

# **ACCT Canada - Innovation 2011**

## **Promoting Impacts: Progress and Challenges**

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Eco.Inno.Tech International

Moderator

Member of ACCT Metrics Committee

# Presentation

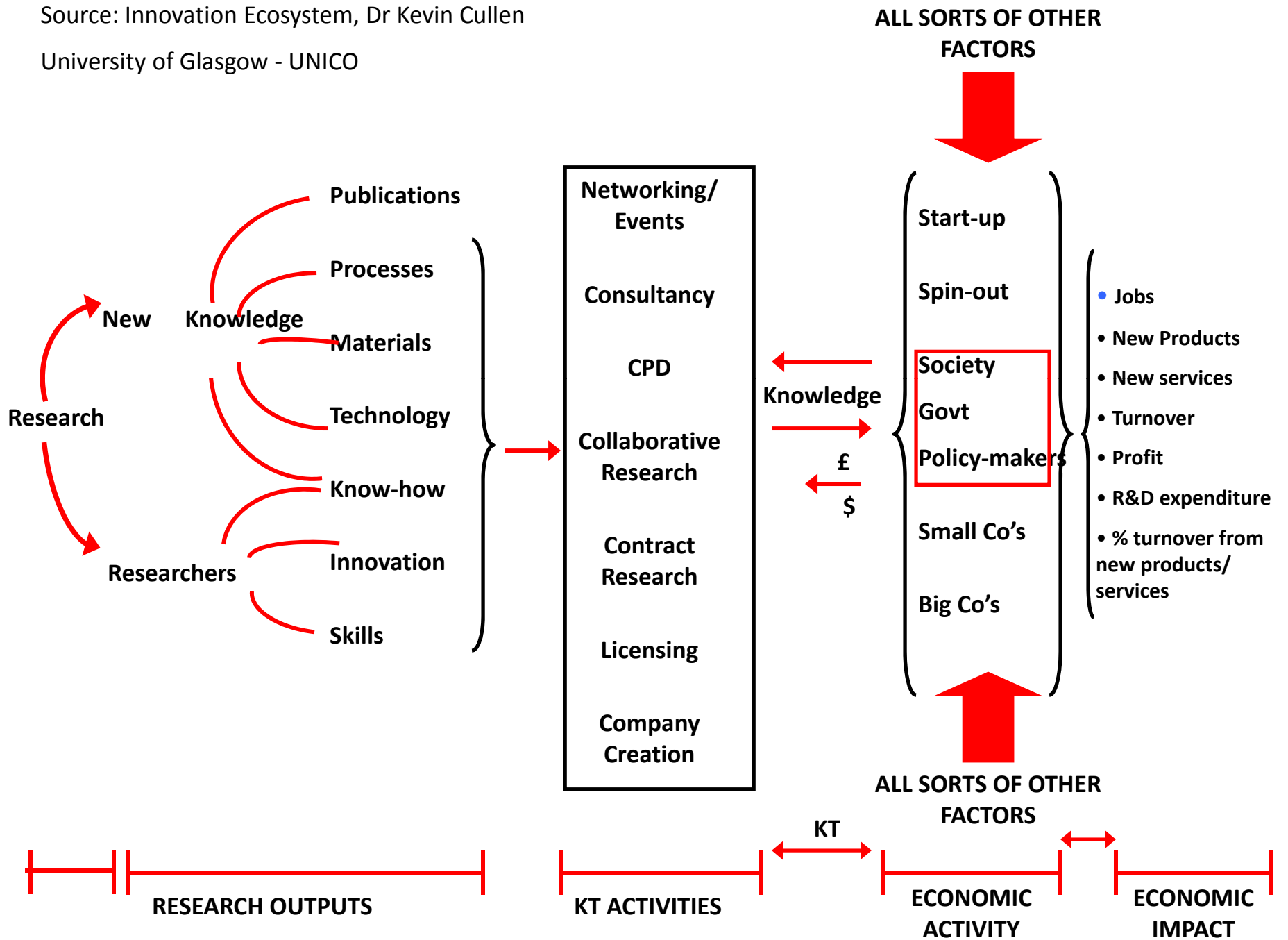
- Context
- Panel presentations
- Discussion period
- Concluding remarks



# Panel Members

- **Michael Szarka**, Director, Commercial Dev., Green Centre Canada, Committee Chair – AUTM Transaction Survey, Member of ACCT Metrics Committee
- **Alex Navarre**, Vice-President, Numinor Conseil inc. - ACCT Canada Capacity and Capability Mapping Survey
- **Ron Freedman**, Partner, The Impact Group – Innovation Atlas
- **Anne Mesny**, Associate Professor, Department of Management, Researcher at USAGE, Groupe de recherche sur l'utilisation des savoirs académiques en gestion, HEC Montreal

Source: Innovation Ecosystem, Dr Kevin Cullen  
 University of Glasgow - UNICO



# Relevance

- Accountability / Stakeholders
- Performance measurement
- Benchmarking
- Demonstrating the benefits of research for economy and society



# Progress to date

- AUTM
- Statistics Canada
- UNICO – UK
- Association of Canadian Community Colleges
- ACCT Canada



# AUTM

## Licensing Activity Survey

- Since 1991 – yearly for U.S. & Canada
- New indicators added over time
- Quantitative data and real world examples
  - Research expenditures
  - Staffing
  - Invention disclosures
  - Patent activities
  - Licence activity
  - Licence income
  - Start-up activities
  - Products developed

# Statistics Canada

## Survey of Intellectual Property Commercialization in the Higher Education Sector

- Since 1998 – yearly
- « The data are used to determine how to maximize the benefits resulting from public sector research. »
- Socio-economic Objective Indicators



# AUTM

## Better World Report

- Since 2005 , yearly – Qualitative
- « Shares stories behind innovations that have changed the way we live »
- A way to communicate about the impacts of research on economy and society

# AUTM

## Material Transfer Agreement Survey Report

- FY 2011
- Describes scope of work and duties of technology transfer
- Data on :
  - Institutional resources used
  - When used
  - Terms
  - Potential Problems and stumbling blocks

# AUTM

## Transaction Survey

- FY 2009 – U.S. & Canada
- Non-licensing activities of technology transfer offices
- Panel Presentation by :
  - **Michael Szarka**, Director, Commercial Dev., Green Centre Canada, Committee Chair – AUTM Transaction Survey, Member of ACCT Metrics Committee

# ACCT Canada

## Capacity and Capability Survey

- FY 2010
- Panel Presentation by :
  - **Alex Navarre**, Vice-President, Numinor Conseil inc. - ACCT Canada Capacity and Capability Mapping Survey
  - **Ron Freedman**, Partner, The Impact Group – Innovation Atlas

# Other initiatives

- Metrics for the Evaluation of Knowledge Transfer Activities at Universities, UNICO, UK, 2008
- Productivity Through Innovation, Applied Research at Canada's Colleges and Institutions, Association of Canadian Community Colleges, 2011
- AUTM's Proposal for the Institutional Economic Engagement Index

# Panel Presentations

- **Michael Szarka**, Director, Commercial Dev., Green Centre Canada, Committee Chair – AUTM Transaction Survey, Member of ACCT Metrics Committee
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- **Ron Freedman**, Partner, The Impact Group – Innovation Atlas
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# Discussion period



	(IPO or trade sale)	
Teaching	Graduation rate of students, rate at which students get hired (in industry)	Student satisfaction (after subsequent employment), employer satisfaction of student
Other Measures	Physical Migration of Students to Industry, Publications as a Measure of Research Output	
* this measure was analysed in the report using an internal Library House data set		

Table I – Knowledge Transfer Framework (measures that are not currently collected are highlighted in blue)

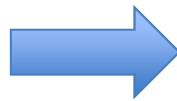
Source: Metrics for the Evaluation of Knowledge Transfer Activities at Universities, UNICO, UK, 2008



# Conclusion

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« Know thyself »



« Promote thyself »

