SISCODE CO-DESIGN FOR SOCIETY IN INNOVATION AND SCIENCE

DELIVERABLE 7.6

DESIGN ADVOCACY PLAN IN STI POLICY MAKING

ANCHORING AND DISSEMINATING KNOWLEDGE BEYOND THE SISCODE PROJECT:

Work Package	7
Task	7.6
Due Date	21/05/2021
Submission Date	04/06/2021
Deliverable Lead	DDC
Dissemination Level	public
Document Nature	☒ R-Report ☐ O-Other
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Status	☐ Plan ☐ Draft ☐ Working ☒ Final ☐ Submitted ☐ Approved

Revision History

Revision	Date	Author	Organization	Description
0.1	03.06.2021	Sara Gry Striegler, Julie Hjort, Tirza Lambæk Rasmussen	DDC	Draft, Insertion of contents
0.2	04.06.2021	Felicitas Schmittinger, Ilaria Mariani, Alessandro Deserti, Francesca Rizzo	POLIMI	Review

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LIST OF ABBREVIATIONS

ABBREVATIONS	EXPLANATION
WP	Work package
TUDO	Technical University of Dortmund - SISCODE partner
POLIMI	Politecnico di Milano - SISCODE partner
DDC	Danish Design centre - SISCODE partner
IAAC	Institute for Advanced Architecture of Catalonia - SISCODE partner
ECSITE	European Network of Science Centers and Museums - SISCODE partner
SPI	Sociedade Portuguesa de Inovação - SISCODE partner
APRE	Agenzia per la Promozione della Ricerca Europea - SISCODE partner
COVID-19	Coronavirus disease

LIST OF FIGURES

1. Background: SISCODE - Co-design for society in innovation and science

SISCODE is an EU-funded project aimed at stimulating the use of co-creation methodologies in policy design, using bottom-up design-driven methodologies to pollinate Responsible Research and Innovation and Science Technology and Innovation Policies. The overarching ambition of SISCODE is to mitigate the gap between ideation and the implementation of co-created policies. The conclusions from the insights and experiences of the three-year project are based on a combination of case studies, grassroots experiments, and co-creation workshops conducted on a local, national and European level.

2. Anchoring and disseminating knowledge

To anchor and disseminate the knowledge beyond the project and give input to coming initiatives, a part of the project was to engage the eco-system around co-creation, policy making and design in learnings and insights. This was, among other project initiatives, accomplished in *SISCODE, The Final Conference* in one week of inspiration, engagement, and discussion on how to co-create policy.

Our insights and experiences from the project as well as the conclusions and perspectives from the final conference have been unified into **A pledge: co-creating human-centered policies for a better Europe.** Furthermore, the pledge provides recommendations as a set of priorities for future investments.

Thus, this document is an annex to our advocacy plan A pledge: co-creating human-centered policies for a better Europe which documents and establishes the planning, development, and the completion of the final conference.

3. Planning the final conference

3.1 From a physical to a virtual format

The COVID-19 pandemic unfortunately made it impossible to host a physical conference in Copenhagen as planned. It was decided to make a virtual interactive 5-day conference to ensure accessibility and flexibility, thus a probable larger reach.

3.2 Creating and selecting the themes in a joined workshop in November 2020

The final conference was structured around four themes representing the main findings and lessons learned in SISCODE. The process of narrowing down and selecting the themes commenced in November 2020 at a joined workshop involving all consortium members. The partners' insights and reflections showed four evident themes: *Culture, Empathy, Power* and *Ecosystems*.

3.3 The overall structure of the conference

The SISCODE final conference consisted of five days of keynote speeches, testimonials from the 10 SISCODE labs, moderated discussions and co-creating sessions. The first four days were based on a theme and had talks, co-creative sessions and facilitated open discussions. The fifth and final day was structured as a collaborative effort to co-create a pledge for the future of policymaking. The aim was to turn the week of learnings, inspiration, and new perspectives into tangible actions for the participants to realize already tomorrow.

3.4 Planning and execution of the conference

The conference was coordinated by The Danish Design Centre in close collaboration with Ecsite, Polimi, Tudo, IAAC, APRE and SPI. Based on the themes that were co-created by the consortium – a theme was chose for each of the four conference days and a partner was made responsible for the planning and execution of the individual day.

- Day 1 on Power by Polimi & IAAC
- Day 2 on Empathy by DDC
- Day 3 on Culture by Ecsite
- Day 4 on Ecosystems by Tudo & APRE
- Day 5 – co-creation of the pledge by DDC

The conference was planned through weekly coordination meetings in the months leading up to the conference. Here partners shared progress and were able to comment and give feedback on the other conference days. In the week up to the conference week a SISCODE consortium meeting was held, to make sure all partners were ready to engage in the conference and had all the information they needed.

There were common guidelines for all the conference days (see below) and the conference was communicated with common visual design and similar tools and exercises for the

different days through the online participation platform Miro[1]. DDC provided technical assistance via the meeting platform Zoom[2] for all the days. Yet it was also up to each individual partner to take ownership and customize the content of their day according to the theme they were addressing and to engage their local and national ecosystem around the individual conference days.

The labs were represented at every conference day, both through short videos that were streamed every and through participation through workshops, presentations, and panel debates. All partners participated actively on day five on co-creating the pledge.

3.5 Guidelines for shaping the content for each theme day:

- The content of each day must be able to stand alone, as only a few will participate in all 5 days.
- We should inspire through strong storytelling and not by listing results from reports. Keep it simple, so participants feel included regardless of experience level.
- Each day should have a clear message and all content should relate to that.
- We should strive for including other exciting projects outside SISCODE - each day.
- Description of the 5 days/themes.

4. The Conference – one week of inspiration, collaboration, engagement, and discussion on how to co-create policy

4.1 DAY 1 - CULTURE
What understandings of culture in SISCODE lie behind this theme?

The work done in SISCODE shows that cultural and organizational factors play a fundamental role in driving or hindering co-creation. The overall flexibility of an organization and its capacity to react to changing circumstances as well as the general availability to integrate new approaches and methods such as co-creation depend on the organization itself, its nature and scale, mindset and culture, regulation, and legislation. Small and flexible organizations like Fablabs have proven to be particularly fertile ground for the embedding of co-creation practices, since their organizational culture is already

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[1] http://miro.com
[2] http://zoom.us

based on the ideas of collaborative working and adaptation to quickly changing environments and processes as well as openness to new ways of working.

The presence of a zero-error culture within public institutions and organizations, where a resistance to change and a silo mentality often reside, has proved to be a barrier to co-creation with external stakeholders and citizens and a barrier to new ways of working collaboratively across departments.

As a step towards transforming the organizational culture of the public sector, the SISCODE project has conducted local, national, and European workshops to introduce policy makers to the culture of prototyping, experimentation, and collaboration. The aim has been to train and engage policy makers in the act of co-creation and to strengthen their motivation and openness to the acceptance and adoption of new approaches and methods.

3rd of May - *Developing a culture of co-creation with citizens*

The first day of the conference was organised by Polimi and IAAC and had the focus of how small-scale experiments conducted by citizens in their own contexts of life could be an effective approach to operationalize Responsible Research and Innovation.

The program included a talk by René von Schomberg, professor at Technical University of Darmstadt about how Responsible Research and Innovation should make the public an agent of change rather than only a subject to change and how to turn citizens into a driving force for socially desirable innovation. Followed by a talk by Madeleine Gabriel, from NESTA who shared challenges and perspectives when working with inclusive innovation from cases. Madeleine argued that innovation affects us all, but decisions about innovation tend to be made by a small subset of people.

Nicola Morelli from Aalborg University, Service Design Lab had a project presentation about how even frugal innovation can generate local niche changes, which can eventually disrupt the institutional order of things.

The first day of the conference ended with a Co-creation session that raised questions on how to embed co-creation in organizational and institutional settings, and what are the criticalities and solutions.

FIG 01+02 – THE MIRO BOARDS DEVELOPED DURING THE CO-CREATION ACTIVITY OF DAY 1

Which new insights and nuances did we get from the discussions and activities?

Summary (main points):

- Co-creation can serve autonomous agendas (not necessarily a common agenda)
- Co-creation can be divergent not only convergent
- Innovation is political, and distribution of power seems to go under the radar. It is important to make innovation more inclusive by giving up some power, inviting people into the processes and actively supporting them in advocating their own preferences.

Discussion:

- We need to see a change of language - and more practice
- Very close collaboration with policy makers. Supporting policy makers in experimentation.
- Developing a platform for monitoring
- Workshops in the local community gives a better understanding of the challenges of the local people

4.2. DAY 2 - EMPATHY

What understandings of culture in SISCODE lie behind this theme?

In SISCODE, empathy - our ability to see the world through other people's eyes - is considered an important aspect of co-creation. Co-creation with citizens and for citizens is a key factor for successful policy implementation, and a deep understanding and respect for the different perspectives, expectations, problems and needs of the people who will be affected by change is necessary to create sustainable and useful policies.

Results from the project show that design can act as a powerful tool to better understand the difficulties which citizens and other stakeholders face and gain empathy with them. Design offers tangible, human-centred methods for generating and visualizing ideas, and approaches for problem solving which give policy makers the opportunity to incorporate different voices and alternative visions for the future.

Empathy can be encouraged by identifying a common ground that brings all participants together and drives them to co-create. The cases in SISCODE reveal that appropriate and target-group-oriented communication is a crucial success factor to create this shared understanding between actors. It is vital to define key terminologies, what they mean to each of the actors and align the definitions before starting the collaborative process. Lack of a common understanding can result in inefficient and thus, exhaustive and unproductive collaboration. The necessary amount of time spent in creating these common groundings and gaining empathy at the beginning of the process can prevent the wastage of resources at a later stage of the co-creation process.

A new code of cooperation based on empathy can be introduced with the creation of a trustful, neutral, transparent forum for open dialogue and the exchange of different opinions and views among policy makers, public and private organizations, and citizens.

- 4th of May - *The power of empathy - design for policy*

- Leveraging empathy and applying design in policymaking can lead to better policies and create more value and impact. The second day of the conference was organized by the Danish Design Centre.

An inspirational talk by Christian Bason, CEO & PhD, Danish Design Centre, kicked off with different cases and methodologies on leveraging the power of empathy. Followed by a conversation with practitioners who have profound experiences with co-creation and the potentials of professional empathy in policymaking. The conversation was facilitated by Julie Hjort, Danish Design Centre, as a couch session with Christina Juell-Sundby, Isidora Stojacic and Sara Gry Striegler who gave their perspective to the value of empathy from the strategic political level, the interactive playground, and the operational level. The couch session opened a discussion about the barriers and openings to empathy in policy making and had participants interact and engage during the session.

The session ended with an facilitated exercise that encouraged participants to consider which of the three levels - the strategic, the operational, the interactive - they identified the most with and how they work with empathy themselves.
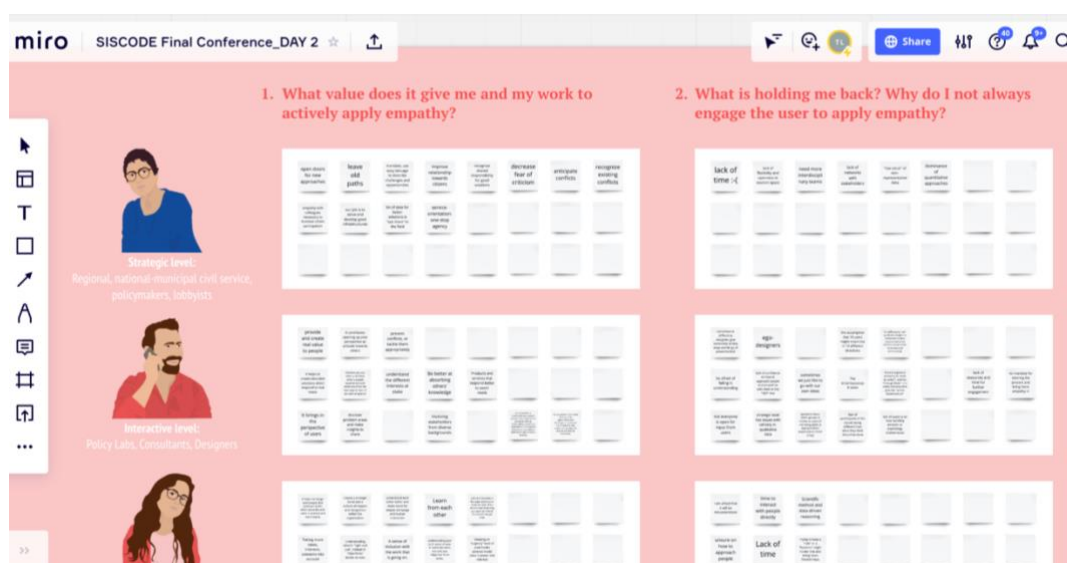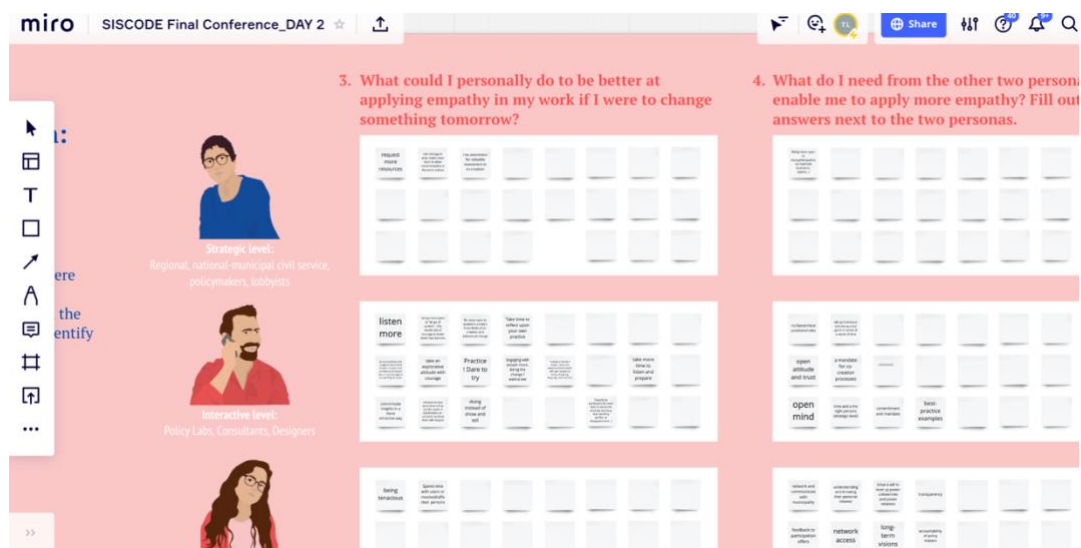
FIG 03 + 04 – THE MIRO BOARDS DEVELOPED DURING THE CO-CREATION ACTIVITY OF DAY 2

Which new insights and nuances did we get from today's discussions and activities?

- **Can empathy be trained?**
  - People have their innate nature, but the professional practice of using empathy and using it in a strategic way for making meaningful change with and for people goes beyond individual, it's how organisations can use and value empathy.
- **How do we connect empathy with the transition to digital/digital media?**
  - The idea of proximity as the feeling of being close to someone or something, as a problem on our planet. Proximity can be done digitally: we are used to empathizing with characters in movies, for example. Moreover new technologies as AR and VR can help, as well as conferencing systems.
- **How to manage observer bias when managing the participant approach?**
  - That is a very key question because it requires the understanding of the relation between the observer and the observed. Bringing anthropology and sociology approaches into co-creation can be a breakthrough, especially when working in a new content and background.
- **The value of storytelling** (developing empathy)
  - Sometimes it is difficult to implement the solution at a bigger/outer scale than that of the niche where it was developed. To do those stories are crucial, because they can create understanding.

- Bringing in the voices of the users and embedding stories along the way should be applied through the process, because storytelling can play different roles at different phases, and it should be included in each phase.
- It is crucial to communicate to the end-users what their voices, perspectives and inputs are used for.
- Through stories we can find a common ground and establish a dialogue
  - It is way of triggering co-creation among groups that do not dialogue together
  - Empathy can help create a trustful room where to have a dialogue and listen to each other's perspectives respectfully
- Experiences cannot be argued but considered.
- Various perspectives should enter the dialogue, using design methods as personas, video clips, and so on, so that emotions and experience can enter the room and be part of the discussion.

Summary (main points):

- Seeing **empathy** as something universal. However, sometimes it is completely left out of the room. It is central and necessary: we need to evoke empathy when collaborating.
- We need to make empathy a default way of working to include everyone from the very beginning ("Make empathy matter").

4.3. DAY 3 - POWER

What understandings of culture in SISCODE lie behind this theme?

The work done in SISCODE shows that co-creation, when organized and facilitated properly, can change knowledge and assumptions about who is responsible for the definition of solutions and policies. In a positive and innovative way, co-creation thereby challenges established practices and institutional rules and roles, calling for **a shift in power**.

SISCODE has experimented with innovative ways of putting multiple actors from different sectors and with different levels of power in contact with each other to support a better balance between bottom-up and top-down approaches in policy making. This is desirable as it enables a fairer distribution of power and enables actors with lower levels of power to be

heard and to have their wants and needs integrated in final solutions and policies. Furthermore, academia, civil society organizations, policy makers, businesses, etc. can multiply their points of views, enlarge the sphere of possibilities, and open creativity through co-creation with each other and citizens.

However, the power imbalances currently established between policy makers, citizens and other stakeholders can create tensions and make it difficult for them to be vulnerable and open to each other's ideas in a co-creation session. The results from SISCODE underlines the importance of identifying power relations before engaging actors in a co-creation process and continuously reflecting on how best to create a safe and equal space where titles and positions are irrelevant. As an example, the co-creation lab Science Gallery Dublin, who has set up workshops with young people and policy makers during SISCODE, found that they needed to actively encourage young people to use their voice, not just to get them in the room and listen, in order to counter the power asymmetries.

5th of May - *Letting go of power. How do we make sure EVERYONE is involved in the co-creation process?*

The 3rd day into the conference focused on SISCODE's activities and results involving other projects and SISCODE labs. Together the participants analyzed how co-creation practices can become more equitable, inclusive, and socially just. The aim was to examine how strategies and design tools can ensure that no one is left behind, that power asymmetries are taken into consideration and that a safe space for experimentation where everyone feels welcome is created.

The day started with a presentation and introduction to the framework of inclusive policies by a representative of the UNESCO Policy Lab. Next was a digital fishbowl, with the headline *Equity and inclusion in co-creation processes.* The participants of the fishbowl was Vanessa Mignan Jenkins, Ecsite Equity; Diversity group: Eva Durall, Aalto University; Grace d'Arcy, Science Gallery Dublin; Carla Sedini, Polifactory; Anja Köppchen - Gene Bertrand, Cube Design Museum

The day ended with a hands-on exercise, in writing suggestions for more inclusive and equitable co-creation.

FIG 05 + 06 – THE MIRO BOARDS DEVELOPED DURING THE CO-CREATION ACTIVITY OF DAY 3

Which new insights and nuances did we get from the discussions and activities?

Summary (main points):

- Knowledge is relevant! People (especially policymakers) need to acknowledge the importance of data and of recent data - also a need for a renewal of old data and to have a robust knowledge system.

- Equity is not the responsibility of single actors but related to collective action, hence a need for a systemic approach

Recommendations to ensure inclusive processes:

- It is important to reach out to stakeholders where they are, in their places, and not to expect them to come to you and adapt to your own framework

- Start and shape a process together with stakeholders right from the start

- Design process in respect to the time and obligations of the possible participants; be agile and flexible when it comes to the dimension of time

- As organizer, leave your comfort zone and try to match the comfort-zone of your stakeholders by going to them and by matching their ideas of time frames → this also is an important part of being empathic.

- Addressing power and collaboration force (and often unconscious blindness to minority voices) of power is indeed important.

- Avoid using only channels for invitation of stakeholders that you already know and are familiar with → chose unfamiliar paths and overcome your 'bubble'.

4.4. DAY 4 - ECOSYSTEMS

What understandings of culture in SISCODE lie behind this theme?

The results from SISCODE show that co-creation is located inside and between different sectors of society, and that practices and processes of co-creation vary depending on the specific ecosystems in which they take place. Systemic change realized by co-creation cases in general has proven to benefit from the support of ecosystems which consist of partners from three or four societal sectors, including the public sector, private business sector, civil society as well as research. While co-creation tends to flourish in collaborative and progressive contexts, it can also be successful in less mature ecosystems, and it then comes down to the right decisions and the right support. It is therefore important to first understand the ecosystem in which the individual co-creation initiative is situated.

SISCODE considers local ecosystems with various actors and institutions appropriate testbeds for finding and testing solutions to global problems and creating micro factories for circular design through design perspectives and citizen participation. Community-based

ecosystems hold the potential of re-defining present consumption and production models, and community-driven prototyping and innovation are seen as key to stimulate a circular transition in cities.

The creation of new and expansion of existing networks are highlighted as a core aspect of co-creation ecosystems. Going beyond the involvement of single stakeholders and aligning on objectives and the overall societal challenge to create common goals, have generally resulted in an increase of motivation and sense of responsibility towards the initiative among stakeholders. The networking activities also brought benefits in terms of possibilities to enlarge the existing networks and identify new partners thinking beyond the single initiative with a collaborative mindset considering previous concurrent as potential collaborators.

6th of May - *Co-creation ecosystems: Enabling collaboration for sustainable cities*

What can a supportive co-creation ecosystem look like, and how can it contribute to the sustainability of cities? These and other questions were discussed during the 4th day of SISCODE's final conference week organised by TU Dortmund University and the Italian Agency for the Promotion of European Research (APRE). Participants learned about the latest research results in the field of co-creation and exciting practice examples from the SISCODE Co-Creation Labs.

Insights from the SISCODE project on Diverse Co-Creation Ecosystems was presented by Alessandro Deserti - Felicitas Schmittinger - Ilaria Mariani, Polimi; Daniel Krüger, TU Dortmund University. This presentation highlighted results from SISCODE's research about Co-Creation Ecosystems, and tried to give an answer to *What is a supportive ecosystem, and how can it be developed? And what are important insights from research?* Following this presentation was an Introduction to the SISCODE Co-Creation Labs and then a workshop session with 4 parallel workshops:

- **Workshop Session 1,** *Towards the ideal Co-Creation Ecosystem.*
- **Workshop Session 2,** *Building communities for sustainable cities.*
- **Workshop Session 3,** *A "mini-manifesto" on Responsible Research & Innovation.*
- **Workshop Session 4,** *Beyond Remix El Barrio: The Social Innovation Ecosystem of Poblenou with Fab Lab Barcelona.*
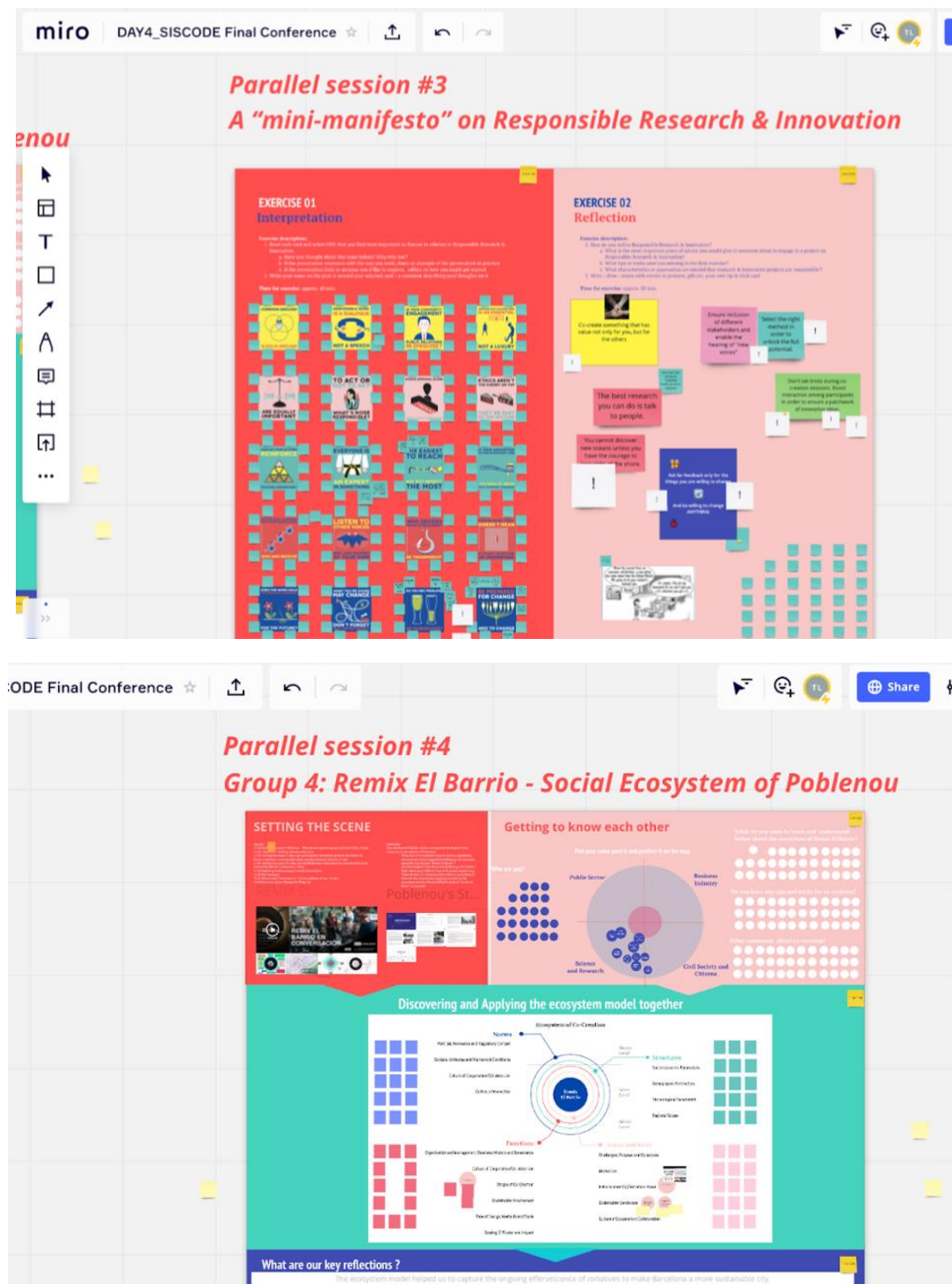
FIG 07 - 10 – THE MIRO BOARDS DEVELOPED DURING THE CO-CREATION ACTIVITY OF DAY 4

Which new insights and nuances did we get from the discussions and activities?

Summary (main points):

- Building ecosystems is a long process that requires trust.
- The culture of sustainable ecosystems shall support creativity, perseverance, inclusiveness, and openness.

4.5. DAY 5: MAKING INSIGHTS ACTIONABLE ON AN INDIVIDUAL LEVEL

7th May - A pledge for a better Europe: Co-creating the future of policymaking

A better Europe requires policies that respond better to societal needs. As a conclusion of 3 years of research and experimentation and to tie the knot of four days of inspiration and discussion, the SISCODE consortium synthesized the learnings into a pledge - a manifesto - with the ambition to affect and impact future policies and policy making beyond the project. At the last day of the conference the principles in the pledge was presented to engage participants in a common vision for future policy making and actions to realize on an individual level.

Considering the findings from the project as well as the new inputs that emerged during the conference days, Sara Gry Striegler, Danish Design Centre presented the key insights from SISCODE. Following the discussions between participants, Jesper Christiansen gave an inspirational talk on the future of policy making.

Each of the four themes were then motivated by four different speakers with experience on the theme in question. Jesper Christiansen, States of Change, motivated the theme *culture* by highlighting the importance of unlearning behavioral maps in policy making to embrace a culture of collaboration and to bring about change. To motivate *empathy,* Carmen Fenollosa, ESCITE touched upon design methods as a way of overcoming different understandings and finding a common ground. To motivate *power*, Sune Knudsen, Danish Design Centre talked about design and co-creation as a threat to those who leverage power. Lastly, Julie Hjort, Danish Design Centre motivated the theme *eco-systems* by arguing that it is necessary to understand the systems to create change. These motivational speeches prepared the participants for a co-creation exercise where they were to work with the pledge - the manifesto for co-creating human-centered policies for a better Europe.

FIG 11 – THE MIRO BOARD DEVELOPED DURING THE CO-CREATION ACTIVITY OF DAY 5

4   The communication of the Final Conference: Outreach and participation

The communication of the Final Conference was done through several some-channels and in a series of social media posts. On the SISCODE website, a subpage with the full event was created, linking to the sign-up platform Eventbrite. The Eventbrite page ended up with 27.163 views in the period from 01.04.21 - 10.05.21. The total number of sign-ups throughout the week was **834 participants** and the number of participants that joined the Conference was **419**.

The Conference was advertised in an article for the SISCODE newsletter and a visual "one-pager" was created and distributed among the partners, for everyone to send out as

personal invitations within their network. The LinkedIn ads ran from April 16 to May 2, and the goal was to generate more website visits. The content of the ads was only a share-image.

- Ad 1 received 28,977 views and 79 clicks
- Ad 2 received 138,511 views and 274 clicks

In total, both ads on LinkedIn generated 353 web page visits and received 167,488 views.

The Facebook ads ran from April 16 to May 2, where the goal was to generate more website visits. The content of the ads was the live image/gif/video, and an average of 32.78% of the video was viewed.

- Ad 1 received 327,517 views and 11,179 clicks
- Ad 2 received 306,903 views and 11,233 clicks

5 The Pledge for future initiatives and actions

One of the concrete outputs is the pledge. A subpage was created on the SISCODE website with the full pledge, including statements from people who attended the conference, testifying how they will convert the good intentions into actual actions in their own practice. The pledge can be downloaded and signed from the webpage. To raise attention to the pledge, a short "teaser" video has been produced urging viewers to read and sign the pledge.