

AESIS COURSE

Business Development in the Social Sciences and Humanities

Day 2 – How to actively engage Universities to a SSH Impact Strategy

UP NEXT....

Welcome & Summary

Mark Mann & Chris Fellingham

UP NEXT....

How to actively engage Universities to a SSH Impact Strategy

David Budtz Pedersen & Jack Spaapen



@HumanomicsMap

Engaging Universities in Impact Investment

David Budtz Pedersen PhD
Professor of Impact Studies & Science Communication
Aalborg University Copenhagen

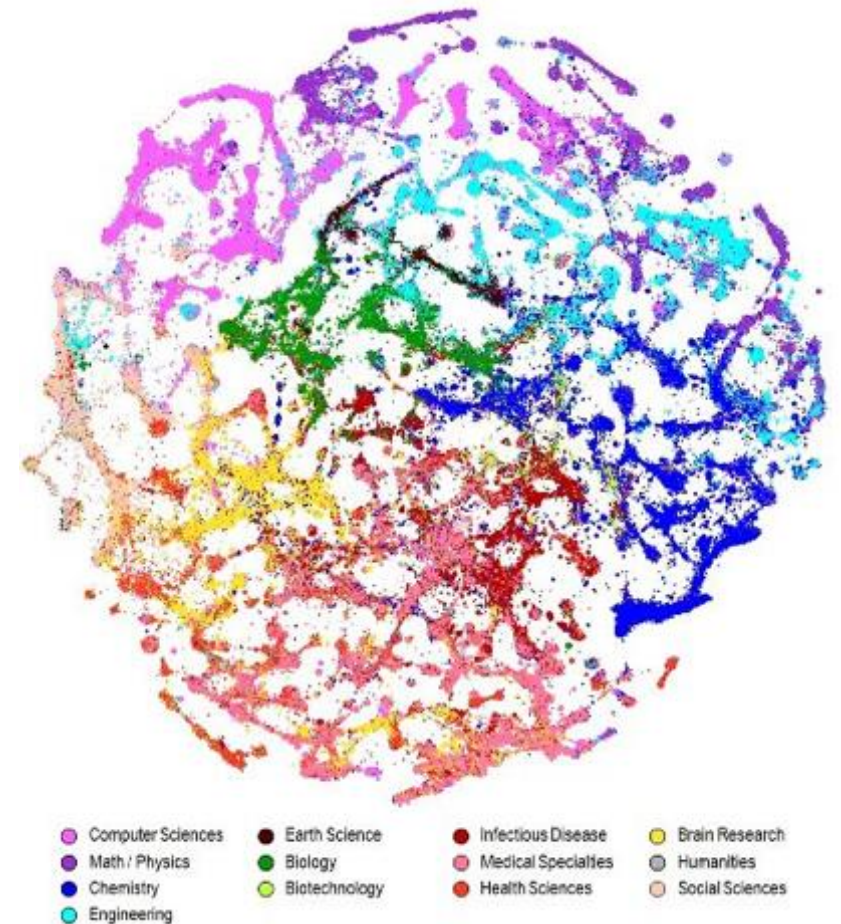
14 May 2019
Oxford University | Worcester College | AESIS course



AALBORG UNIVERSITET

Humanomics Research Centre

- ❑ Meta-research unit focused on studying the interdisciplinary and societal impact of research.
- ❑ 15 researchers, grants: Velux Foundation, Danish Council for Independent Research, European Commission, Danish Ministry of Science etc.
- ❑ Running projects “Mapping the Public Value of Humanities”, “**Responsible Impact**”, “Open Science Research Analytics” & **H2020 “ACCOMPLISSH”**



VELUX FONDEN



**DET FRIE
FORSKNINGSRÅD**
DANISH COUNCIL
FOR INDEPENDENT
RESEARCH

CARLSBERG FOUNDATION

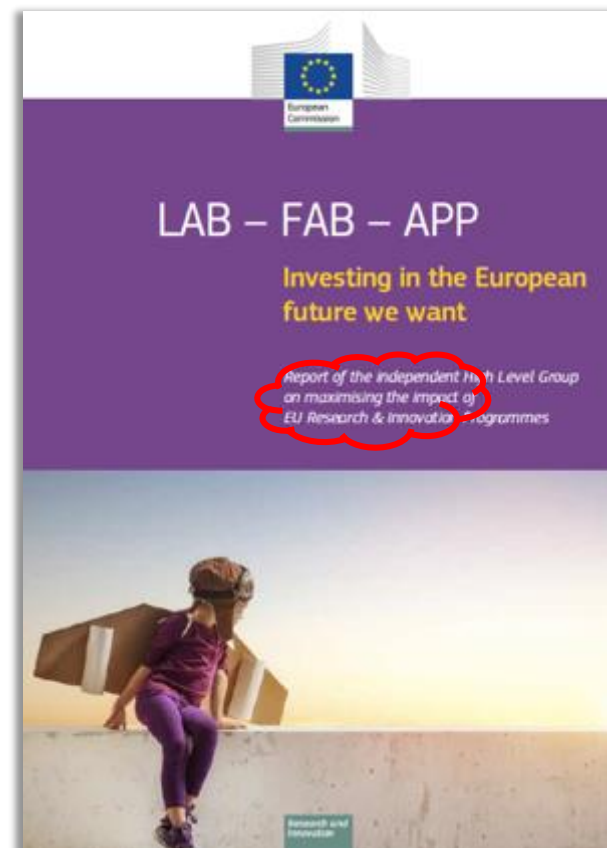
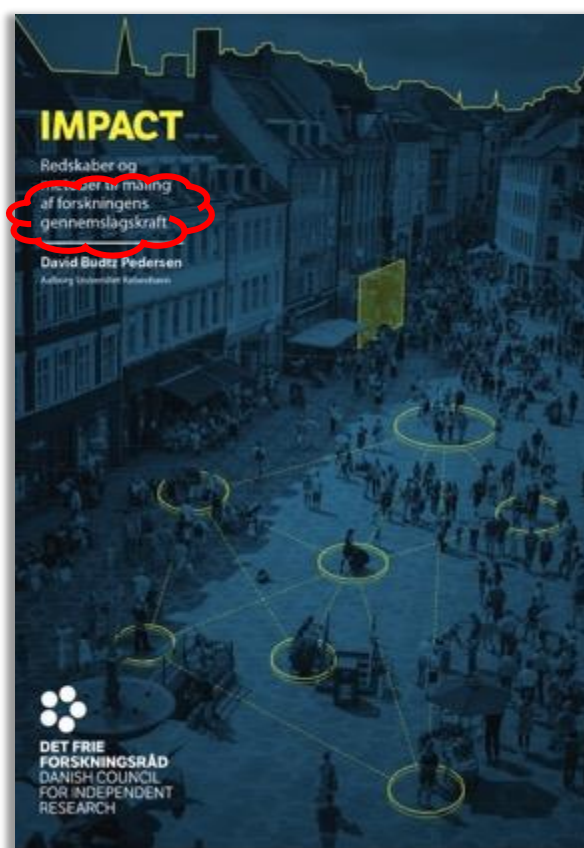
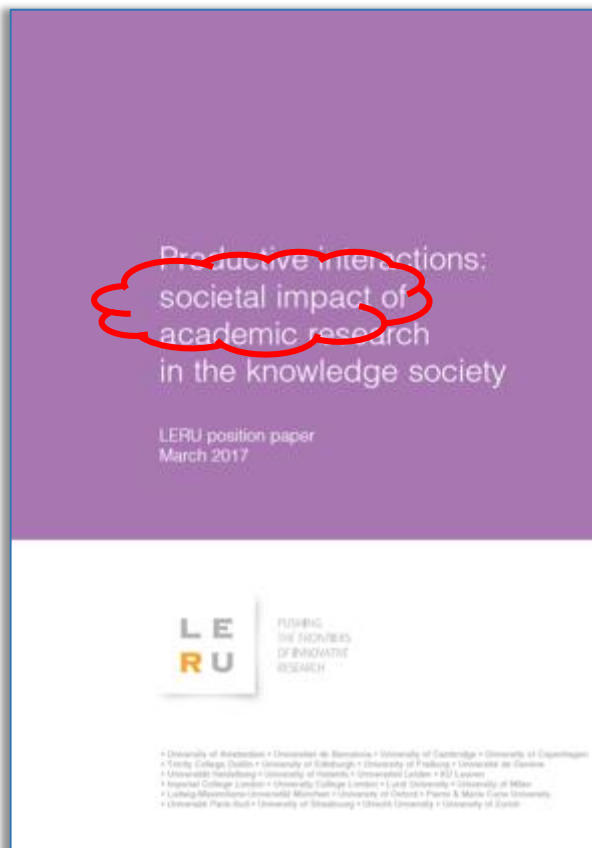


Innovation Fund Denmark
RESEARCH, TECHNOLOGY & GROWTH



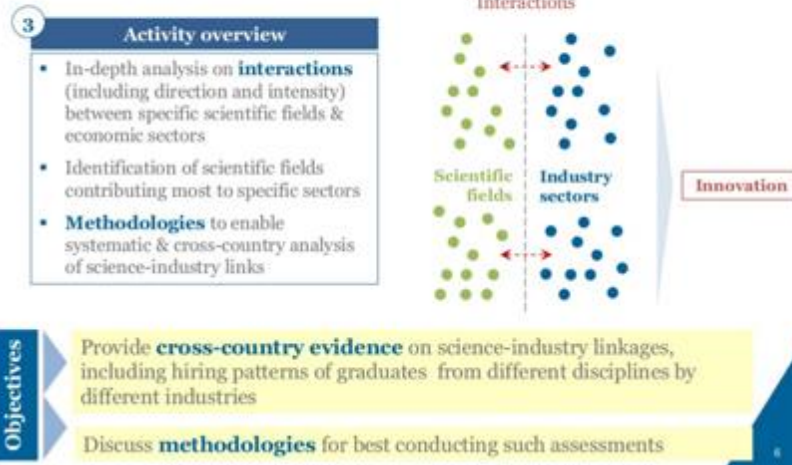
Ministry of Higher Education
and Science – Denmark





A hot topic in SSHA

Assessing the contributions of specific scientific disciplines to industrial innovation



R-QUEST

Center for Research Quality and Policy Impact Studies

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RESEARCH QUALITY AND POLICY IMPACT

Quality in research is a highly prioritized, but also a much debated issue in research policy. The Centre for Research Quality and Policy Impact Studies (R-QUEST) constitutes an 8-year commitment to explore the nature and mechanisms of research quality – funded by the RCN FORINNPOL initiative. The centre will address three closely related questions:

EUROPEAN UNION
EUROPEAN RESEARCH AND INNOVATION PROGRAMME
HORIZON 2020
ACCELERATE CO-CREATION BY SETTING UP A MULTI-ACTOR PLATFORM FOR IMPACT FROM SOCIAL SCIENCES AND HUMANITIES

ACCOMPLISSH

ACCELERATE CO-CREATION BY SETTING UP A MULTI-ACTOR PLATFORM FOR IMPACT FROM SOCIAL SCIENCES AND HUMANITIES

Partners

Participant No.	Participant organisation name	Country
1	University of Groningen	NL
2	University of Glasgow	UK
3	University of Copenhagen	DK
4	DePaul University	SE
5	Newcastle University	UK
6	University of Zagreb	HR
7	University of Tartu	EE
8	Sapienza University of Rome	IT
9	University of Göttingen	DE
10	University of Duisburg	DE
11	University of Vienna	AT
12	University of Barcelona	ES
13	Salford University	UK
14	University of Coimbra	PT

UiO: University of Oslo

For employees

Norwegian website

Search

OSIRIS - Oslo Institute for Research on the Impact of Science

A part of TIK Centre for Technology, Innovation and Culture at Faculty of Social Sciences

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Agenda for this session

The four I-s of Research-Business Impact

1. **INVESTING IN IMPACT.** Alignment of mission statement (strategy/values) impact profile and indicators.
2. **INCENTIVES.** Without emphasis on incentives, recognition, and impact awards, most research-2-business activities in SSHA will not occur.
3. **INTERMEDIARIES.** Roles and skill-sets needs to be cultivated and updated with on-demand services, training and knowledge hubs/brokers.
4. **INFRASTRUCTURE.** Better, more robust data about impact activities used to learn from best practices and inform new strategies and instruments.





Impact investment

Impact Investing

- Investments "made into companies, organizations, and funds with the intention to generate measurable, beneficial social or environmental impact" alongside and beyond financial return." (2017 Annual Impact Investor Survey)
- Provides resources for researchers to create companies, collaborate or co-create solutions, which fall within the university's attempt to address societal challenges.
- Impact investing can help organizations carry out their projects and initiatives without having to rely heavily on subsidies or venture capital e.g. philanthropy.

Impact Investing

- Building an **impact investment culture** in SSH is crucial for the success of any attempt to commercialize research output & partnerships.
- Impact investing universities actively seek to address societal issues by creating new or collaborating w./ established businesses (service, consultancy, ICT, healthcare, education etc.).
- Proactive strategies include creating an entrepreneurial culture (MA, PhD), knowledge transfer, research parks, capacity-building

Impact Investing

“The world’s biggest global problems are attracting impact investments. There is a wide variety of problems that needs addressing these include the social issues such as humanitarian crisis of refugees, alleviating the impact from climate change, reducing pollution, addressing ocean plastics, transforming our energy system or sustainable ways of food production, to providing access to quality education and healthcare.”

Forbes (Dec 31, 2018)

McKinsey Quarterly

A closer look at impact investing

February 2018 | Article



A large logging machine, specifically a harvester, is shown in a dense forest of tall evergreen trees. The machine's arm, which is black with yellow and black striped safety markings, is extended and holding a large, cut log. A significant amount of dust or wood chips is being kicked up by the machine's activity. The scene is set in a lush green forest with many trees visible in the background. Overlaid on the left side of the image is the text 'SOCIAL PROBLEMS' in a bold, red, sans-serif font, with each word on a separate white rectangular background.

SOCIAL PROBLEMS





creating urban futures — alternative long term perspectives on urban dwelling

JUL 29, 2015 @ 09:45 AM 973,617 VIEWS

That 'Useless' Liberal Arts Degree Has Become Tech's Hottest Ticket



George Anders, CONTRIBUTOR

I write about innovation, careers and unforgettable personalities. [FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.

This story appears in the August 17, 2015 issue of Forbes. [Subscribe](#)

Continued from page 2

TWEET THIS

- software companies are discovering that liberal arts thinking makes them stronger.
- people without a tech degree may already be benefiting the most from tech's boom

Such hand-holding isn't cheap. Facebook spent \$620 million on sales and marketing in the first quarter of 2015, nearly double from a year earlier. But the payoff for restoring human contact has been vast. Facebook's ad business, which was tiny in the days when everything was automated, now tops \$12 billion a year and is growing more than \$1





SUSTAINABLE DEVELOPMENT GOALS



IS IT A BIRD

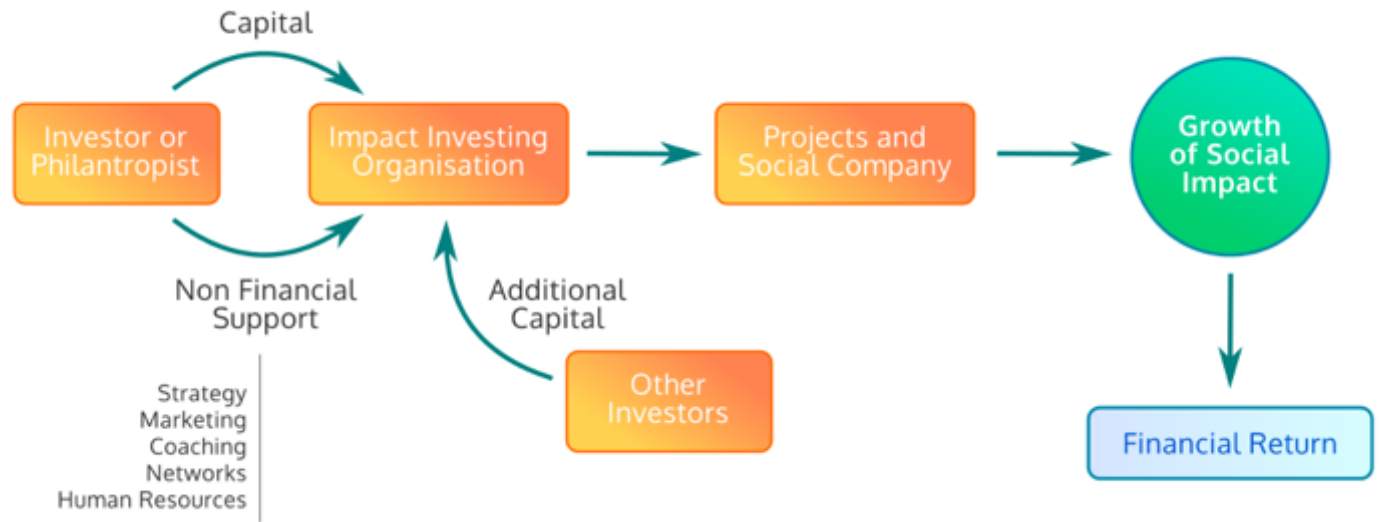
We turn human understanding into business models*



See what we do
in one minute

*

At IS IT A BIRD we help global companies and organisations make better decisions. Using a human-centered approach we change markets, transform companies and shape the products of tomorrow. We turn human understanding into new opportunities.



Hello Science



RED ASSOCIATES

IS IT A BIRD

joyable

humanomics
mapping the dynamics of the humanities

Incentives

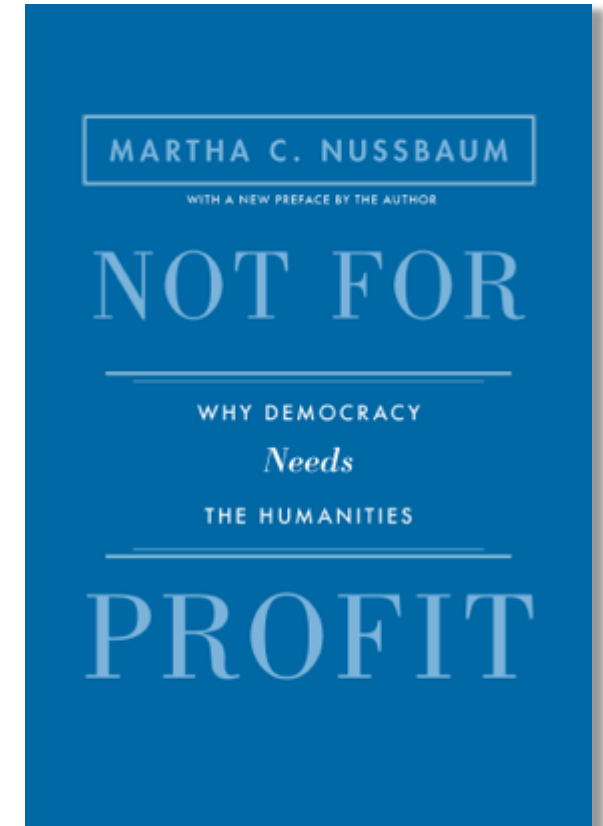
Incentives, Rewards and Purpose

Purpose and practical research objectives	Important	NA/	Unimportant
Produce knowledge for the benefit of teaching, enlightenment and the public good	80 %	19 %	2 %
Produce critical analysis and societal change	65 %	24 %	11 %
Enhance conditions for inter-cultural dialogue and understanding	51 %	35 %	15 %
Enhance conditions for public decision-making and public policies	36 %	40 %	24 %
Contribute to preservation of tradition and cultural heritage	33 %	36 %	32 %
Contribute to business development and commercial skills	3 %		

Humanomics Research Centre 2015
n=1071 Humanities scholars

Incentives, Rewards and Purpose

- Building an impact culture / impact literacy
- Getting SSHA on board in entrepreneurial activities incl. support, incubation, acceleration
- Strong identity in SSHA of public good character of knowledge production
- Alignment of research portfolio, reward system and institutional culture



nature International weekly journal of science

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NATURE | COMMENT

Fewer numbers, better science

Rinze Benedictus, Frank Miedema & Mark W. J. Ferguson

26 October 2016

Scientific quality is hard to define, and numbers are easy to look at. But bibliometrics are warping science — encouraging quantity over quality. Leaders at two research institutions describe how they do things differently.

 [PDF](#)  [Rights & Permissions](#)

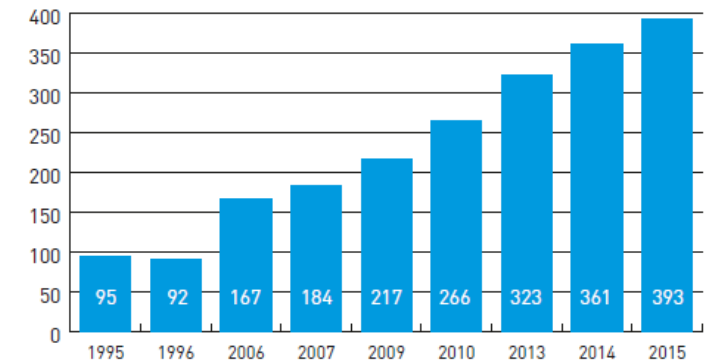
Subject terms: [Research management](#)

“Publications that directly influence patient care are weighted no higher in evaluations than any other paper, and less if the work appears in the grey literature (official reports rather than in scientific journals). Researchers are actively discouraged from pursuing publications that might improve medicine but would garner few citations. ... Publication pressure is keeping scientists from doing what really matters”

Mobility of researchers

- Many different ways of producing tangible business impact in SSHA
- **Interactions with industry:** start-ups, fellowships, special grants, visits, consultancy, joint appointments, co-creation, cost-sharing, collaboration, alliances, research parks etc.
- New positions tailor-made for collaborative research: “clinical” humanities, knowledge brokers.































Bilag 2, Figur 10: Udviklingen i antal kliniske professorater



Kilde: Uddannelses- og Forskningsministeriet

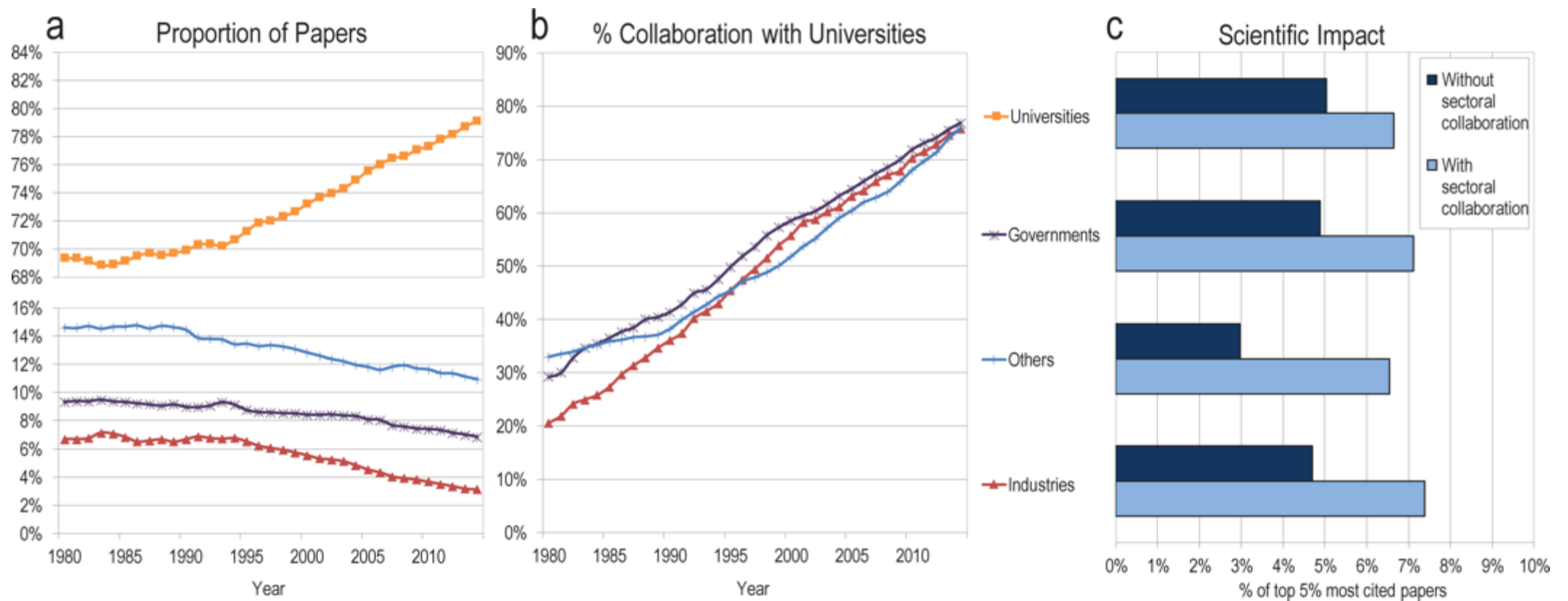
Learning from other disciplines

Matrix for sector mobility

	Full mobility	Shared positions	Longer visits	Part time affiliation	Shorter visits
NAT					
HUM					
SOC					
HEALTH					
VET					
ENGI					



Kilde: bilag 2

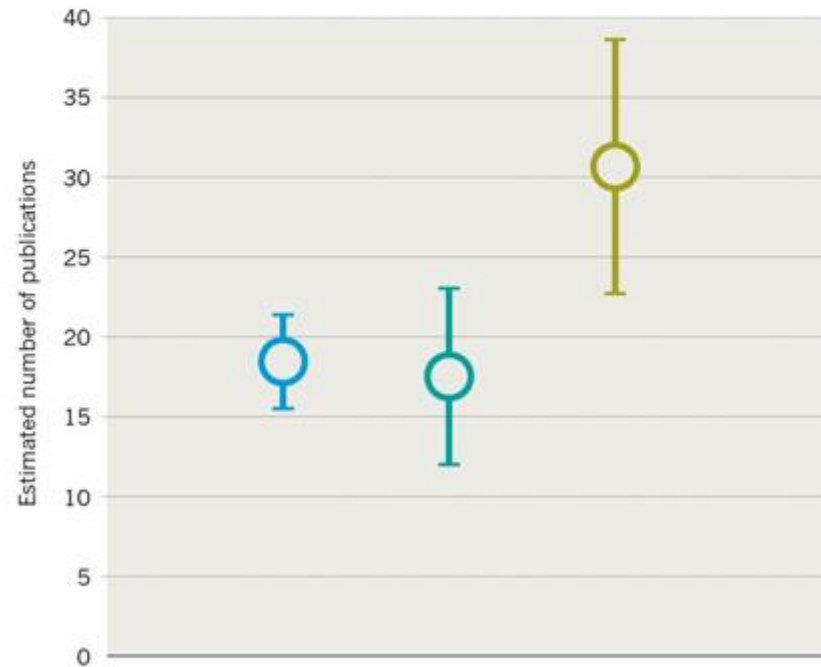


Larivière V, Macaluso B, Mongeon P, Siler K, Sugimoto CR (2018)

PUBLICATION BOOST

Academic scientists who collaborate with large established firms publish more papers.

- No industry collaboration
- Collaboration with a startup
- Collaboration with an established company



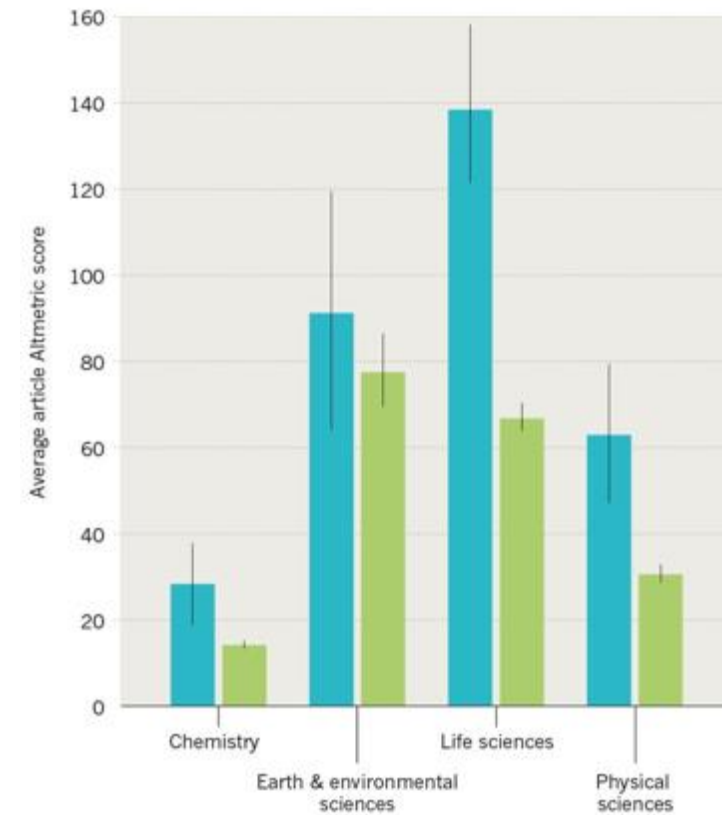
©nature

Nature 552, S11-S13 (2017)

INCREASED CHATTER

Papers authored by academic researchers in 2016 were more widely publicised when they had a corporate co-author, as measured by their Altmetric Attention Score. The Altmetric score tracks the discussion around a published paper, from news articles to blog posts and tweets.

- With a corporate co-author
- Without a corporate co-author



Error bars show the 95% confidence interval around each estimated point

©nature

**Knowledge exchange
is domain-specific**

Knowledge Exchange in the humanities in Denmark

“The survey shows that a large part of humanities scholars at Danish universities actively participate in knowledge exchange and collaboration. 82 per cent of faculty has collaborated with actors and institutions outside academia within a reference period of three years”

82,29%



47,49%

Educational, Health and Social
Sector



45,96%

Public Governance and Agencies



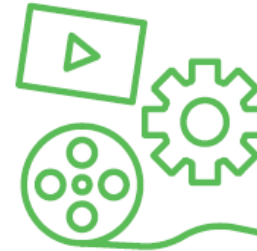
33,54%

Non-Governmental Organizations
and Civil Society Associations



27,38%

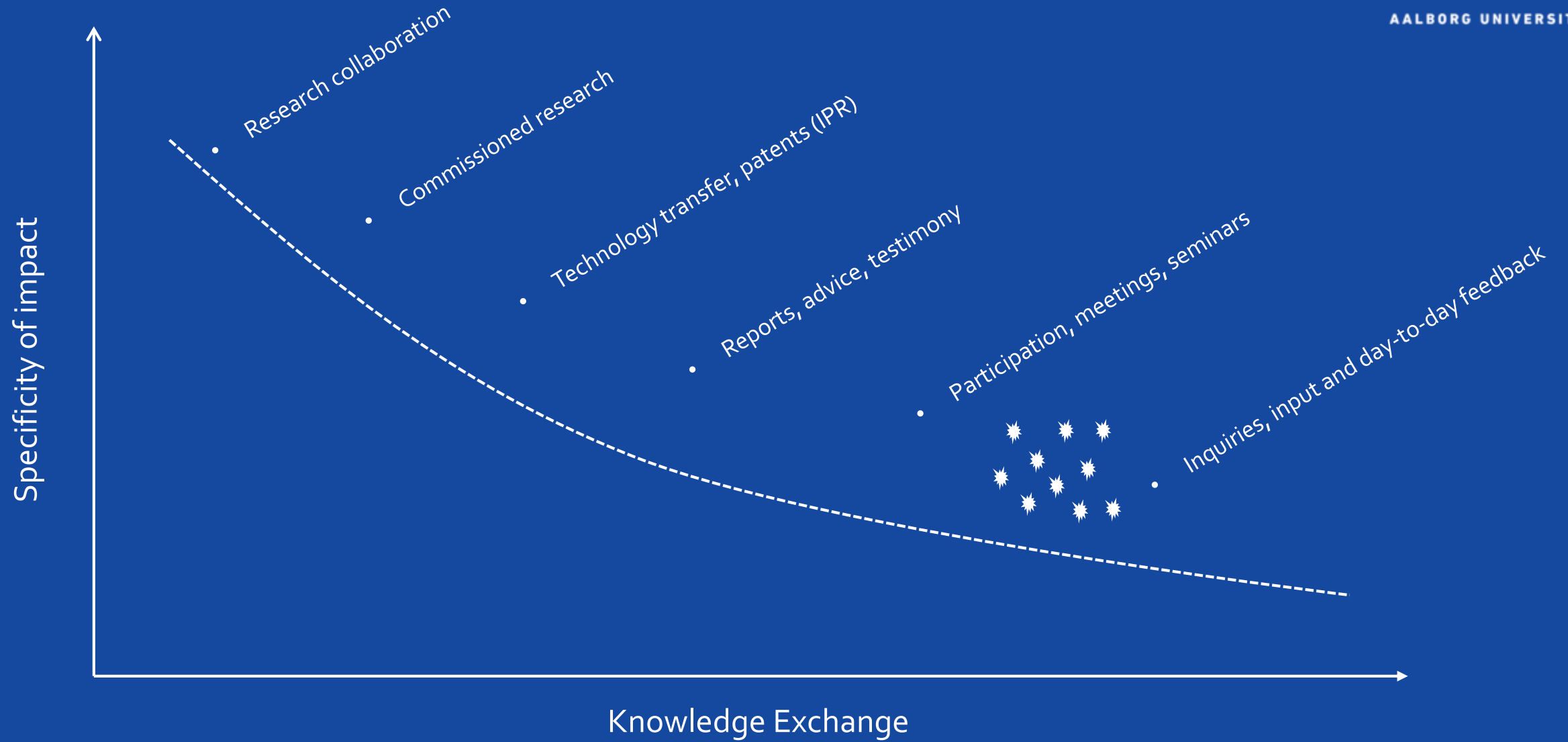
Cultural and Religious
Institutions

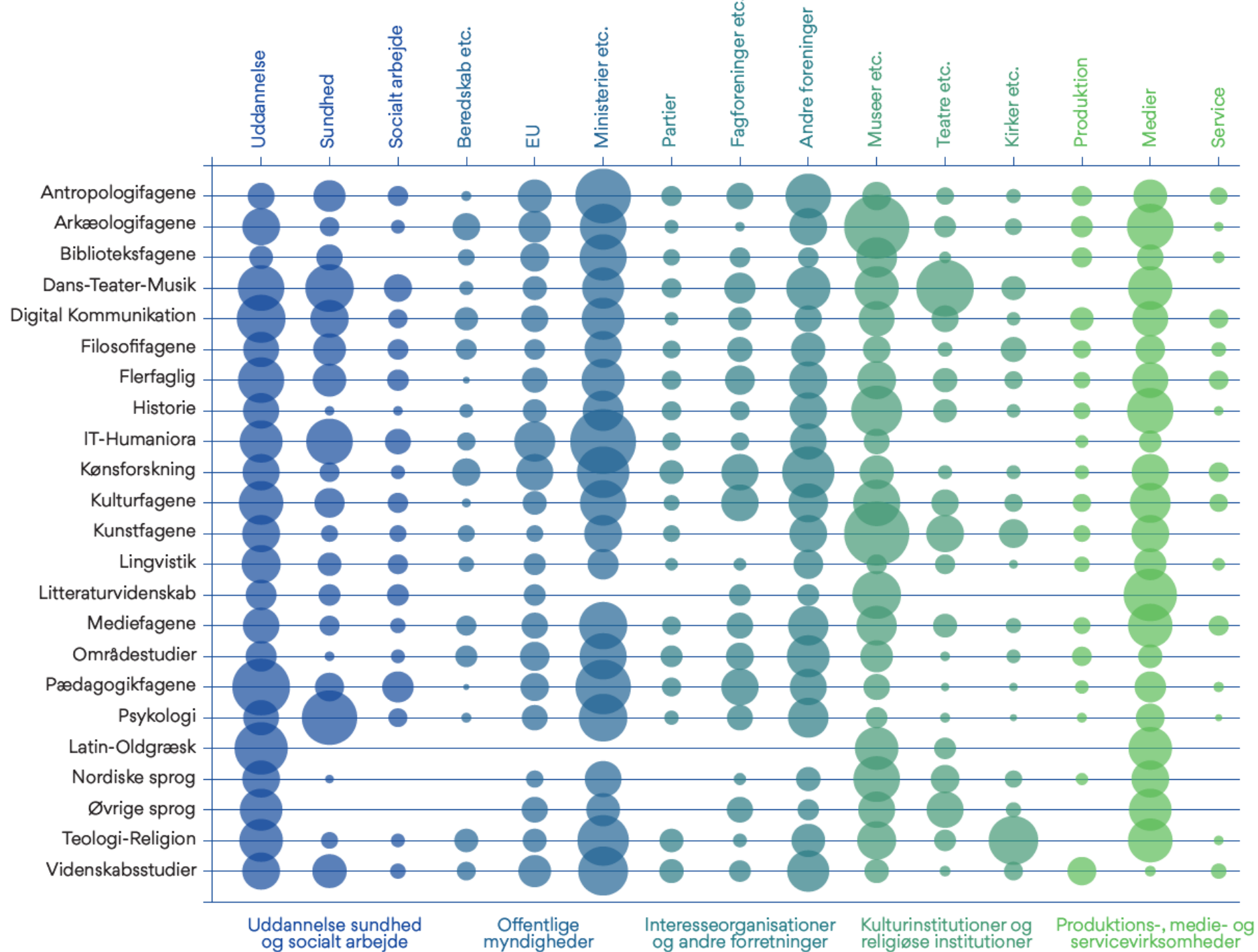


26,59%

Media, Production and Service
Companies

Budtz Pedersen et al. 2019
n=1371 humanities scholars





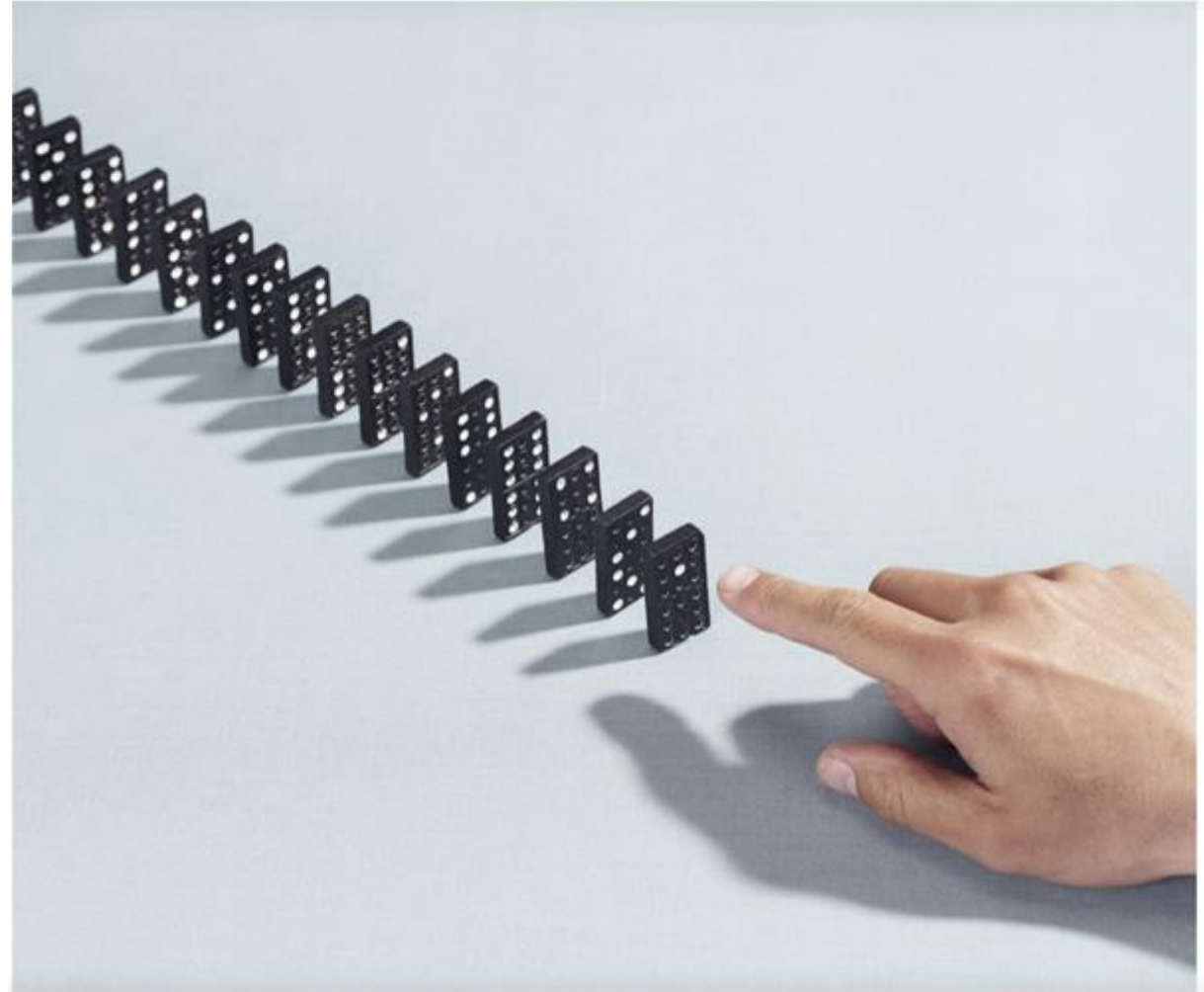
Intermediaries

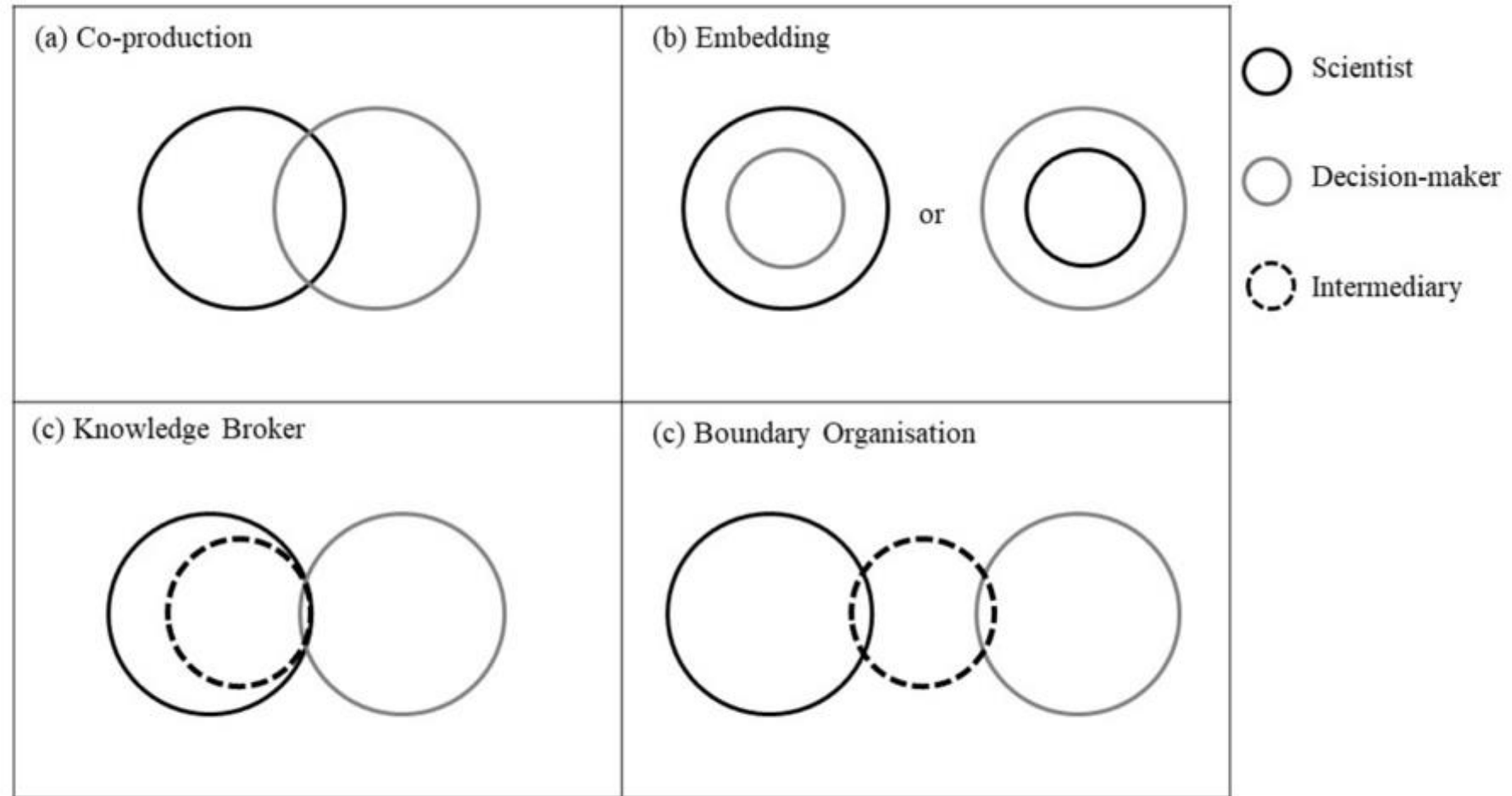
Build 'productive interactions'

- Throughout the research process
- Skips knowledge dissemination and linear notions of 'uptake'.
- Continuous involvement.
- No gap to bridge
- Build boundary skills / promote knowledge brokers / organisations



**You Don't Need a
Breakthrough, You
Need a *Microshift***





Conceptual diagram outlining the four primary models believed to increase knowledge exchange among scientists and decision-makers (Cvitanovic *et al.*, 2015)

Intermediaries

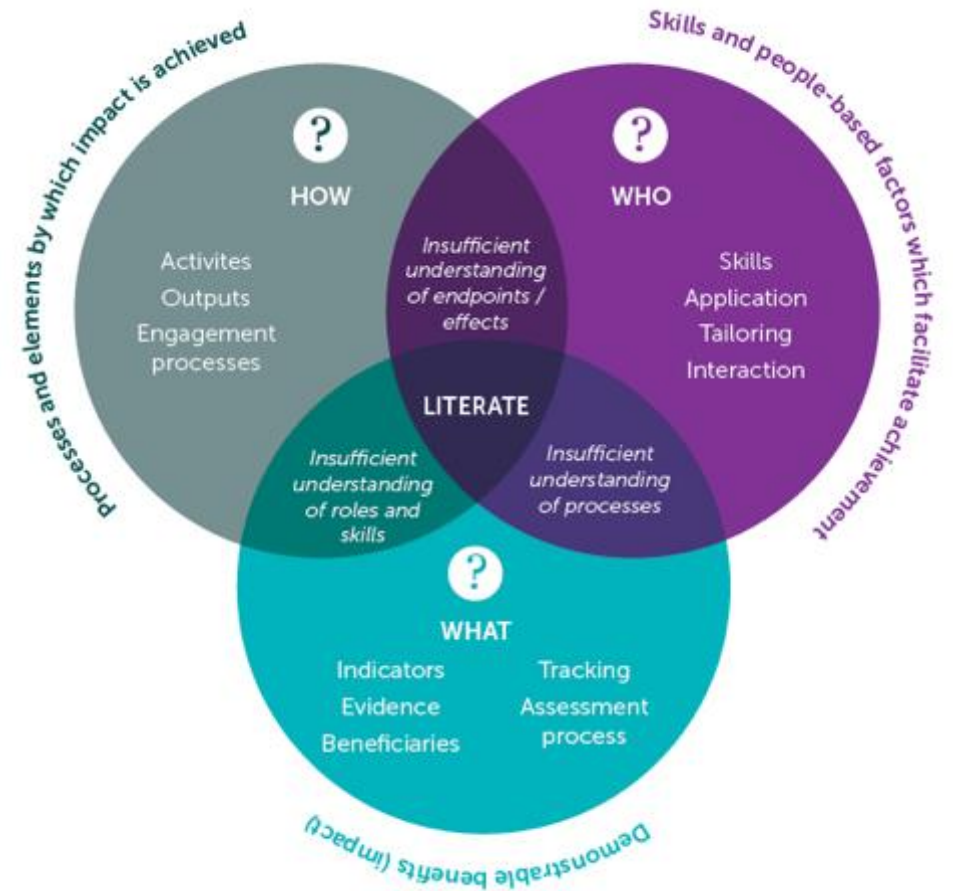
Relationships based on mutual understanding and trust

- Learning process between the partners to align different motivations, needs, goals
- Importance of good communication and continuity for solid relations

Appropriate knowledge translation

Good co-creation pays off in more than one way

Importance of “organisational champions”



Knowledge brokering

- Skills to enable impact:

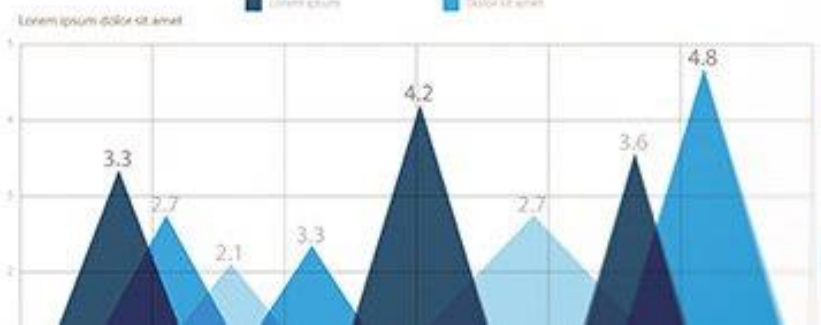
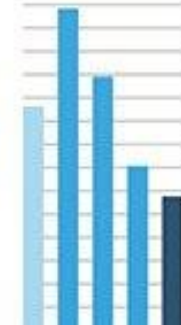
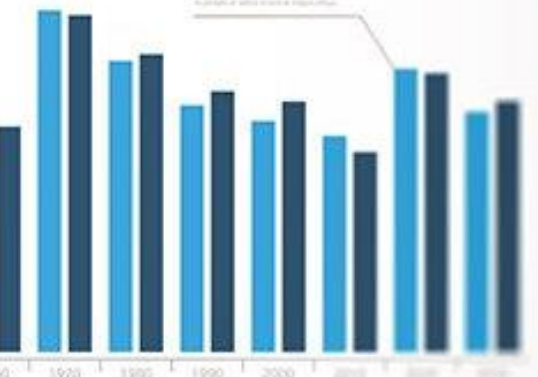
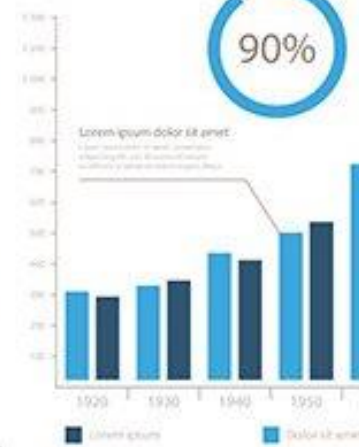
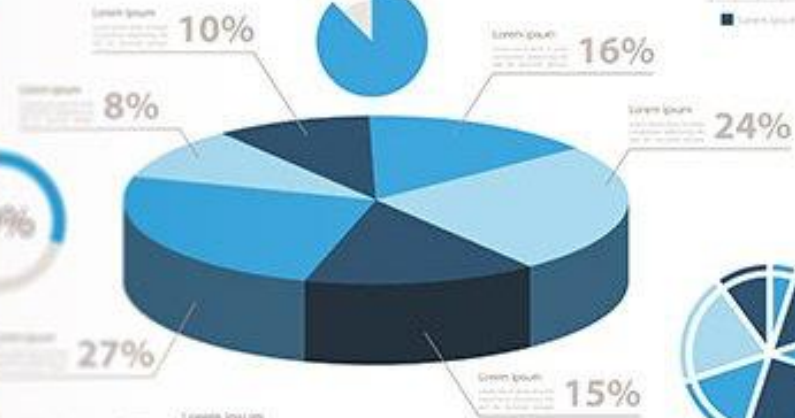
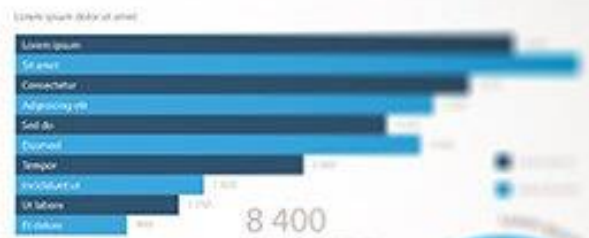
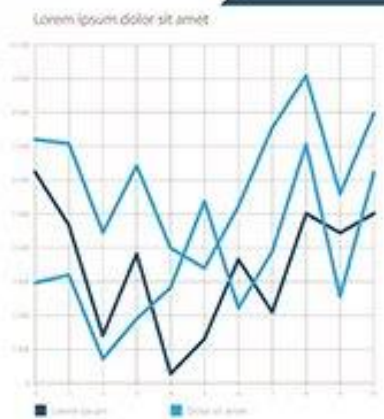
Collaborative skills
Public Engagement skills
Impact Management
Entrepreneurial skills

- Interpersonal and dialogue skills
- Understanding stakeholder's logic
- Build 'boundary' skills / brokers



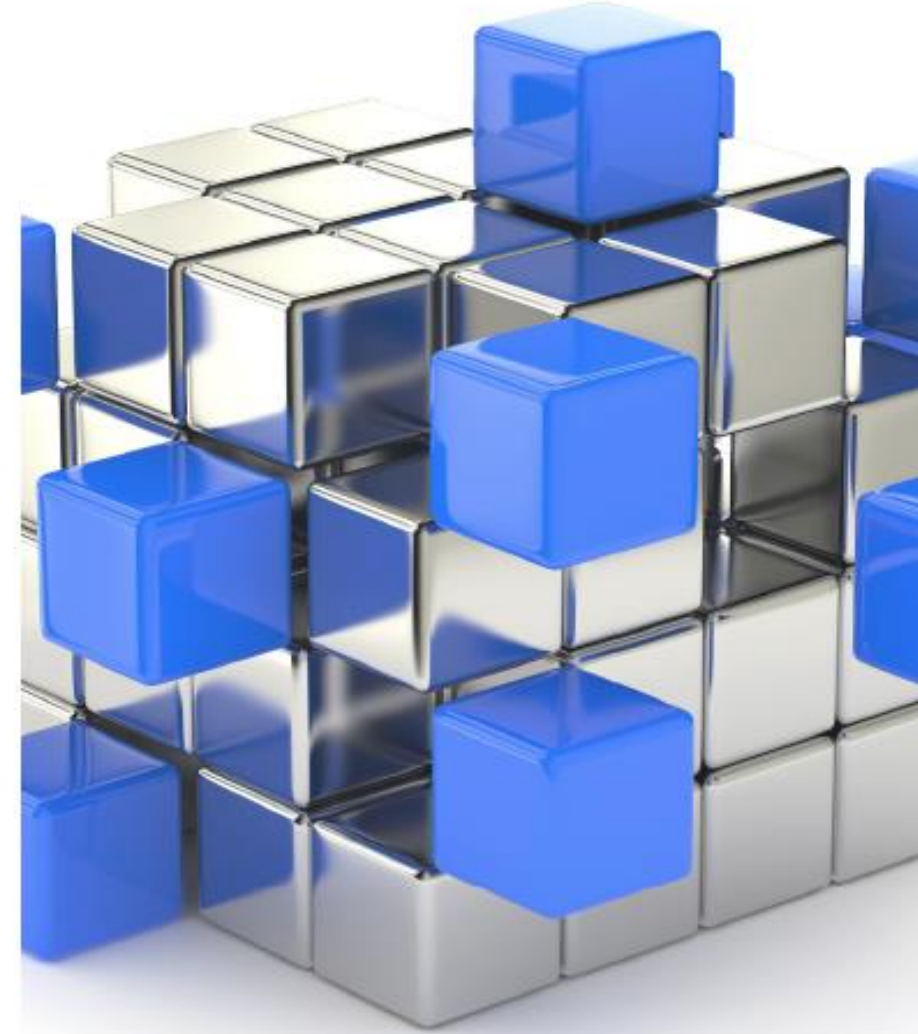
Group discussion 10 minutes
**What are the most important KE skills
for realizing the impact of SSH?**

Infrastructure

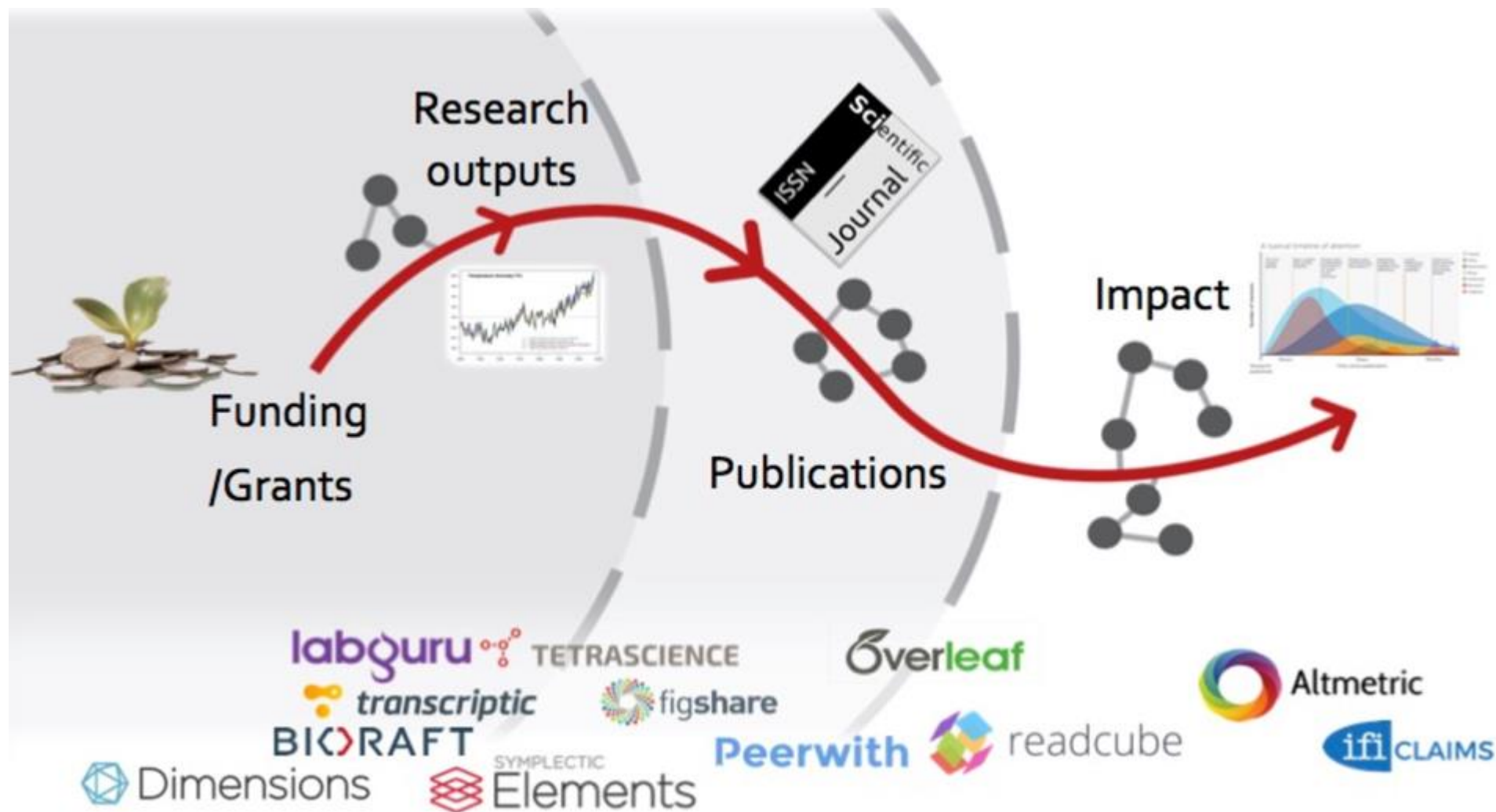


Infrastructure

- Better, more robust data about impact activities for SSH
- Capacity Building & Vocational Training for SSH researchers
- Expanding Knowledge Exchange formats, networks and platforms.
- Impact management (incl. different transactions models)



Realizing the impact value chain



EX ANTE

e.g.

- Impact Planning
- Match-making & partner search
- Shared definitions of research problem
- Clarify expectations
- Incentives & rewards

Contracts, grant applications, impact strategies, technology transfer agreements etc.



EX POST

- Direct observable impacts
- Media / public awareness
- Socio-economic benefits
- New research questions
- Behavioural / institutional change

e.g.

- Change in policy
- New practices

Changes in policy, organisation, business, practice etc. described in collaboration with non-academic partners

Resources, inputs
and planning

Research and
engagement

Outputs

Outcomes

Impact

EX ANTE

RESEARCH BENEFITS

INTERACTIONS

IMPLEMENTATION

EX POST

e.g.

- Impact Planning
- Match-making & partner search
- Shared definitions of research problem
- Clarify expectations
- Incentives & rewards

e.g.

- Co-production of new knowledge
- Deeper partnerships
- New methods
- New tools
- New research questions

e.g.

- Publications
- Conferences and seminars with stakeholders
- Social media
- Media & public awareness
- Artefacts & exhibits
- IP including patents

e.g.

- Contextualizing results
- Best practices established
- Practical recommendations
- Networks and relationships
- Science & Policy Advise

- Direct observable impacts
- Media / public awareness
- Socio-economic benefits
- New research questions
- Behavioural / institutional change

e.g.

- Change in policy
- New practices

Contracts, grant applications, impact strategies, technology transfer agreements etc.

Openness, accessibility, increased knowledge base, sharing findings,

Dissemination of outputs through scholarly & non-scholarly channels

Benefits for stakeholders, enhanced Impact Readiness, contributions to practice

Changes in policy, organisation, business, practice etc. described in collaboration with non-academic partners

Resources, inputs and planning

Research and engagement

Outputs

Outcomes

Impact

EX POST

RESEARCH BENEFITS

INTERACTIONS

IMPLEMENTATION

EX POST

e.g.

- Impact Planning
- Match-making & partner search
- Shared definitions of research problem
- Clarify expectations
- Incentives & rewards

e.g.

- Co-production of new know
- Deeper p
- New me
- New tools
- New research questions

e.g.

- Publications

e.g.

- Contextualizing

Academic institution

- Social media
- Media & public awareness
- Artefacts & exhibits
- IP including patents

- Practical recommendations
- Networks and relationships
- Science & Policy Advise

- Direct observable impacts
- Media / public awareness
- Socio-economic benefits
- New research questions
- Behavioural / institutional change

e.g.

- Change in policy
- New practices

Contracts, grant applications, impact strategies, technology transfer agreements etc.

Openness, access, increased knowledge, sharing files

Stakeholder partnerships

Stakeholders, Impact Readiness, to practice

Changes in policy, organisation, business, practice etc. described in collaboration with non-academic partners

Resources, inputs and planning

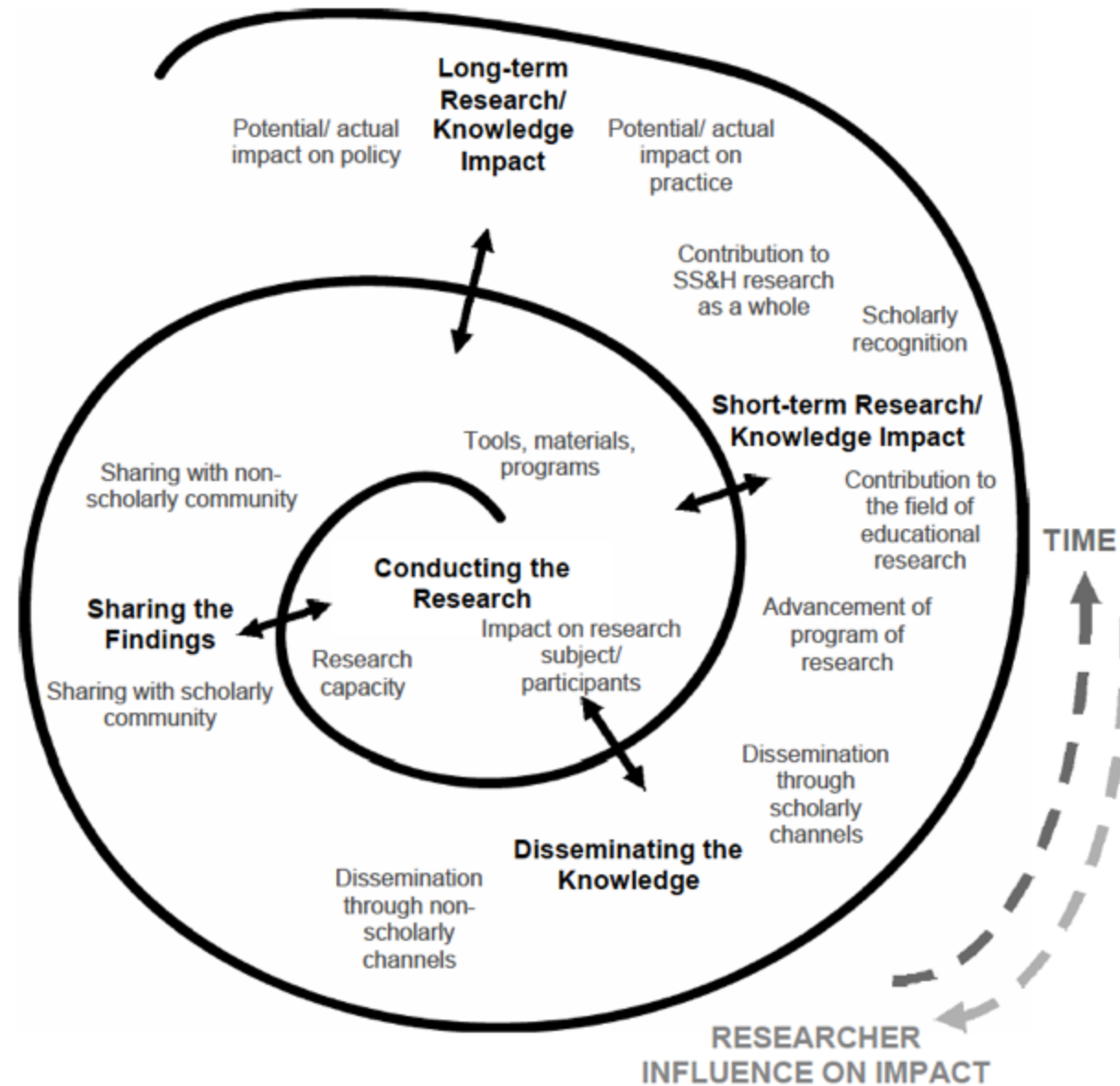
Research and engagement

Outputs

Outcomes

Impact

Figure 1
Conceptual Framework of Research Impact in the Field of Education



ViVO / ReACT Impact Platform

Browser tabs: <https://vivo.aau.dk/admin/spa...> <https://vivo.aau.dk/admin/spa...> <https://vivo.aau.dk/admin/spa...> Hvidtfeldt, Rolf

Address bar: <https://vivo.aau.dk/display/n360>


Navigation: REACT Home People Input Log out

Admin Panel

Edit this individual

Verbose property display is off | Turn on

Resource URI: <http://vivo.mydomain.edu/individual/n360>





Hvidtfeldt, Rolf
Postdoc, Aalborg University | 1.
January, 2017 -

Participation Products Inflow Other


Academic Event +


seminar


Research seminar m. Rolf Hvidtfeldt (05.12), Speaker 2018 


ReAct: Internat (16.-17.08), Participant 2018 

meeting


Gruppemøde, Public Value of the Humanities d. 02.11.18, Participant 2018 

Meeting with Associate Vice Chancellor at UC Davis (12.06.), Participant 2018 

Meeting with professor at UC Berkeley (09.06), Participant 2018 

Gruppemøde, Public Value of the Humanities d.13.04.18, Speaker 2018 

presentation

Oplæg v. Brook Struck (10.09), Participant 2018 

Conclusions

- We need healthy, connected institutions
- Fund and build infrastructures to enable Knowledge Exchange in SSH
- Microshifts (activities, interactions, relations) do not tell the full story about 'change' or 'effect' (attribution) but about »contributions«
- ReAct Indicators provide data of what researchers can do, and what KE professionals can advise them to do.

Group discussion 10 minutes

How can data infrastructure support measurement and recalibration of KE goals along the research process?

Thank you for the attention

David Budtz Pedersen: davidp@hum.aau.dk

Twitter: @HumanomicsMap

Website: <http://mapping-humanities.dk>

Contributions from Rolf Hvidtfeldt & Jonas Grønvad

Supported by

VELUX FONDEN



Day 2 – How to actively engage Universities to a SSH Impact Strategy

UP NEXT....

Coffee & Tea Break

10.45 – 11.15



**Fostering ASSH impact
through alliances with non academic stakeholders**

**Cross-sectoral cooperation:
necessary, inevitable, and the only way
to creative solutions for the future**



ISSUES

- Context: more demanding
- Reply of R&I policy: impact agenda, IDR, TDR
- Strategy for ASSH: complex alliances, ecosystems
- Assessment: 21st century evaluation



Context

Widening R&I policy demands

- NL: Top sector policy, National Science Agenda
- EU H2020; GRAND SOCIETAL CHALLENGES: health, food, energy, climate, transport, secure and inclusive societies
- Horizon Europe: More impact via Mission oriented research
- RESPONSIBLE RESEARCH AND INNOVATION (RRI)
- UN SUSTAINABLE DEVELOPMENT GOALS: poverty, hunger, clean water, inequality, responsible production and consumption, peace,



Horizon 2020

excellence, openness and impact

- Excellent Science: ERC, Future and Emerging Technologies, MC, Infrastructures, investigator driven
- Industrial Leadership: Enabling and Industrial Technologies, Access to Risk Finance, Innovation in SME's
- Grand Societal Challenges: Health, Food, Energy, Climate, Transport, Secure and Inclusive Societies



Horizon Europe

- Three pillars: open science, innovation ecosystems, open innovation
- Mission oriented, large-scale R&D programmes
- Public-private partnerships with industry and member state public-public partnerships
- Connect to UN-SDG's
- Citizen involvement, RRI

Horizon Europe's Smorgasbord



- **Health** *Health throughout the life course, *Environmental and social health determinants, *Non-communicable and rare diseases, *Infectious diseases, *Tools, technologies and digital, *Health care systems, solutions for health and care
- **Inclusive and Secure Societies** *Democracy, *Cultural heritage, *Social and economic transformations, *Disaster-resilient societies *Protection and Security, *Cybersecurity
- **Digital and Industry** *Manufacturing technologies, *Key digital technologies, *Advanced materials, *Artificial intelligence and robotics, *Next generation internet, *Advanced computing and Big Data, *Circular industries, *Low carbon and clean industry, *Space
- **Climate, Energy and Mobility** *Climate science and solutions, *Energy supply, *Energy systems and grids, *Buildings and industrial facilities in energy, *Communities and cities transition, *Industrial competitiveness in transport, *Clean transport and mobility, *Smart mobility, *Energy storage
- **Food and Natural Resources** *Environmental observation, *Biodiversity and natural capital, *Agriculture, forestry and rural areas, *Sea and oceans, *Food systems, *Bio-based innovation systems, *Circular systems



Policy goals at the global level





Universities should be working for the *greater good*

- Friendly competition can push us all to do better. But when the competitiveness that fuels excellence and prestige becomes based in the logic of the market, universities lose sight of their true purpose
- KF: What might be possible if the public mission really becomes Job One for the universities?
- Provost: “Any institution that did that would immediately lose competitiveness within its cohort.”

Kathleen Fitzpatrick, 11 April, Times



21st C Academic Research: Crossroads

- research is part of larger innovation process, both technical and social
- operating at the cross roads of
 - excellence in (international) competition, fields / institutions
 - relevance for (democratic, sustainable) society, local, national



Why is the context so demanding?

- The world is **complex and changing rapidly** and nobody oversees all effects of all these changes, although some think they do [climate change[IPCC], migration crisis in Europe, energy transition]
- The border between learned society and civil society is becoming blurred, **knowledge/expertise is everywhere** [NGOs, citizens, internet: Jack Andraka]
- The **communication** about research and its effects is distributed through social media, and we cannot control this [failed HPV vaccination campaign]



REPLY

That's why collaboration between fields and sectors is so important!

Society is facing enormous challenges:

- Climate change, environmental pollution, the exhaustion of natural resources, biodiversity loss are growing problems.
- In many areas of the world, inequality, conflict and hopelessness are undermining social cohesion and posing a threat to peace and security.
- Globalisation, urbanisation and digitisation can magnify local problems unexpectedly.
- The urgent need to improve sustainability and resilience in countless sectors means that the world is facing far-reaching transitions in the economy, society and governance.

Viking warrior reaffirmed to be a woman



Scientific and Artistic Aspects of Antarctic ice crystals



- Collaboration has evolved from arm-chair slide shows, through cross-disciplinary participation and Antarctic expeditions, to a final stage that includes a proliferation of ideas around art, education and science.
- The benefits to science can be difficult to articulate but chief among them is a reminder of the importance of open-ended exploration.
- Another is to be asked questions by someone who spent even more time simply looking at the object of scientific inquiry than the scientists themselves.



Europe: RRI

*“a transparent, interactive process by which societal actors and innovators become **mutually responsive to each other** with a view on the (ethical) acceptability, sustainability and societal desirability of the Innovation process and its marketable products.” (von Schomberg 2011)*

- Public engagement
- Open access
- Gender equality
- Ethics
- Science education
- Social justice
- Sustainability

→ RRI / **EUROPEAN VALUES**

- *International Handbook on RRI, Renee von Schomberg and Jonathan Hankins, 2019*
- *MoRRI: evaluation; NewHoRRizon: collaboration; Horizon Europe*



EUROPE: IDR and TDR

- CORDIS database
- FP7: 36 interdisciplinary projects, 4 transdisciplinary projects
- H2020: 2082 interdisciplinary projects, 93 transdisciplinary projects
- Majority mixture of STEM and ASSH (tbc)



REF UK

- Expert review carried out by panels for each of the 34 subject-based units of assessment (UOAs), under the guidance of four main panels.
- Expert panels are made up of senior academics, international members, and **research users**.
- For each submission, three distinct elements are assessed: the quality of **outputs** (e.g. publications, performances, and exhibitions), their **impact** beyond academia, and the **environment** that supports research.
- [SEP: output, use, recognition]



R&I policy in the Netherlands

- 2012: Topsector policy/NWO: collaboration between science, industry, public sector: Sustainable energy, high tech, water, agriculture, health, creative industry, logistics
- 2015 National science agenda: 12000 questions, 140 main topics, 25 major themes: strategic choices, broad collaboration: <https://wetenschapsagenda.nl/?lang=en>



The contribution of Dutch universities to SDGs

https://www.vsnunl/en_GB

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The Association of Universities in the Netherlands

Contribution and solutions for societal challenges with the highest quality of education and research

Click on the goals below for more information

1 NO POVERTY 2 ZERO HUNGER 3 GOOD HEALTH AND WELL-BEING 4 QUALITY EDUCATION 5 GENDER EQUALITY 6 CLEAN WATER AND SANITATION 7 AFFORDABLE AND CLEAN ENERGY 8 DECENT WORK AND ECONOMIC GROWTH 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 10 REDUCED INEQUALITIES 11 SUSTAINABLE CITIES AND COMMUNITIES 12 RESPONSIBLE CONSUMPTION AND PRODUCTION 13 CLIMATE ACTION 14 LIFE BELOW WATER 15 LIFE ON LAND 16 PEACE, JUSTICE AND STRONG INSTITUTIONS 17 PARTNERSHIPS FOR THE GOALS

Windows taskbar: 13:14 25/04/2019



Why is ASSH knowledge indispensable

- *The world is undergoing important social transformations driven by the impact of globalization, global environmental change and economic and financial crises, resulting in growing inequalities, extreme poverty, exclusion and the denial of basic human rights.*
- *These transformations demonstrate the urge for innovative solutions conducive to universal values of peace, human dignity, gender equality and non-violence and non-discrimination.*

UNESCO. Social Transformations, < <https://en.unesco.org/themes/social-transformations> > accessed 1 February 2019.

ASSH strategy

Transformation to what?



*Harvard Business Review (HBR) refers to 10 events in 2015 that will change and stimulate sustainable entrepreneurship in the world. The results of the **Paris climate conference**, the new UN '**Sustainable Development Goals**' and the plan of American scientists to realize in 2050 a completely **sustainable energy** system in 139 countries in the world.*

- EU/RJS/CM: STI with primary goals : Growth and Jobs: *“Making research and innovation a central part of European economic policy making: growth and jobs”*
- The global new green deal van Mariana Mazzucato. A new social contract between governments and industry for fundamental green innovations (article in Social Europe)
- The Doughnut economy, Kate Raworth. Attuning socio/environmental values with economic goals
- The Catalan Robin Hood, Enric Duran Giralt. A new economic world order: more social, ethical, responsible, compare Manuel Castells, Naomi Klein

Europe is optimistic about role of ASSH



Monitoring report 2019: Integration of Social Sciences and Humanities in Horizon 2020:

- SSH plays a key role in analysing and influencing behavioural and societal choices so that better policies can be devised in the future with a direct societal impact.
- The fostering of SSH integration [in STEM fields, in GSC] offers almost endless opportunities.



Collaboration from the start

Report 2019

- Most societal challenges are far too complex for only one discipline or a group of disciplines to deliver on. In general terms, SSH plays a key role in analysing and influencing behavioural and societal choices so that better policies can be devised in the future with a direct societal impact.
- To address the GSC in a serious and effective way, collaboration between SSH and STEM needs to be developed from early on



ASSH in an auxiliary role

Report 2018

H2020 pays tribute to the findings that, although research in technologies can provide technical solutions to major challenges, Social Sciences and Humanities (SSH) can help making them accepted, understood and appropriated by the general public.

Collaboration is difficult....

net4society



- Different scientific language used by ASSH and STEM
 - Develop a compendium with common language used in project; review all deliverables by mixed teams
- Different research methods and scientific approaches
 - Create cross-sectoral working groups, make sure mixed expertise is in all WPs, create an open environment for discussion, ensure conflict resolutions
- Underestimation or lack of acknowledgment by other (non-SSH disciplines)
 - Create and cultivate an environment of mutual respect, underline primary and common objectives, allocate sufficient time and resources to deal with misunderstandings



....even within ASSH

ENRESSH results

- communication patterns in ASSH in Europe differ as much between countries as they do between disciplines, f.e. the share of local language publications, regional focus and outreach policies
- ASSH disciplines interact in various ways with the local/regional context, and use different pathways to impact a key factor is the level of stakeholder engagement
- Great variation in the way evaluation systems appreciate SSH research: organizational structure, attention to societal impact, sensitivity to ASSH research



... but can be done

- Greater understanding of how interdisciplinary research and education evolves is critical for identifying and implementing appropriate programme management strategies
- Understanding is based on social and intellectual learning processes: individual learning, interdisciplinary research practices, interaction between researchers with different backgrounds
 - social capital outcomes: ability to interact, interpersonal connectivity, and shared understanding;
 - knowledge and human capital outcomes: new knowledge that integrates multiple research fields.

Real world problems rarely regard disciplinary boundaries



Contextuality of cross sectoral research

→ Permanent fight for ASSH

- Building new alliances takes time, 3-5 years, large R&D programs tend to be STEM oriented, but room and understanding for SSH is growing, nationally, EU-FP programs

→ Develop innovation ecosystems

- Level of structural relations between academia and society, f.e. primary health care is well organized in the Netherlands, close relations with politics, connected to GSC healthy aging

→ Learn to deal with political and societal debates in different countries

International collaboration, inevitable and necessary, but very difficult [f.e. energy transition, nuclear energy]



What is to be done?

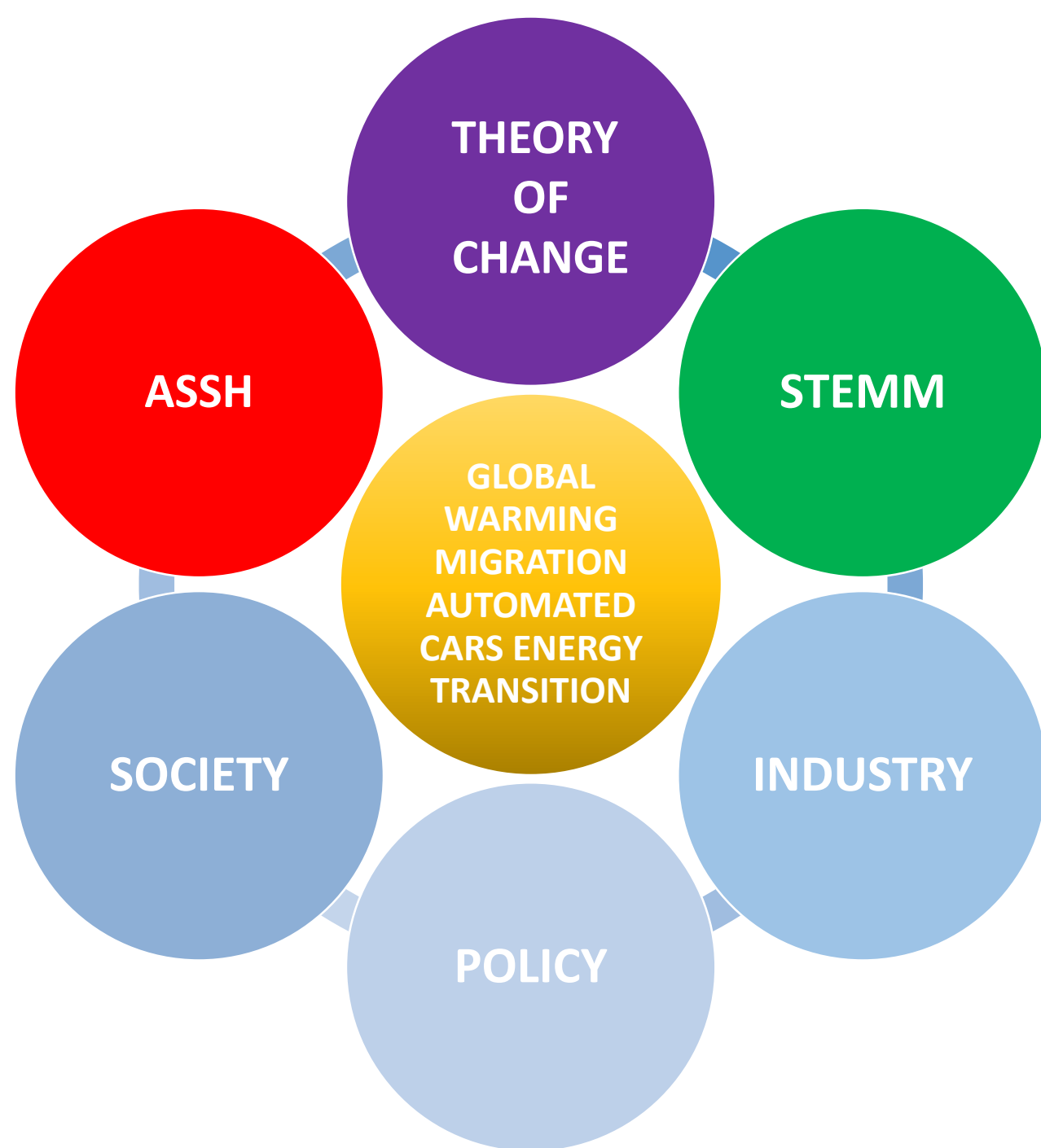
- Integration, or better collaboration, is only effective when it is done from the start
- Get together and talk about the challenges, about what you want to achieve and what kind of contributions you can make -> polder model
- Take stock of the current knowledge about successful ways to collaborate and practices of inter- and transdisciplinarity, identify good ITD practices → SHAPE ID
- Decide about a method: Theory of Change, logic model, or any other



For example...

Theory of change

- Identify long-term goals
- Backwards mapping and connecting the preconditions or requirements necessary to achieve that goal and explaining why these preconditions are necessary and sufficient.
- Identifying basic assumptions about the context (yours and others).
- Identify the interventions that your initiative will perform to create your desired change.
- Develop indicators to assess the performance and (intermediary) outcomes of your initiative.
- Use a narrative to explain the logic of your initiative.





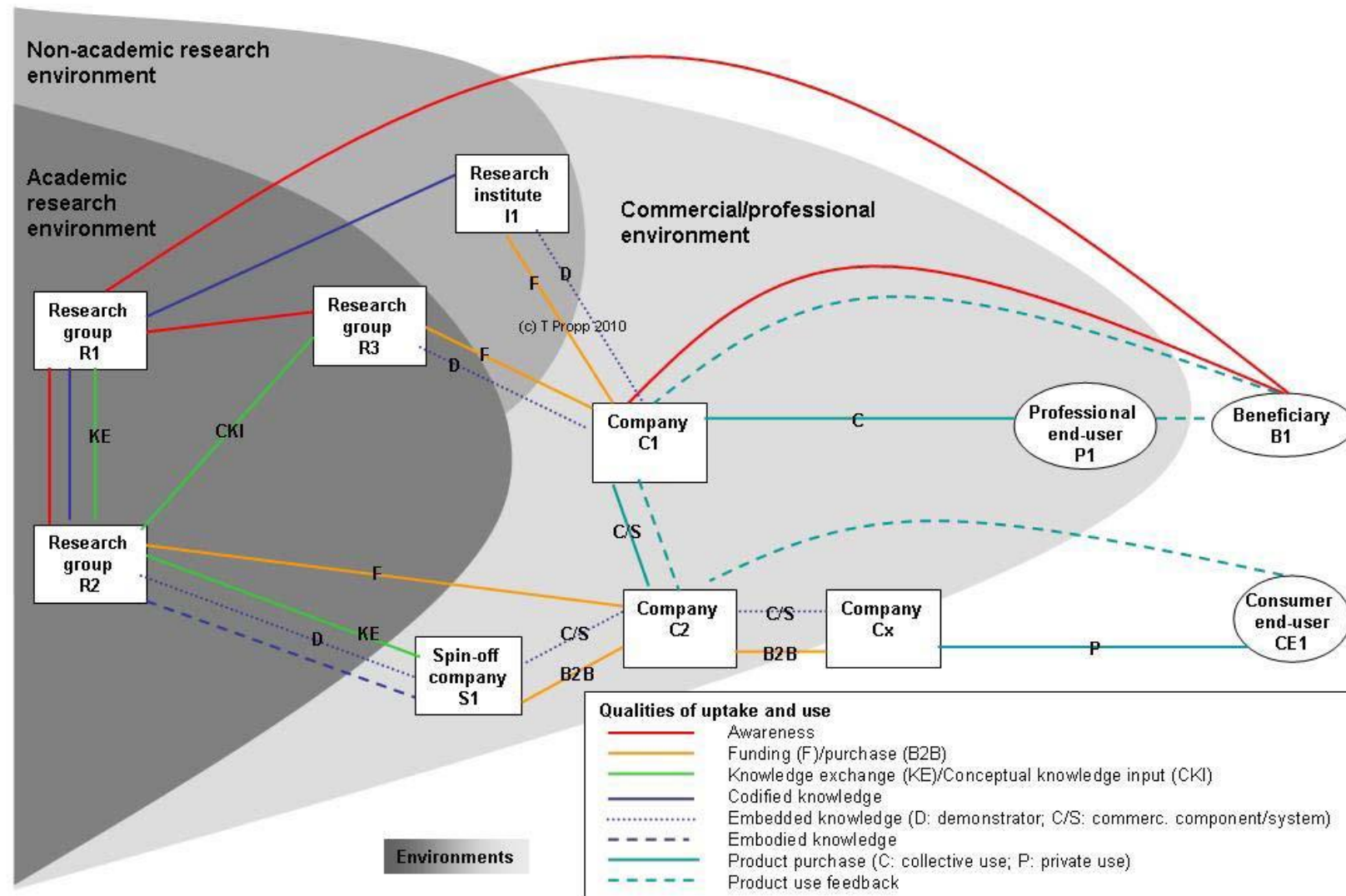
SOCIETAL INNOVATION VIA CROSS SECTORAL COLLABORATION



Different stakeholders close in on the subject via theory of change or other method to define joint problem analysis



NANO RESEARCH IN CONTEXT [@ TILO PROPP]





21st Century Evaluation: Strategic instead of judgmental

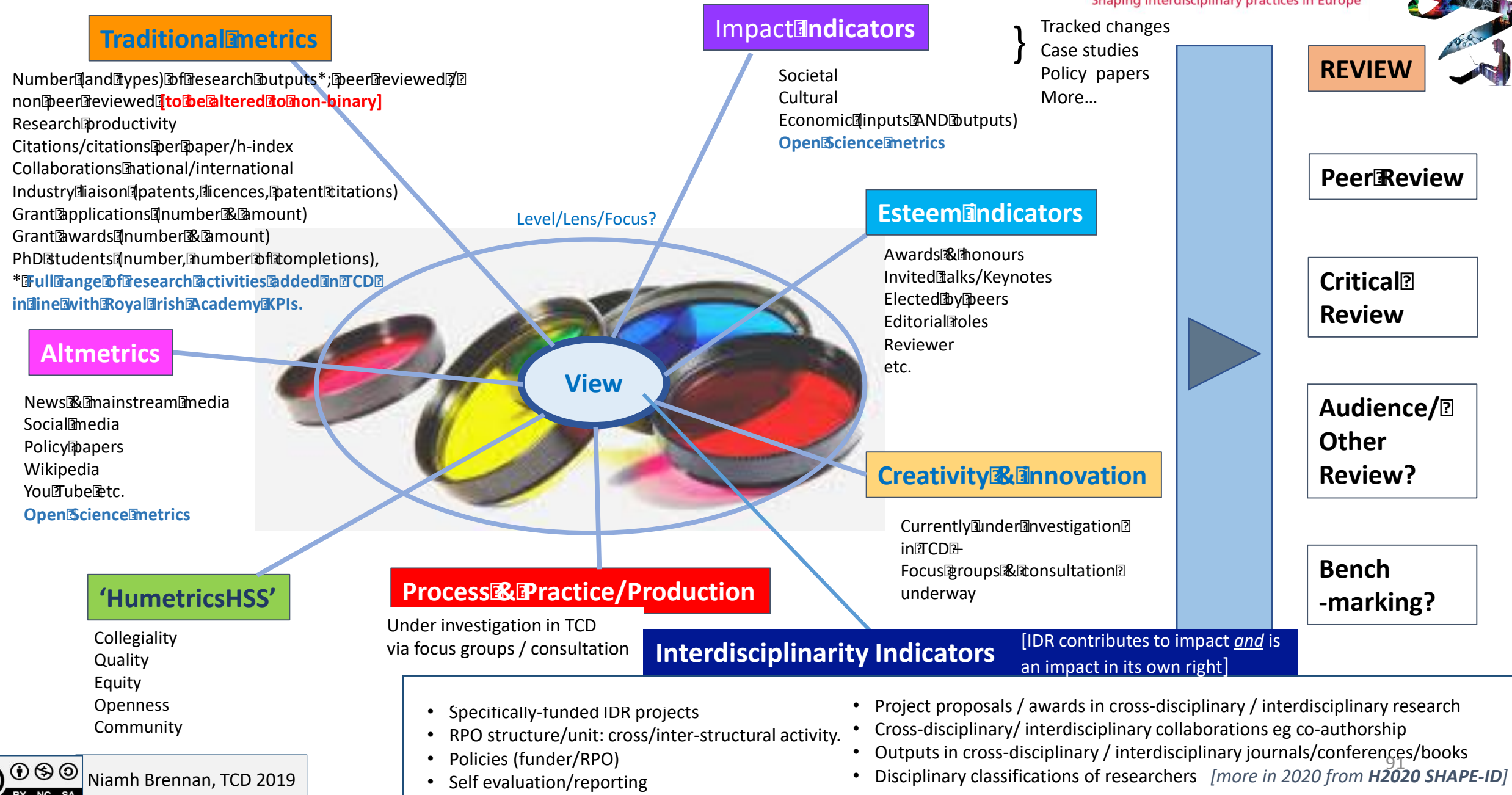
- Mission oriented, various legitimate research profiles (policy oriented, industry oriented, research community)
 - Involvement of relevant stakeholders
 - Focus on **productive interactions** and mutual learning
 - Combination of narratives and indicators, quantitative and qualitative
 - formative instead of summative, monitoring before impact
 - use a flexible framework, room for bottom up input
-
- SIAMPI: Social impact assessment methods through productive interactions (Spaapen and Van Drooge, *Research Evaluation*, 20(3), sep 2011, 211-218)



Productive interactions [FP7 SIAMPI project]

- Focus on relations between academia and stakeholders, and ways to achieve meaningful impact = societal innovation
- Three main types of productive interactions:
 - via people, formal and informal
 - via media, digital, social
 - via material exchanges (financial support, sharing of facilities)
- Non-linear concept: iterative process of interaction and co-creation
- Innovative ecosystems (networks) with different levels of stability

Tracking Impact: which indicators?



(wo)men in S&S have to make sense of it all



Day 2 – How to actively engage Universities to a SSH Impact Strategy

UP NEXT....

Lunch

12.45 – 13.45

The Next AESIS Events



5 -7 June 2019
Berlin,
Germany

The Annual Conference: *Impact of Science*

*Understanding causalities, correlations and pre-conditions for
the different dimensions of societal impact of science*



17-18 October 2019
Washington DC,
United States

The Next SSH Conference: *Impact of Social Sciences & Humanities On Society*

*Optimising and assessing societal impact of
social sciences and humanities by engaging with
government, industry and the public as a whole*

Day 2 – How to actively engage Universities to a SSH Impact Strategy

UP NEXT....

Prospects for SSH Society- Industry Partnerships in the EU Framework Programme (FP9)

David Budtz Pedersen & Jack Spaapen



“

WE NEED TO REEVALUATE THE SOCIAL CONTRACT BETWEEN CITIZENS AND SCIENCE. THE ONE CURRENTLY IN PLACE CAME TO LIFE AFTER THE SECOND WORLD WAR. IT IS TOP DOWN, TOO FOCUSED ON INSTITUTIONS AND NOT INDIVIDUALS AND COMES FROM A PLACE OF NATIONAL PRIDE.”

*Carlos Moedas
Commissioner for Research, Science & Innovation*

Policy outlook

- FP9 and Commission introduces OS indicators “for better assessing the impact of research output and engagement in Open Science.”
- Horizon Europe, Wellcome Trust, Bill & Melinda Gates supercharge **incentives** that reward Open Science & Impact.
- Mission-oriented research in FP9 and beyond implies new reward structure (EC): working with citizens, companies, policy-makers.
- Knowledge co-creation is the baseline for **societal uptake** (Budtz Pedersen et al. 2019). Promote ‘Impact Readiness Levels’.



“Missions around societal challenges are more complex than going to the moon and must be **open, bottom up, flexible, adaptable and engage with citizens** from the beginning”

Mariana Mazzucato 04.03.2018

Co-creation in the Humanities and Social Sciences

Recommendations (selected)

- Allocate time, funds and adequate human resources
- Upstream involvement of all relevant stakeholders in problem and project definition and goal-setting
- Address differences in language, logic roles.
- Challenge your own perspective and disciplinary bias
- Use facilitators, translators, and knowledge brokers

IHS Working Paper 5
April 2019

SSH-Impact Pathways and SSH-
Integration in EU Research
Framework Programmes
Thomas Koenig



INSTITUT FÜR HÖHERE STUDIEN
INSTITUTE FOR ADVANCED STUDIES
VIENNA

SOCIAL SCIENCES AND HUMANITIES RESEARCH MATTERS.

GUIDELINES

ON HOW TO SUCCESSFULLY DESIGN,
AND IMPLEMENT, MISSION-ORIENTED
RESEARCH PROGRAMMES



HOW TO ORGANISE IMPACT PATHWAYS?

Questions	Policy priorities	Practices
value-for-society of SSH research	Skill sets for impact & co-creation Research Readiness Independent research + Honest broker	timely advise Merit & Incentives More societal allies (industry/policy)
changes in the e/valuation systems	Keeping diversity in eval. criteria Develop Open Indicators / Evaluation Transparency – in <i>infrastructure</i>	Train reviewers for epistemic diversity From outcome- to process-oriented
(role) models and forms of leadership	Importance of research group Diversification of career paths	Focus on 'collectives' rather individuals Learned societies & alliances – more involved in expert groups / statements
interaction with existing value systems and strategies (SDGs, ...)	Collect better evidence for SSH involvement in policy-making (incl. SDG, missions etc.)	Alignment of values, practices, incentives and indicators Involve NEW 'concerned' stakeholders in mission at all levels (more chairs)
role models and leadership of SSH in mission oriented and participatory settings	Permanent positions for Honest brokers (science attaches, boundary spanners).	Change agents / brokers / Impact Management Impact literacy SSH should make 'topics' more relevant for SSH research

Group reflections

- Reflections groups 1-2. what are opportunities and potential pitfalls for SSH to engage in open science and open innovation
- Reflections in groups 3-4. what are opportunities and potential pitfalls for SSH to engage in Innovation Ecosystems
- Reflections in groups 4-6. what can be your contribution as SSH researcher/policy maker to SME's

Day 2 – How to actively engage Universities to a SSH Impact Strategy

UP NEXT....

Coffee & Tea Break

15.00 - 15.30

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Case study exercise session

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Recap & remaining questions

Mark Mann & Chris Fellingham

Day 2 – How to actively engage Universities to a SSH Impact Strategy

UP NEXT

Course Dinner

18.00

Restaurant No. 1 Ship Street

1 Ship Street
Oxford OX1 3DA

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