



Transforming Society Through
Social Science Innovation

Breakout Session 2

What does scaling up of social science mean?

Panellists: Joanne Tippet, Bruce Etherington

Chaired by: Mel Knetsch



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What does scaling up of social science mean?

Joanne Tippet - Lecturer in Spatial Planning, University of Manchester
Bruce Etherington – Impact manager at the University of Cardiff
Melanie Knetsch – Deputy Director: Innovation & Impact, ESRC
David Coombe – Director Research & Innovation, LSE

Mentimeter - www.menti.com

Your views on commercialisation

Commercialisation is useful mechanism for social science research impact **50 54 55**

My institution is well placed to help commercialisation of social science research **50 54 55**

What barriers are there to the commercialisation of social science research? **75 38 25**



What does scaling up of social science mean?

Joanne Tippet - Lecturer in Spatial Planning, University of Manchester

Ketso is a portable kit you can lay out on a table at group meetings and in workshops.



Ketso helps us hear everyone's voice and get new ideas on the table



‘Ketso’ means action in Lesotho, where I had the original idea in 1995...



... to give everyone a voice, as women didn't tend to speak in mixed gender groups



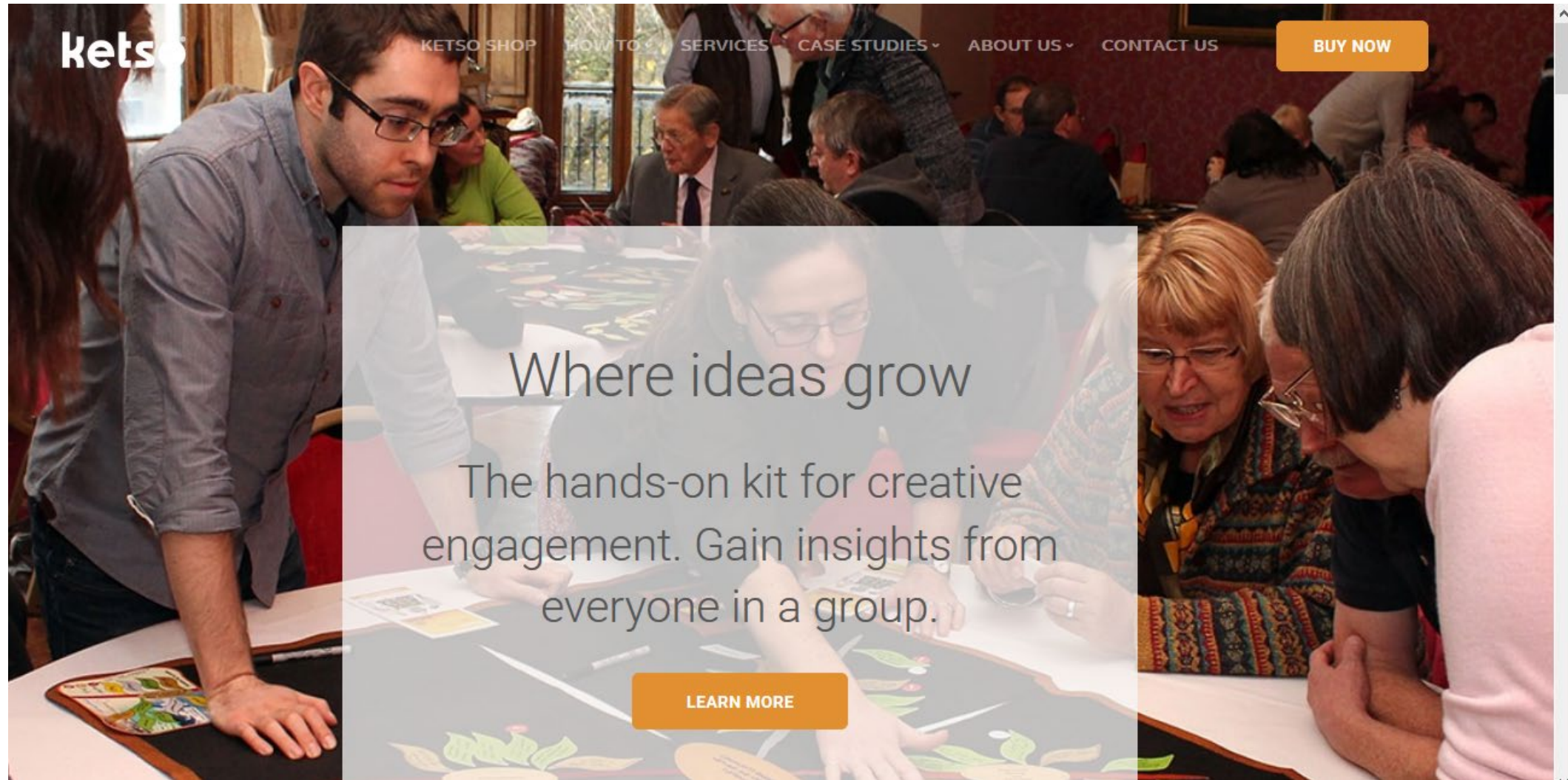
Developed in my ESRC-funded research into ecological
planning







Launched as a social business in 2009



In order to make effective engagement & learning from my research available to everyone



Manufacturing a physical product that can be produced at scale



So far used in 77 countries, with over 28,000 people



What have I gained?



Huge amount of social impact & personal satisfaction



50+ peer reviewed articles, 10+ PhDs

KETSO SHOP FAQs HOW TO CASE STUDIES SERVICES ABOUT US ▾ BLOG CONTACT US

Abma, Tineke, Sarah Banks, Tina Cook, Sónia Dias, Wendy Madsen, Jane Springett, and Michael T. Wright. 2019. 'Getting Started: The Initiation of a Partnership'. In Participatory Research for Health and Social Well-Being, edited by Tineke Abma, Sarah Banks, Tina Cook, Sónia Dias, Wendy Madsen, Jane Springett, and Michael T. Wright, 43–62. Cham: Springer International Publishing. https://doi.org/10.1007/978-3-319-93191-3_3

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ALABBASI, Dalal; STELMA, Juup. (2018) [Using Ketso in Qualitative Research With Female Saudi Teachers](#). Forum Qualitative Sozialforschung / Forum: Qualitative Social Research, [S.l.], v. 19, n. 2, apr. 2018. ISSN 1438-5627.

Alter, Hayley, Roger Whitham, Frank Dawes, and Rachel Cooper. 2019. "Learning by Design. How Engagement Practitioners Use Tools to Stretch the Creative Potential of Their Citizen Participation Practice." The Design Journal 22 (sup1): 1387–97. <https://doi.org/10.1080/14606925.2019.1594964>

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Barriers?

- Time
- Time
- Time
- Funding
- Had to convince people that engagement was a good idea first!



Working out measures of success for different groups & aligning interests





Barriers?

- Manufacturing issues
- Business model
- Intellectual property and positioning



UMI3 help with Intellectual Property, Capacity
building
RCUK business planning competition



Barriers?

- Selling snake oil
- Writing for the back of a cornflakes packet
- Writing about something you care about
- Awkward fit with academia at times





Find out more: Ketso.com @KetsoLtd (please do tweet)
joanne@ketso.com



What does scaling up of social science mean?

Bruce Etherington – Impact manager at the University of Cardiff

What does scaling up of social science mean?

Melanie Knetsch – Deputy Director: Innovation and Impact, ESRC



Social sciences, business engagement and commercialisation

- Research *on* and about business
- **Research *with* business (collaboration)**
- **Scaling up research *for* impact (commercialisation)**

ESRC - shared aims with ASPECT

- *We inspire and encourage* commercialisation of social science research within universities
- *We support the development of best practices* to enhance the impact and financial sustainability of social sciences research through commercialisation



The challenges

- Impact takes time to occur
- Significant demand for application of research
- Grant funding is time limited (cliff edge)
- Enabling impact takes people, time and resource



The opportunity...

- To make impact more **sustainable**
- Open doors to **new funding** models or research areas
- **Learn** from other disciplines (but understand our differences)
- How to tap into **support structures** that already exist
 - Support structures within universities around commercialisation
 - External guidance and organisations (Social Enterprise UK)
- UKRI appointing a new **Director of Commercialisation**

ESRC data on social science spin outs

- From 2010 to 2017 ESRC has recorded ~30 “spin out” companies from our funding (registered on companies house)
- Variety:
 - Toolkits
 - Training
 - Apps
 - On line platforms to support eg police, local governments
 - Social enterprises/CICs
- We know a few academics are already in this space

Over the last year...

We have been working with our Impact Acceleration Accounts, ASPECT, UKRI colleagues to understand:

- How to support ‘scaling up’ of impact?
- What does this mean for social sciences?
- What are the investment opportunities in this space?
- How to define the “return on investment”?

Just launched:

esrc.ukri.org/research/impact-toolkit/commercialisation/

Google RedFern Condeco Industrial Strategy... ISCF wave 2 REF Case study search Twitter. It's what's h... Next

Research

- Our research
- Research topics
- Future of social science
- Impact toolkit**
 - Commercialisation**
 - Common myths about commercialisation
 - Why commercialise?
 - What support is available for commercialisation?
 - Social enterprise and social research – a natural pairing
 - Top tips for commercialising
 - How do I

Commercialisation

One avenue of delivering impact from your research is to commercialise it, for instance through spin-out companies or licensing. However, the concept of commercialising social science research might seem alien to many, and examples of commercialisation in the social sciences are relatively rare.

In a 2016 ESRC-commissioned report exploring knowledge exchange in the social sciences, it was found that fewer than 1 in 50 respondents in the social sciences had ever commercialised their work via patents, licensing or spin-outs.

This section of the impact toolkit will provide insights into what scaling up impact through commercialisation might look like, and suggestions of further support.

- Why commercialise?
- Common myths about commercialisation
- How do I commercialise my research?
- Top tips for commercialising
- Social enterprise and social research - a natural pairing
- What support is available for commercialisation?

Next steps

- Working with the new UKRI Director of Commercialisation
- Working with ASPECT to:
 - share insights
 - develop case studies
 - understand the investment funding opportunities (with universities and Innovate UK)
- Other ideas?



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Questions?



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Thank you



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