

ACCOMPLISSH

ACSIS 2017

ACCOMPLISSH Co-creation and Social Innovation Summit

"Tackling societal issues through innovative collaboration: active co-creation and dialogue between universities, governments, industry and societal organisations. From talk to action."

13 and 14 November 2017

Tallinn University - 10120 Tallinn, Narva Mnt. 25

Monday - November 13 2017

- 9.00 Walk-in and registration
- 9.30 Opening and introduction by moderator **Steve Cross**
- 9.35 Formal opening by rector of Tallinn University
- 9.50 Interview moderated by **Steve Cross**
Vice rector Tallinn University (1) & Vice rector Tallinn University (2)
- 10.10 Interview panel moderated by **Steve Cross**
Sharon Smit (coordinator ACCOMPLISSH, University of Groningen) &
Zsolt Bugarszki (Tallinn University School of Governance, Law and Society)
- 10.30 Coffee break
- 11.00 Break-out sessions (2 options):
1. Workshop *What does it take to co-create between industry and academia?*-
Christoph Köller, co-founder and managing partner of Görgen & Köller GmbH (G&K)
 2. Masterclass *"Public engagement by universities, cities and citizens: lessons from participatory budgets"* - **Giovanni Allegretti**, Italian architect, planner and senior researcher at the Centre of Social Studies (Coimbra University. Portugal)
- 12.30 Lunch break
- 14.00 **David Mair**, Head of Unit, Science Advice to Policy, EC Joint Research Centre, European Commission – *"What skills do knowledge brokers and institutions at the evidence/policy interface need?"*
- 14.30 Participants divided in three smaller groups – *working on skillsmap*
- 15.30 Coffee break
- 16.00 Plenary Public engagement and communication training by **Steve Cross**
- 16.45 Wrap up
- 17.00 End of day 1

Tuesday - November 14 2017

- 8.30 Walk-in
 9.00 Plenary opening by **Steve Cross**
 9.15 To break out sessions:

One workshop, the whole morning:

| TIME | SESSION | SESSION LEADER |
|--------------|------------------------|---------------------------------------------|
| 9.30 – 12.00 | “The art of listening” | Petra Hiemstra (The Hague, The Netherlands) |
| 9.30 – 12.00 | “Impact is Coming” | Esther de Smet (Ghent University, Belgium) |

Three different workshops, the whole morning:

| TIME | SESSION | SESSION LEADER |
|---------------|---------------------------------------------------------------------------------------|------------------------------------------------------------|
| 9.30 – 10.30 | “What makes a good project: An exploration of a quadruple helix research partnership” | Jeremy Cripps (Newcastle, United Kingdom) |
| 9.30 – 10.30 | “Diversity in transdisciplinary projects” | University of Göttingen (Göttingen, Germany) |
| 9.30 - 10.30 | “Towards a co-creation tool” | Alexis Dewaele (Ghent University, Belgium) |
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| 10.45 – 11.45 | “Can We Speak the Same Language?” | Arko Olesk & Zsolt Bugarszki (Tallinn University, Estonia) |
| 10.45 – 11.45 | “Developing a culture of partnership working” | Simon Hanson (Newcastle, United Kingdom) |
| | | |
| 12.00 – 12.40 | A brief theory of “impacts” - What is it? How it works? | Balázs Krémer (University of Debrecen, Hungary) |
| 12.00 – 12.40 | What is it like to be a partner in ACCOMPLISSH? Formative evaluation session | Elena Buck (University of Göttingen, Germany) |

12.45 Lunch break
14.15 **Steve Cross** – *'Skills matching'*
15.00 Goodbye by University of Groningen
15.30 End of conference

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Additional information on the break-out sessions 13 November 2017

11.00 - 12.30

OPTION 1

Workshop “What does it take to co-create between industry and academia?”

Christoph Köller
Görgen & Köller GmbH
Germany

It is more and more required that researchers not only stay in their ivory tower but that they actively work together with people outside academia. But especially when working with industry, it can be a tough call. Participants in this workshop will be encouraged to share different cases and lessons learnt, highlighting the challenges and opportunities and discussing how to improve such collaboration. Based on an introductory talk we will discuss in an interactive setting questions like: What are the main factors that make co-creation between university and industry a success? What are the requirements of industry for working together with academic partners? How to organize co-creating with industry partners? The workshop aims at getting inspiration for co-creation activities between academia and so-called non academic partners.

OPTION 2

11.00 -12.30

Masterclass “Public engagement by universities, cities and citizens: lessons from participatory budgets”

Giovanni Allegretti
Coimbra
Portugal

Presently, Portugal is the European country with a higher density of Participatory Budgets, a typology of processes of social dialogue which aims at involving citizens in the co-decision on parts of the municipal budgets and the construction of local policies. Through study cases which illustrate risks and opportunities of the Participatory Systems, we will discuss the cooperation between different processes of social dialogue and the co-creation of urban policies and projects between citizens, social organizations and their elected representatives. Particular attention will be given to how the construction of the free-software platform called “Empatia” is strengthening a community of practices and different typologies of actors from civil society and administrative institutions, rethinking the role that technologies can play in our democracies. Some potential and real conflicts will also be underlined, showing how this domain is today strategic also in the debate on how to strengthen and intensify democratic practices.

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Additional information on the masterclasses/workshops 14 November 2017

ONE WORKSHOP, WHOLE MORNING

9.30 – 12.00

OPTION 1

“The art of listening”

Petra Hiemstra

Haagse Hoogvliegers - coaching company
The Netherlands

Today we'll train ourselves in the gentle art of asking instead of telling. Communication is, indeed, essential in every healthy relationship and organisation. All too often, when we interact with people, we simply tell them what we think they need to know. This shuts them down and kills their creativity. The gentle art of listening invites you to build authentic relationships, based on trust and respect. By creating safe environments, your citizen-, customer-, and employee satisfaction rates will improve immensely. On a macro level, deep listening will strengthen your leadership in finding the root in complex problems. Upon which you can invite all involved to find the first steps towards solutions. Knowing how to listen to people so their hidden potential fully unfolds, will bring about the magic of synchronicity. And, last but not least, listening with an open mind, open heart and open will help you to observe international trends (opportunities and threats) in time, enabling you and your colleagues to act at the right moment in our quickly changing societies.

This highly interactive training is based on Theory U by Otto Scharmer, Synchronicity by Jaworski, Appreciative Inquiry, Humble inquiry by Edgar H. Schein.

Petra Hiemstra studied Public Administration at Leiden University and Rostock Universität. She is Director of Haagse Hoogvliegers, a company that offers professional career- and life coaching, training and supervision for extra intelligent people. At the moment she is working on her first book on ‘The art of Listening’ and President of her ‘Shadow Cabinet of Loving Leaders’.

OPTION 2

“Impact is Coming”

Esther de Smet

University of Ghent
Belgium

The cold steep Wall of Academia seems to have been guarded for many years now. Once in a while some find the cracks or hidden exits. But you still feel that you know nothing and that a scientist should always pay his debts. Despair no longer - help is at hand. Join Esther for a

workshop that will take you on a quest discovering how your research can make a difference for the realms of men. Learn who is friend or foe. Choose your weapons and awake the social media dragon within you. Because impact is coming.

THREE DIFFERENT WORKSHOPS, WHOLE MORNING

9.30 - 10.30

OPTION 1

“What makes a good project: An exploration of a quadruple helix research partnership”

Jeremy Cripps
Children North East (NCE)
United Kingdom

Jeremy will describe a recent research project aiming to address holiday time hunger for schoolchildren who would normally receive a free meal during term time at school. The project involved partners from across the quadruple helix, including two different universities, schools, charities, a housing provider, local government and a social enterprise. He will describe how the project and the partnerships evolved over time, from a feasibility study to piloting and evaluating holiday projects in 4 disadvantaged areas which provided good quality food and fun activities to children. Jeremy will outline the impact of the project and discuss the facilitators and challenges of working with partners to design, deliver and research such an intervention. He will conclude with key messages for others hoping to work in this way.

Jeremy Cripps is Chief Executive of Children North East, a charity based in Newcastle upon Tyne which transforms the lives of disadvantaged children by working with them in their families, schools and communities. The charity employs 65 staff and 90 volunteers who work in projects across the north east region of England. By profession Jeremy is a children's social worker and has worked in local authorities and children's charities as a practitioner, manager and senior manager. In a long career he says there has never been a dull moment!

OPTION 2

“Diversity in transdisciplinary projects”

University of Göttingen
Germany

How is diversity to be understood? What does transdisciplinarity and collaboration across the quadruple helix entail? How can we collaborate respectfully and productively in diverse teams? How can projects address diversity and its management as societal challenges?

The suggested session aims to discuss the issues of diversity in transdisciplinary and/or co-creative projects. The session will offer theoretical input on transdisciplinary research and diversity, followed by a work-in-progress presentation of a transdisciplinary project currently under development. Participants are then invited to discuss the issues identified in a small-group setting, thus relating the concepts to their own experience.

OPTION 3
“Towards a co-creation tool”

Alexis Dewaele
University of Ghent
Belgium

Setting-up and maintaining a successful co-creation process with stakeholders is not always an easy thing. People might have different agenda's, expectations, talk different languages,... Also, it often takes time to build up a relationship and to gain mutual trust. Starting to collaborate can also be complicated by the institutional context: do you get an incentive or reward for specific collaborations?

In ACCOMPLISSH we want to develop tools to enable co-creation processes. Actually, we already initiated the development of a specific tool. In this session we elaborate on how we constructed such a tool and how it could be useful for you. Most part of this session will be dedicated to your opinion. We will raise very specific questions such as do you think it is useful? How could it be used? Could it be improved?

10.45 - 11.45

OPTION 1
“Can We Speak the Same Language?”

Zsolt Bugarszki, Arko Olesk
Tallinn University
Estonia

Are you able to explain work to other people? The workshop discusses communication barriers between stakeholders in co-creation and impact processes. We investigate ways in which a common understanding can be developed through clear and considerate communication.

OPTION 2
“Developing a culture of partnership working”

Simon Hanson
Federation of Small Businesses
United Kingdom

The presenters will talk about how a culture of partnership can be engendered between university staff in different roles and their external partners. Drawing on their own experiences of co-creation, they will outline the lessons they have learned, situated in their varying perspectives of external partner (Simon), research support (Jenny) and academic researcher (Karen). The trio will explore how their different perspectives align (or not!) and provide an insight into how such partnerships can be encouraged and sustained in order to facilitate impact from research.

Simon Hanson is the North East Development Manager for the Federation of Small Businesses (FSB). For the past ten years Simon has developed the FSB to be the leading voice of small businesses across the region. The FSB in the North East of England represent the interests of

approximately 4,000 small businesses from across the region. To do this Simon has led the FSB work has undertaken in campaigning, lobbying, media relations, stakeholder engagement and partnership-building across the region.

12.00 - 12.40

OPTION 1

A brief theory of “impacts” - What is it? How it works?

Balázs Krémer
University of Debrecen
Hungary

Academics believe that “arguing” or “justification of a true and right statement” is an impact. No, they are wrong: something might be true – without any impact to change intents, effecting behaviors or influencing decision-making.

Effective impact must refer to certain “religion”, to certain community shared ethical and emotional foundation. Most of SSH basics are in that respect “religious”: the class, the free thought and mind, the invisible hand, human rights, the law, the property, etc. They exist, because many people share the believe in their exist, and it is ethical to follow the norms derived from these believes.

For a successful impact, build your messages upon some “religion”, tell stories, fables and narratives suitable to the religion – and satisfy ethical and emotional needs of your audience.

Is an efficient and successful impact necessarily good? No, not at all. It can be manipulation, deception, trickery or cheating, as well. And no recipes (yet?) how to differentiate and separate the good impacts from the awful... it is our duty and responsibility....

OPTION 2

What is it like to be a partner in ACCOMPLISSH? Formative evaluation session

Elena Buck
University of Göttingen
Germany

The ACCOMPLISSH project involves partners from industry, government and civil society. We call these four (academia, industry, business and civil society) the quadruple helix. This summit is a wider meeting for all ACCOMPLISSH partners. We would like to take the opportunity of this meeting to find out what it is like to work in partnership with academia, specifically within the ACCOMPLISSH project. What motivates you to be part of ACCOMPLISSH? If you could design the academic collaborator of your dreams: what would they be like? How can we make ACCOMPLISSH more rewarding for you? This formative evaluation session is a chance to discuss questions like these, influence the further development of the project and meet other quadruple helix partners from all over Europe.