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STUDY GUIDE

How to transfer my research to society? Training in Innovation Skills

Course/training name	**How to transfer my research to society? Training in Innovation Skills**
Host Institution(s)	Universidade de Santiago de Compostela
Co-organising Institution(s) (if applicable)	None
Course level (if applicable)	PhD
Name and faculty of the lecturer(s)/trainer(s)	Noelia Rodríguez Álvarez, noelia.rodriguez@thebetafactor.com
Mode of delivery	Online live
Location (if applicable)	
Dates of the online component (if applicable)	20, 27 of January, 3 and 10 of February from 9,30 to 12,30h
Cost	None

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Application procedure	Application form on the EUniWell Courses and Training Catalogue
Target audience(s)	☐ Bachelor's ☐ Master's ☒ PhD ☐ Educators ☐ Researchers ☐ Administrative staff
Selection criteria	
Prerequisites	Critical thinking skills, research plan already planned
Language(s) of instruction and recommended CEFR level	English
Main Thematic Arena(s)	☐ Arena 1 - Health and Well-Being ☐ Arena 2 - Social Equality and Well-Being ☐ Arena 3 - Environmental change and Well-Being ☐ Arena 4 - Culture, Multilingualism and Well-Being ☐ Arena 5 - Teacher Education and Well-Being ☒ Transversal ☒ Well-Being Centre for Advanced Studies
Field(s) of research / study	
Related Sustainable Development Goals (SDG)	☐ 1 - No poverty ☐ 2 - Zero hunger ☐ 3 - Good health & well-being ☐ 4 - Quality education ☐ 5 - Gender equality ☐ 6 - Clean water & sanitation ☐ 7 - Affordable & clean energy ☐ 8 - Decent work & economic growth ☐ 9 - Industry, innovation & infrastructure ☐ 10 - Reduced inequalities ☐ 11 - Sustainable cities and communities ☐ 12 - Responsible consumption & production ☐ 13 - Climate action ☐ 14 - Life below water ☐ 15 - Life on land ☐ 16 - Peace, justice & strong institutions ☐ 17 - Partnerships for the goals
Number of ECTS	n/a
Workload in hours	12 h

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Key words	Design thinking methodology	Knowledge Transfer	creative thinking	digital prototyping	public speaking skills
Catch Phrase	Learn how to translate your research into real-world solutions and improve your knowledge transfer skills through Design Thinking, collaboration and the use of digital tools.				
Total number of places for EUniWell participants	20				
Abstract	This course has been designed to foster the development of innovation skills and the improvement of knowledge-transfer skills of doctoral students, helping them to identify opportunities and create networks of collaboration with the business and social sphere				
Programme / session(s)' schedule	The programme consists of three interactive workshops (3 hours each), followed by a final session in which participants will present their proposed solutions and receive structured feedback. Day 1: Understanding the context and identifying transfer opportunities Day 2: Generating ideas and designing relevant solutions Day 3: Prototyping and validating solutions Day 4: Communicating Innovation: final Pitch presentation				
Developed skills and competences	Through an experiential learning approach, participants will apply the principles of Design Thinking to explore innovative pathways for translating their research findings into societal value. Along the way, they will develop key competences such as teamwork, complex problem solving, creative thinking, digital prototyping or public speaking skills, among others. The course also promotes an entrepreneurial mindset, empowering doctoral researchers to position their work beyond academia and engage meaningfully with the broader innovation ecosystem. Furthermore, artificial Intelligence will be used throughout the programme as a strategic co-pilot to accelerate the design process, while fostering a responsible				

	and strategic use of AI.
Objectives and learning outcomes	We will apply the Design Thinking methodology to address a key challenge faced by researchers: how to transfer their research to society, identifying new forms of collaboration and value creation between the University and the ecosystem. Participants will work on their own challenge moving through every phase of the design process: understanding, opportunity identification, ideation, prototyping, and validation, incorporating AI as a strategic assistant to accelerate key tasks throughout the process. This practical orientation ensures that the knowledge gained can also be transferred to future professional and academic challenges.
Assessment methods and criteria, including grading scale (if applicable)	Assessment is based on active participation throughout the workshops, completion of the practical exercises, and the delivery of a final pitch presentation. The final presentation will show the clarity of the value proposition, the feasibility of the transfer approach, and the effective application of the methodologies introduced during the course
Type of certification issued upon attendance or completion	Euniwell diploma
Contact	List of local EUniWell catalogue's coordinators available here. *For questions related to the content of the course, please contact the offer's Institution's local catalogue coordinator. For questions related to administration, mobility or recognition the course in your curricula, please contact home Institution's local coordinator.*