



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

AREA
INNOVAZIONE

SHAPE YOUR IMPACT

Create value and impact from your SHAPE research

20 & 21 March 2025

Join this two-days interactive workshop with international experts, exploring practical tools, methodologies and case studies to optimise, sustain, and scale research impact from **SHAPE (Social Sciences, Humanities and the Arts for People and the Economy)** disciplines.

The training is addressed to **UniBo researchers in Social Sciences and Humanities** (but open to all UniBo researchers), interested in exploring how to create value from their research and how to translate their research results into meaningful actions and solutions with an **impact on society**. The training course will be held in **English**, delivered by **ASTP** and **SHAPE Impact Kollektiv**, in collaboration with the Innovation Division of UniBo.

When & Where:

- **Day 1 (20th March, 2025):** Aula Giorgio Prodi, Piazza San Giovanni in Monte, 2, Bologna
- **Day 2 (21st March, 2025):** Sala Conference, AlmaLabor, via Ugo Foscolo 7, Bologna

Registration form: <https://forms.office.com/e/eZwZkL5WUw>

By participating, you will have the opportunity to meet leading international experts in this specific field, in a combination of presentations by the trainers and interactive discussions using real-life examples, case studies and practical tools.

Day 1: SHAPE Impact Pathways (open to all UniBo researchers in SSH)

In our interactive training session, we will introduce you to various impact pathways and provide you with strategies, practical tools and case studies to help you identify new audiences for your research and sustain research impact. You'll also get the opportunity to hear firsthand from peers about their journey of valorising their innovative research ideas.

Day 2: Be prepared for impact (practical workshop up to 30 UniBo researchers in SSH)

A practical workshop on optimising and sustaining impact from SHAPE research. The aim of this workshop is to use your specific project ideas to demonstrate impact, explore possible start-up opportunities and to impart the methodological knowledge needed to recognise and exploit this knowledge transfer potential. If you are interested in attending the Day 2 hands-on workshop, please fill-in the registration including a summary of your research result you would like to propose for the workshop (ideally within 07.03.2025).

For further information: kto@unibo.it



Agenda Day 1 (20th March, 2025)

9:00-9:30	Welcome and Introduction Maria Letizia Guerra – Delegate for Public Engagement Claudio Melchiorri – Delegate for Relations with Business and Industrial research
9:30-10:15	Panel session with academics from University of Bologna to understand their impact and valorisation journey; followed by Q&A
10:15-10:30	Coffee Break
10:30-12:30	Part 1: Interactive training session on different impact pathways for SHAPE research , including an introduction to practical tools, relevant examples and case studies
12:30-14:00	Lunch break
14:00-15:15	Part 2: Interactive training session on how to sustain and scale the impact of SHAPE research , including more practical tools and case studies
15:15-15:30	Coffee Break
15:30-16:30	INVITE – <i>for Third Mission delegates - discussion within SHAPE disciplines</i>

Agenda Day 2 (21st March, 2025)

You will learn about the breadth of ways SHAPE can achieve this impact, including challenges and differences compared to other disciplines, methodologies for identifying and accelerating impact projects, as well as practical examples of how academics and professional services teams have worked together to bring SHAPE research into the world to deliver impact at scale. The target will be to tailor these learnings to your own research and to work out how it is relevant to you, so come ready to discuss your research so we can work out together what the possibilities could be.

9:00-9:30	Welcome and Introduction
9:30-10:00	Transfer – Impact: Some lessons learned by the workshop team
10:00-10:30	Our cases today
10:30-10:45	Coffee Break
10:45-11:00	KT³ I Introduction
11:00-12:00	KT³ I Dimension 1: “Technical” description of the research
12:00-13:30	Lunch break
13:30-14:15	KT³ I Dimension 2.1: Collect, structure, and prioritise target groups
14:15-14:45	KT³ I Dimension 2.2: Audiences maps – understand the context
14:45-15:15	KT³ I Dimension 3: Target groups and value proposition
15:15-15:30	Coffee Break
15:30-16:00	“Innovation Card”: Defining the Business
16:00-16:30	What’s next?



ASTP (www.astp4kt.eu)

is a non-profit organisation committed to knowledge transfer among Universities and Industry. Their focus is to further improve the quality of impact that public research has on the economy and society.

SHAPE Impact Kollektiv (www.impactkollektiv.com)

is a group of international impact and commercialisation experts dedicated to developing the innovation potential of SHAPE research from Universities.

Speakers:

Julian Jantke (Kindling Ventures, ARC Accelerator)

Julian is a Director at Kindling Ventures, a leading organisation that helps researchers build innovative social ventures that deliver impact at scale. Kindling operates multi-stage accelerator programmes, including ARC Accelerator, the world's first SHAPE commercialisation accelerator. Before this, Julian was Research Commercialisation Manager at the University of Bristol. He has extensive entrepreneurial expertise, and has founded, led, and successfully exited several innovative social enterprises and for-profit ventures.

Frida Koslowski (Kindling Ventures, ARC Accelerator)

Frida is Deputy Director at Kindling Ventures and ARC Accelerator. She currently works on the delivery of the SHAPE Catalyst, a new UK-wide programme helping SHAPE researchers build sustainable ventures and bring their ideas to market. Prior to this, she completed an MSc in Evidence-Based Social Intervention and Policy Evaluation at the University of Oxford and worked in business development for two EdTech start-ups with a social impact focus. Frida also serves as Group Leader of the ASTP SHAPE Special Interest Group.

Christoph Köller (Görgen & Köller GmbH)

Christoph supports research institutions in turning results into impact, focusing on social sciences, humanities and the arts (SSHA) research to solve industrial and societal issues. He belongs to several pools of experts and advisory boards on the European and national levels, including the Austrian Knowledge Transfer Center program and the COST CIG program. He started and led the working group on SSHA impact at ASTP for 10 years.

Mark Mann (Mark Mann OÜ)

Mark is passionate about solving complex problems that require creative thinking, strong relationships and with a potential to make huge positive impact. He is an experienced venture and ecosystem builder who has specialised in social innovation and brand-building strategies while working at various organisations, including Oxford University. He provides many training courses through PraxisAuril, ASTP, AESIS and other organisations.