



# NWO

## Humanities

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### MANUAL public-private partnerships (PPP) in the humanities

Researchers increasingly carry out their projects in so-called public-private partnerships. The aim of this manual is to help humanities researchers setting up a partnership with public and private organisations.

#### About public-private partnerships

Public-private partnerships have different forms and variants (for further information about this see [www.nwo.nl/ppp](http://www.nwo.nl/ppp)). For the humanities, the variant in which researchers take the initiative for a research proposal in collaboration with private and/or public partners is particularly important. The public or private research partners are involved right from the start, actively participate in the research and make a (limited) contribution in cash or in kind.

#### Public-private partnerships (PPP) and knowledge utilisation

Knowledge utilisation (valorisation) is an assessment criterion in all of NWO's funding instruments. Working in public-private partnerships can be regarded as a type of knowledge utilisation that is becoming increasingly important for science, especially under the Dutch government's economic priority area policy.

#### Why are public-private partnerships so important for humanities researchers?

Within the humanities, human beings and reflecting upon human actions take centre stage. Humanities research can make a contribution to commercial and societal issues related to culture, media, language, religion, etc. Humanities knowledge and skills are therefore increasingly in demand within politics, education, companies and the cultural sector, for example. When humanities researchers actively take commercial and societal issues as a starting point for their research then this benefits not just society but humanities as well.

#### PPP in the various funding instruments of NWO

The criteria used to assess applications differ per NWO funding instrument. It is important that your application is written in accordance with the assessment criteria from the call for proposals.

The extent to which public-private partnership plays a role in the assessment of applications can differ per instrument. For example, PPP plays a prominent role in the assessment criteria within thematic research programmes where it is usually one of the conditions. The collaboration with external private and/or public partners should lie at the basis of the research proposal. Within the Talent Scheme and the Free Competition, PPP is not a separate assessment criterion and it is also not compulsory.

#### Tips for public private partnership

##### To think about in advance

Before you look for partners you must be clear in your own mind about which (type of) company/organisation is interested in your type of research, what your research can offer companies/organisations ('what's in it for them') and which contribution you expect/need from a partner organisation. You should also realise that it costs a lot of time and creativity to find partners and to jointly write a research proposal that is interesting for both them and you.

##### How do you find partners?

Finding partners is a long-term effort. You would be wise to invest time in building up a network of potential partners. This will definitely help you to find research partners. In particular, you should make use of existing networks (for example, the innovation networks of the economic priority areas), university knowledge & technology transfer offices, sector

organisations, or, for example, company information from the Chamber of Commerce. If it is a research proposal for a call from NWO then NWO regularly organises matchmaking meetings to bring researchers and partner organisations together.

### **Agreements with partners**

Before you even submit the application it is important to make good agreements with the partners about their financial contribution and, if applicable, intellectual property. During the writing of the joint research proposal you should devote attention in the project plan to the 'deliverables' (which parts of the project will ultimately deliver which final results and for whom), planning and necessary budget, as well as the exact contribution of all parties to the research (personnel, time, money, facilities, research data, supervision).



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