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Metropolis of Solidarity

Co-creation
in the Sphere of Urban Policies

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Introducing myself:

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Cities are key actors in promoting development, cooperation and social innovations

I will briefly explore this from two viewpoints:

• Conceptual: Innovation with Quadruple Helix

• Process: Cocreative learning process
Concept: Quadruple Helix innovation model

CLIQ project 2010-2012 (Interreg IVC): Research and evaluation concerning the role of the public sector in promoting innovation

Publication:
Exploring Quadruple Helix – Outlining User-Oriented Innovation Models
Facilitating innovation
With Quadruple Helix

Getting different actors to engage in a generative process...

Government
Science
Business
Civic society
Innovation ’DNA’ combining different stakeholders: Government, Science, Business and Civic society
Research Aim in the CLIQ-research

Explore and further define the Quadruple Helix concept in innovation and the role of local-regional authorities in promoting it
Evolution of Innovation Frameworks

Linear Model → National Innovation Systems

New Production of Knowledge

Innovation Networks

Clusters/Cluster initiatives

Trans-National innovation Networks

Regional Innovation Systems

Open innovation

User-Driven Innovation

Triple Helix
Different Users

USER

- Non-user
- Ordinary user
- Amateur user
- Consumer
- Citizen
- Employee
- Resident
- Hobbyist
- Primary user
- Secondary user
- Tertiary user
- Fírm
- Organization
- Civil society association
- Lead user
- Professional user

Different Users
Degrees of User Involvement

Intensity of user involvement

Low

High

Design for user
• Product/service developed on behalf of the user

Design with user
• Product/service developed with the user

Design by user
• Product/service developed by the user

User-driven innovation

User-oriented innovation/
User-centred innovation
Research Result in CLIQ-research

Quadruple Helix is more of a continuum or a learning space for innovation, rather than one discreet model.

Public authorities can develop environments which both support and utilize citizen centred innovation activities.

Utilising its potential calls for a long-term cultural change of all stakeholders.
Four types of ’Quadruple Helix’ models

1) Triple Helix + users

1) Firm Centred Living Labs/ Learning Spaces (Open Innovation)

1) Public Sector Centred Living Labs/Learning Spaces

1) Citizen Centred Living Labs/Learning Spaces
Triple Helix + Users - Models

Main goal of innovation activity
• To produce commercially successful high tech products and services

High tech firms
• Commercial products
• Utilizing research
• User contacts

Universities
• New knowledge
• Train experts

Public authorities
Support and finance
R&D development

Development/co-operation platform

Users/citizens
- Product testers at end of chain
Firm-centred LL - models

Main goal of innovation activity
• To produce products and services relevant for firms and their clients

- Public authorities
  • Support and finance development of learning spaces

- Firms
  • Develop commercial products and services
  • Utilize learning experts and users

- Users/citizens
  • Test products/services in real life
  • Participate in the idea and development

- Universities, polytechnics
  • Produce knowledge for Learning spaces
  • Train experts

Development/co-operation platform
Public-sector Centred LL-models

Main goal of innovation activity
• To produce products and services relevant for public authorities and the users of public services

Universities, polytechnics
• Produce knowledge for Learning spaces
• Train experts

Users/citizens
• Test products/services in real life
• Participate in the idea and development

Public organizations
• Develop public services
• Support citizen involvement
• Support research and learning spaces

Firms
• Develop commercial products and services
• Utilize learning experts and users

Development/co-operation platform
Citizen-centred LL-models

Main goal of innovation activity
• To produce products and services relevant for citizens

Development/co-operation platform

Firms
• Develop commercial products and services from citizens’ innovations

Citizens
• Create citizen relevant innovations
• Decide which innovations are needed

Public authorities
• Support the development of citizen innovations
• Provide tools, skills and forums
• for dialogue

Universities, polytechnics
• Support citizens’ innovation activities and firms and public authorities
Development 'palette' for local and regional authorities

1) Triple Helix + users
   High-tech innovations
   R&D project development

2) Firm-centered Living Labs
   Products and services for firms
   Living lab promotion

3) Public-sector centered LL
   Products, services & networks for public organisations
   Public service development

4) Citizen-centred QH
   Products and services relevant for citizens
   Support citizen participation & innovation
Cocreative learning process

Nonaka-Takeuchi SECI-process
http://www.knowledge-management-tools.net/knowledge-conversion.html

You need a good balance between experiential (tacit) knowledge and explicit (coded) knowledge

S
ocialisation (engaging as human beings)
E
xternalisation (articulating yourself with different means)
C
ombination (tapping into the knowledge of mankind)
I
nternalisation (doing it yourself, practicing, experimenting)
## Elements of a good cocreation and learning process

<table>
<thead>
<tr>
<th>Socialisation</th>
<th>’Getting together’, bonding, ’warm up’</th>
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<tbody>
<tr>
<td><strong>Externalisation</strong></td>
<td>Being able to express oneself in one’s own language, helped by metaphors, pictures, play</td>
</tr>
<tr>
<td><strong>Combination</strong></td>
<td>Connecting to the knowledge and concepts of the ’world library’ and expertieses</td>
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<tr>
<td><strong>Internalisation</strong></td>
<td>Trying out the ideas yourself, with small experiments</td>
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Government, citizens, business and education engaging in a SECI-process

Socialising
Meetings, events, relaxed settings where people get to know each other

Externalising
Workshops where each viewpoint is listened to carefully, also using the help of facilitation, drawing, metaphors, movement...

Internalising
Designing experiments where the ideas can be tried out, and where the different actors can participate

Connecting
Checking the ideas and discoveries with experts and Internet
Traditional vs. cocreative process

Traditional Linear
- First develop...
- ....then disseminate

Partly overlapping
- First develop...
- Engage and disseminate
- disseminate

Non-linear
Embedding innovations into practice


Publication:
Linking Theory and Practice (2011)
Good practice as Embedded ’360-degree’ practice

Decision making

Management

Temporary partners

Competitors

Customers

Before

Now

Future

Unit of practice

Permanent partners
"Microcosm" as a unit of learning and transfer

Representative(s) of Decision making & management

Representative(s) of Temporary partners

Competitors

Customers, users

Unit of practice

Before

Now

Future
Why 360-degree microcosm as a unit of learning?

• All ’voices’ experience the same learning event
• Multi-voice and multi-actor from the very beginning
• Represents the complexity of the practice
• Learning and embedding starts already in the unit
• Strenghtens the position of often weak partners (typically ’target groups’)

Using SECI elements over time in the learning process.

Innovation A: '360-degree microcosm' telling its story.

Practice B: 360-degree microcosm learning from the story of A.
Dialogical Workshop with ‘microcosms’

Unit A: 360-degree microcosm telling its story

Unit B: 360-degree microcosm listening to the story of A

Workshop: dialogical learning space
Example of cocreation of city policy

My Generation at Work URBACT project

12 big cities in Europe: Rotterdam (lead partner), Antwerp, Braga, Gdansk, Glasgow, Maribor, Riga, Valencia, Warsaw, Tessaloniki, Torino, Tampere

Aim: Promoting employment and employability of young people with emphasis on enterprising skills and attitudes
We need new people and new ideas!

Let's give them ideas for business education.

Let's do something together!

Tell us about your needs.

Let's engage in new ways!

Let's gear better to business!

Let's look at different ways of learning!

I'm clever with social media!

Let's tell them how to do it!
Thank you!