



The Impact of Social Sciences and Humanities on Society

17-18 October 2019, Washington DC

Patrons Lounge, 11.30am - 12.45pm

Stakeholder co-creation

Mary Ellen O'Connell (Chair)

Toby Smith

Jack Spaapen



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*Executive Director of the Division of Behavioral and Social Sciences and
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THE IMPACT OF SOCIAL SCIENCES AND HUMANITIES ON SOCIETY

OCTOBER 17, 2019

Fostering Alliances: Stakeholder co-creation

**Our Charge: How to bring together stakeholders
and discover collaboratively innovative
solutions for societal challenges**

UNPACKING OUR TASK:

*How to bring together **stakeholders** and discover **collaboratively innovative** solutions for **societal challenges***

- Who are our stakeholders? Do they differ based on the challenge?
- What is considered a societal challenge? Who decides?
- What makes a solution innovative?
- What makes a solution collaborative? What are essential elements of collaboration?
- What incentives are there - or could there be - to stimulate collaboration and/or innovation



SESSION APPROACH

- Two commentaries to start the discussion, with an example of co-created knowledge in the humanities (7-8 minutes each)
 - Brief Q and A
- Group discussion of “unpacking” (25-30 minutes)
- Develop shared take aways/recommendations on overarching task (25-30 minutes):

How to bring together stakeholders and discover collaboratively innovative solutions for societal challenges





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Toby Smith

Vice President of Policy, Association of American Universities

Increasing SSH Impact Through Stakeholder Engagement & Co-creation



Association
of American
Universities

Tobin L. Smith, Association of American Universities

Impact of SSH 2019

Washington D.C.

October 17, 2019

Premise #1:

Far too often, researchers don't accurately identify and effectively engage the people who are the subjects/potential beneficiaries of their research and scholarship

Premise #2:

*Engaging stakeholders can
increase impact*



Why Engage Stakeholders?

- Increase societal relevance
 - Increase public understanding & trust
 - Increase stakeholder ownership/investment
 - Better research and scholarship
 - Increase use/adoption
- = *increased societal impact***
- *Added Benefit: Research users are often better at conveying societal impacts than research producers*



Humanities *for All*



Programs/
Models that
Can Facilitate
Effective
Stakeholder
Engagement

Specific Program Examples

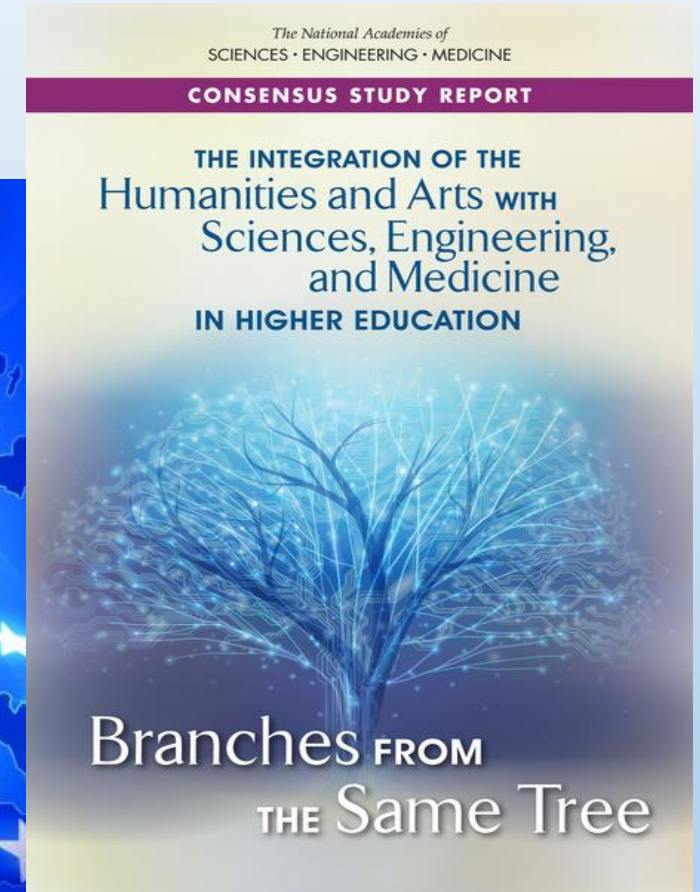


*Arizona State Consortium for
Science, Policy, & Outcomes*

*Warriors Scholar Project/
Dialogues on the Experience of War*

Need to Better Understand if Integration of SSH Can Increase Impact

- Increasing calls for SSH/STEM integration
- Can integration increase the impact of SSH? Of other STEM fields?
- How can the social sciences and humanities better collaborate with each other? With other STEM fields? With stakeholders?
- What can each learn from the other?



Contact Me



toby.smith@aau.edu



@SciPolGuy
@AAUnivesities



www.aau.edu



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Jack Spaapen

*Senior Policy Impact Advisor, Royal Netherlands Academy of Arts and
Sciences (KNAW)*



K O N I N K L I J K E N E D E R L A N D S E
A K A D E M I E V A N W E T E N S C H A P P E N

**How a new approach to evaluation
can stimulate SSH impact**

Impact of SSH on Society
AESIS conference
Washington DC, 17-18 Oct 2019
Jack Spaapen



DEMANDING SOCIETY AND POLICY

- UN development goals
 - Grand Societal Challenges EU H2020
 - Mission Oriented research Horizon Europe
- Societal challenges demand collaboration between different disciplines and stakeholders in society: big and small industry, policy, NGOs, citizen organisations → MIT research
- We need knowledge about collaboration between different fields and with societal stakeholders, policy, industry, society
- Operating in different contexts, open access/ science, citizen engagement, theories of change





SSH INTEGRATION IN EUROPE'S H2020

Sectoral areas:

1. 'Europe in a changing word – Inclusive, innovative and reflective societies'
2. 'Health, Demographic Change and Wellbeing',
3. 'Food Security, Sustainable Agriculture and Forestry, Marine, Maritime and Inland Water Research and the Bioeconomy'
4. 'Climate action, environment, resource efficiency and raw materials'
5. SC 4 'Smart, green and integrated transport' [drop since 2016]

• Disciplines:

economics is the dominant discipline, but also political science/public administration and business/marketing perform well. The Humanities/Arts and several Social Sciences are still involved only in a limited number of projects under flagged topics.



PROVIDED BY CASCADIA INNOVATION CORRIDOR

Cross-border research tackles Northwest's growing wildfire impacts

Wildfires are a rising concern. Here in the Cascadia region of Washington, Oregon and British Columbia, wildfires are a serious problem, with 5,802 reported in 2018. In the U.S., 31,677 wildfires burned 3.8 million acres during the same period, according to the National Interagency Fire Center. And in August, a blaze in the Brazilian Amazon rainforest covered much of Sao Paulo in smoke, marking the 74,155th fire since January, and underscoring the fact that wildfires have become a global issue.

To better understand the challenge and possible solutions, academic experts realized they needed to join forces, and a collaboration was born thanks to a candid phone conversation between several educators in the region. "It really came up as we were starting to brainstorm about the problems that we all face, and that each of our institutions has researchers working on," says Gail Murphy, Vice President of Research and Innovation and a professor of computer science at the University of British Columbia. "[Wildfires] are a problem that have a real regional impact on both sides of the border, but also have global consequences."

The economic, environmental and health risks associated with wildfires are well documented, but long-term, effective management is still in its infancy. Researchers at schools including the University of British Columbia, the University of Washington and Oregon State University are working together to create an actionable plan. Fostering this kind of cross-border collaboration in research, business and other areas is a goal of the Cascadia Innovation Corridor, an initiative launched in 2016, now co-chaired by Challenge Seattle and the Business Council of British Columbia.

Emergency preparedness and prevention

Experts predict wildfire likelihood using

weather forecast patterns, wind reports and organic fuel conditions. The process isn't exact, and academic researchers behind the wildfire project are hoping to improve methods with new technology. "We all know a lot of things about wildfires, but the question is, could we detect the areas that are more susceptible?" says Shwetak N. Patel, a professor in the Paul G. Allen School of Computer Science & Engineering and Department of Electrical & Computer Engineering at the University of Washington, and Co-executive Director, Global Innovation Exchange.

There's an above-average risk for wildfires in the Cascadia region this fall, according to the latest NIFC report, including parts of eastern Washington, the northern Cascades, the Columbia Basin and southwestern Oregon. Patel says the development of machine learning and weather sensors and remote monitoring can help officials anticipate wildfire risk. "The sensors married with the forecasting data could be a great opportunity to make some inroads. This is what machine learning can do — help us predict those areas."

Environmental effects

The environmental impact of forest burning isn't all bad. According to the U.S. Forest Service, natural fires support forest ecosystems by renewing plants and soil. That said, large-scale wildfires pollute the air by releasing carbon dioxide — also known as greenhouse gas — into the atmosphere. Wildfires can also permanently damage the landscape of an affected area.

Murphy highlights conservation as a primary initiative of the group's collective efforts. "[The project] cuts across so many different research areas," she says. "From how we actually ensure that the forests are in shape and have the right kinds of trees to mitigate wildfire, to the health effects that occur as a result of smoke in the air, or the



Smoke from a forest fire rises over North Cascades National Park, Washington. (Getty Images)

effects around agriculture and bee pollination."

Health risks

An essential byproduct of environmental conservation is population health. A 2018 report by Harvard and Yale researchers identified more than 300 counties in the western U.S. at increased risk of pollution caused by wildfire smoke. Residents of heavily populated areas, including King County in Washington, are projected to face the highest levels of wildfire smoke exposure in the coming decades. Research revealed that the air particles produced by wildfires are small enough to be inhaled into the deepest parts of the lungs, causing respiratory and cardiac issues like asthma and chronic obstructive pulmonary disease.

Poisonous smoke produced by wildfires can travel hundreds of miles, and Patel says that addressing the issue also means understanding how to care for those affected. "What kinds of impact does it have for people with asthma?" he says. "For people with chronic obstructive pulmonary diseases? For the elderly? For children? We want to

look at what are the technologies that could be brought to bear in terms of interventions and things that we could develop to cope with some of these issues."

As the effects of wildfires become more known, academic researchers agree that funding and attention are necessary to maintain Cascadia's beauty and safety, and Murphy believes their efforts will gain support in the region. "By taking an issue like wildfire and showing what's possible when we all work together, we're building a scaffolding that we can use to replicate for other problems people are interested in trying to address and solve," she says. "And with that, we're going to be able to bring more people into the momentum we're creating together with government and with industry, and we'll be really able to create the Cascadia of tomorrow."

The Cascadia Innovation Corridor Conference brings together business, academic, and government leaders from both sides of the border to explore new strategies for the region to come together, maximize our shared competitive advantages and elevate our global economic position. Read more at ConnectCascadia.com.



EVALUATION SYSTEMS NEED TO ADAPT

- Comprehensive and inclusive: stakeholders involved
- Sensitive to different disciplines, and various interests and perspectives
- Focus on interaction, collaboration instead of competition
- Formative instead of Summative



EXAMPLE FROM THE NETHERLANDS

- Narrative, combine scientific and societal goals, include stakeholders
- Underpin narrative with indicators, quantitative and qualitative, and/or case studies, bottom up decisions
- Focus on how to improve complex projects and how to communicate outcome to variegated audiences

<https://www.grih.nl/en>



QRiH <https://www.qrih.nl/en>

The screenshot shows a web browser window with the QRiH website. The browser's address bar displays <https://www.qrih.nl/en>. The website's header features the QRiH logo (Quality and Relevance in the Humanities) and a search bar. Below the header is a blue navigation bar with the following menu items: Home, Open Access, SEP evaluation, Profiles, Tools, and About QRiH. The main content area has a large heading "Quality and Relevance in the Humanities" followed by a paragraph explaining the purpose of QRiH. The text states that QRiH is an instrument for describing, systematically, quality and relevance in humanities research in the Netherlands. It takes the form of a narrative that describes research efforts and results in relation to one another, in accordance with the humanities research assessment manual. QRiH is mainly meant to be used in SEP assessments carried out by international committees. The website is therefore available in both Dutch and English. QRiH is also useful in other situations involving the assessment of research programmes. The basic premise underpinning the site can be found in SEP 2015-2021, table D1 (p. 25). The table consists of six cells in which to enter information on research quality and relevance to society. Clicking on one of the cells below takes you to a set of indicators that have either been authorised by panels in each subject area or have been argued locally.



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Panel discussion and Q&A

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Identify societal challenges by listening to and working with relevant stakeholders; change University culture to focus on civic responsibility and inter/transdisciplinary solutions; develop relevant incentives, training, and institutional support mechanisms to encourage and enable faculty and students to effectively engage stakeholders (e.g. inclusion of public engagement in tenure decisions, communications/engagement training, curriculum changes; establishing broader impacts officers); create and use mechanisms that connect and acknowledge varied perspectives (e.g., boundary organizations, safe spaces for community discussions, independent and non-biased champions), and create more opportunities for researcher-stakeholder partnerships in grant applications..



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Up Next

12.45-1.45pm Lunch

Mitsitam Cafe

1.45-3pm Indicators of SSH impact
Institutional assessment systems
Measurement tools
Public Engagement

Rasmuson Theater
Patrons Lounge
Room 4025
Room 4018+4019