

# Knowledge Exchange at HKU



Sharing the Benefits of the New  
Knowledge We Create with Industry Partners and  
the Community

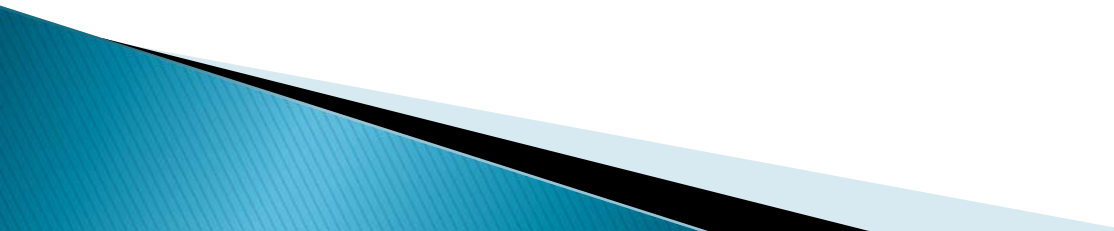
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A university is a knowledge organization whose primary mandate is to generate, acquire and transfer knowledge.

# Key Questions

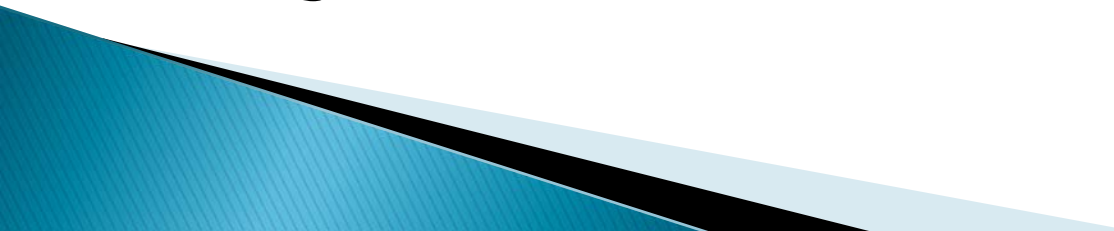
- ▶ What is Knowledge Exchange (KE) and how is it different from Technology Transfer?
  - ▶ How to identify good KE?
  - ▶ How should we reward good KE at the individual, department and faculty level?
  - ▶ How should we manage our stakeholder relationships from a KE perspective?
  - ▶ How does good KE benefit the university and its reputation?
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# Knowledge Exchange @ HKU

The University defines KE as:

- ▶ Engaging, for mutual benefit, with business, government or the public to generate, acquire, apply and make accessible the knowledge needed to enhance material, human, social, cultural and environmental well-being. It not only includes technology transfer but also **encompasses all disciplines**, including the arts and humanities and the social sciences, and is a **two-way process**.

# KE in Essence

- ▶ Exchange between academic and non-academic communities for mutual benefit
  - ▶ Vitally important complement to research by maximising the value to the whole community
  - ▶ Making our research contributions seen, felt, valued by the community, and possibly the region
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# Some KE Examples (tech)

## ▶ Hermes

Hermes is the first open-source solution in message exchange using the ebXML standard, developed by the Centre for E-Commerce Infrastructure Development (CECID). Used in more than 80 countries, received many awards, currently deployed by the HKSARG in Marine Dept, OGCIIO, Transport Dept and the Government Electronic Trading Services. Also deployed by many HK companies including MTRC, bigBOXX.com, OOCL and Kerry Logistics

## ▶ Portable Materials Hardness Testing Machine

The Dental Materials Science Laboratory is the world's sole supplier of the Portable Materials Hardness Testing Machine. 24 machines have been sold to universities in the UK, USA, Germany and Singapore, such as Johns Hopkins University and UC Berkeley, together with transfer of know-how

# Some KE Examples (tech & non-tech)

## ▶ Reconstruction projects in Sichuan

- Faculty members in Engineering and a group of students across different disciplines (Engineering, Architecture, Business and Economics, Law, Medicine, and Social Sciences) brought their knowledge and expertise to Sichuan to build a solar-powered multimedia satellite e-learning system for a reconstructed school and conduct online classes.
- Psycho-social rebuilding projects conducted by faculty members in Social Sciences include seminars on volunteer service on post-disaster well-being management, body-mind-spirit training for cadres in Sichuan, and Sichuan teachers training courses.

# Some KE Examples (non-tech)

## ▶ Asian Case Studies

The Asia Case Research Centre contributes to the development of the management education profession locally and internationally through its production of context-rich business and policy-related cases for teaching. Many cases have been translated into simplified Chinese while some are translated into other languages. More than 245,000 copies of its case studies have been distributed worldwide.

## ▶ Online Resources on Law

Basic Law Drafting History Online (BLDHO), Hong Kong Treaty Database, Hong Kong Legal Information Institute (HKLII), Community Legal Information Centre (CLIC) are online databases providing information on legal and related topics to the general public.



# Inclusive Indicators of KE

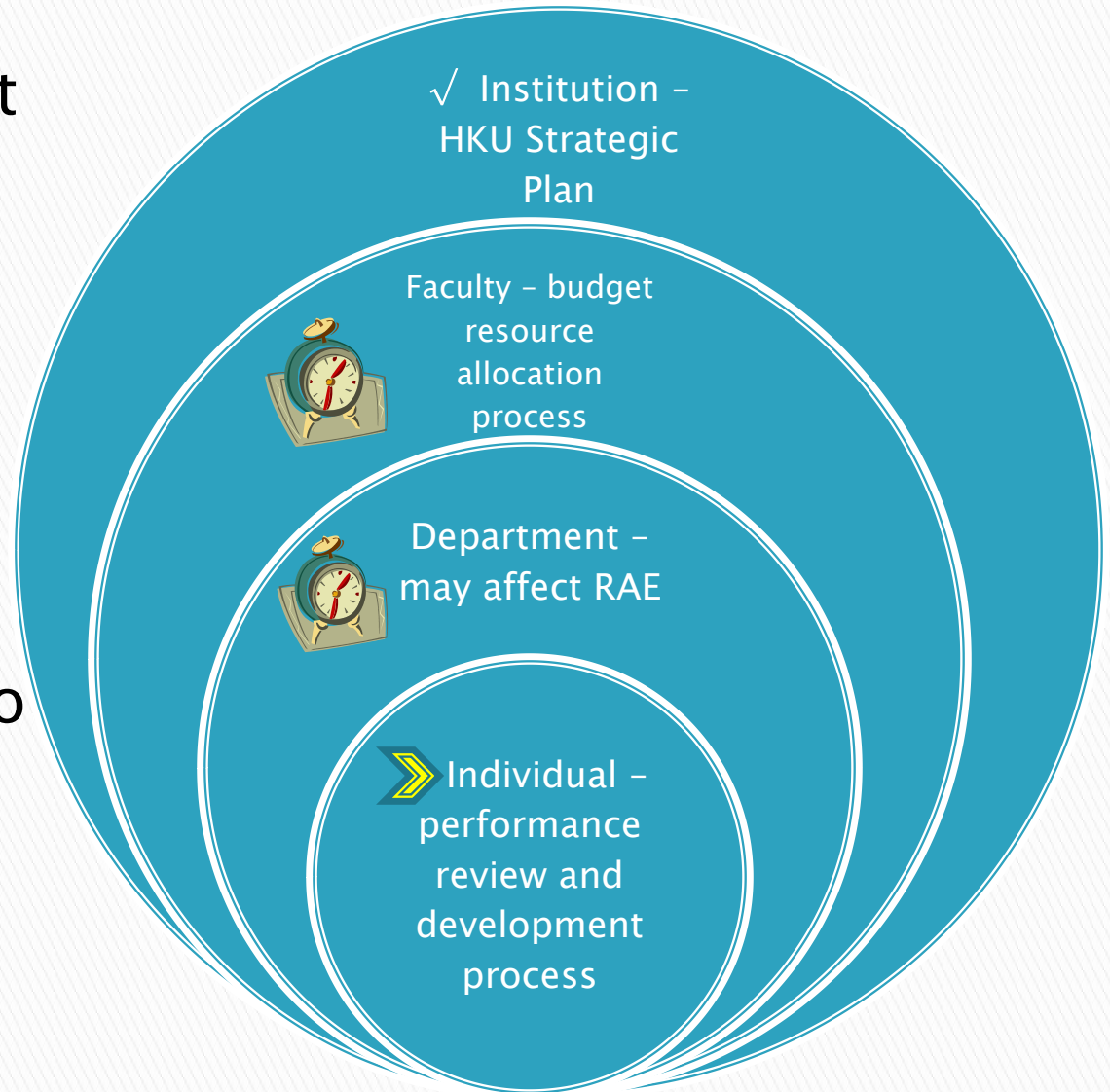
- ▶ Technology Transfer: Patents, Licenses, Spin-off companies
- ▶ Collaborative research funded explicitly as applied research, e.g. Public Policy Research, ITF projects
- ▶ Contract research for Government, NGOs and industries
- ▶ Consultancies
- ▶ Short courses or e-learning programmes specially tailored to meet business or CPD needs
- ▶ Student placements that enable KE beyond student learning
- ▶ Communication of academic knowledge to the broader community through public lectures and non-academic media
- ▶ External advisory bodies membership (professional, industry, Government, public and other bodies) held by HKU staff
- ▶ Appointments of external members to HKU advisory boards, committees or panels

# Identifying Good KE

- ▶ Good KE can be conceptualised as having two essential elements:
  1. The quality of the knowledge/idea/expertise
  2. The quality of the communication that takes place
- ▶ It can also be evaluated in principle in terms of impact, although that may only be seen in the long-term
- ▶ Faculties asked to develop criteria, parallel to their research evaluation criteria

# Rewarding KE at Different Levels

- ▶ KE is a core element at the faculty and institutional level, and should be a natural consequence of research and teaching.
- ▶ Gradual approach to embed KE at different levels



# Evolving Supporting Strategies

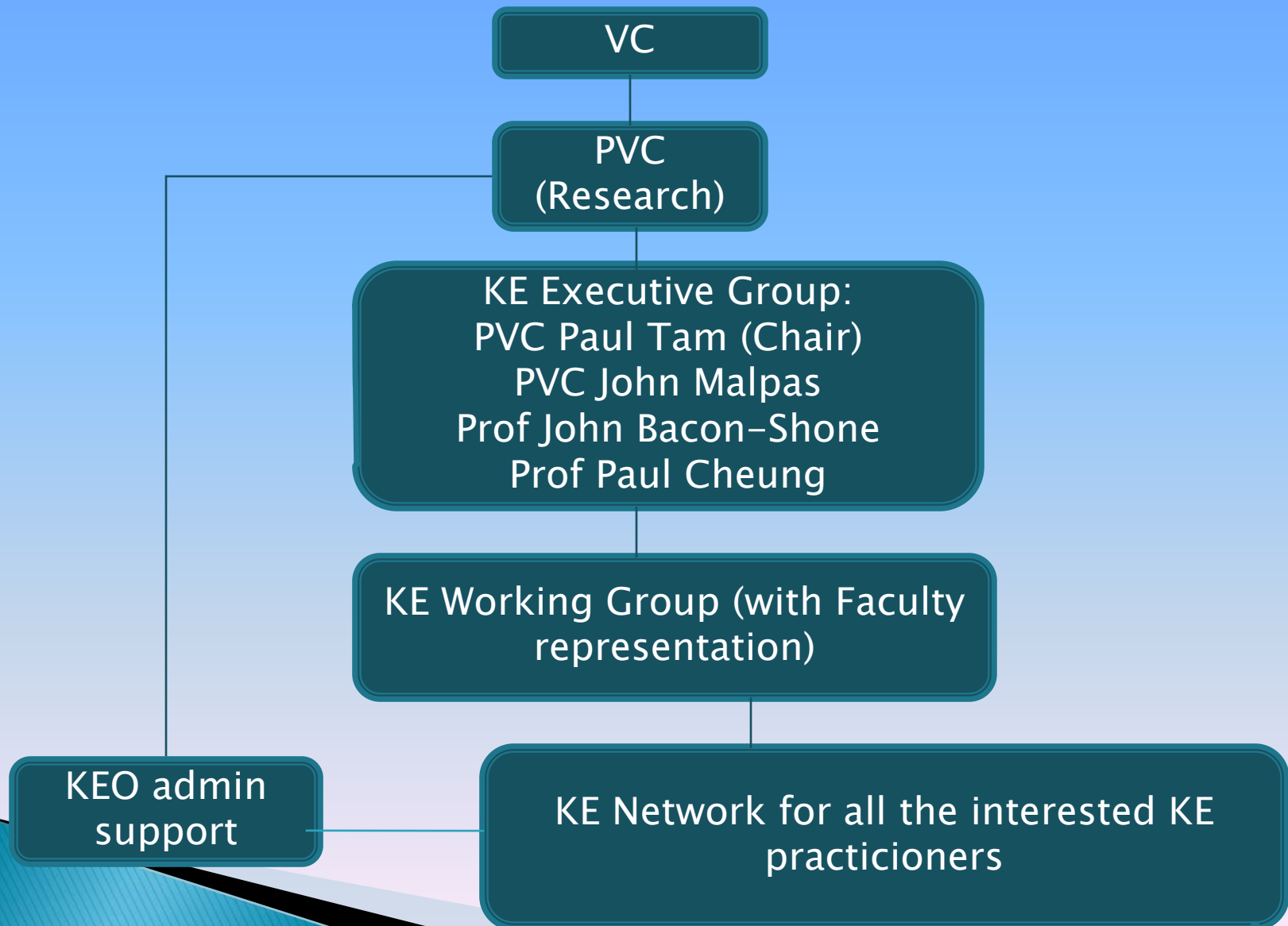
- Funding support for Faculties to build up capacity, including setting up of Faculty KE units
- Funding support for KE projects with impact inside/outside Faculties
- Open Access support for research publications to maximize access for the broader community through [The HKU Scholars Hub](#) – our institutional repository and expertise visibility database (Springer experiment for one year)
- Monthly KE seminars to share best practice involving all interested staff
- Learning from overseas experts, e.g. Joint HKU/Oxford Isis Technology Transfer Workshop held from June 8–11, KE Conference planned for 2011
- Recognition of KE in staffing processes
- Recognition of KE in Faculty budget resource allocation process in the near future

# Institutional Commitment

HKU Strategic themes for 2009–2014:

- ▶ Enhancing the Student Learning Experience
- ▶ Advancing Research and Innovation
- ▶ Promoting **Knowledge Exchange (KE)** and Demonstrating Leadership in Communities across the Region

# KE Organizational Structure



# UGC (Funding Agency) Support

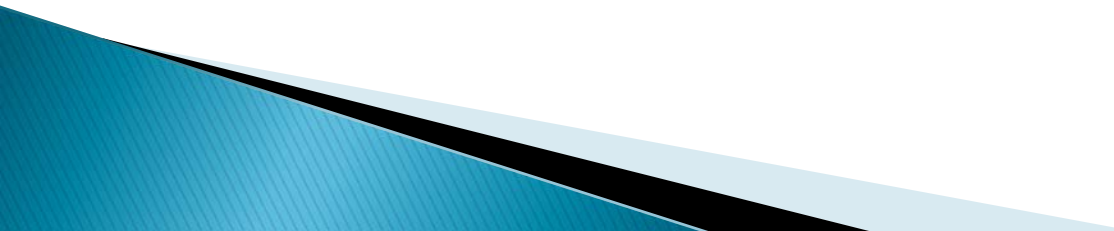
- ▶ UGC recurrent funding for Knowledge Transfer for the 2009/10 to 2011/12 triennium aims to build up institutions' capacity and broaden their endeavour in KT.
- ▶ UGC hopes to see systematic and sustainable changes in the institutions on how they relate to the community and businesses.

# Stakeholder Feedback

- ▶ \$1M from KE Funding 2009/10 to cover stakeholder feedback evaluations for all 10 Faculties (each Faculty chooses their own target stakeholders and process) and \$0.1M to embed feedback and reporting process for all public events.
- ▶ Examples of target stakeholder groups selected by Faculties:  
Government departments, NGOs, secondary schools, companies that are asked to accept interns, potential employees of graduates, external members of Faculty advisory boards, attendees at concerts, website users, etc.
- ▶ Examples of evaluation processes: Focus groups, personal interviews, telephone survey, web surveys, self-report paper surveys



# KE Reputation Impact

- ▶ Set aside funds to do proper media impact evaluation, distinguishing KE coverage from other coverage.
  - ▶ Comparison with other institutions
  - ▶ Breakdown by 4 broad areas (biomedical, physical science, engineering, humanities) following the research funding agency areas
  - ▶ Initial focus on print and internet media, electronic media missing so far
  - ▶ Direct link between KE and reputation remains to be proven!
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Thank you.

<http://www.ke.hku.hk/>