

# COMMERCIALISING HUMANITIES + SOCIAL SCIENCES (HASS)

Join us in 2025 in close conversations with leading academics, partners and thought leaders in disseminating and creating sustainable long-term societal impact from humanities and social sciences (HASS) research.

## 5 FIRESIDE CHATS in 2025



Over five fireside chat events, be inspired and learn from some of the giants of research commercialisation who have dedicated their careers to developing, disseminating and refining research-based programs and interventions that have had global societal impact. Discover what led them to these pathways, the challenges and roadblocks they had to overcome and their advice to you if you want to follow in their footsteps and realise incredible impact from your research.

To complement the insights that will be gained from the 2025 speaker line-up, you can access 10 hours of in-depth content on Platform+ tackling subjects such as the opportunities and challenges of research realisation in HASS, upholding ethical standards in University-Industry collaborations and AI in HASS. Revisit conversations and insights from global experts and practitioners who have paved the way and continue to develop and refine dissemination programs and business models that enable HASS research to have profound global impact.

### Prof. Matt Sanders, Triple P



Triple P – Positive Parenting Program, a unique multilevel system of evidence-based parenting support that is the world's most extensively evaluated and widely implemented parenting intervention system. Research on Triple P has been conducted in 41 countries, with practitioners from 72 countries trained to deliver Triple P in 23 languages.

### Prof. Nick Allen, Ksana Health Inc



Ksana Health Inc which develops solutions that combine behavioral health science with advanced technology to support individuals and clinicians. It was founded to make the tools and findings developed by the University of Oregon's Centre for Digital Mental Health into products and services that will transform mental health care and research.

### Tom Dawkins, StartSomeGood



Over three webinars, leading expert and social entrepreneur Tom Dawkins takes a deep dive into adopting the entrepreneurial approach to the goal of creating social impact, how to use crowd funding successfully and using the social enterprise business model to make sustainable and lasting change.

[www.campusplus.co.nz](http://www.campusplus.co.nz)

### LET'S WORK TOGETHER IN 2025

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## Answering your call for case studies!

The path to research realisation in the HASS disciplines may not be as obvious compared to a 'hard' science invention or new drug licensing deal. In response to calls for case studies this series of close conversations with academics and founders who have walked this path, will encourage and inspire researchers to develop sustainable business models that can become the engine for on-going research, validating and scaling programs and interventions, disseminating latest research findings and delivering long-term, measurable impact. 'Business' should not be seen as 'dealing with the devil', rather an ethical, socially responsible sustainable business can create greater research impact than traditional translation practices.

## Who's this series for? Suitable for many research disciplines and academic stage

Linguistics | History | Anthropology | Sociology | Psychology | Political Science | Economics | Geography | Education

## Bonus content

Keen subscribers looking to amplify their commercialisation knowledge will get access to a bonus 10 hours of additional content from our previous 2024 HASS series. Topics include:

- Commercialisation is not a dirty word in Social Sciences
- The AI Revolution Reexamined: Contributions from the Arts, Humanities & Social Sciences
- Beyond the Bottom Line - Upholding Ethical Standards in University-Industry Collaborations
- Funding Opportunities for Social Impact
- Crowdfunding Your Impact Project
- How to commercialise your Social Science research
- Fireside chat with Prof. Matt Sanders, founder of the Triple P Positive Parenting Program
- Fireside chat with Prof. Nick Allen, co-founder and CEO of Ksana Health Inc
- Social Enterprise for Research Impact
- Fireside chat with Kerry McCallum, Director News and Media Research Centre, UC

## Want more?

Consider the following Specialist Series in 2025:

### Indigenous Knowledge and Commercialisation Q3 2025

The desire for ethical use of indigenous knowledge in research commercialisation is growing. This series will prepare participants to understand what indigenous knowledge is, and the challenges posed by differing views on intellectual property ownership and commercialisation. We'll explore global and local regulatory frameworks protecting Indigenous knowledge in research and commercialisation and look at best practice for commercialising indigenous knowledge, emphasising early identification, ethical considerations, and examples from Australian institutes. Guidance on effective ways to engage with indigenous communities through the commercialisation process, including when and how to seek advice, identify experts, and build effective research partnerships.

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