



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

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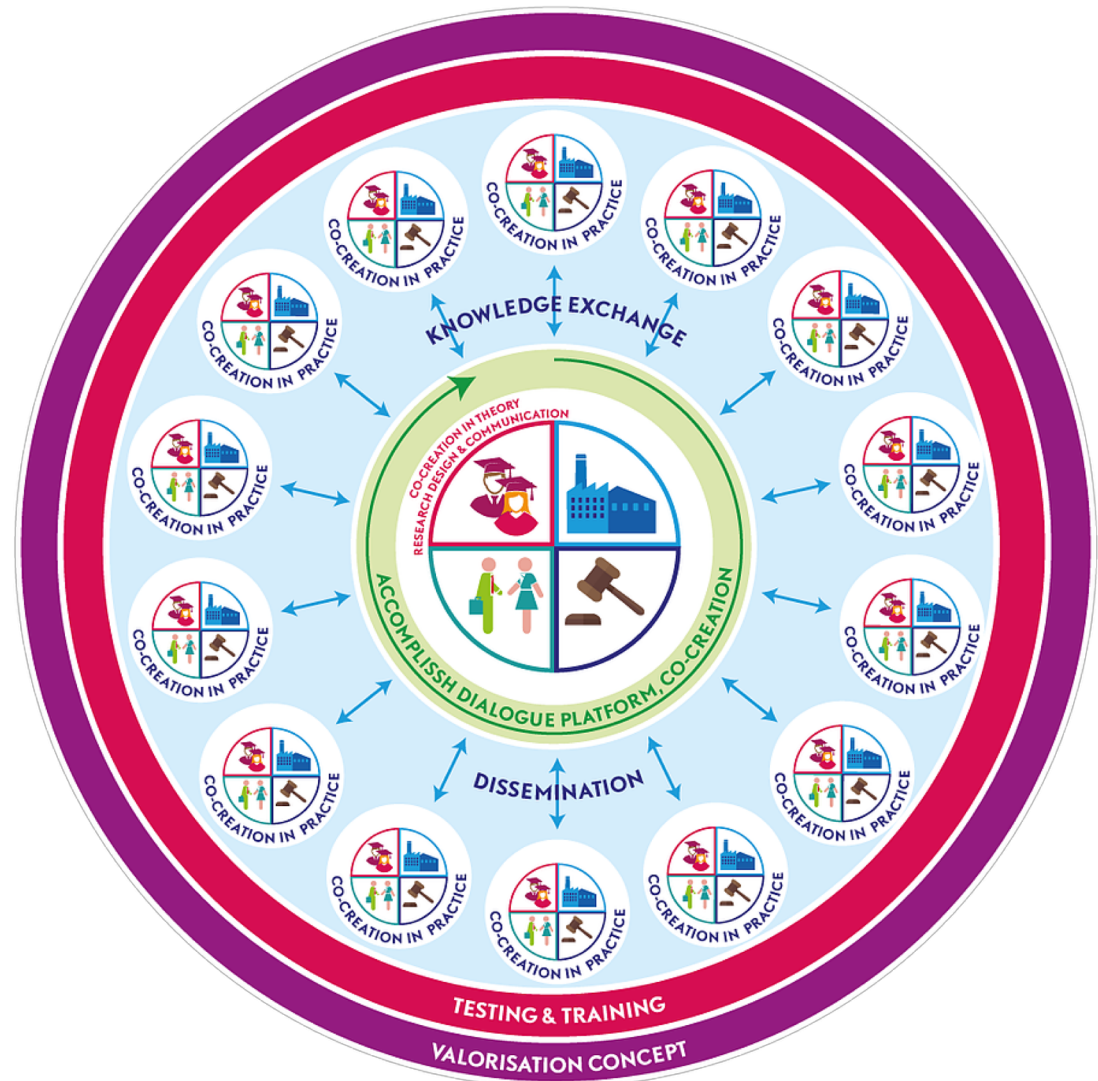


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# ACCOMPLISSH – H2020 – CSA

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 Groningen  
 University of Glasgow  
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 Mälardalen University  
 Newcastle University  
 University of Zagreb  
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 MODIS Italia - Adecco Group  
 IFEIT Swiss Health Foundation  
 BuildIT Accelerator  
 CSPE design studio  
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 for Social and Health Structures  
 CRiMM (Research Center on Mobility Models)  
 TCNN  
 Avenue L  
 NESsT Entrepreneur-in-Residence (NESsTER)  
 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'  
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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

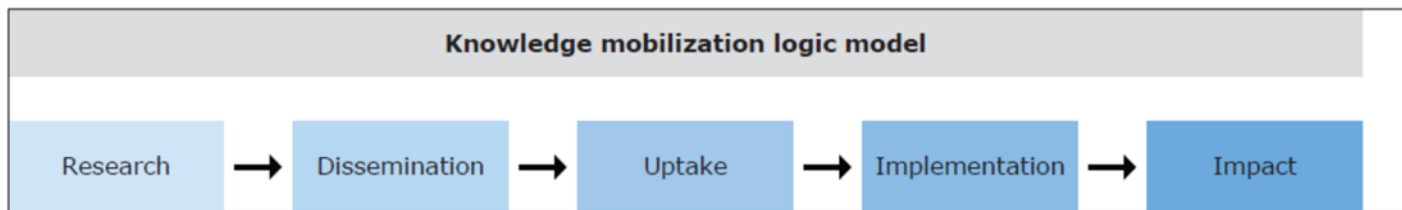


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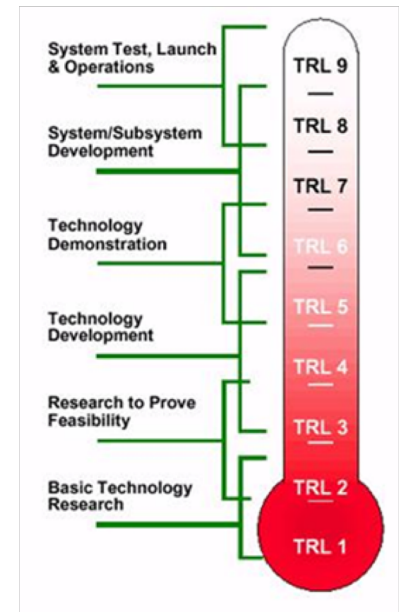


# Linear theoretical models

Figure 1b. Knowledge and Mobilization Logic Model



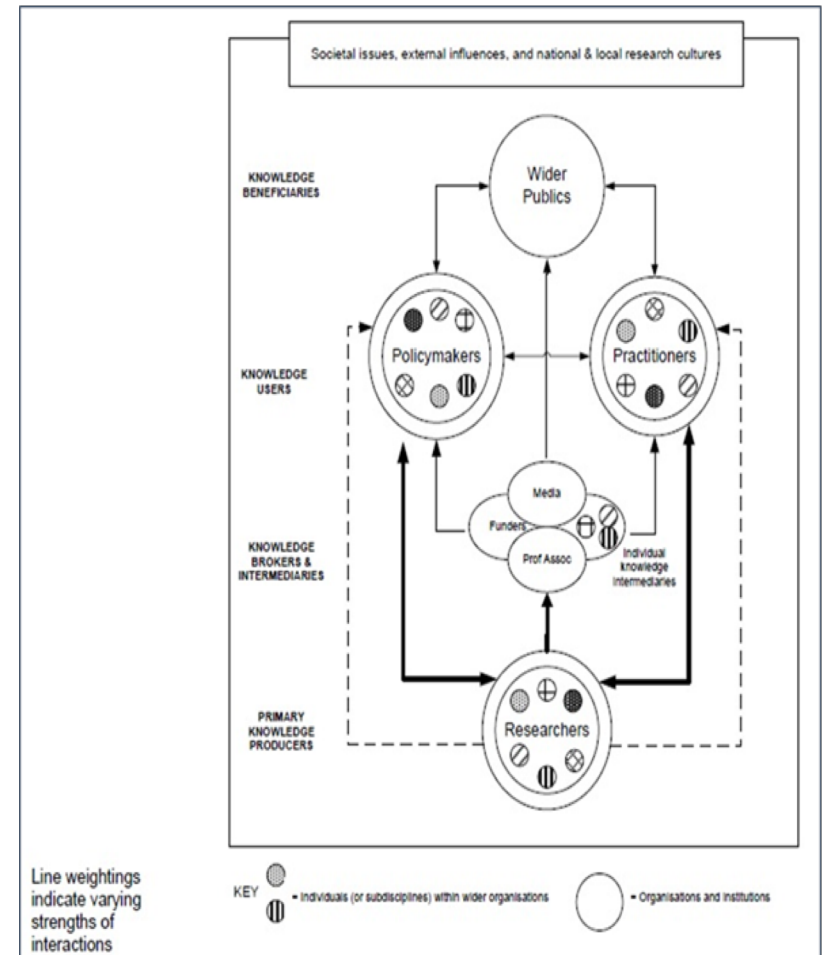
- Linear models are less applicable to complex social processes
- They confirm boundaries between stakeholders and academia
- Uptake requires continuous involvement
- From Technology Readiness Levels to Societal Readiness Levels?
- Co-creation
  - Skips dissemination and uptake because of continuous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



# Non-linear / iterative 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*





# Co-creation & impact: literature review

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

# Co-creation & impact: literature review

- Co-creation is a non-linear pathway to societal impact, i.e. 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 bigger 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:
  - E.g. systematic 'impact' review by ACCOMPLISSH partner Aalborg University (DK) & specific co-creation review by Ghent University (BE)
- Good practice:
  - Community Health Coalitions
  - Focus group report by ACCOMPLISSH partner (Dalarna, SE)

# 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

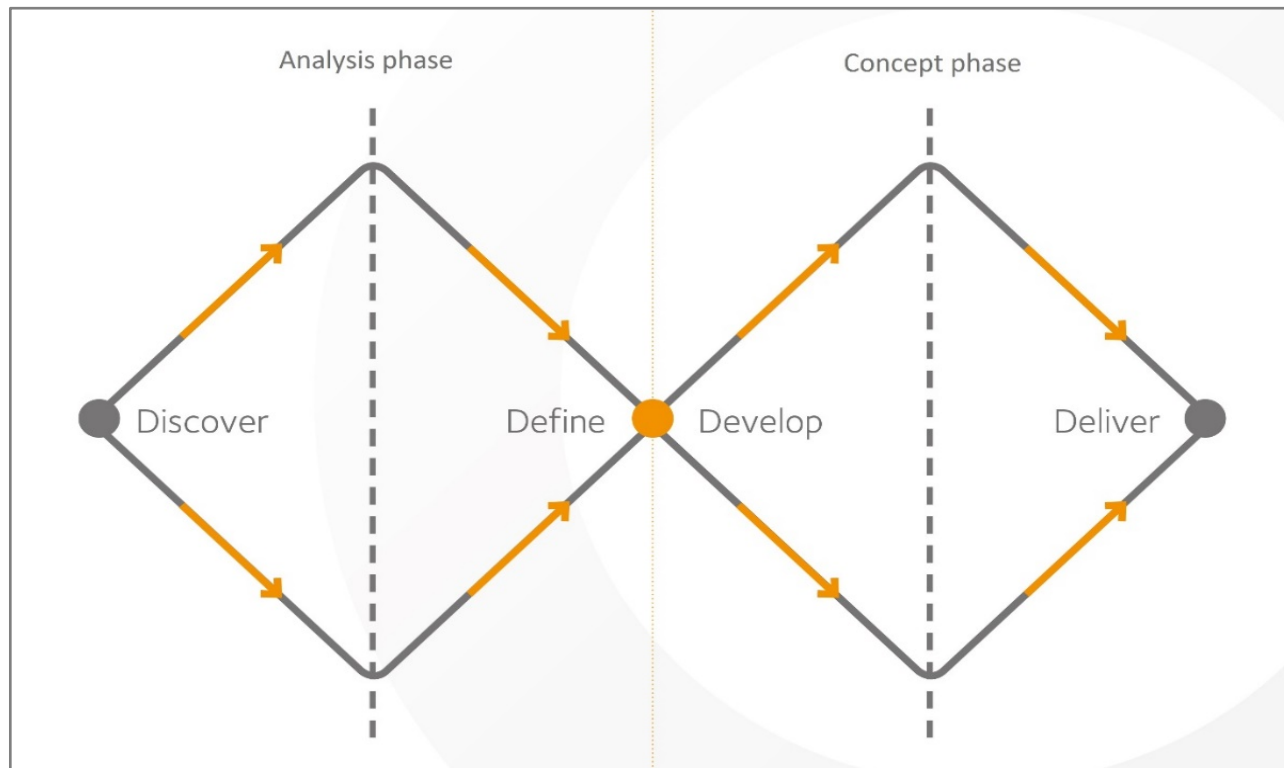
Broker

Inspire

Manage conflicts

# Manual: process

- As open as it can be, as structured as it needs to be
- Iterative: Double Diamond



# 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"/> |

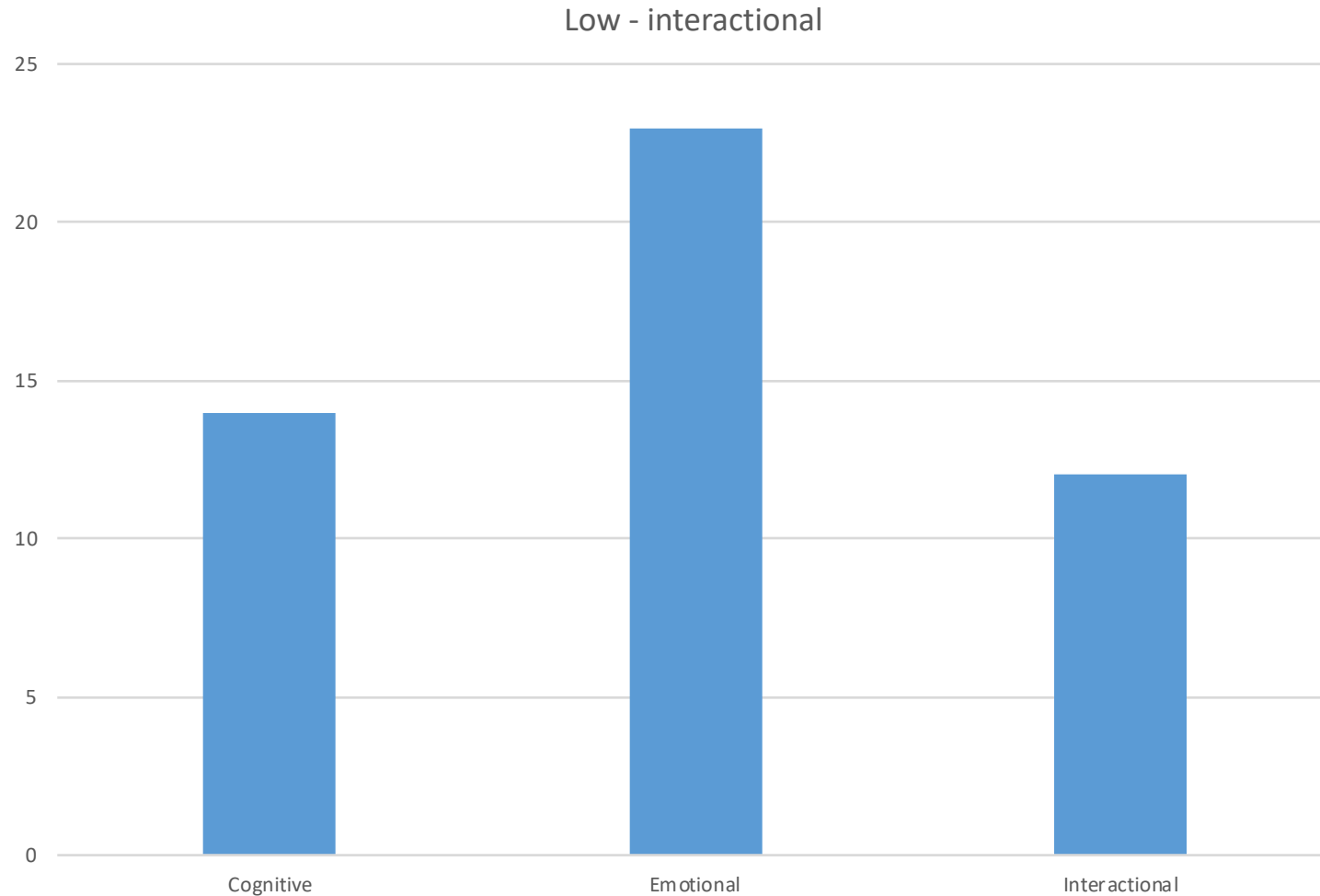
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# Co-creation tool

- 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