



**Taking
Innovation
Abroad**

**Transfer
Hype or Hope
for Innovation?**



Deutscher Akademischer Austauschdienst
German Academic Exchange Service

Taking Innovation Abroad
Bridging Borders for Technology Transfer in Germany and Japan
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I. Introduction

Transfer- Hype or Hope for Innovation?

Transfer has become a significant trend, possibly a hype.

- **Transfer → innovation → transformation → solving problems**
 - **One key source for innovation: science and research**
 - **An interconnection of science, economy, society (...) is essential, thus transfer**
- How can we facilitate transfer that contributes to making the world a better place?

II. Concept of Transfer

Knowledge and Technology Transfer

- Knowledge / Technology Transfer → technological, social, economic, or digital innovation → transformation

Is the differentiation between

- knowledge and technology transfer
- technological, social, economic, or digital innovation **useful?**

Technological Innovation

advancements in science and technology, engineering [...]

→ new tools, machinery, software, or systems

Social Innovation

changes in social structures, policies, cultural practices, or organizational models

→ improving the quality of life, promoting social justice, addressing issues related to education, healthcare, poverty, and community development.

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Is there technological innovation devoid of social impact?
What are the implications for how we promote transfer activities?

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III. How Do We Promote Transfer?

a) Establishing structures

- through programs and transfer agencies

b) fostering a transfer-friendly culture

→ At university & research institutions, transfer

- of same importance and
- integrated part **of teaching and research.**

Measures (examples)

- anchoring transfer within the university government,
- establishing technology transfer offices,
- creating transfer labs or real-world-laboratories
- fostering collaborative research initiatives.

III. How Do We Promote Transfer?

Government Programs & Agencies (examples)

- **Exist:** Support of university-based business start-ups, for example through grants.
-
- **SPRIND:** Federal Agency for Disruptive Innovation
 - **DATI:** German Agency for Transfer and Innovation
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Transfer-Friendly Mindset

- Various initiatives, catchy names
 - innovative formats
 - contests with prize awards
 - images of energetic individuals from diverse backgrounds
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European Initiatives (Examples)

- European Innovation Council
- New European Innovation Agenda

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...challenges...

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IV. What Do We Know About Transfer Measures?

- **Germany:** international midfield
- **Japan:** top 3¹
funding agencies in Japan have a long history & comparatively high financial funding volume

...Debates about appropriate parameters for evaluation...

V. Premises for Responsible Transfer

- **Social impact of technology**
e.g., the technology “Social Media” has influenced communication patterns
 - **Social issues in technology development**
e.g., privacy, equity and inclusion. Inclusive technological design
 - **Collaboration for social change**
e.g., online-crowdfunding for a good cause, online education
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- how good are we at thinking through the implications a new technology may have?
- Do we teach enough about social and ethical aspects and implications of innovation?
- Is too much hype about transfer leaving some groups behind?
- Who defines our policies, procedures and values - and how?

VI. Conclusion

- Technology transfer is both a **hype and a hope** for innovation
 - Needed: Supportive *structures, programs, funding*, shift in **academia's reputational system**
 - Creating a **culture** open to transfer activities is crucial
 - **Diversity and a societal-first approach** need to be emphasized
 - There's **no one-size-fits-all solution**
 - **Japan's success** in transfer makes this symposium an invaluable platform for bridging borders
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- If transfer is to be of helpful, hopeful, useful nature – **it has to be international**

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Thank you!

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