ANCHORING INNOVATION
The role of the Humanities in an innovative, sustainable, responsible society
“Now you look like a real scientist”
power to the people
Paradox in classics?

ANCHORING INNOVATION
What is anchoring?
Anchored innovation
Introducing the euro
New is ...

... what is perceived as new

‘old’ and ‘new’ as part of value discourse
“Seaweed is the new kale”
Failure to Anchor

• The vaccination campaign against HPV (The Netherlands 2009)
• Ignored ‘the human factor’
Anchoring innovation in handloom weaving in India: Conference on rethinking Indian industrialization of crafts
11-18 November 2018, in Chirala, AP, India
Humanities

• The human factor: language, culture, values, history
• Critical thinking
• Historical and cultural perspective taking
• Contextualization and self-awareness
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• >towards a more reflective and self-aware society
• >integrate humanities into thinking about multiculturalism, migration, innovation, sustainability, health, safety etc.
Impact assessment at the right level

• Not every individual project
• Plenty of space for fundamental research within larger grouping; not everyone has to do everything
• Use common-sense instead of counting as the right measure whatever allows itself to be measured ... (India!)
• But mostly:
Impact through teaching

• Not always acknowledged as impact/knowledge utilization
• Connection between teaching and research: creating an intellectual community
• Researchers as teachers; all university instructors active as researchers
• Modeling academic attitudes, values and skills
• General academic skills = research skills
Ultimate goal

• Shaping inquisitive, empathic, critical, versatile citizens of dynamic and complex societies
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• Shaping inquisitive, empathic, critical, versatile citizens of dynamic and complex societies

• Feeding that society with insights into language, culture, history, values, perspectives
Consilience

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References

  https://www.cambridge.org/core/journals/european-review/article/div-classtitleanchoring-innovation-a-classical-research-agendadiv/EB4A06F32AA42EAE8F732DF658687A42
• https://www.ru.nl/oikos/anchoring-innovation/