

Ambassadors

Knowledge exchange requires people to come together from different backgrounds. We therefore invited key opinion leaders from various stakeholders to advise us and challenge us as ambassadors of knowledge exchange. There is always room to become better in what we do and in addition we wish to keep an open mind towards emerging needs and opportunities. Moreover, these ambassadors can help us spread the word in their own setting, to find new people to work with and further improve collaborations with existing partners. These ambassadors all value knowledge exchange and the role academic research plays. Here you will find their perspective on its importance for society.



Henri J. J. Lenferink
Mayor of Leiden

Summed up in one slogan, Leiden is the 'Key to Discovery'. Worldwide we have a great reputation; the city where Rembrandt was born and developed his amazing talents, and the city of Leiden University, connected with such great minds as René Descartes and Albert Einstein. Our past is as glorious as our future will be, thanks to thousands and thousands of students and scholars pushing the boundaries of science and knowledge every day. Looking back proudly is one thing: unlocking future solutions to the great challenges of our times is another, and is part of Leiden's DNA. We hold the key to linking fundamental sciences with applications in society, with Luris as our key holder. Quality of life is a major topic, with people living longer and – as we all hope – in a healthy, vital

balance of body and mind. In Leiden we provide and develop 'cure and care' to contribute to this aim. The speed of global changes in a 'digital world' brings uncertainty. Humanity sciences play an essential role in understanding current social and cultural clashes. A deep understanding of 'the rule of law' helps us to deal with all kinds of tension in and between people and nations. This, and so much more, is part of the journey of discovery we are on in Leiden every day – for the benefit of science and society.



Hester Bijl

Leiden University
Vice Rector Magnificus

Our students, academics and alumni contribute to society in many ways. They have impact on the economy, policies, societal issues and public debate. That is why it is so important to be connected to society. I am very pleased that Luris helps us make connections with governmental organisations or industry, to transfer knowledge, create new knowledge with partners and stimulate entrepreneurship. This is how Luris contributes to the societal and economic impact of Leiden University and Leiden University Medical Center.



Wouter Bruins

Founder
In Ovo

From experience, I can tell you that tech transfer is not easy. It is a field that is still in its infancy. We are still trying to find the best way to use our knowledge to create meaningful products for society. This makes tech transfer a hard and challenging process. It also means that failure is more common than success. Yet, I believe that it should be at the top of the agenda of any university. After all, without tech transfer even the greatest scientific achievements won't make an impact. Making sure that each new scientific discovery at Leiden University benefits at least one person should always be our goal. Tech transfer is a crucial part of ensuring that this happens.



Mirjam Flik

Cultuurfonds Leiden
Culture Broker/Director

Cultuurfonds Leiden supports the interplay of 'the golden triangle': culture, knowledge and economy in Leiden. By fostering collaborations, the Cultuurfonds aims to stimulate the cultural and entrepreneurial environment in Leiden. Leiden already is a hotspot from new cultural enterprises, with numerous national and international academic top-institutes, museums, rich heritage, and the Bio Science Park. Art and culture are ultimately the way to bridge different worlds and contribute to solutions that appear in the city on every thinkable level. New connections and collaborations open up a new perspective to contributions of (commercial) partners outside the cultural sector. The Cultuurfonds Leiden aims to stimulate such new collaborations, and has a special interest in

partnerships with parties outside the cultural sector. How can we reinforce each other – how can a collaboration between partners in the arts, culture, and entrepreneurship become more than the sum of all parts?





Menzo Havenga

President & CEO
Batavia Biosciences

Universities and university medical centers, such as Leiden University and the LUMC, play a critical role in the discovery of new medicines. It is crucial for patients that such discoveries lead to new end products, since per minute for instance 8 people worldwide still succumb to AIDS and 22 people to cancer. We are thus in dire need to develop novel products. Translating academic discoveries into products, in close collaboration with industry and investors, thus needs to be eminently safeguarded. University technology transfer offices like Luris are critical to this process as they function like a lubricate that keeps the engine running. Together we go for it, because for patients there is no time to lose!



Pancras Hogendoorn

Leiden University
Medical Center
Board Member/Dean of the
Leiden University Faculty of
Medicine

The LUMC has a responsibility towards society to use its knowledge for the benefit of the general public. Scientific knowledge is acquired through research. The innovation chain of LUMC journeys from fundamental, translational and clinical research to patient care. From practical experiences in patient care, new insights are developed. Our students benefit from our excellent research-intensive education programmes. Not only our own patients and students but also society at large should profit from our scientific knowledge. Luris supports researchers at LUMC with knowledge exploitation and is an essential link in our innovation chain.



Erna Kortlang

Notary/Partner
TeekensKarstens

The use of knowledge in today's society is so very important. Many scientific researches concern and influence our society. For example medically, financially, socially, technically and what more. The knowledge and the effort to always try and learn is something to admire. But to share information with the world is, in my opinion, a key element. It all comes down to the investing in that process, the appreciation and attention of this process is very important.



Silvère M. van der Maarel

Leiden University
Medical Center
Professor of Medical Epigenetics
Head of Department Human
Genetics

Valorisation is an important aspect of the research activities in the department of Human Genetics at the LUMC. As a department in a university medical centre, it is vital to facilitate that society, and in particular healthcare, benefits from our discoveries. Also, for scientists it is often particularly satisfying to see the results of their research into a better understanding of disease processes ultimately being used in patient care. In recent years, the department, in cooperation with LURIS, has gained broad experience with knowledge utilization and increasingly sees her findings being applied in healthcare and beyond. In this way valorisation contributes to a better healthcare.





Christine Mummery

Leiden University
Medical Center
Professor Anatomy
& Embryology

As academic researchers in biomedical sciences we often make valuable discoveries, say on mechanisms underlying disease, that could be useful in finding new therapies. However, we rarely have the resources of knowledge to do this in practice so that it is essential we can work with companies to share our materials, assays or knowledge. Licensing agreements for publically funded research are the most satisfactory way to do this for both sides and make the whole process transparent so that any potential conflicts of interest can be adequately dealt with up front.



Gertjan van Ommen

Leiden University
Medical Center
Professor Human Genetics

Collaboration between academic institutions and commercial partners in the development of new drugs has enormous advantages. The academic world does not only contribute fundamental insights, in-depth knowledge and expertise, and advanced methods, but also offers high-quality collections of samples and accompanying data (-omics, clinical, imaging, lifestyle and behaviour). Commercial partners may contribute to joint projects with their operational knowledge and efficiency in the developmental track, and – perhaps more importantly – with their experience in guiding new drugs through the regulatory process towards the market. But there is more to a broad public-private partnership than knowledge exchange between partners, or an upgrade of research



Carel Stolker

Leiden University
Rector Magnificus

and development projects in terms of scale. Indeed, the benefits of such collaborations are myriad, and include shortening reduction of the time-to-market and an increase of the chance of commercial success. And it is not only about the money, for the development of better medicines in less time naturally has great societal value. To fully realize this, however, new medicines should be widely accessible. It is therefore of the utmost importance that all parties involved jointly address their high pricing. The resulting slow approvals and reimbursement delays are increasingly becoming greater stumbling blocks than those in the innovation process itself.

I am from Law, a discipline that is not always regarded as a scientific discipline – faculties of law in the Anglo-Saxon world often present themselves as law schools. And in the Netherlands the legal discipline is often referred to 'Rechtsgeleerdheid', instead of 'Rechtswetenschap'. More 'relevance' than 'science', so to speak. However, in times gone by, in England there was a convention that only the writings of deceased legal scholars could be cited. The reason was that the quality of their writings could only be certain after a very long time – i.e. their death. Fortunately, the impact of legal scholarship is no longer a matter of life and death. The sooner the better! And the same holds for all the other disciplines.



Hanna Swaab

Leiden University
Professor of Neurocognitive
Development and
Developmental Disorders
Dean of the Faculty of Social
and Behavioural Sciences

Research within the Social Sciences and Humanities (SSH) focuses on the functioning of the individual, relationships between individuals, relationships within smaller groups such as families and within bigger groups such as schools and organisations, and also the functioning of relationships within religious groups, political parties, governmental organisations and society at large. We aim to transfer knowledge and insights with our research, and with that, help solve societal challenges in the broadest definition possible. In order to be able to focus on the most relevant societal challenges, we work closely together with societal partners and organisations. SSH research is, in a sense, "science with and for society" at its best.



Erik Versnel

Rabobank Leiden-Katwijk
Chairman of the Board

Whenever possible, scientific research should benefit society. In order to ensure that the results of academic research have a swift and maximum impact on society, it is important to ensure an active contribution from all the relevant stakeholders: those within the educational system, the government and entrepreneurs. It is wonderful to see how Luris facilitates this process in the Leiden region and beyond. In view of its commitment to strengthen the regional economy Rabobank is a logical and proud partner in this process. We are pleased to have intensified our cooperation with Luris in 2016 through our partnership with HUBspot and by continuing our commitment to the Enterprise Leiden Fund for new entrepreneurs.

