

The image shows the ruins of an ancient Greek temple, likely the Temple of Concordia in Agrigento, Italy. The structure is composed of several tall, fluted Doric columns supporting a heavy entablature. The sun is shining brightly from behind the columns, creating a lens flare effect and casting long shadows. The sky is a clear, bright blue. The overall scene is one of historical grandeur and natural beauty.

ANCHORING INNOVATION

The role of the Humanities in an
innovative, sustainable, responsible society



“Now you look like a real scientist”







A large, dense pile of old, worn coins, likely pennies, is scattered on a dark, textured surface. The coins are heavily oxidized, showing a range of brown and reddish tones. The word "NEW" is overlaid in the center of the pile in a bold, white, sans-serif font.

NEW



NEW



NEW



Paradox in classics?

**ANCHORING
INNOVATION**



What is anchoring?

Anchored innovation



Introducing the euro



New is ...

... what is perceived as new

'old' and 'new' as part of value discourse



“Seaweed is the new kale”



Failure to Anchor

- The vaccination campaign against HPV (The Netherlands 2009)
- Ignored 'the human factor'





**Anchoring innovation in handloom weaving in India:
Conference on rethinking Indian industrialization of crafts
11-18 November 2018, in Chirala, AP, India**

Humanities

- The human factor: language, culture, values, history
- Critical thinking
- Historical and cultural perspective taking
- Contextualization and self-awareness

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- >towards a more reflective and self-aware society
- >integrate humanities into thinking about multiculturalism, migration, innovation, sustainability, health, safety etc.

Impact assessment at the right level

- Not every individual project
- Plenty of space for fundamental research within larger grouping; not everyone has to do everything
- Use common-sense instead of counting as the right measure whatever allows itself to be measured ... (India!)
- But mostly:

Impact through teaching

- Not always acknowledged as impact/knowledge utilization
- Connection between teaching and research: creating an intellectual community
- Researchers as teachers; all university instructors active as researchers
- Modeling academic attitudes, values and skills
- General academic skills = research skills

Ultimate goal

- **Shaping inquisitive, empathic, critical, versatile citizens of dynamic and complex societies**

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- **Shaping inquisitive, empathic, critical, versatile citizens of dynamic and complex societies**
- **Feeding that society with insights into language, culture, history, values, perspectives**

Consilience



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KNAW

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