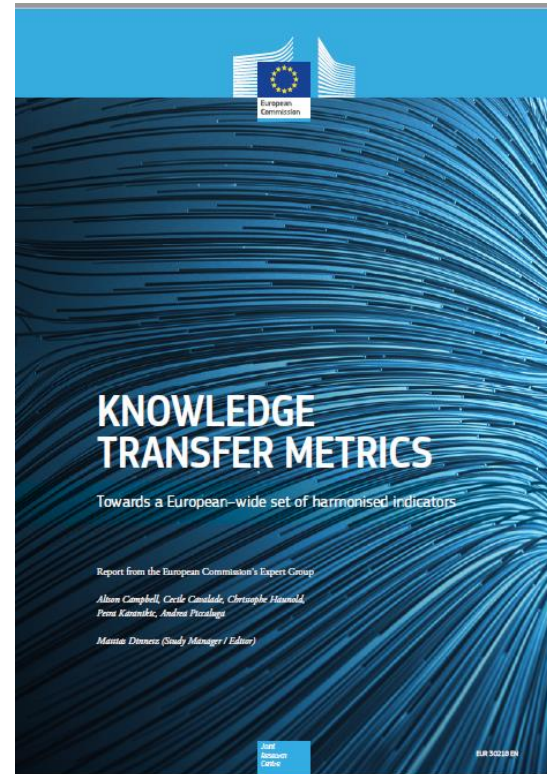


From KT to impact: measurement and data collection in Europe

NetVal Summer School 2021
Alison Campbell
14 September 2021

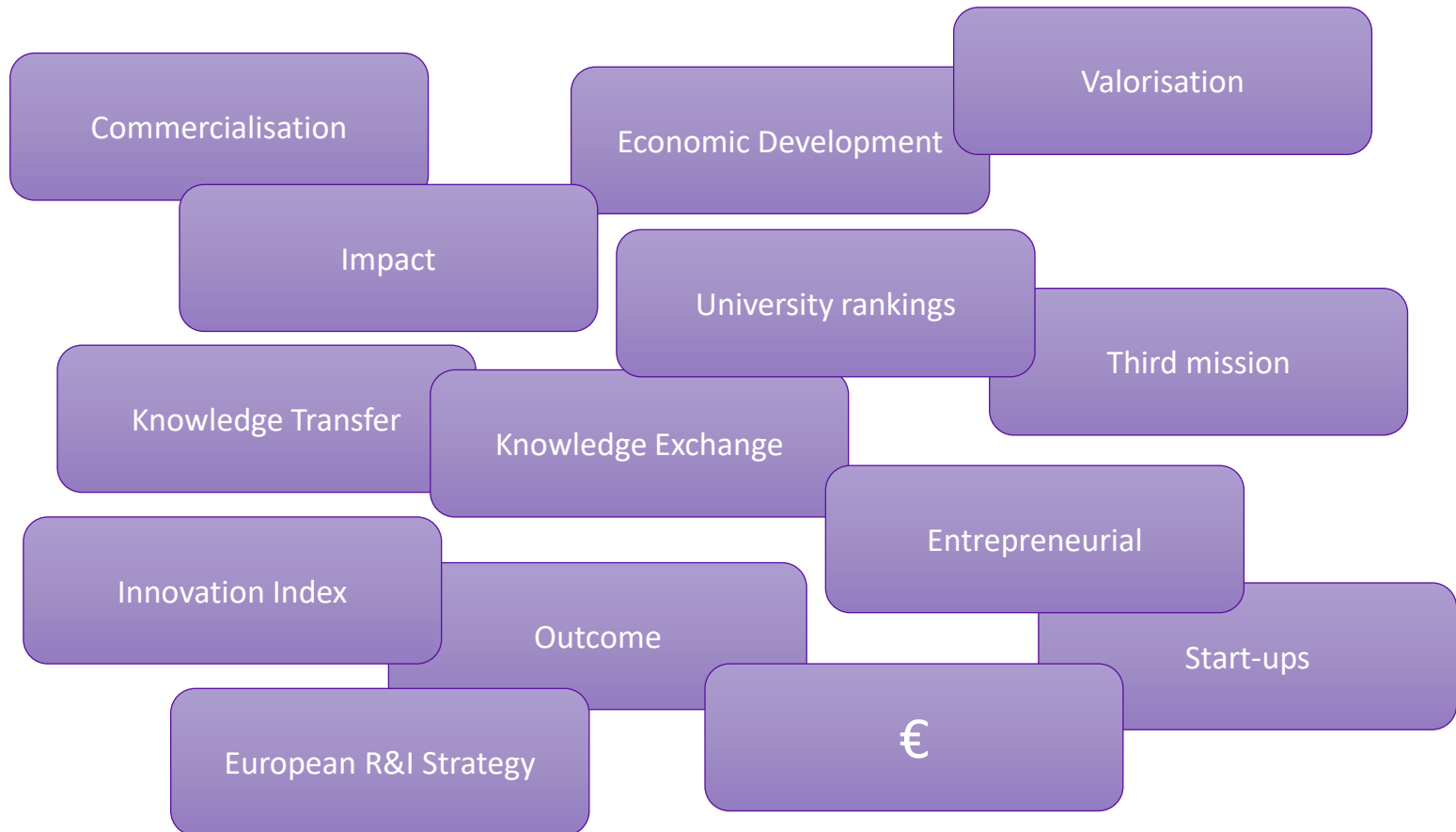


2020 study for the European Commission JRC



https://publications.jrc.ec.europa.eu/repository/bitstream/JRC120716/kt_metrics_report.pdf

Why metrics matter



Why this project on harmonisation of KT metrics?

- There is no consistent and systematic way to
 - Understand performance
 - Understand direction of travel
 - Provide evidence to support management and policy decisions
- Assessment and rankings are often produced by third party suppliers which skew the picture

Value to universities

- Management information
- Monitoring & Reporting
- Illustrate priorities through choice of indicators/KPI
- Benchmark with like-for-like peers
- Demonstrate evolution
- Illustrate environmental and operational context & challenges

THE STUDY

- JRC established an Expert Group in partnership with ASTP
- Objectives:
 - Identify a core set of harmonised metrics
 - Specify conditions and actions towards a European-wide collection of such indicators



Christophe
Haunold
Luxembourg



Petra
Karanikic
Croatia



Andrea
Piccaluga
Italy



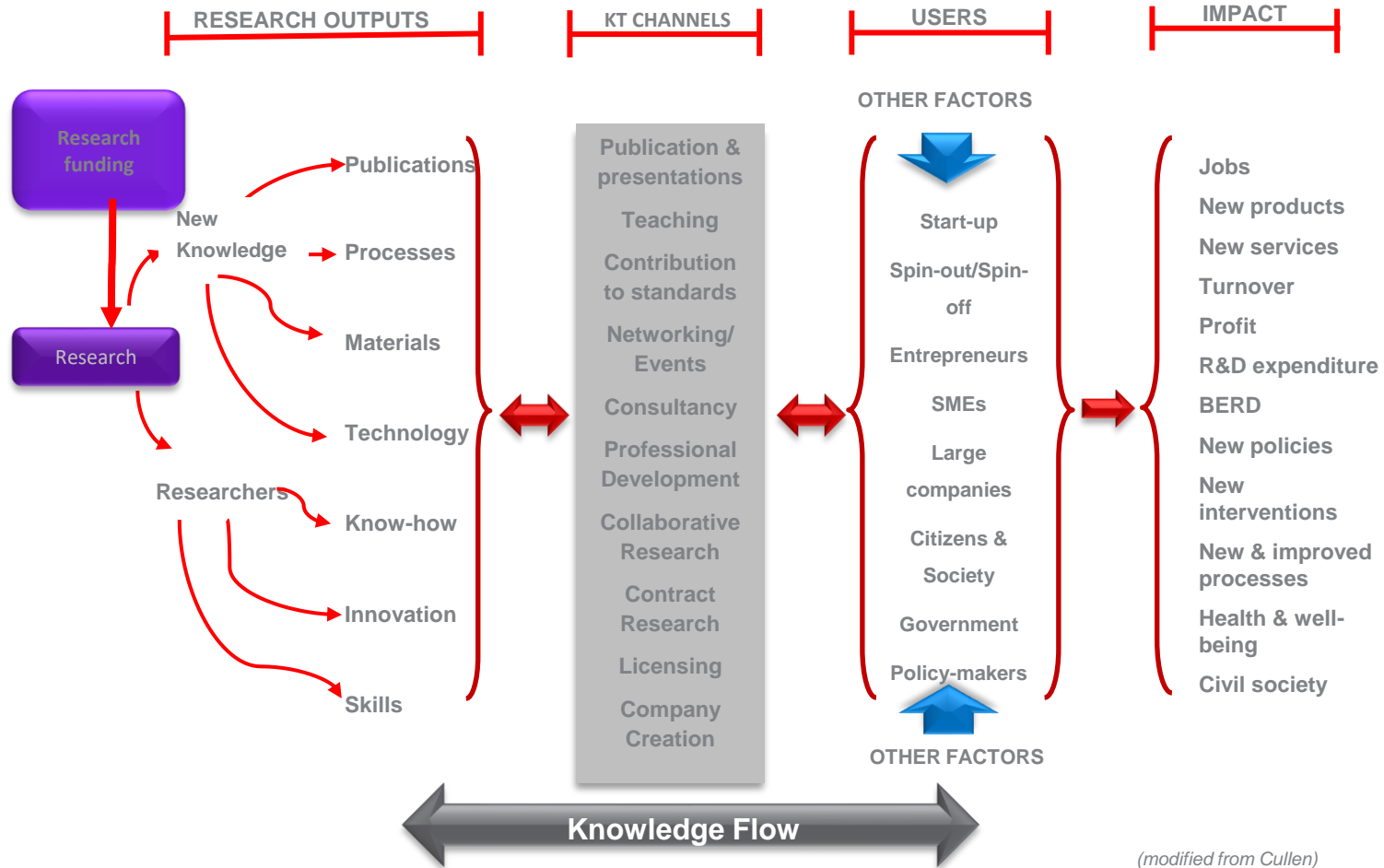
Cecile
Cavalade
Belgium
(ASTP liaison)



Alison
Campbell
Ireland
(Chair)

The approach

- Literature review
- Interviews with 24 experts across 18 EU Member States and five bordering states working at senior levels in KTOs and government agencies
- Consideration of maturing and developing national KT systems
- Published report – summer 2020
 - Recommendations
 - Implementation considerations



(modified from Cullen)

REPORT HIGHLIGHTS

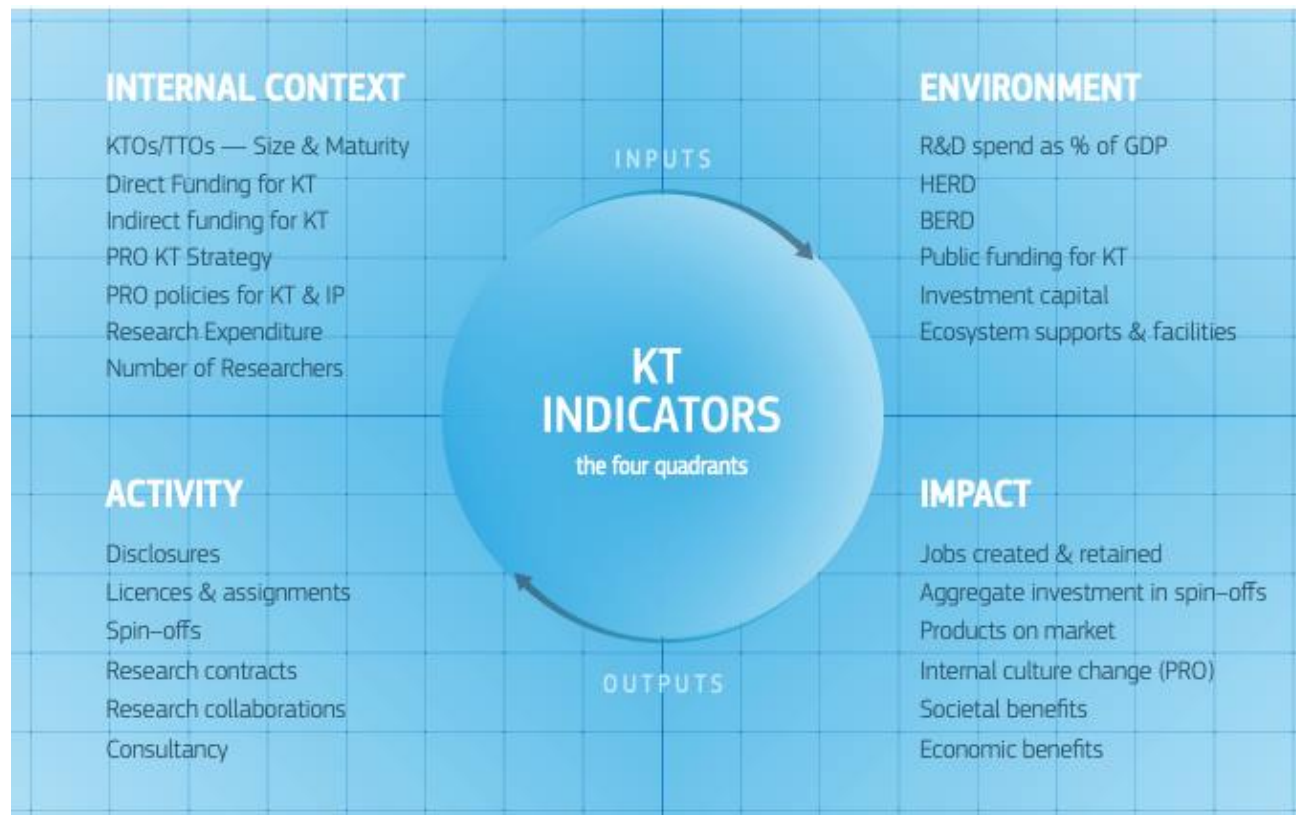
Common themes

- Output indicators cannot be assessed in isolation. Context matters
- Simple “benchmarking” of outputs is dangerous
- Indicators are a (welcome) tool and not an end in themselves
- Indicators must be meaningful to each country
- The search for a single indicator is neither helpful nor meaningful

Recommendations 1-5

1. Indicators should span the range of KTT channels
2. Indicators should reflect both inputs and outputs
3. Numbers alone are not sufficient to understand the outcomes from KTT
 - Survey in November 2020 supports this > 83% respondents want to complement data with qualitative case studies
4. Harmonised indicators not a league table of good or bad performance
 - Use for tracking development and trajectory of KT
5. A common set of definitions be adopted, as proposed in 2009 EU Report

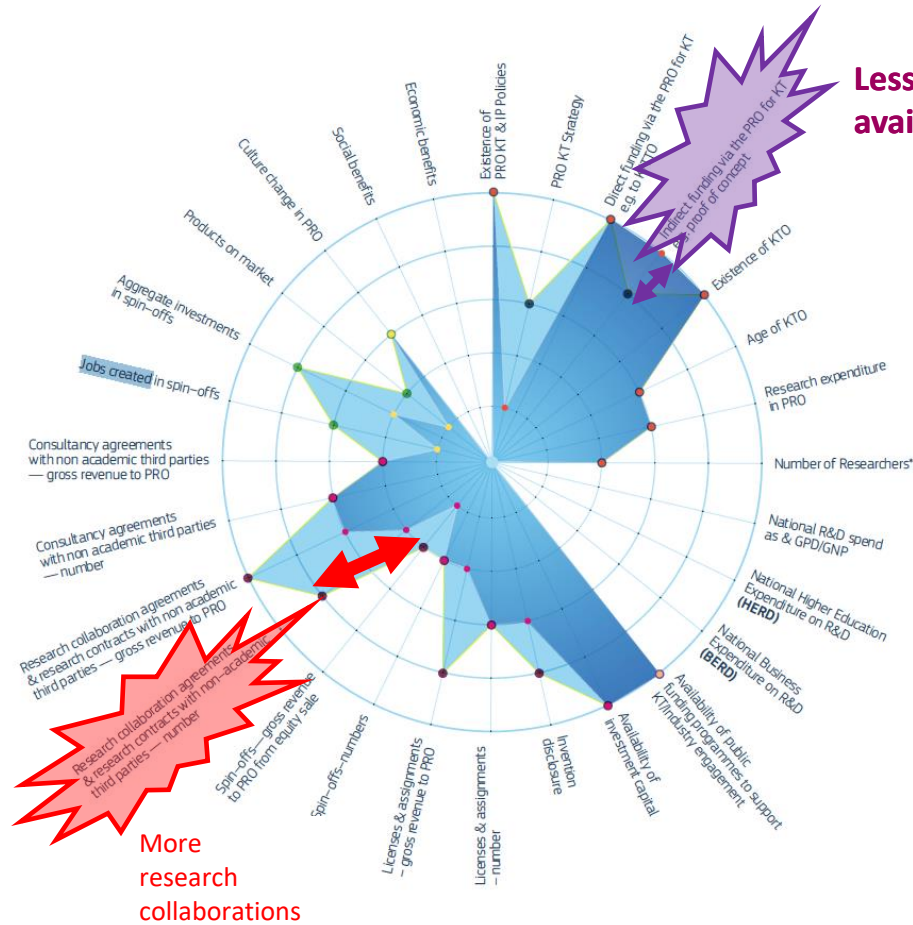
Input and Output KT Indicators: the four quadrants



Recommendations 6-10

6. New Expert Group on implementation of indicators
Needs PRO senior leadership involvement
7. EC should explore a centralised approach for EU-wide KT data collection and reporting. Support, incentivise & manage through “KT credible” organization
8. EC should support creation and management of a central database
Reports & data – detail & anonymization
9. Governments & Ministries should encourage and incentivise their PROs/universities to engage, collect data and report on KT
10. EC should develop a common set of indicators across its KT and research funding programmes

Using indicators in practice



WHAT NEXT?

Recommendations were reviewed with European TTOs

(n= 61, Nov 2020)

- ✓ 95% of the respondents agree that sharing data at EU level is important
 - The importance of metrics developed by the PRO/KTT community vs. metrics imposed e.g. by a private data company was recognised
- ✓ 59% of the respondents are willing to collect more data
 - But half think that financial incentives are necessary for a PRO/KTTO to provide KT data
- ✓ 73% of the respondents consider confidentiality may be a potential obstacle to share data
- ✓ 85% of respondents interested in benchmarking their research organisation BUT assessing like with like is important
- ✓ 66% of respondents would like to get tailored reports from a centralised database

Phase 2 – 2021 follow-up study and platform development

with JRC & ASTP

- Wider dissemination at EU/EC, national and university level
- Developing a “KT Metrics platform”
 - Design, development and implementation of a database and reporting platform
 - Funded by EC/JRC, implemented in partnership with ASTP
- Developing composite indicator(s)
 - Associated scoreboard
 - Pilot group of KTOs

Challenges: KT indicators in practice

Consistency

- Relevant indicators
- Compatible definition metrics

Representativity & continuity

- Data availability
- Confidentiality
- Incentive

Collection

- Validation
- Analysis

Reporting & use

