



# GENERATING SSH RESEARCH IMPACT THROUGH CO-CREATION: FROM THEORY TO PRACTICE

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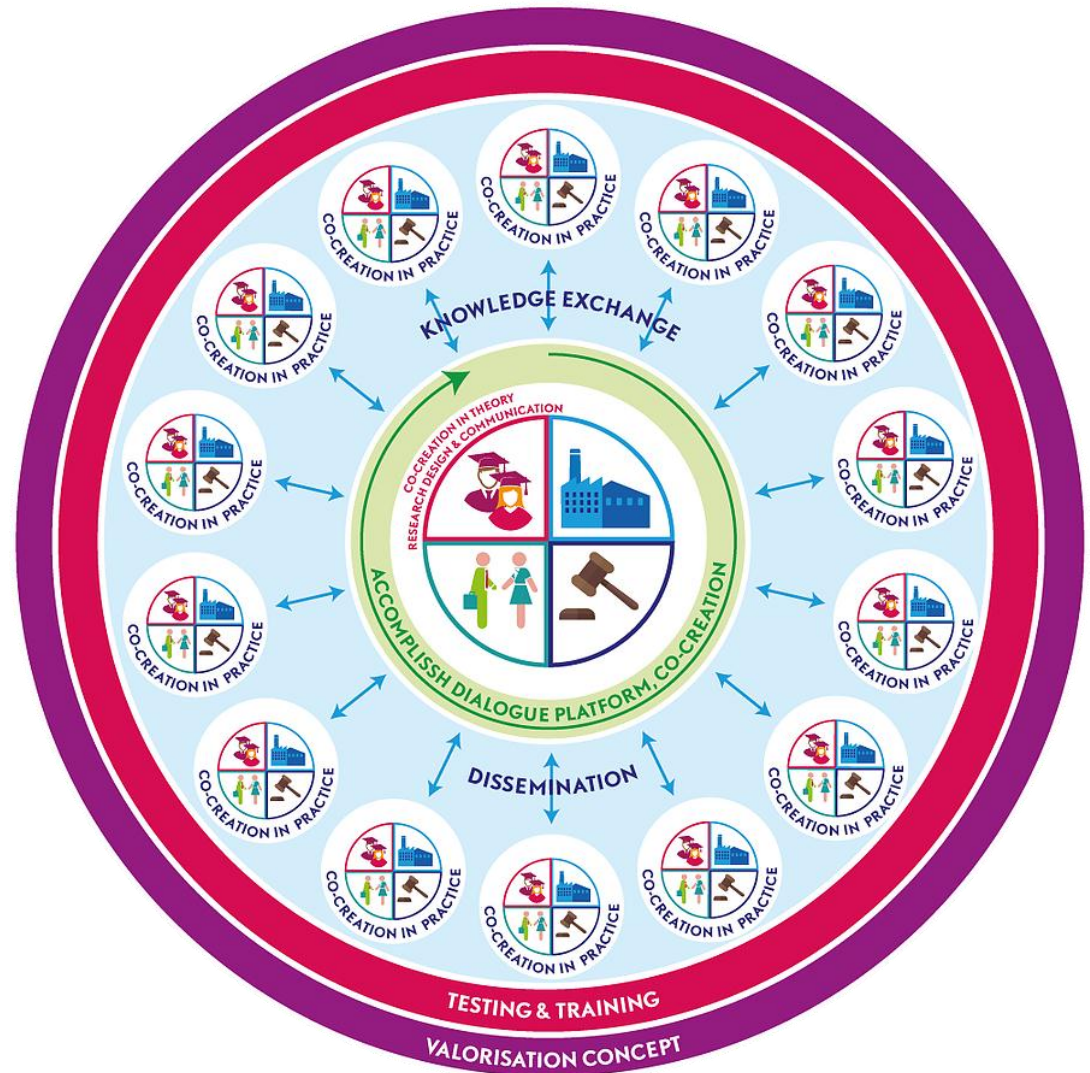


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# ACCOMPLISSH – H2020 – CSA

ACcelerate  
CO-creation  
by setting up  
a Multi-actor  
PLatform for  
Impact from  
Social  
Sciences and  
Humanities



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# ACCOMPLISSH (2016-2019)

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University of Glasgow  
University of Copenhagen  
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Newcastle University  
University of Zagreb  
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IFEIT Swiss Health Foundation  
BuildIT Accelerator  
CSPE design studio  
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CRiMM (Research Center on Mobility Models)  
TCNN  
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Canadian NGO  
SME-hub POKRENI IDEJU  
Federation of Small Businesses (UK)  
SME creative hub Garage48 and  
Helpific as a startup

Istituto Comprensivo Via Tor De Schiavi  
Estonian E-health foundation  
CMO-STAMM  
The ÉLETFA Help Service Association  
Network of Estonian Nonprofit Organizations, NENO  
Danish Chamber of Commerce  
Children North East (UK)  
Unidades de Saúde Familiar - Associação Nacional  
Associação Portuguesa de Investigação Sobre o Cancro  
Alzheimer Portugal - Associação de Familiares e  
Amigos dos Doentes de Alzheimer  
Tallinn Mental Health Center  
AS Hoolegandeteenused  
Canadian NGO 'Getting to Know Cancer'  
Verein Niedersächsischer Bildungsinitiativen e.V.  
Volkshochschule Göttingen GmbH

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The Croatian Chamber of Economy  
Newcastle City Council  
Ministry of Social Affairs Estonia  
Eskilstuna and Västerås municipalities  
Sörmland and Västmanland Counties  
Ministry of Science and Culture, Lower Saxony  
InfinIT - The Alexandra Institute

## GOVERNMENT PARTNER



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- Ghent University partnership:
  - (PI) Ann Buysse, Alexis Dewaele and Kristof Vandael, Psync Consortium for Mental Health – Psychology & Educational Sciences
  - Jeroen Deploige and Stefan Meysman, Henri Pirenne Institute for Medieval Studies – Arts and Philosophy
  - Koen Vlassenroot and Julie Carlier, Ghent Centre for Global Studies – Political and Social Sciences
- Ghent University work package:
  - Analysis of co-creation processes: barriers and enabling factors
  - Development of a co-creation manual and tool

# Outline - Ghent University WP

## RESULTS

1. Co-creation in theory
2. Co-creation in practice: development of a manual and tool



# 1. Co-creation in theory

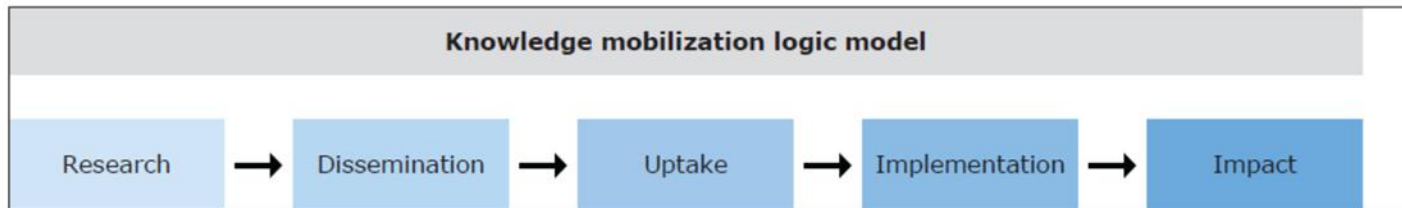


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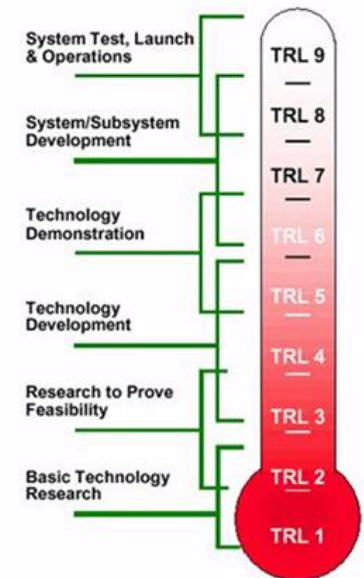


# Linear theoretical models

Figure 1b. Knowledge and Mobilization Logic Model



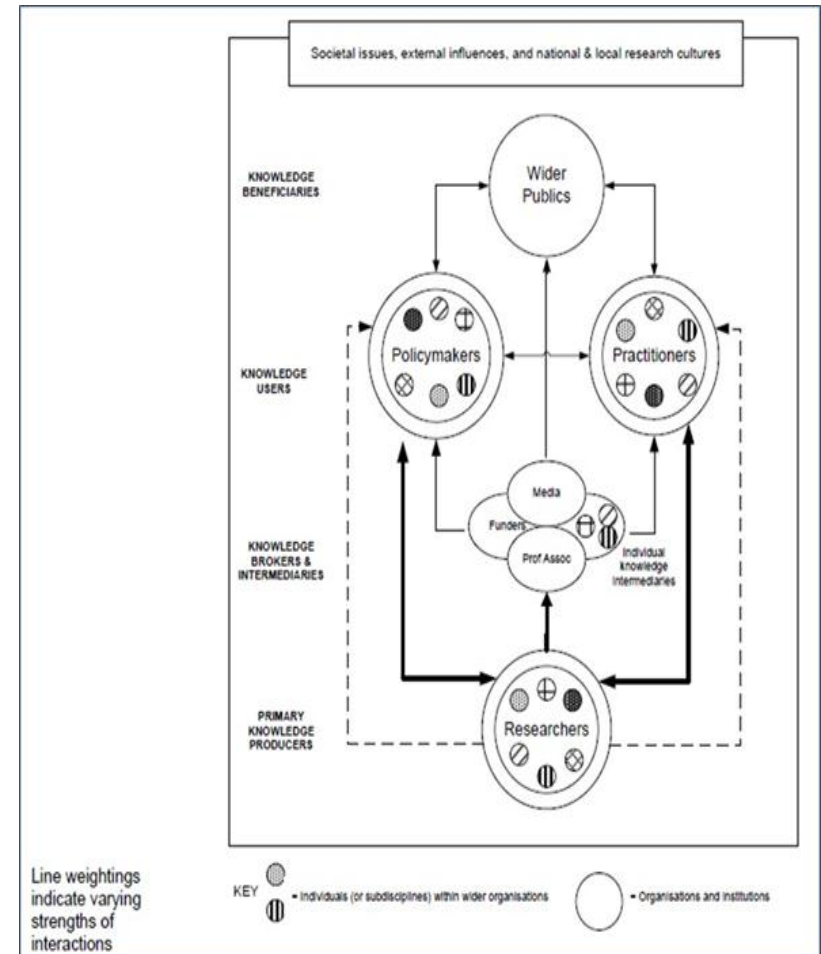
- Linear models are less applicable to complex social processes
- They confirm boundaries between stakeholders and academia
- Uptake requires continuous involvement
- From Technology Readiness Levels to Societal Readiness Levels?
- Co-creation
  - Skips dissemination and uptake because of continuous involvement
  - No gap to bridge
  - Promising but poorly understood, lack of systematic approach



# Non-linear theoretical models

Meagher, Lyall and Nutley (2008)

*Non-linear interactions and connections between researchers and societal stakeholders, resembling a network where the various actors and components are construed as operating within an integrated system*





# What is co-creation?

## Key features

- Various stakeholders and their respective expertise/experience
- Has a purpose; it is not an end in itself, but means to some other end
- Tackles a 'bigger challenge' while helping each stakeholder achieve their own goal(s)
- Needs structure, although still very open to individual proposals and approaches, needs to enhance creativity and problem solving



# Co-creation & impact: literature review

- Synthesis based on qualitative and quantitative empirical studies
- Main aim: what defines the process of (un)successful co-creation?
- Sources: Web Of Science and ProQuest

# Co-creation & impact: literature review

- Pathways to impact: from linear to iterative models
- Co-creation is a non-linear pathway to societal impact, i.e. a shift in initiative, responsibility, involvement and engagement
- Co-creation is about mutual cooperation (not a one-way transfer of knowledge)
- Co-creation as integral collaboration: collectively defining and tackling challenges

# Co-creation & impact: literature review

3 key conditions for successful co-creation:

- Relationships based on mutual trust and understanding
  - Learning process between the partners to align different motivations, needs, goals
  - Importance of good communication and continuity for solid relations
- Conducive (institutional) contexts
  - Academic reward system
  - Funding, organisational structures and institutional culture
- Appropriate knowledge translation
  - Good co-creation pays off in more than one way
  - Importance of “organisational champions”





## 2. Co-creation in practice: development of a manual & tool



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# Manual



- Written in collaboration with local stakeholder (MoM)
- Scientific literature:
  - incl. on community health coalitions
  - incl. systemic review of SSH impact literature by ACCCOMPLISSH partner Aalborg University – Prof. David Budtz
- Good practice (focus groups)

# Manual - outline

- Introduction
- Definition
- Challenge
- Participants
- Role of facilitator
- The process
- Differing views and motivations
- Co-creation tool
- Sources



# Manual: definition & challenge

- Co-creation is about various stakeholders, having a purpose, tackling shared challenge(s), having structure, following a non-linear process, generating new knowledge/ideas/solutions
- Join forces to take on big(ger) problem(s)
- Set the challenge(s), but not in stone!
- Early-phase collaboration makes for better co-creation



# Manual: participants

- Experience and expertise, cognitive and social qualities
- Conviction and commitment
- 'Intellectual virtues'
- Group size matters
- Power in diversity and equality

# Manual: role of the facilitator

- Facilitate decision-making and progress
- Listen/observe all the time, speak/act when you have to

☐ Keep focus

☐ Manage ideas and info

☐ Motivate stakeholders

☐ Evaluate

☐ Create trust

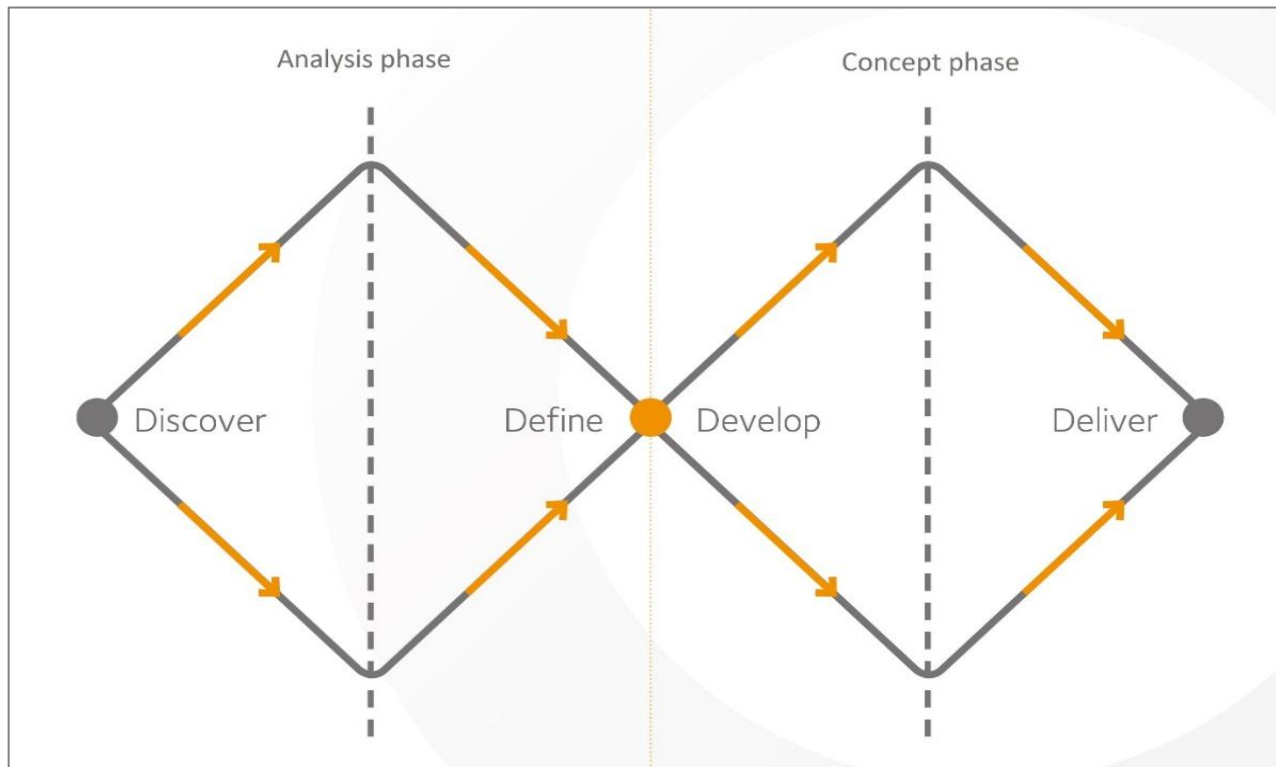
☐ Broker

☐ Inspire

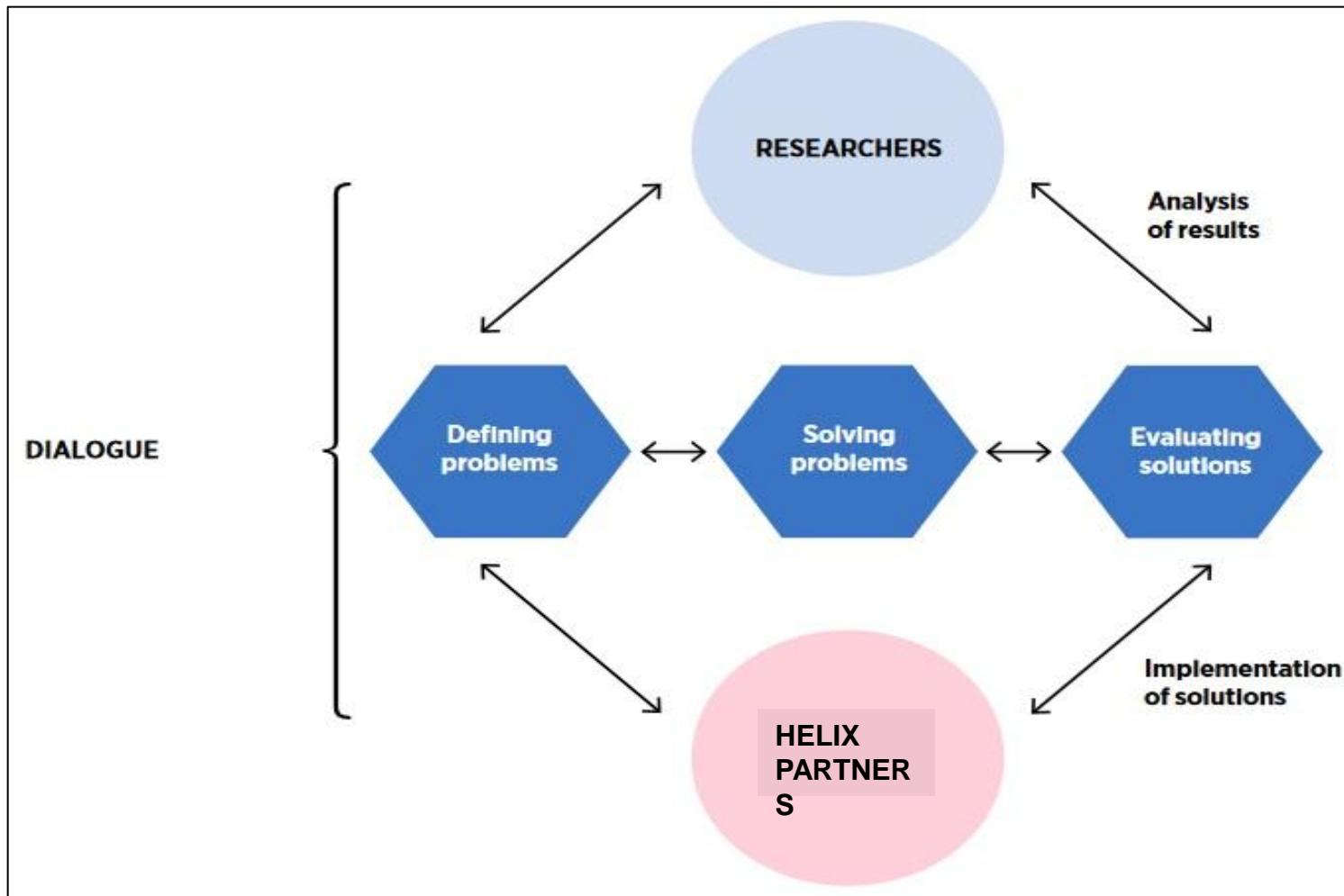
☐ Manage conflicts

# Manual: process

- As open as it can be, as structured as it needs to be
- Non-linear Double Diamond



# Manual: process





# Manual: differing views and motivations

- Different perspectives = complex
- Evidence-based vs. subjective experience
- Cultural differences (e.g. research versus business)
- Incentives to participate differ (profit, publications,...)
- Emphasize benefits = networking & relationships

# Co-creation tool

- Cognitive-intellectual: exchange of useful information, generation of new insights,...
- The emotional dimension: positive atmosphere, experience of joy,...
- The socio-interactive dimension: effective leadership, efficient decision making and problem solving,...
- Two open questions: most important facilitating/obstructive element

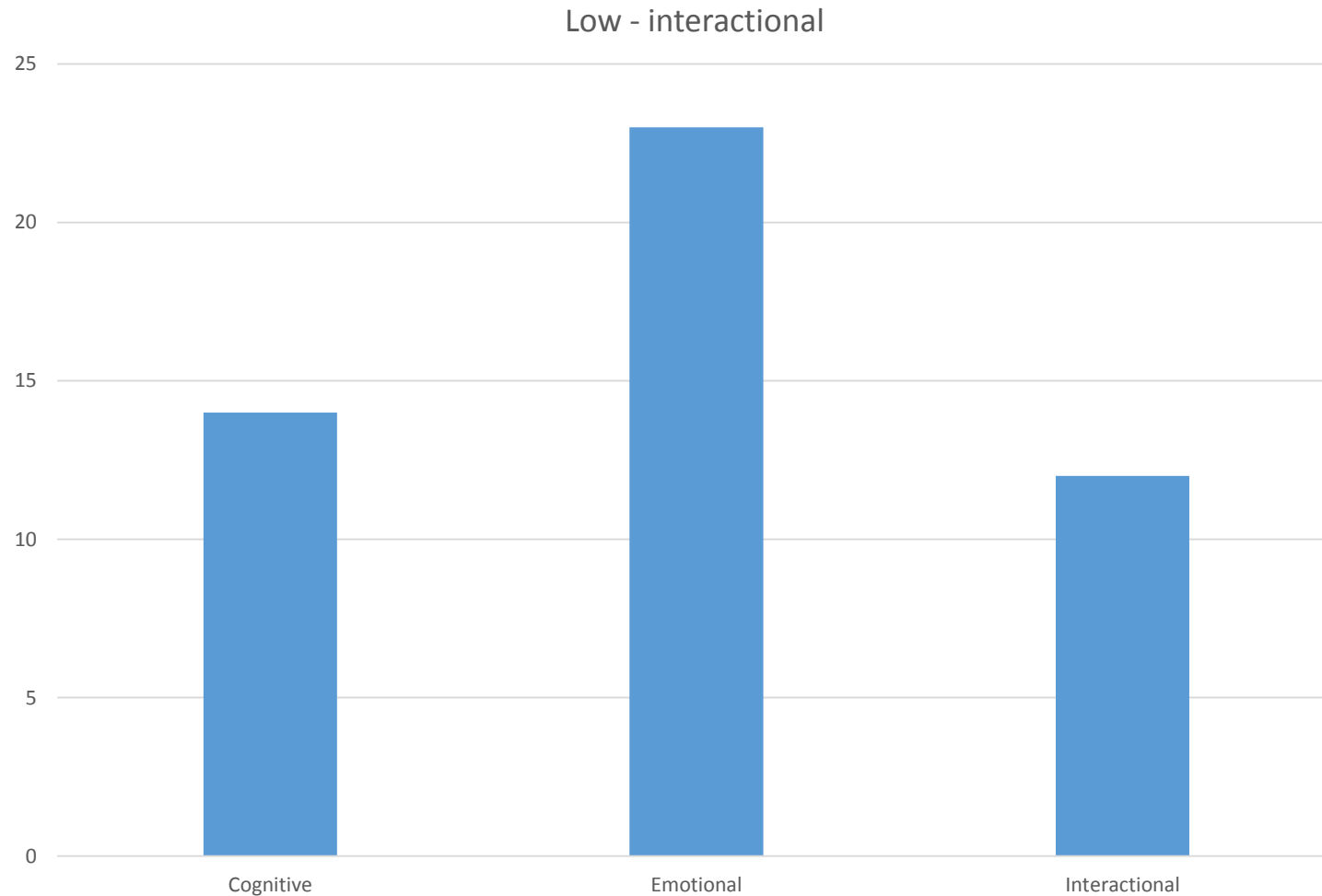
	Not at All	Not Really	Un-decid ed	Some- what	Very Much
1. Openness to new ideas and opinions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Exchange of useful information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>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

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# Co-creation tool

- For researchers or facilitators to monitor the process
  - Show you care - commitment
  - Assess and remedy the process
  - Critical friend model
  - Adaptable

# Co-creation tool





# Conclusion & policy recommendations

- Key to successful co-creation are long-standing relationships between the quadruple helix partners: trust
- Ghent University recommendations:
  - Incentives in the academic reward system
  - Time, space and means to invest in co-creation
    - e.g. research coordinators: knowledge brokers (IDC)
    - e.g. city labs (De Krook; City Academy / Green Hub)
    - e.g. seed money to prepare project proposals