

CHAMPIONS CLUB TOOLKIT

CO-CREATION EVENT

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CO-CREATION EVENT

CONCEPT & METHODOLOGY



CONCEPT & METHODOLOGY

Provides an opportunity for SSH researchers, academics and external stakeholders to learn together about valorisation and its elements as well to co-create with their peers online.

The Champions Club co-creation event will take into account peer-to-peer learning and building connections.

The co-creation event will give SSH researchers the opportunity to

- + **Meet fellow SSH researchers who are also interested in valorising their research capabilities**
- + **Co-create and brainstorm on what valorisation activities they need in their daily work**
- + **Identify capabilities needed to increase their research**

REVALORISE+ Champions Club

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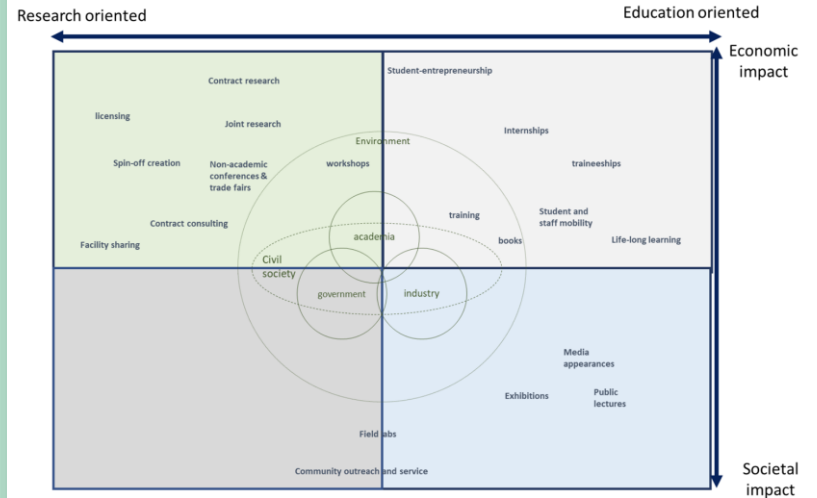
The role of valorisation in SSH Valorisation activities are most often described without clear signs of a generally accepted shared conceptual framework. As a result, REVALORISE+ project has mapped out the most commonly mentioned valorisation activities in the SSH domain.

We created a **matrix** based on two axis

- Research vs. education driven activities, and
- economic vs. societal impact
- and used a quintuple helix to represent the various target groups to which the activities are directed.

During the co-creation event, we will use this matrix to identify what valorisation activities and related skills/attitudes you would like to train and fine-tune during the two days of co-creation.

We will use this matrix as a reference for what valorisation activities and skills we would like to practice



You can read more about the framework in [this report](#).

Valorisation activities – drivers & barriers

Drivers	Barriers	
	Academic structure and traditions	Personal & Organisational
Being acknowledged for the work done	Focus on publications as an indicator of success	Lack of skills-time funding
Practical impact in society	Lack of multidisciplinary cooperation	Lack of skills and knowledge
Paying public funds back	System preference for STEM research	Fear of losing ownership/control over research
Status	Unclear measurements of SSH valorisation Difficult to find (SSH) valorisation training	Fear of stakeholders' interests bias – impacting outcomes
Getting bigger fundings	Growing competition for research funding Lack of funding and incentives	Unclear KT role
Entrepreneurial attraction	Scientific publication language does not meet 'outside' world	Lack of time
Educational impact and knowledge transfer	Fast paced business system does not align with the academic pace	Complex social processes
Career advancement	Priority for other academic tasks	

The above drivers & barriers can be good references for the co-creation event when the SSH researchers are going to discuss and co-create around their respective academic fields

02



CO-CREATION EVENT

CO-CREATION EVENT SETTINGS

CO-CREATION EVENT SETTINGS

Professional setup

Facilitating a co-creation event online requires the host to have a professional setup including good audio and visual technology (preferably two screens) to provide a quality experience for the participants. The host needs to be familiar with a video communication platform (e.g., Zoom) and possibly include extra assistance to manage chat/break-out rooms.

The co-creation activities require the host to include (and be familiar with) an additional platform, e.g. a collaborative whiteboard software platform such as Miro or Mural.

Theme | working lens for the co-creation workshop

We recommend to have a theme/working lens to centre the co-creation around something that will engage the participants. We suggest to work with a general theme which all participants can relate to. A general theme could for example be:

- Future of work

Theme | Why Future of work? We argue that 'Future of Work' is a fruitful theme because its relevance within an EU context as well as its relation to various subtopics that allow SSH researchers to address the lens from their professional standpoint.

Theme | Suggested research question for the Future of work

How can your SSH research area positively affect the future workforce in your region?

- What skills, competencies & attitudes are necessary?
- What (strategic) collaborations or networking activities are necessary?

Definition We define Future of Work as the unfolding, emerging and upcoming skills, competencies and attitudes of the current EU countries' workforce required to be successful in the labour market in 2035. The lens will involve skills, competencies and attitudes of SSH disciplines ranging from archaeology to philosophy. By focusing on Future Work(force) we also approach more significant trends and tendencies that are taking place within the EU. Such trends and tendencies can include but are not limited to:

Globalisation – Digitisation – Education – Remote Work and future office/workplace – Climate change – Biodiversity & Conservation – Sustainability, circular economy and regenerative design – Living (urbanisation) – E-commerce & Manufacturing – Automation, Artificial Intelligence and IoT

As the future is not set, we don't know what will be relevant in 2035, but we argue that thinking about SSH from a future perspective will help us evaluate what skills we would like to work with in the REVALORISE+ Training Programme.

03

CO-CREATION EVENT

HOW TO RUN A CO-CREATION EVENT



Day 1

AGENDA

The following slide describes a suggestion on how to run the co-creation event. Please make sure to open the link and take inspiration.

Exercise – Day 1: Scope & identify future SSH skills

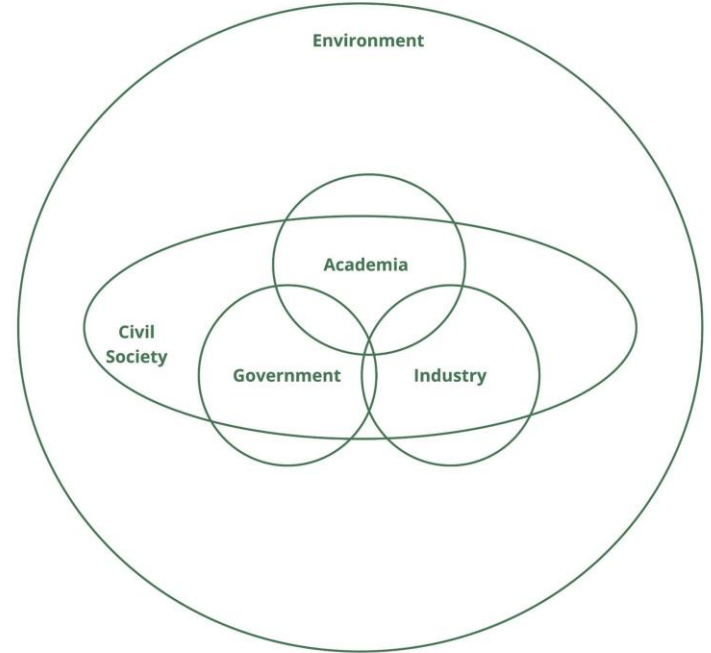
During the co-creation event we recommend using a MIRO board (digital whiteboard) where you will facilitate the SSH researchers through an exercise about identifying what SSH skills and valorisation activities the participants would like to focus on during the REVALORISE+ Training Programme.

See example here: [Miro board](#)

Agenda

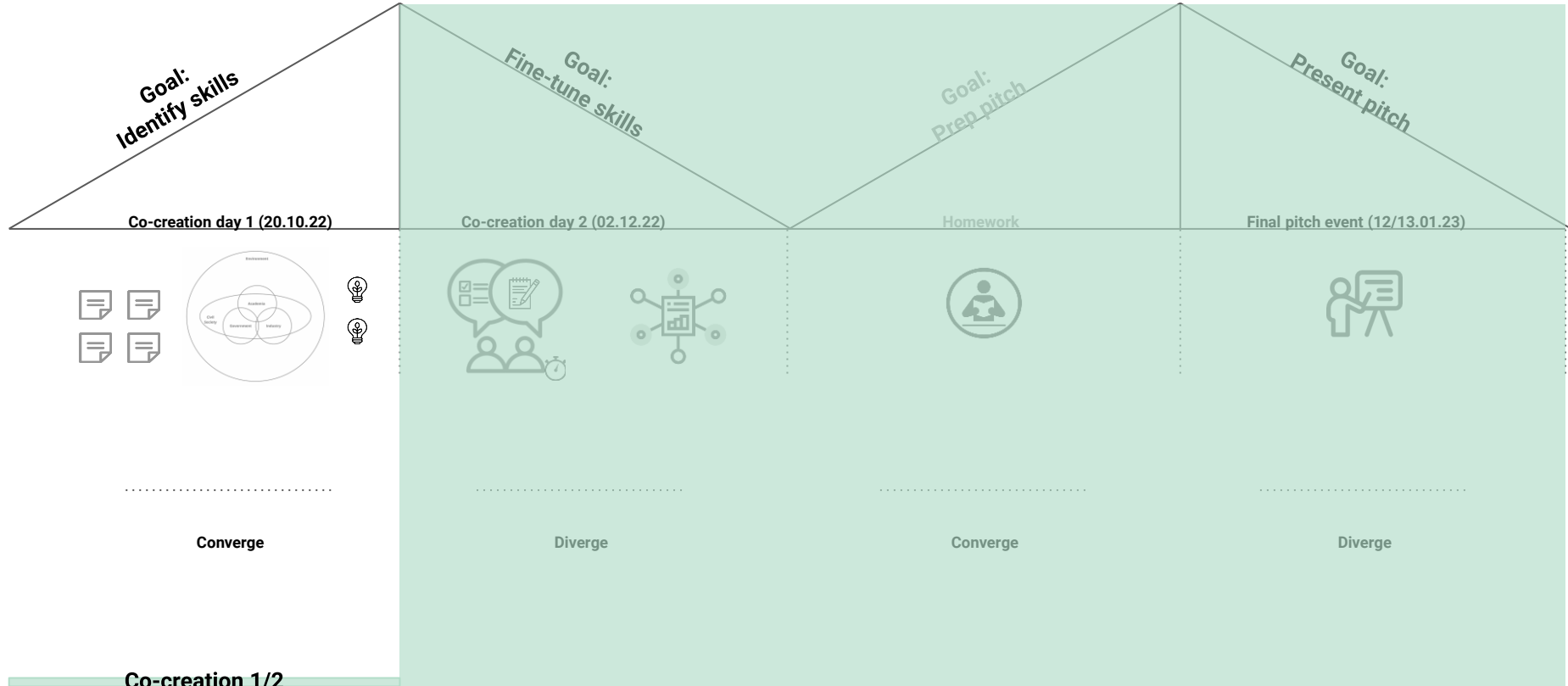
- 1a – Add post-its
 - Please write down 3 research skills you'd like to enhance or learn with the emoji you used in the previous exercise [see Miro board]
- 1b – Write relevance
 - Explain why you chose those skills
- 2 – Next event
- How to prepare
- Next steps & further process

Valorisation framework



You can read more about the framework **in this report**.

Process overview



Day 2

AGENDA

The following slide describes a suggestion on how to run the co-creation event. Please make sure to open the link and take inspiration.

Exercise – Day 2: Scope & identify future SSH skills

In this event, we will revisit our chosen skills from the Valorisation Matrix. See example here: [Miro board](#)

Agenda

- We will go 1-and-1 and do a windtunnel exercise
 - In the exercise, we explain why these particular skills are important and why we would like to focus on them
- After the exercise we will work on our “pitch framework” and prepare for the final pitch presentation.
 - The framework will help you prepare a high-quality pitch. You will be able to integrate various learnings you’ve gained during the entire Training Programme.
- We will end the day with a sharing round

Module specifications

Online / offline Online

Platform Miro Board

Length of Module 1.5 hour

Module facilitator UIIN

Learning outcomes Enhanced awareness about different valorisation activities importance

- Clarified understanding of what skills SSH researchers need to valorise and advance
- A clear direction of what is needed to pitch your research in the final pitch event

Day 2

Windtunnel exercise

The following slide describes a suggestion on how to run the co-creation event. Please make sure to open the link and take inspiration.

One continuous brainstorm in 1 minute

The windtunnel exercise is a simple but powerful way to bring you out of your comfort zone while forcing you to share all what you know, or think you know, about a certain topic. The exercise requires the following:

Two individuals randomly put together – A stopwatch – One topic to discuss

The exercise in a nutshell

- From the questions “Why is X valorisation skill important for your SSH research?”
- One person starts answering the question in one minute
- The person can under no circumstances stop or pause while answering the question!
- The other person listens carefully, takes mental notes, and prepares follow-up questions.
- When the minute has passed, the two participant swap roles and takes another round



Day 2

Pitch Framework

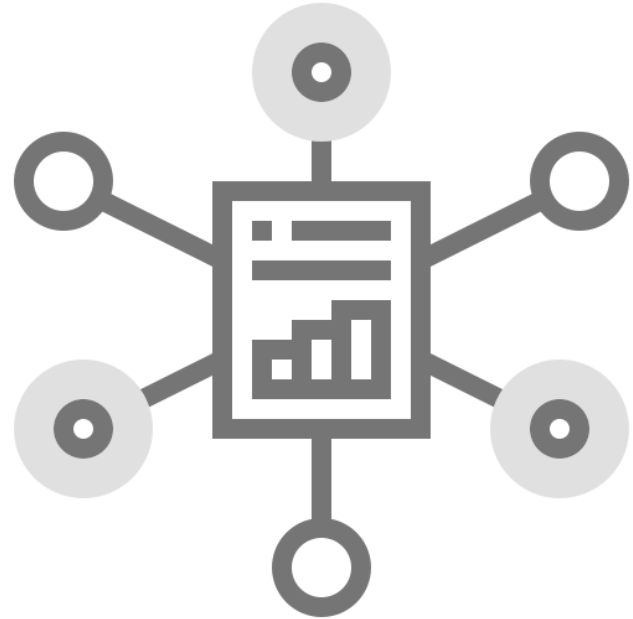
The following slide describes a suggestion on how to run the co-creation event. Please make sure to open the link and take inspiration.

Identify what valorisation elements you need to finalise your pitch

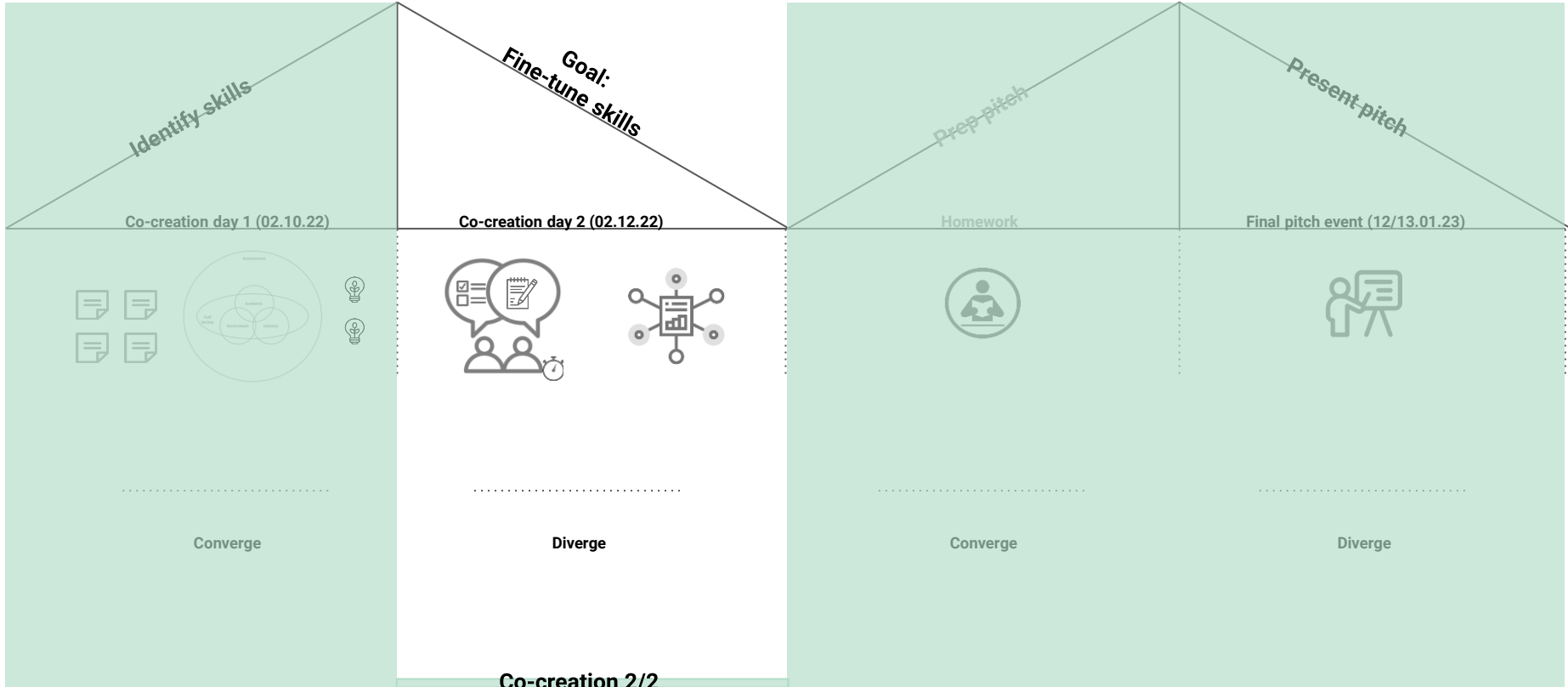
In the following exercise, you will work individually on a presented Pitch Framework. The framework will help you structure your pitch and help you integrate some of the valorisation learnings you've learned during the Training Programme. The intention is to fine-tune your valorisation skills by pitching your SSH research.

Details

- TBD



Process overview



Day 2

Pitch event (TBD)

The following slide describes a suggestion on how to run the co-creation event.

Please make sure to open the link and take inspiration.

How to present your pitch to the final pitch event

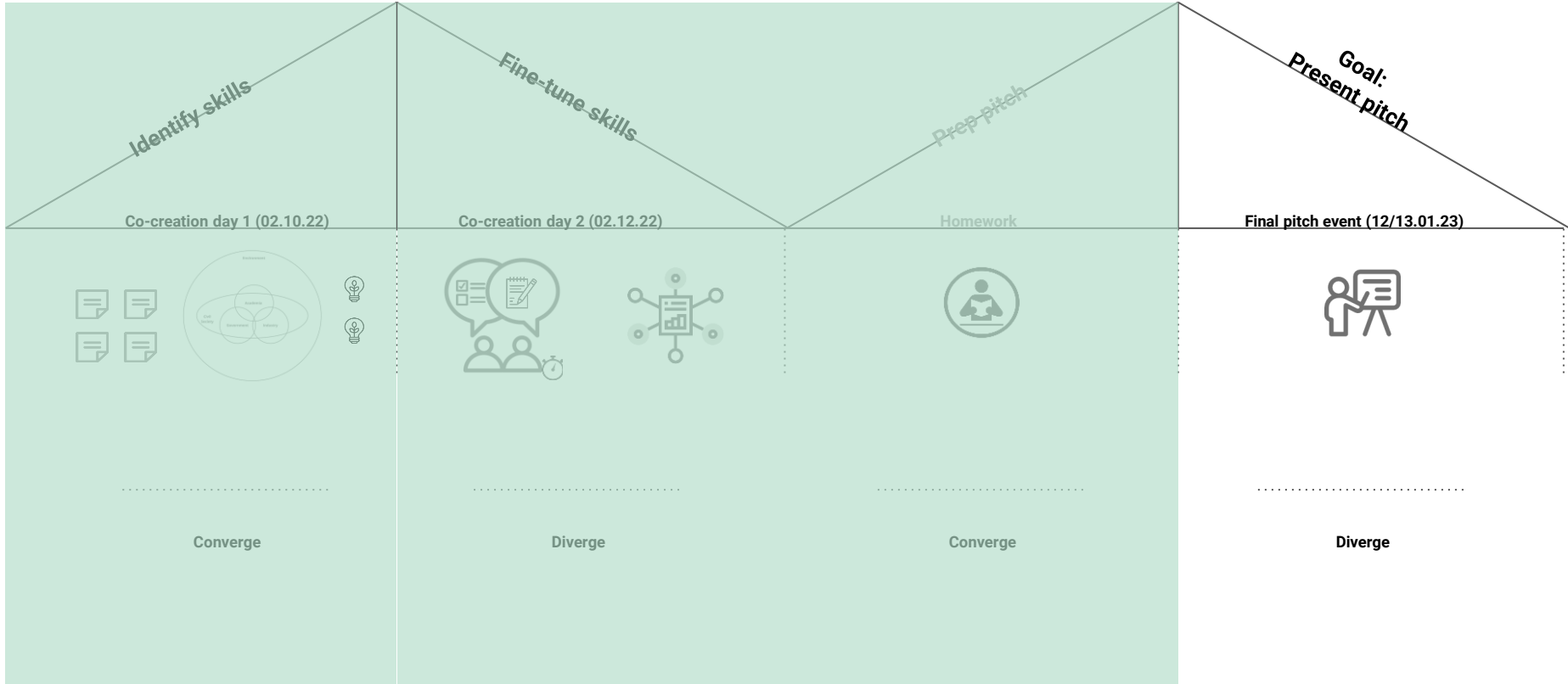
TBD

Details

- TBD



Process overview



04

CO-CREATION EVENT

CHECKLIST



Before the co-creation event

Make sure to communicate the co-creation event to relevant stakeholders

Emphasise the co-creative (and networking) aspect of the event.

Stress that the co-creation event will require technical competencies as the video communication and especially the visual collaboration platform requires a lot of experience. It is a good idea to send out "how-to-videos" from e.g. Miro's tutorial videos or from Youtube

Make a roadmap as proper time management will be important

If you use Zoom, make sure you have a professional account to host a session more than 40 minutes.

Inform the participants in advance and set reminders.

During the co-creation event

Consider ice breakers

It is a good idea to prepare all tasks in advance using "sticky notes" in Miro. See examples online.

Plan how much time each activity should take

Engage actively with participants.

Connect participants with each other and/or services, based on identified needs (if needed).

Ask for feedback, send materials and information about next steps.

After the co-creation event

Make sure all participants have had opportunity to network.

Create a space for all participants to share contact information.

Consider your role as a facilitator of network and ask if participants are interested in continuing the conversation in LinkedIn Groups/Facebook groups/whatsapp groups etc.



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