and Innovation

KEIT, with the support of the Divisions, led the inaugural Vice-Chancellors Innovation Awards to celebrate the innovation community at the University of Oxford across all levels and all divisions which supports the recommendation from the University’s Innovation Working Group.

The four categories of awards are:
- Inspiring Leadership
- Building capacity
- Team work
- Early Career

78 entries were received, from which 4 categories winners were chosen and an overall winner selected by the Vice Chancellor. In addition to the category winners, 13 projects were highly commended. All winners had a video showcasing their research and also provided material for impact case studies.

The ceremony held at Pembroke College in July, was attended by 170 guests from wide range of external institutions. The awards were presented by VIPs from the University, and UKRI, NCUB, and HTA. The Innovation Awards will be a biennial event with the next ceremony held in 2020.
The KE Seed Fund is a HEIF-funded internal grant scheme to begin innovative knowledge exchange projects. It fills gaps in other funding streams’ coverage, and starts new collaborative initiatives at very low cost. Each project is typically up to £3,000, and leads to much more.

The KE Seed Fund lets University members with a novel idea for KE begin that activity, particularly to start partnerships with external parties to inform research, and expand their applied reach.

More than 120 projects have been funded to date, based across all Divisions, in Departments, Faculties and units, as well as in institutes, OUI, central units, and Continuing Education.

As the external partnerships begin, deepen and expand, many projects secure matched and further funding.

Projects are international. External organisations, companies, public organisations, NGOs, think tanks, practitioners and groups have been based over much of the UK, from London to the Orkney Islands, and in France, Germany, Belgium, many parts of Africa, South America, USA and South East Asia.

This fund is almost unique in the UK. It contributes to culture change in the University and the region, supporting a more boldly collaborative spirit.
Venturefest is the biggest annual showcase and conference for Oxfordshire innovation and venture investment. It celebrates successes in the knowledge economy in the region, and provides a focal point for the innovation community and its stakeholders.

In 2018 Venturefest celebrated its 20th anniversary, having been started by the University of Oxford, and grown into a national brand and model for other regions.

For 2018 we took a new approach, focusing on 4 specific innovation sectors, based on the Government-initiated ‘Science and Innovation Audit’ led by the University for Oxfordshire.

- 13 of the day’s speakers were University academics and innovation professionals
- 1,200 attendance, and a trade stand showing innovation capacities and offerings from many parts of the University, including the BioEscalator, Begbroke Science Park, Continuing Education
What else can we do?

- Innovation and impact come from ideas
- Ideas come from people
- People are motivated by feeling valued and being rewarded
- Funding is fantastic but only part of the solution
- Impact merits prestige and recognition
- Impact and innovation activity must be given the same weighting as publications, research grants and teaching in recruitment and promotion cycles
Economic Impact of the University of Oxford

- Oxford’s reach is international, adding £7.1bn to the global economy.
- We support 50,600 jobs across the UK.
- 33,700 of them in Oxfordshire.

£5.8bn of that in the UK

Every £1 of University income returns £3.30 to the wider economy.

We account for £1 for every £10 of technology licensing income at UK universities.

We are a big earner of overseas income - 80% of our technology licensing income is from the USA.

We have generated more research spinouts than any other higher education institution in the UK - 136 companies.

129 of them are headquartered in the UK.

Our active spinouts have an estimated total turnover of £600m globally.

Our know-how is worth an extra £272m a year to UK business through contract research, consultancy, executive education and knowledge exchange.

All of Oxford’s commercialisation activity added £320m to the UK economy.

Source: BIGGAR Economics report ‘Economic Impact of the University of Oxford’ (2017). All figures relate to the 2014/15 year and economic contribution is measured as Gross Value Added (GVA). See the full report at: www.ox.ac.uk/economyimpact.