



ASSOCIATION OF AFRICAN UNIVERSITIES
ASSOCIATION DES UNIVERSITÉS AFRICAINES
اتحاد الجامعات الافريقيه

RESEARCH COMMUNICATION AND COMMERCIALISATION WORKSHOP

Concept Note

Introduction

Accurate Communication by researchers is crucial. Even more pertinent is the ability to effectively communicate research findings for impact and uptake by its most needed stakeholders. More often than not, researchers tend to prioritise accuracy when communicating their findings (employing jargons in the process) at the expense of creating understanding among their audience which include industry, government (to inform policy), non-governmental organisations and civil society.

The desired purpose of conducting action-oriented research is for it to be ultimately up-taken and utilised to bring about the desired change/result, among other things. However, a lot of research conducted fail to achieve this goal due to failure by researchers to effectively communicate their findings.

Along with research communication, research commercialisation is one key area needing attention. The current wave of globalization has caused a system of constant competition in all spheres of trade. Higher education is no exception. As such universities around the world are changing the way they fulfil their tasks to meet global demand patterns.

An outcome of globalization is the recognition of information as a legal tender and for that matter the role of the universities as repositories of knowledge, disseminators and creators of knowledge has shifted to much more of a commercial business that produces and markets knowledge as a commodity.

Better translation of research outcomes into commercial businesses underpins economic growth, strengthens global competitiveness and also strengthens university-industry linkages. The successes of international innovation hubs like the Silicon Valley in the USA and the Cambridge Science Park in the UK are the reasons why research commercialization is favorably looked upon.

Currently, universities have adopted business models such that university managers are increasingly becoming managers who are not only training human resource, but also mobilizing resources for the production, storage and dissemination of knowledge. Therefore, for academic staff working in

universities, it is no longer ‘publish or perish’ but ‘innovate or perish’. The paradigm shift in research commoditization and commercialization calls for continuous training and re-training of university research managers, university management, and researchers. This would enable them to position their universities to seize the opportunities that come with the era of research commoditization and commercialization.

The two themed Workshop (Research Communications and Research Commercialisation) will help researchers to develop a truly engaging and responsive communication style that will lead to positive results for their research findings and institutions. It will further equip participants to realise and tap into the commercial potential of research.

Course Aim

- To impart knowledge and skills on effective use of communication to researchers interested in upgrading their communication skills so that they can better disseminate research findings and achieve their own and institutions’ set targets.
- To equip participants with practical knowledge of research commoditisation and research commercialization

Course Objectives

- Strengthen the professional capacity of researchers to communicate their research findings effectively
- Equip participants with the knowledge and skills of employing communication to foster/improve partnerships with Higher Education stakeholders including the private sector, civil society and government
- Sharing of practical communication strategies among participants
- Sharing with participants knowledge of the various commercialisation models and how to apply them
- Assisting participating institutions build a research commercialization plan and a team of research managers

Course Content

- Practical knowledge sharing on strategic dissemination of research findings to promote uptake by industry, Government and other stakeholders.
- Enhancing researchers’ online visibility
- Discussion on utilising communication to attract funders and development partners to support research projects in cash or kind
- Knowledge sharing among researchers on a wide range of communication tools available, including the use of social media.

- Capacity enhancement on generating visibility for the individual and the institution's research work
- Research commoditisation and Commercialisation
- Intellectual Property Rights (IPR)

Expected Outcome

- Strengthened capacity of researchers to effectively disseminate research findings to the different stakeholder categories
- Common knowledge of effective communication tools and its usage among researchers
- Actionable Communication and implementation plans developed by each participant
- Improved knowledge and skills in research commercialisation
- Improved Knowledge of participants on effective management of IPR

Workshop Methodology

The objectives of the workshop will be achieved through lead lectures, skills practice activities, guided feedback, and intensive participant interaction over carefully selected cases and other materials in a process facilitated by Resource Persons.

Participation

To ensure effective interaction and exchange of ideas, a maximum of 40 participants will be admitted into the programme. Participation is open to;

- All researchers in higher education institutions (both public and private) seeking to increase their knowledge of communication and commercialisation in the context of research.
- Persons from both state and private research institutions and NGOs
- Student Researchers
- Public Relations Officers
- Research consultants
- Research entrepreneurs
- Government advisors
- Policy makers developing knowledge-based economies
- All interested stakeholders.

Date: May 15-17, 2018

Venue: AAU Secretariat, East-Legon, Accra, Ghana

Workshop Fees:

500 Ghana Cedis for AAU member institutions

600 Ghana Cedis for Non-AAU member institutions

Registration covers the conference package including certificates, tea/coffee and lunch for the three days of the workshop

Note: All funding generated from the delivery of the Research Communication and Commercialisation Workshop contributes to the ongoing mission of improving African research visibility and uptake.

Certification

All participants who undergo the training course will be awarded certificates of participation by the AAU at the end of the workshop.

Registration

<https://www.research.net/r/ResearchCommunicationAndCommercialisation>

Contact Persons;

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4	Two representatives from host institution			

ABOUT THE ASSOCIATION OF AFRICAN UNIVERSITIES

The Association of African Universities (AAU) is an international non-governmental not-for-profit organisation set up by Universities in Africa to promote cooperation among themselves and between them and the international

academic community. Established in 1956, AAU is the voice of higher education in African Higher Education (HE) and aims to raise the quality of African HE. It also aims to strengthen its contribution to Africa's development through providing support to Higher Education Institutions' core functions and facilitating critical reflection on, and consensus building around issues affecting African HE.

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