



**Welcome to the latest edition of the information sharing newsletter from the Maynooth University Commercialisation Office. Our goal is to share relevant market news and activities on the commercialisation of Maynooth University research. We hope you enjoy this newsletter.**

*Photo courtesy of Maura Boyle*

**For more information visit:  
[www.maynoothuniversity.ie/commercialisation](http://www.maynoothuniversity.ie/commercialisation)**

## **EXPERTISE IN FOCUS**

EDEN is Maynooth University's Centre for Entrepreneurship, Design & Creativity. EDEN is focused on helping students across all faculties develop creative and entrepreneurial confidence, turning creative ideas into action that will add value to the world.

Dr Peter Robbins is the Director of EDEN and is one of Ireland's foremost experts in innovation and new product and service development. Peter was global head of innovation excellence for GlaxoSmithKline where he led many of the worldwide, new product launches for Lucozade, Aquafresh, Sensodyne, Panadol, Ribena, alli and NiQuitin. As an active researcher in EDEN, Peter focuses on Managing Innovation; Innovation Teams; New Product Development and the creation of a Team Climate for Innovation. Peter is an innovation advisor to the Government's development agencies and has developed and run courses and workshops in innovation for organisations in the public and private sector.



If you are interested in answering questions like how can organisations innovate with more precision, more speed and more success, then Peter would love to hear from you. Most organisations are looking for a roadmap of innovation that will withstand the competitors of today and tomorrow. Peter and his colleagues in EDEN can help you plan that roadmap.

Find out more at: <https://www.maynoothuniversity.ie/eden>

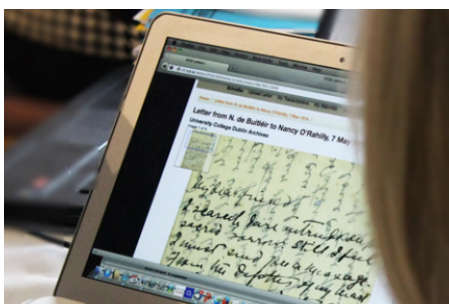
## IMPACTS OF RESEARCH IN THE HUMANITIES

When we talk of impacts of university research it may be easy to focus on commercialisation in the areas of science and technology. After all technologies and materials can have measurable properties – we can then define the attributes of owning, selling or trading these products. Some projects in humanities can also have measurable physical or commercial outcomes for example in the heritage industries, public sector, performance and human communications. However, that would overlook the enormous impact of humanities all aspects of culture (in its broadest sense). We are all consumers of culture and cultural products from media to social activities to governmental policy.

Many research funders now require definitions of expected impact for grant funded research – the researcher then needs to capture that information effectively. In the UK the Research Excellence Framework (REF) runs workshops with academics to explore workable definitions of impact and how it could be documented \*\*. A concern expressed by researchers was that without proper care in framing the requirements in reporting, the inclusion of mandatory rigid impact metrics in the report outputs of publically funded grants will influence researcher behaviour - what gets measured gets done.

TTO practitioners discuss the broad scope of options for recording impact in humanities research, reflecting both the ranges of research activities and the varied sectors engaged. For projects which engage with volunteers, charities of other (sometimes cash poor) organisations describing 'benefit' was seen as a meaningful way to discuss the contribution of research to wider society. Generally where impact was achieved through public engagement the case study was seen as a valid method of documentation. Whatever the merits of applying a rigorous metrics system to measure impacts of humanities research, there is a strong case for articulating the content and the impact of publically funded research to stimulate interest and appreciation of scholarly work.

\*\* [http://www.ref.ac.uk/media/ref/content/background/impact/workshops\\_impact\\_research.pdf](http://www.ref.ac.uk/media/ref/content/background/impact/workshops_impact_research.pdf)



## PraxisUnico. auril Conference 2017



### PRAXISUNICO AURIL 2017 CONFERENCE

Kay McClean, Managed Consultancy Programme Manager at Maynooth University recently attended an international conference in Sheffield Hallam University. This PraxisUnico event ran for 3 days and attracted 380 delegates from industry, academic institutions and research sponsors. The content included plenary sessions on strategic issues relating to industry academic engagement; training session on managed consultancy; facilitated networking. Specialist sessions covered topics including internal marketing, engagement with arts and humanities and the development of strategic industry: academic partnerships.

The training tester course on consultancy was particularly relevant to those engaged in managed consultancy activities. Through a mixture of case studies from varied institutions it explored topics such as business models, internal engagement strategies, and regulatory/policy frameworks applicable to delivering consultancy services in an academic environment. The speakers' experiences varied from relative newcomers to these activities to working mature standalone self-funding business units. These sessions were limited to <25 delegates who were given opportunities to introduce themselves during the course so this was also an excellent networking opportunity.

The conference as a whole provided insights and guidance around a number of the issues faced by TTOs across all activities including importance of clear policy frameworks, internal stakeholder engagement, and networking with clients and influencers outside your home organisation.