

A decorative background at the top of the slide featuring a network diagram with red and black nodes connected by thin lines, set against a light red gradient.

Impact of Social Sciences & Humanities

4-5 October 2018, Copenhagen

Lumbye Hall, 11.30-12.45

Stakeholder Co-creation

Tom Postmes (chair)

Victoria McGuinness

Heidi Kinnunen

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Impact of Social Sciences & Humanities

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Stakeholder Co-creation

Tom Postmes

*Faculty of Behavioural and Social Sciences, University of Groningen,
Netherlands*



Opening words on "Stakeholder co-creation": ACCOMPLISSH contributions

4 October 2018, Copenhagen



ACCOMPLISSH

Tom Postmes



ACCOMPLISSH

- Horizon 2020 Societal Challenge 6
- March 2016 – March 2019
- Open Innovation 2.0 inspired
- Coordination University of Groningen

ACCOMPLISSH

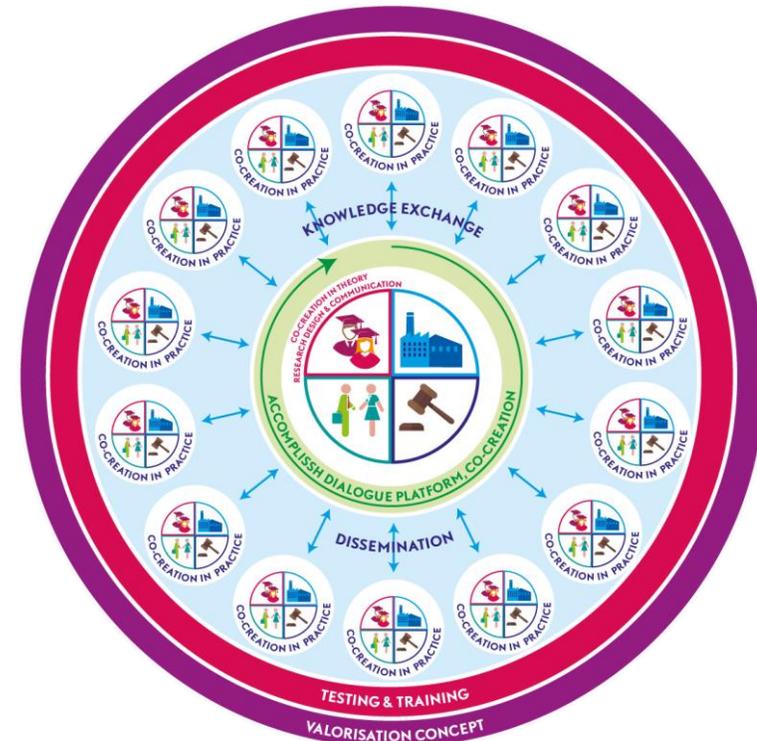
1. Society needs new insights for many challenges;
2. Current valorisation approaches are too linear: from academia to society;
3. Innovation comes from co-creation (quadruple helix) where all stakeholders are equal;



ACCOMPLISSH

Goals:

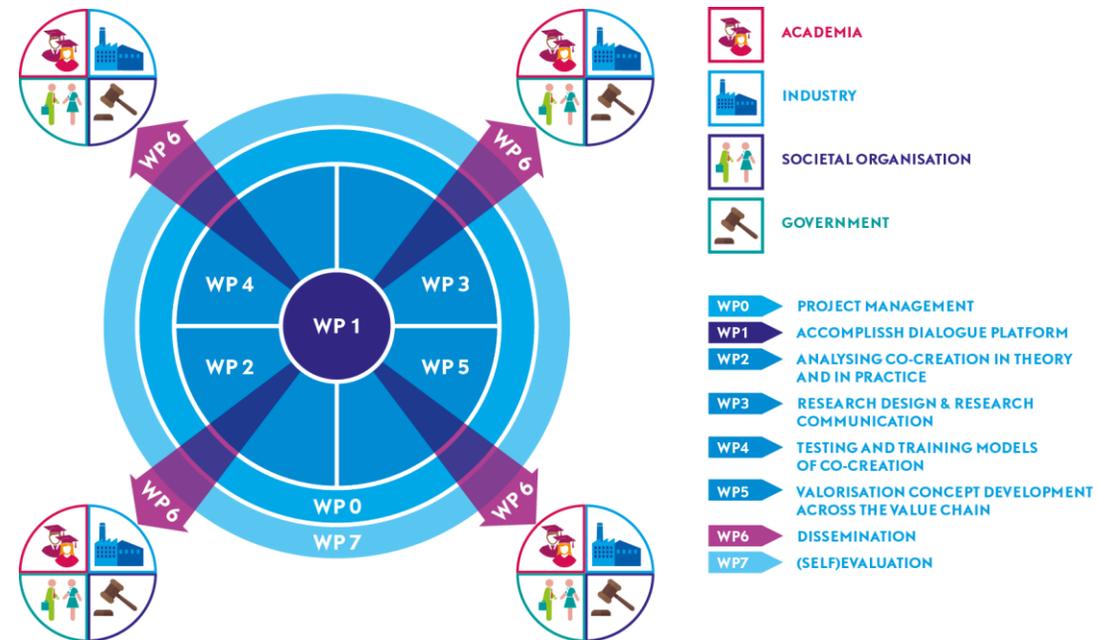
1. Develop a valorisation model (inspired by open innovation 2.0);
2. Deliver updated roadmaps for impact from SSH;
3. Develop new pathways to implement them.



ACCOMPLISSH

Analysis:

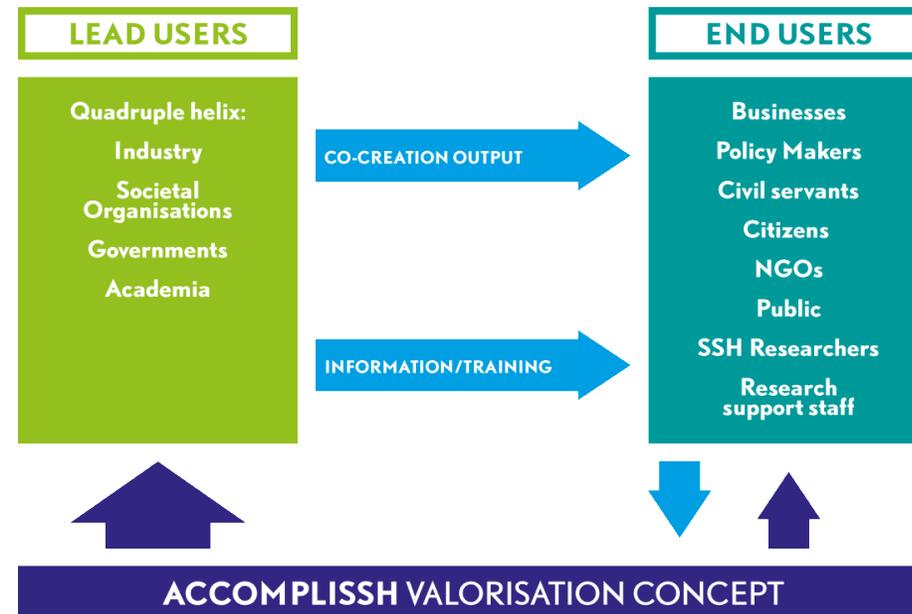
- Co-creation analysis from theory (literature study) and practice (Quadruple Helix groups interviews);
- Research Design & Research Communication



ACCOMPLISSH

Deliverables:

- Best practices / hands-on tools for all stakeholders
- An innovative innovation approach



GUIDE TO CO-CREATION



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 693477

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Ministry of Makers

Saskia Westerduin (saskia@ministryofmakers.be)



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Challenge	4
Participants	5
The role of the facilitator	6
The process	8
Differing views and motivations	11
Co-creation tool	13
Sources	15

CO-CREATION TOOL

Indicate to what degree the following elements were generally present during this co-creation session

	Not at All	Not Really	Un-decided	Some-what	Very Much
1. Openness to new ideas and opinions	<input type="radio"/>				
2. Exchange of useful information	<input type="radio"/>				
3. Equal level of involvement	<input type="radio"/>				
4. Climate of trust and openness	<input type="radio"/>				
5. Relevant discussions	<input type="radio"/>				
6. Positive atmosphere	<input type="radio"/>				
7. Generation of new insights	<input type="radio"/>				
8. Experience of joy	<input type="radio"/>				
9. Effective leadership	<input type="radio"/>				
10. Clear collective mission	<input type="radio"/>				
11. Equal influence over decisions	<input type="radio"/>				
12. Respectful interactions	<input type="radio"/>				
13. Efficient decision making and problem solving	<input type="radio"/>				
14. Satisfaction with the progress	<input type="radio"/>				
15. Use of understandable language	<input type="radio"/>				

ACCOMPLISSH

Effective co-creation challenges Intro to the session

- Effective methods: the co-creation “toolkit”
- Short term business models: who pays for all this?
- Long term cooperations: dealing with trust, shared cognition and turnover
- Collective innovation: achieving external recognition and internal generosity
- Politicization of knowledge: clarity about roles and ethics



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Stakeholder Co-creation

Victoria McGuinness

Manager for TORCH (The Oxford Research Centre in the Humanities), UK

Stakeholder Co-creation

How to effectively use the co-creation approach to bring together stakeholders and discover innovative solutions for societal challenges

Dr Victoria McGuinness

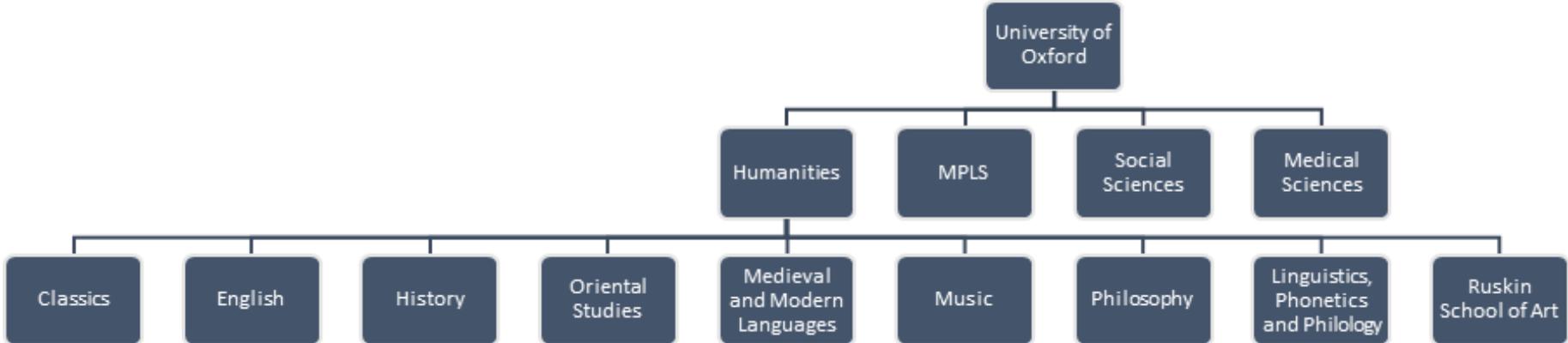
TORCH | The Oxford Research Centre in the Humanities
University of Oxford



THE OXFORD RESEARCH CENTRE IN THE HUMANITIES



University of Oxford

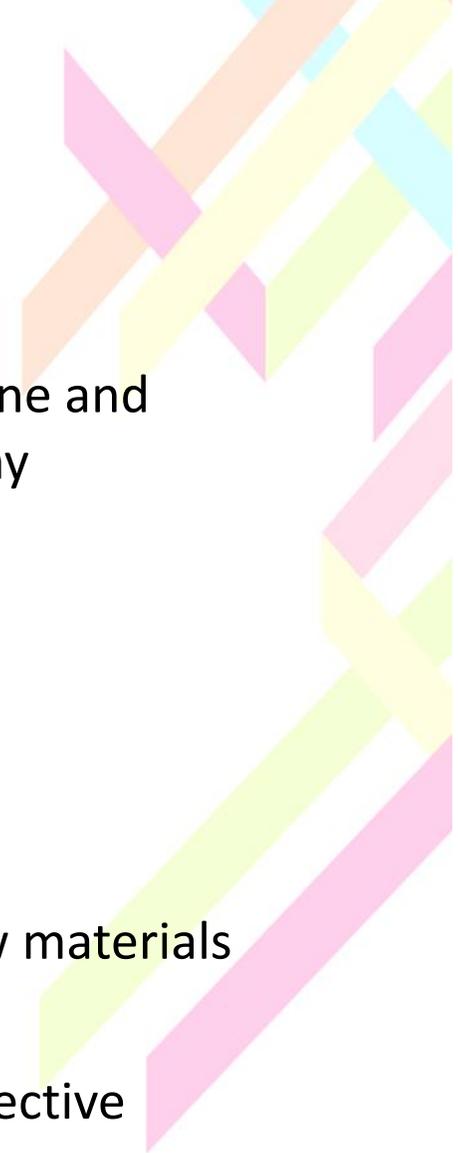


- **TORCH supports Oxford Humanities interdisciplinary and collaborative research, facilitates knowledge exchange (KE) and wider engagement**
- **Academic led and ‘bottom-up’ approach**
- **Last year, TORCH collaborated with around 400 researchers, supported c.400 research events, with audiences of over 16,000 people**



Societal Challenges

1. Health, demographic social change and wellbeing
2. Food security, Sustainable Agriculture and Forestry, Marine and Maritime and Inland Water Research and the Bioeconomy
3. Secure, clean and efficient energy
4. Smart, green and integrated transport
5. Climate action, environment, resource efficiency and raw materials
6. Europe in changing world – inclusive, innovative and reflective societies
7. Secure societies



Knowledge Exchange Projects



‘Compassion in Healthcare’ - NHS/Royal Society of Medicine and Prof Joshua Hordern (Theology & Religion)

‘Eating disorders and real-life reading’ - Beat Charity and Dr Emily Troscianko (German)

‘Celebrating 500 years of Pregnancy and Birth’ – Royal College of Obstetricians & Gynaecologists and Prof Valerie Worth (French)

‘Fostering a shared understanding of educational success for children in care’ - National Association of Fostering providers and Dr Aoife O’Higgins (Education)



Childhood adversity and lifetime resilience

This project seeks to understand how people who experienced adversity in childhood were affected by these experiences across the course of their lives.

- **Prof Lucy Bowes** - Department of Experimental Psychology
- **Prof Siân Pooley** - Faculty of History

Knowledge Exchange Projects



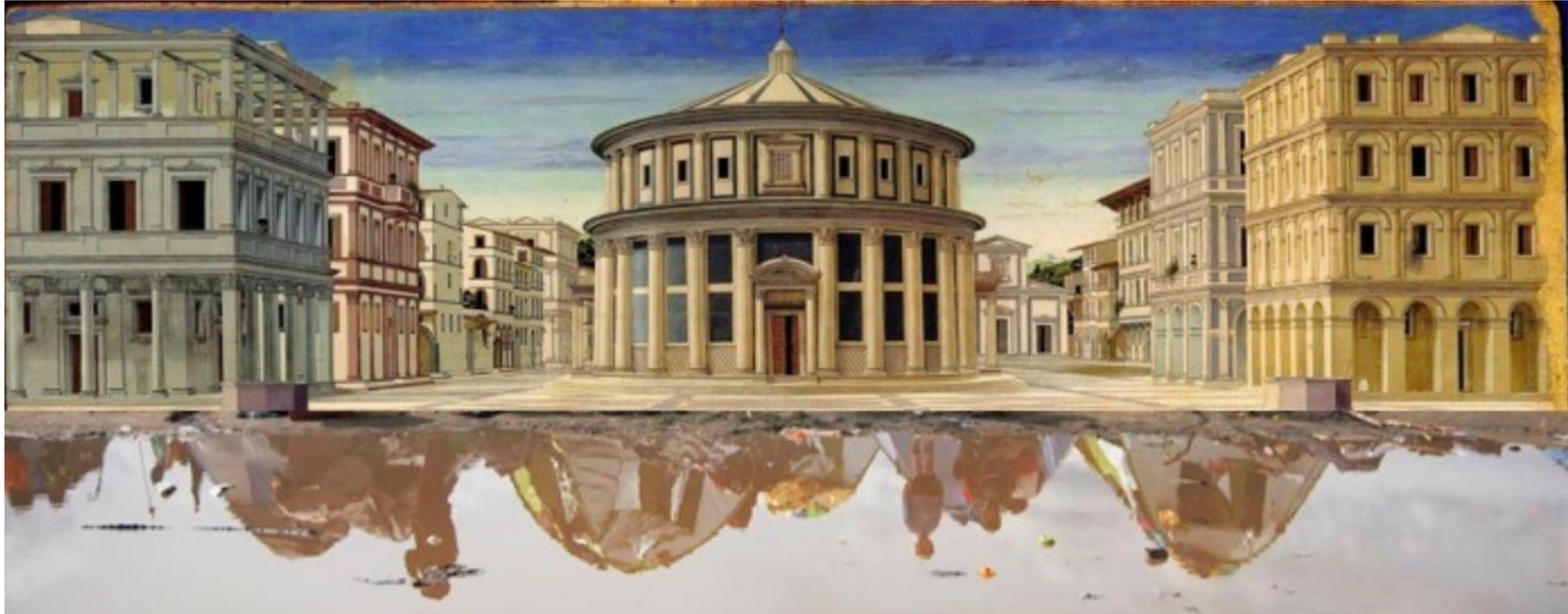
'Words as Weapons' - Crisis Skylight (Homeless Charity) and Sphinx Theatre and Prof Tom Kuhn (German)

'The Indian Army in the First World War' – Soldiers for Oxfordshire Museum and Dr Priya Atwal (History)

'Storming Utopia' – Pegasus Theatre and Prof Wes Williams (French)

'Refugee Heritage: the archaeology of the Calais Jungle' – Museum of London Archaeology (MOLA) and Sarah Mallet (Archaeology)

Storming Utopia



East Oxford Primary School, Oxford



80% of the pupils come from a very wide range of ethnic backgrounds. Around 70% of pupils speak English as an additional language and 30 different languages are spoken.



HUMANITIES & IDENTITIES

TORCH | The Oxford Research Centre in the Humanities



Gaps Between Installation

14 June - 14 July 2017

Oxford City

Radcliffe Humanities, Museums, Sheldonian Theatre, Radcliffe Camera,
Christchurch College, Modern Art Oxford, Oxford Union & History Faculty



The Gaps Between: *Oxford Women in Politics*

Oxford Women in Politics (OxWiP) is the leading university-wide society dedicated to advancing the role of women in public and professional life. OxWiP was founded in 2004 to serve as a means to address the significant gender imbalance in politics and leadership roles. Since then, the society has broadened its scope to serve as a resource for women leaders in public service, academia, and the private sector.

Women pictured (L to R): Fatu Wurie; Vivian Oje; Gladys Ngetich; Ruteno Chigora; Aida Ndiaya; Mary Jiyani; Jessica Muganza; Bongeka Zuma.

Each woman chose one word to show what Oxford means to them.

This is part of a city-wide installation celebrating Oxford's alternative stories.

Visit www.torch.ox.ac.uk/identities for more information. Share your place or story with #gapsbetween.

Images used with kind permission of OXWIP.



THE OXFORD RESEARCH CENTRE IN THE HUMANITIES



The Gaps Between: *Young Women's Music Project*

YWMP is an Oxford Charity providing workshops and an inclusive and supportive space for young women to make music together, learn new skills, express themselves, and grow in confidence. Their projects help young people to challenge issues affecting them in a creative and productive way, such as class, race, sexuality, gender, mental health, and consent. YWMP are currently Oxfordshire's BBC Introducing Act of the Year.

Written by Zahra Haji Fath Ali Tehrani, YWMP Director

This is part of a city-wide installation celebrating Oxford's alternative stories. Visit www.torch.ox.ac.uk/identities for more information. Share your place or story with #gapsbetween.

Image by Joyce Nicholls and used with kind permission of Plan International UK.



The Gaps Between: *Elizabeth Froid*

"My body still doesn't make much sense to me; but it has only been just under two years since I went into septic shock and suffered these injuries. I've spent my career exploring ancient Egyptian representations of the self and the disjunctions between what was traditional, normative, ideal, and what might have been seen as jarring, dissonant, and new. I am curious to see how my thinking on these topics will change."

- **Professor Elizabeth Froid, Faculty of Oriental Studies**

This is part of a city-wide installation celebrating Oxford's alternative stories.
Visit www.torch.ox.ac.uk/identities for more information. Share your place or story with #gapsbetween.

Photograph by Jane Wynyard (2016)



THE OXFORD RESEARCH CENTRE IN THE HUMANITIES





The Gaps Between: *Merze Tate*

Merze Tate became the first African American woman to graduate from Western State Normal School in 1927. With the support of scholarships, she was able to raise the money to support further study at the University of Oxford in 1931 when she became the first African American woman to attend the institution as a student at St Anne's College. In 1941, she made history again when she was the first African American woman to gain a PhD from Harvard University.

Written by Dr Imaobong Umoren, Faculty of History.

This is part of a city-wide installation celebrating Oxford's alternative stories.
Visit www.torch.ox.ac.uk/identities for more information. Share your place or story with #gapsbetween.

Image used with kind permission of the Merze Tate Collection of Western Michigan University.



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Being Human

A FESTIVAL OF THE HUMANITIES



TORCH



UNIVERSITY OF OXFORD

THE OXFORD RESEARCH CENTRE IN THE HUMANITIES

In development

This Site is currently in development. We are building mobile optimised web apps for telling stories about Oxford's places and museum collections from different perspectives.



Pitt Rivers M...



Out in Oxford

TEST APP

Testing App



TORCH

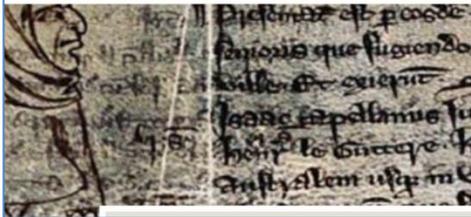


THE OXFORD RESEARCH CENTRE IN THE HUMANITIES

OXFORD ALTERNATIVE



The Gaps Between Installation



TORCH

The Gaps Between Installation

Like many cities, Oxford has a long and varied history. Woven throughout that history are the stories of many people and places.

Start >

TORCH

Oxford Union, Frewin Court,
Oxford, OX1 3JB

Malcolm X at the Oxford Union

0:00 / 2:32 Malcolm X in Oxfo...

(c) Getty Images

Towards the very end of his life, civil



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Stakeholder Co-creation

Heidi Kinnunen

*Senior Advisor in Capacity Building and Impact,
University of Helsinki, Finland*



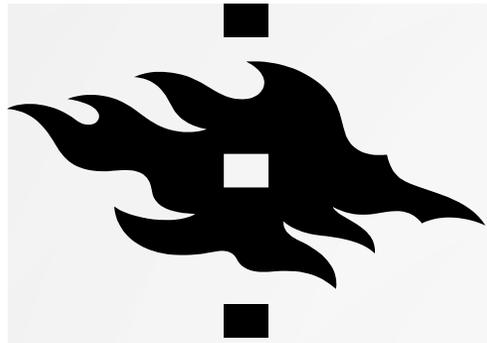
INTERACTIONS FOR OPTIMISING THE IMPACT OF SSH

FOCUS ON COMPANIES

Dr. Heidi Kinnunen, University of Helsinki

AESIS Network Copenhagen 4-5 October 2018

WHERE DOES RESEARCH FUNDING COME FROM?



Outcome will be used by many, usually free of charge



Voluntary sector
Foundations,
NGOs

Business sector
SMEs,
big companies,
international corporates,
sponsors



Outcome will be used by many, not free of charge

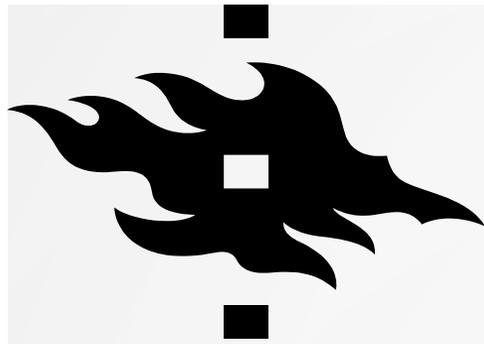


Public sector
Governmental organisations,
ministries

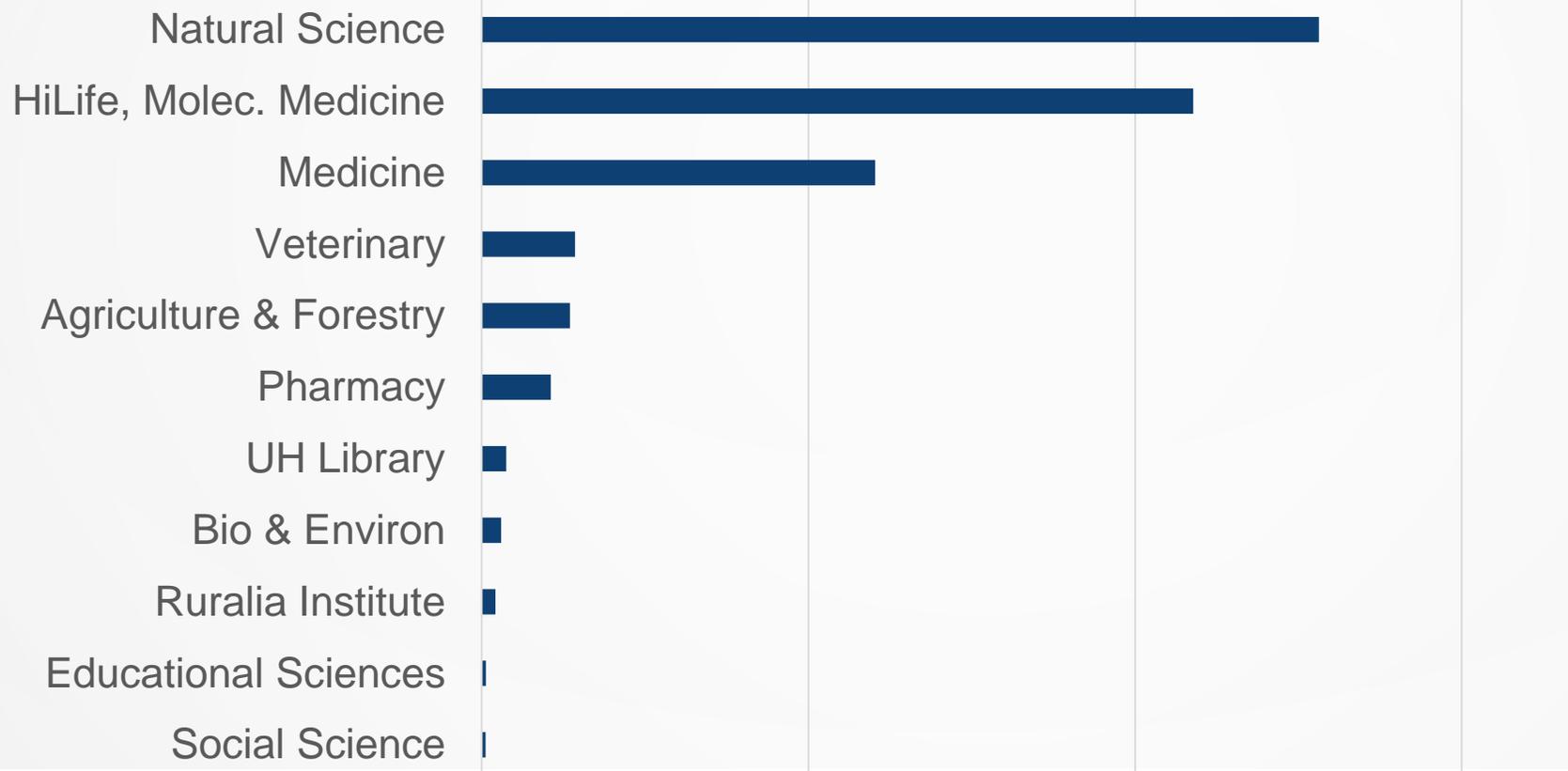
Private sector
Citizens' donations,
testaments,
crowd sourcing,

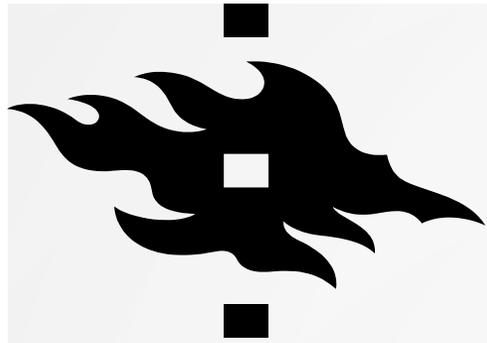


Outcome will be used by many, usually free of charge



BUSINESS FUNDING IN FACULTIES, UNI HELSINKI, 2017





WHERE SCIENCE MEETS BUSINESS?

How have you been in contact with a company in a scale from 1 (never) to 4 (very often) ?

	Science	Bio-Environ	Medicine	Social Sciences	Humanities
Conferences	1,91	1,97	2,24	1,84	1,51
Consultancy	1,52	1,63	1,54	1,53	1,31
Lectures	1,27	1,28	1,67	1,53	1,27
Employment	1,29	1,15	1,23	1,17	1,18
Commissioned research	1,32	1,29	1,32	1,21	1,13
Joint publications	1,47	1,32	1,41	1,30	1,09
Public research program	1,40	1,26	1,29	1,35	1,09
Thesis	1,39	1,22	1,20	1,38	1,07
Joint working spaces	1,22	1,14	1,14	1,14	1,04

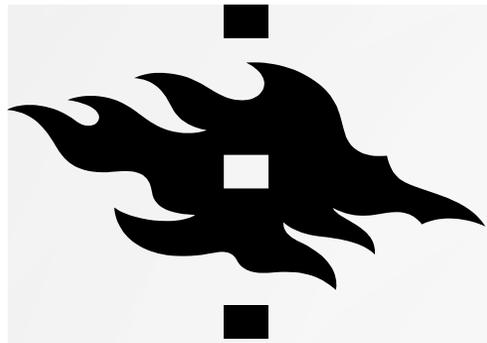
During the past 5 years in Helsinki:

70% had met companies in conferences

44% had consulted a company

37% given a lecture for a company

Study by ETLA (2018): N=~4000
Tutkimustiedon hyödyntäminen kestäväen hyvinvoinnin lähteenä
Tuloksia yliopistomaailman valmiuksista edistää löydöksen käyttöönottoa



PATENTABLE KNOW-HOW VS. DEEP UNDERSTANDING

”Hard sciences”

Patents, other IPR

IPR sold or licensed

”Soft sciences”

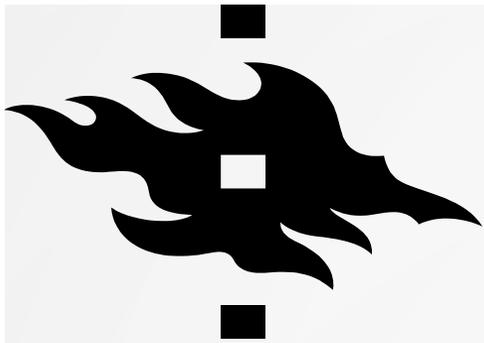
Profound knowledge

Consultancy sessions
expert reports etc.



Commercial success, competitional advantage, societal impact

CONSULTANCY LEADS TO DEEPER CO-OPERATION



Spin off

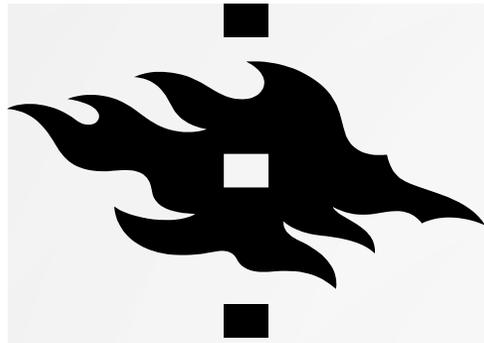


Consultancy
Xx xxx €

Commissioned
research
Xxx xxx €

Co-operational
research
Xxx xxx €





IS CONSULTANCY SUPPORTED BY HEIs?

In the UK

Cambridge University – Cambridge Enterprise Ltd, 85% of the revenue to the researcher
Oxford University – Oxford University Consulting
Imperial College – Imperial Consultants
Edinburgh, ERI, 70% returns to the researcher
Bristol University, RED
Glasgow University, fees under 5000£ 100% to researcher



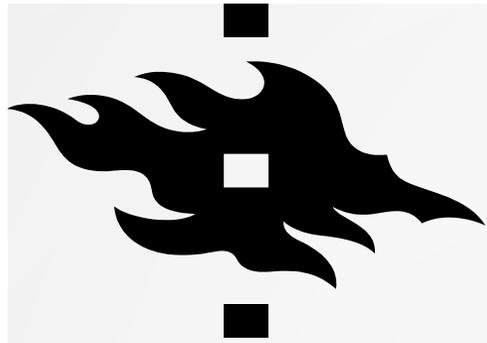
In Belgium

KU Leuven, Leuven R&D, max. 50% to researcher, but the team is also rewarded

In Finland

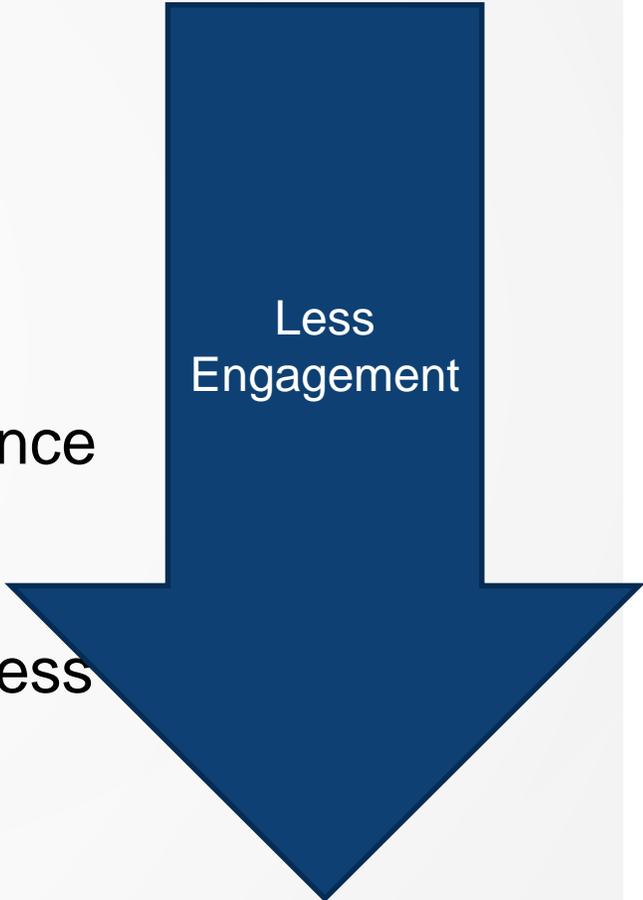
In the UH the researcher gets nothing, if consultancy is sold via university



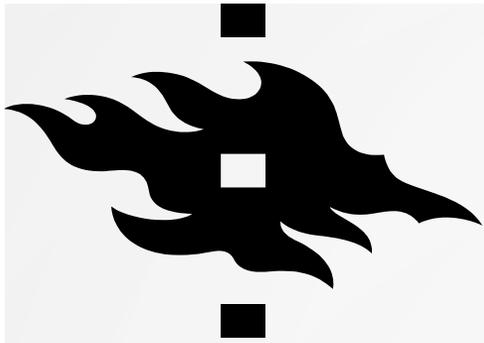


IF CONSULTANCY IS NOT REMUNERATED

- University sends a signal telling that it doesn't value knowledge transfer
- Researchers continue consulting privately, silently
- University loses a good indicator of the impact of science
- Researchers don't learn to price their work and lose income
- Contacts to companies are fewer, less new projects, less appreciation of scientific work



Less
Engagement



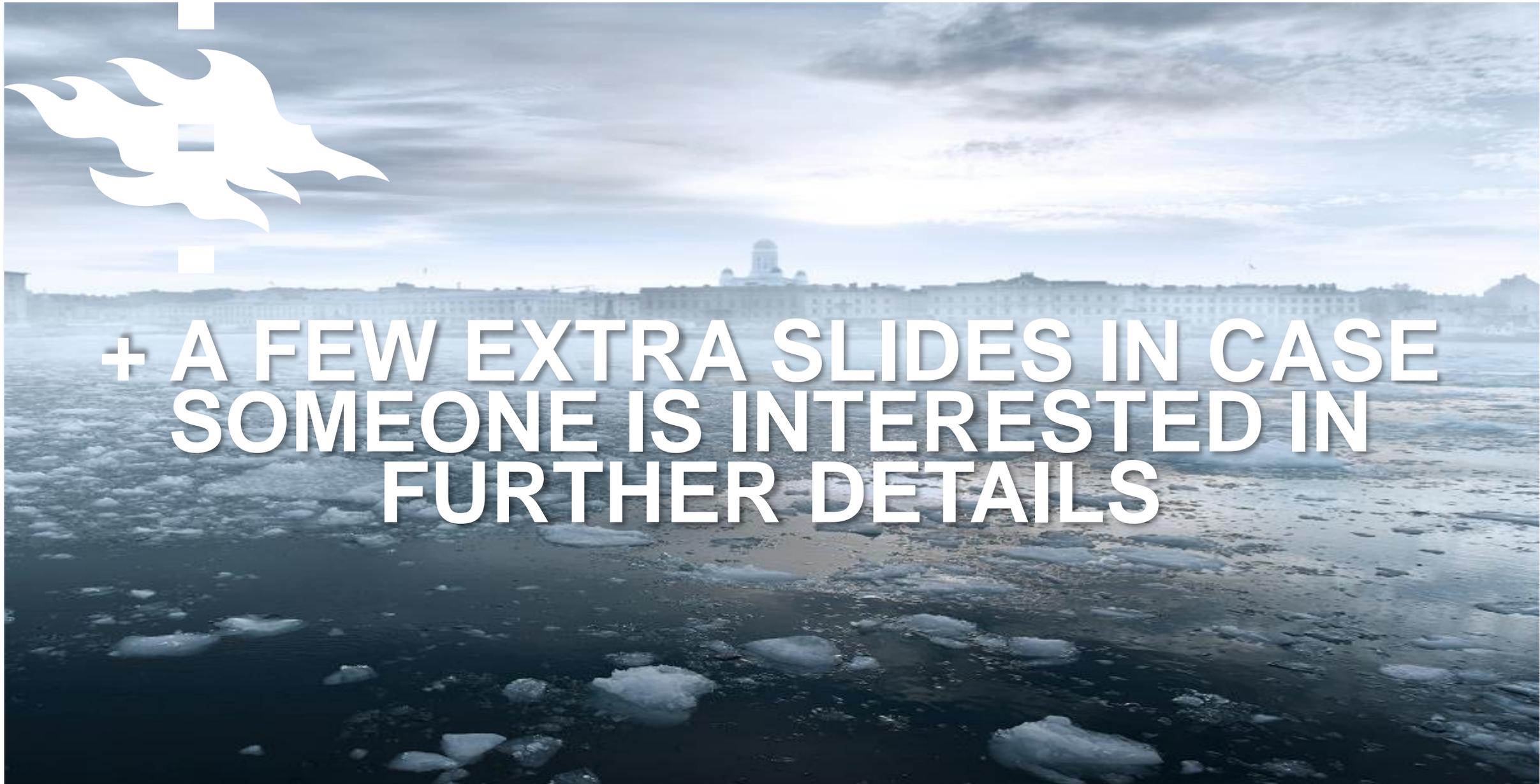
IN ORDER TO START A FLOURISHING CONSULTANCY

- Encourage researchers to stakeholder contacts
- Educate researchers about correct pricing
- Give researchers a fair remuneration for their consultancy work

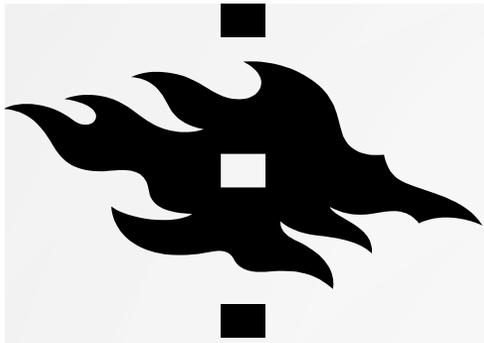
In return universities may:

- Enhance employment opportunities for students
- Get information of the needs of the society
- Gain data for internal research, reporting

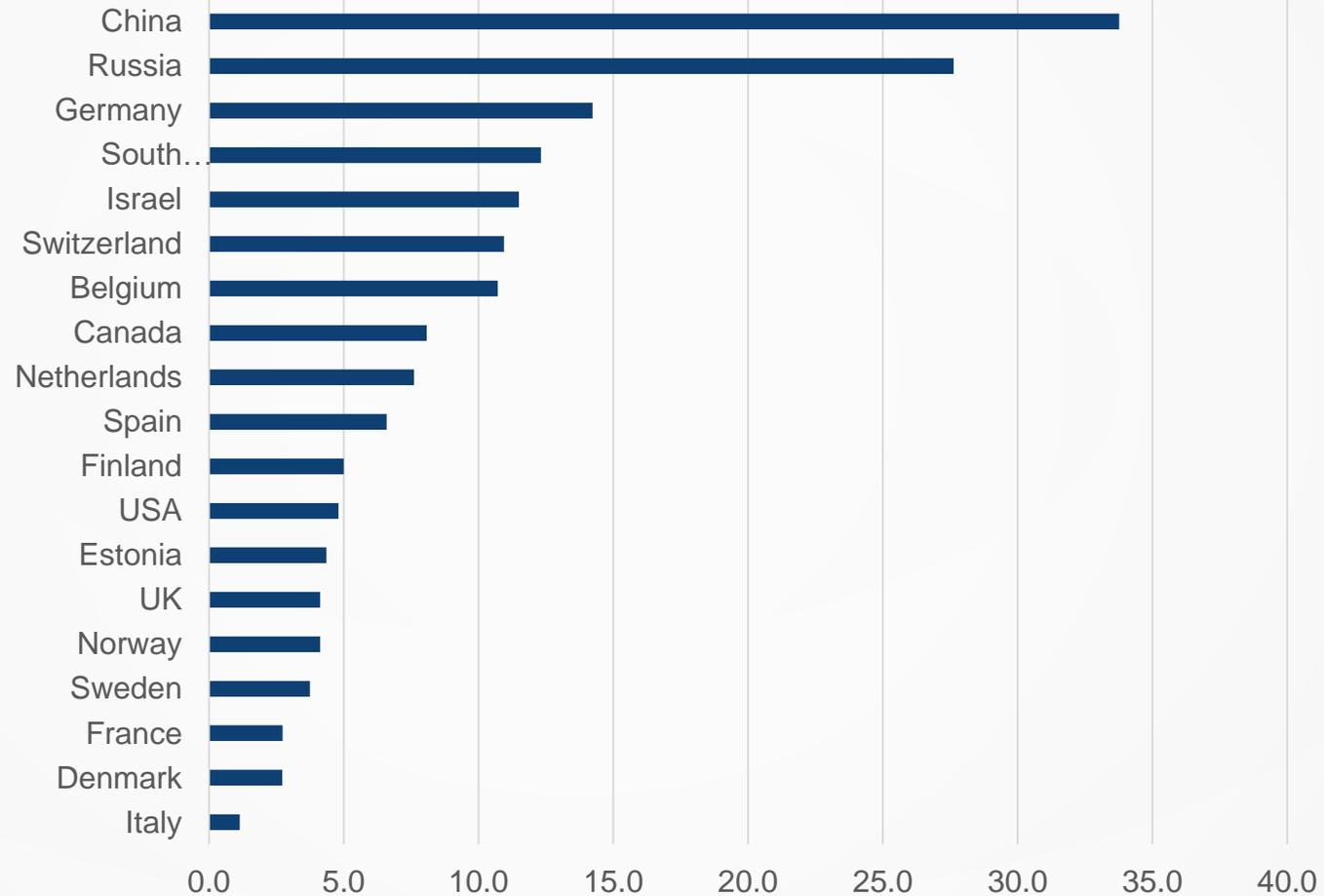


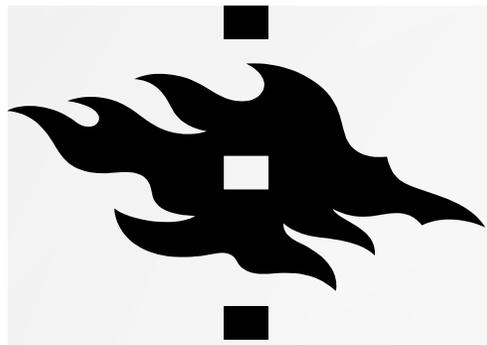


**+ A FEW EXTRA SLIDES IN CASE
SOMEONE IS INTERESTED IN
FURTHER DETAILS**



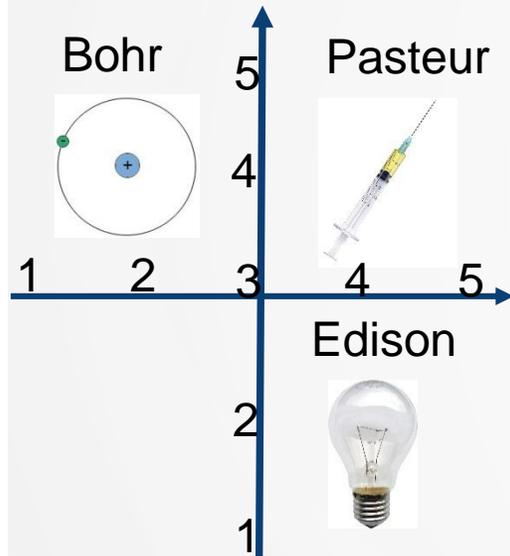
% OF HEIS' R&D FUNDING FROM BUSINESS



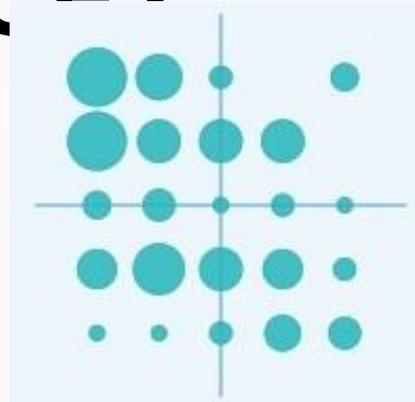


HOW DO RESEARCHERS SEE THE AIMS OF THEIR FIELD OF SCIENCE?

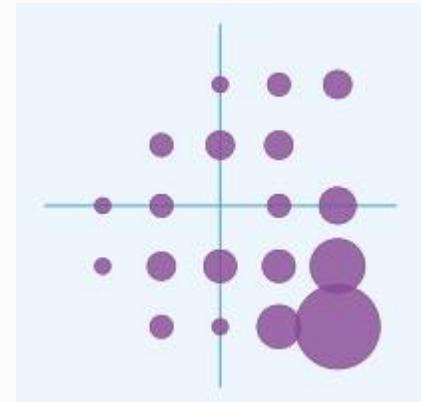
Scientific



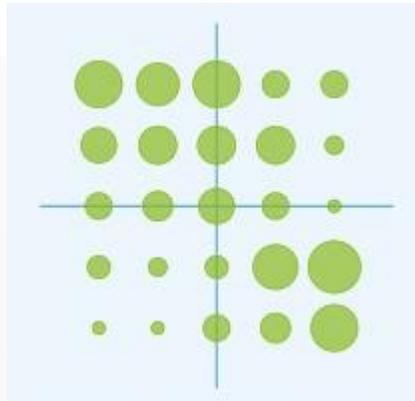
Practical



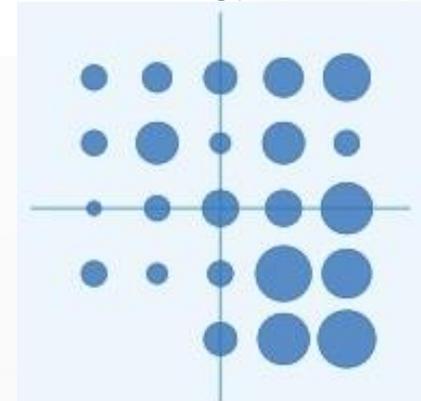
History (N=115)



Medicine and health technology (N=83)

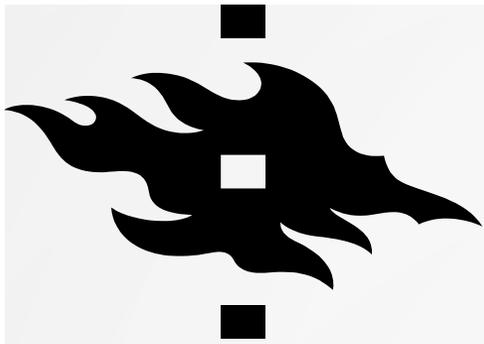


Ecology and evol. biology (N= 153)



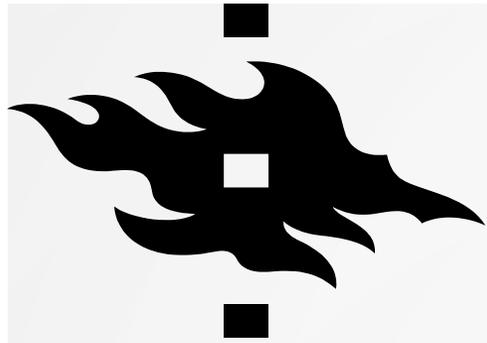
Material science N=146

Modified from D. Stokes 1997: Pasters's quadrant). Basic science and technological innovation



FUNDING PROFILES VARY ACCORDING TO FIELD OF S

Faculty	% of Business funding	% of Ministries' funding	Academic staff no. (31.12.2016)	% of academic staff
Pharmacy	3,3	0,3	186	4,2
Theology	0,0	0,4	102	2,3
Humanities	0,0	0,7	442	10,0
Law	0,0	1,3	106	2,4
Medicine	6,1	4,2	688	15,6
Bio- Environmental	0,1	5,2	316	7,2
Science	49,0	7,8	838	19,0
Veterinary	4,0	12,3	159	3,6
Social Sciences	0,1	12,4	356	8,1
Behavioural Science	3,1	15,5	340	7,7
Agriculture & Forestry	7,4	17,2	307	7,0
Independent Institutes	27,4	22,7	572	13,0



TECHNOLOGY-DRIVEN SOCIETY NEEDS UNDERSTANDING OF HUMAN NEEDS

- New devices and technology vs. elderly people
- New technology & democracy, well-being, equality, emotional life, ethics, law etc.



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Panel discussion & Q&A

Tom Postmes (chair)

Victoria McGuinness

Heidi Kinnunen



Impact of Social Sciences & Humanities

4-5 October 2018, Copenhagen

Stakeholder Co-creation

Chair: Tom Postmes

Faculty of Behavioural and Social Sciences, University of Groningen, Netherlands

Type your recommendation here



Impact of Social Sciences & Humanities

4-5 October 2018, Copenhagen

Next up:

12.45-13.45 Lunch

13.45-15.00 Indicators of SSH Impact

Institutional Assessment

Measurement Tools

Public Engagement

Lumbye Hall

Gemyse 2

Gemyse 1

HC Andersen Castle