De-dramatising societal impact :

The nuts and bolts of co-creation & impact

Sharon Smit & Jonas Stier

university of groningen

University of Glasgow

SAPIENZA UNIVERSITÀ DI ROMA

Newcastle University

AALBORG UNIVERSITY DENMARK

DALARNA UNIVERSITY

ces Centre for Social Studies Associate Laboratory University of Coimbra

University of Zagreb

TALLINN UNIVERSITY

UNIVERSITY OF TARTU

GEORG-AUGUST-UNIVERSITÄT GÖTTINGEN

UNIVERSITAT DE BARCELONA

UNIVERSITEIT GENT

ROMA TRE UNIVERSITÀ DEGLI STUDI

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Horizon 2020 CSA - ACCOMPLISSH

Accelerate co-creation by setting up a multi-actor platform for social sciences and humanities

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Main project goals ACCOMPLISSH

1. Develop an innovative valorisation model
2. Analyse co-creation in theory and practice
3. Deliver updated roadmaps for impact from SSH
4. Develop new pathways to implement them

(Knowledge valorisation refers to the utilisation and value-creation of scientific knowledge in practice)

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Why is this important?

1. Society needs new insights for many challenges
2. Current valorisation approaches are too linear: from academia to society
3. We believe innovation starts from co-creation in a setting where all stakeholders are equal
4. We advocate that all stakeholders can benefit if we work on mutual understanding

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ACcelerate CO-creation by setting up a Multi-actor PLatform for Impact from Social Sciences and Humanities

Coordinated by Sustainable Society University of Groningen (NL)

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Setting the scene

- Today's focus:

We relate both to the **academic environment** (how to overcome barriers in the academic arena) as well as the **policy environment** (how to better understand and work with scientific research).

We will address roles of politicians, policy makers, researchers and research management.
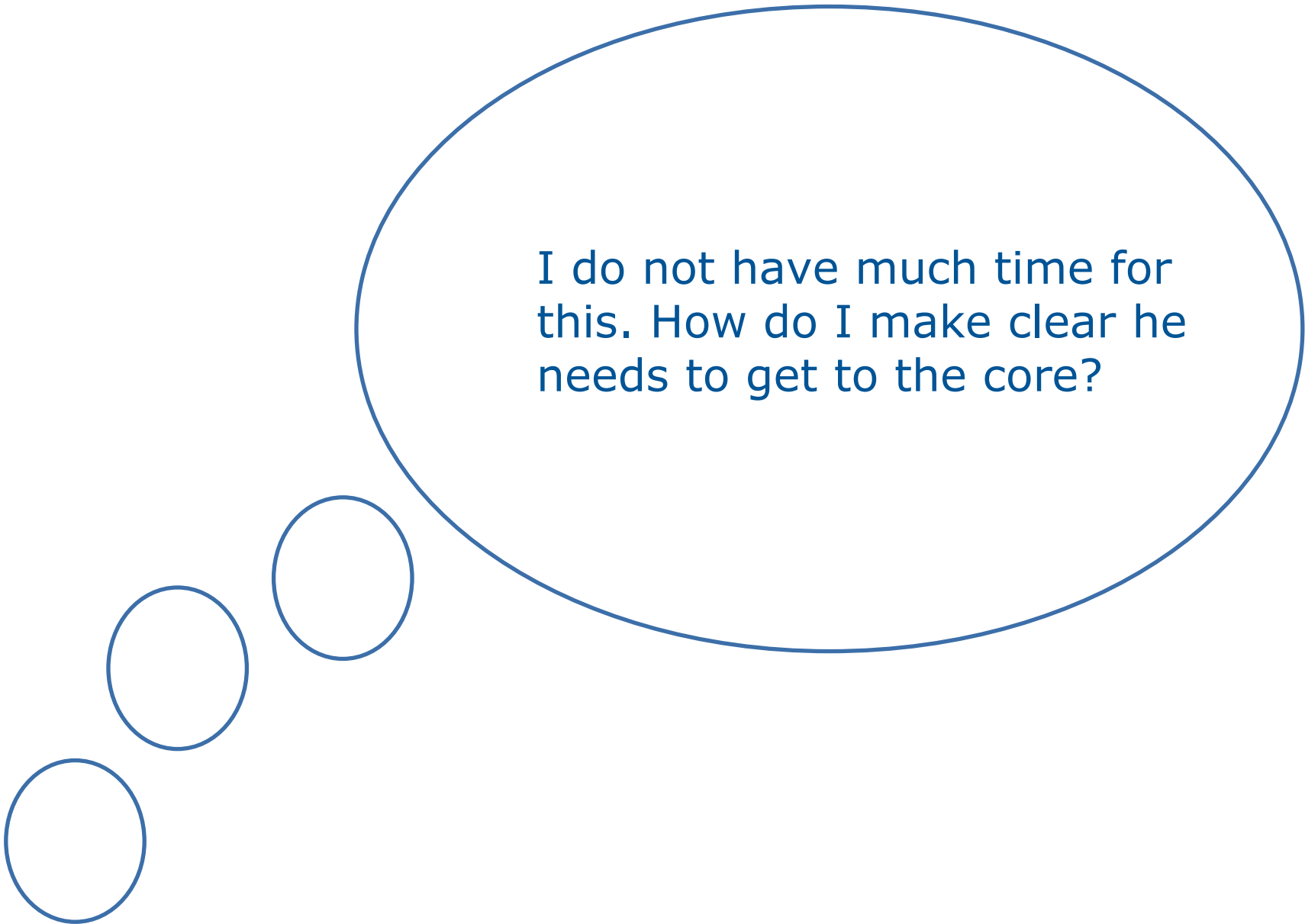
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Setting the scene

IMAGINE

Professor "Reits" is invited by Minister "Tims" of Internal Affairs to talk about the refugee crisis

Meanwhile at the Ministry ….

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I do not have much time for this. How do I make clear he needs to get to the core?

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Politicians are so shallow
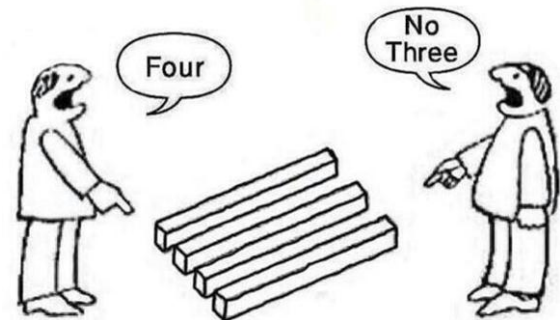She does not even hold a PhD

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Interaction with the audience

Let's take 20 minutes to reflect on what we saw

- Was this an effective conversation?

- What went wrong?

- Did anything go right?

- Can we notice some pre-assumptions among the communicators?

For next time

- What could have improved the dialogue?

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Academic environment/
Be aware of...

... higher order objectives clear, concrete goals less clear

... abstraction and generalization

... science seen as value in itself

... rhytm and time logics

... academic discourse

... both organic and formal institutions

... ambivalent external actors

... monetary ambivalence

... global playing field

... particular view on impact

... role of SSH

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Academic environment / Which questions are important?

- What do we know about his/her scope of the topic?
- Given the project/question, how do they view academic freedom and research/researcher integrity?
- What is his/her interest – i.e. basic or applied research?
- What do we know about his/her role and responsibility?
- Is his/her perspective short or long term?
- Do you know what he/she expects from you?

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Academic environment / Tips & tricks of fact-finding

- Google and review the publications research and co-creation activities of the person
- Google his/her social media activity, including on Research Gate
- Read interviews and news articles to learn key words
- Inform about the status of the decision making process
- Ask colleagues in your network for tips and advice

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Political environment / Be aware of...

... the difference between policymakers and politicians

... the level of urgency at the political arena

... the knowledge gap on how academia works

... the political playing field of broader interests

... the level of integrity, how will data be used

... the outcome of the conversation: same interpretation?

... your own flaws and shortcomings

... the money question ☺

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Political environment / Which questions are important?

- What is the position of your conversation partner?
- What do we know about his/her role and responsibility?
- What do we know about his/her scope of the topic
- What is his/her main interest?
- Is his/her perspective short or long term?
- Do you know what he/she expects from you?

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Political environment /
Tips & tricks of fact-finding

- Politicians in many cases have an advisor, get in contact with the advisor the prepare the meeting
- Download the political strategy vision document
- Google his/her social media activity
- Read interviews and news articles to learn key words
- Inform about the status of the decision making process
- Ask colleagues in your network for tips and advice

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Can the slow food of science match up with the hastyness of politics?

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The nuts and bolts /Co-creation

"Co-creation is collaboratively defining and tackling challenges"

- Co-creation is not an end in itself, but a means to an end
- Co-creation tackles a bigger challenge, while helping individual stakeholders to achieve their goals(s)
- Co-creation is a non-linear process of thinking
- Define an area of concern and common baseline together
- Address different institutional logics, incentives and roles
- Co-creation needs structure, yet should remain open to individual proposals and approaches

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The nuts and bolts / Co-creation (2)

- Only through trustful relationships and mutual understanding, co-creation between stakeholders can lead to impact
- Address differences in, language and communication
- Avoid only working with the "Usual Suspects": finding new ideas and solutions is only possible when participants are not like-minded
- A round table dialogue setting on neutral ground is most suitable to enhance impact
- Ideally, no single actor has full control; i.e. a facilitator (knowledge broker) is an important tool for success
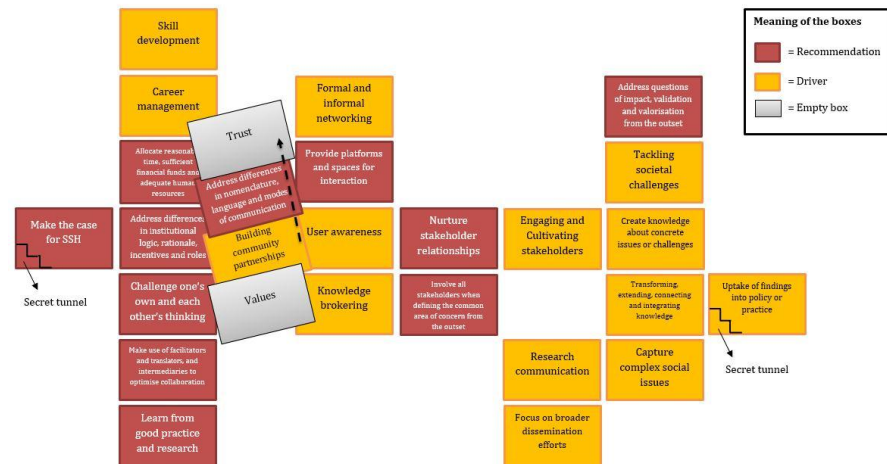
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The nuts and bolts / Co-creation (3)

The co-creation facilitator…

… does not make independent decisions
… facilitates the process and group decision-making
… inspires the group by asking new questions
… encourages silent participants to join in
… guides the conversation to a higher level
… creates trust and makes sure interactions are fair
… evaluates the process ongoing, redirects if needed
… synthesizes ideas and information

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Putting it into practice

THE IMPOSSIBLE SEQUENCING GAME

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Sharon Smit
s.e.smit@rug.nl

Jonas Stier
joi@du.se

ready to co-create?
contact us!

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ACCOMPLISSH Co-creACTION Summit

Wednesday 30 January & Thursday 31 January 2019
Barcelona, Spain

PROGRAM & REGISTRATION: www.ub.edu/minerva/barcelonasummit

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