REVALORISE+

enhancing research impact

crazy town

How to build SSH valorisation community?

Mikko Korpela & Toni Pienonen, Crazy Town Oy ©

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2. **Why** communities matter for SSH valorisation?

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- B) Community Manager

- C) Member engagement and knowledge creation

- D) Rules and rituals

- E) Location

Crazy Town

- Community for work and learning with **400+ membe**r **organizations** around Finland

- **20+ year** experience of building and operating community-driven hubs

- **Hundreds** of trained community managers across Finland and Europe

- **15+ years** of experience of helping researchers and universities to valorize their knowledge with the help of peers and community-based approach

No Copyright infringment intended

1. **What** are communities?

Merriam Webster describes "community is a unified body of individuals, such as

a) people with common interests living in a particular area or domain

b) a group of people with a common characteristic or interest living / working together within a larger society

c) a body of persons of common and especially professional interests scattered through a larger society (ie. the academic community)

d) a body of persons or nations having a common history or common social, economic, and political interests

e) a group linked by a common policy

f) an interacting population of various kinds of individuals (such as species) in a common location"

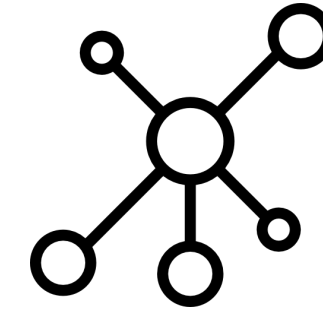# Difference between community and network

Communities
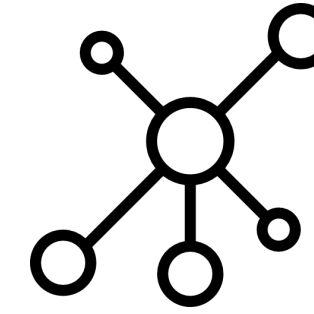
Networks

Difference between community and network

Communities

Networks

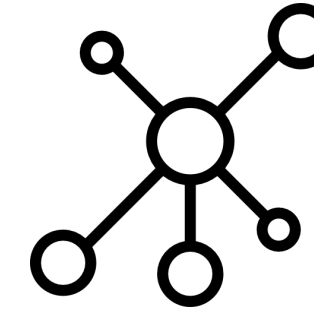- Close and intimate

- Large and anonymous

Difference between community and network

Communities

- Close and intimate

- The more commited the members are, the better the community

Networks

- Large and anonymous

- The bigger, the better
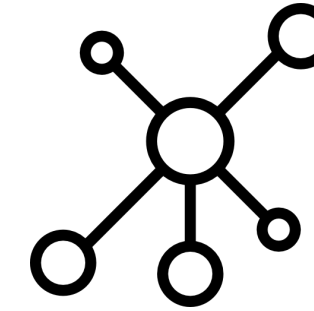
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- The more commited the members are, the better the community

- Tied to a place (digital, physical) and / or theme

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- The bigger, the better

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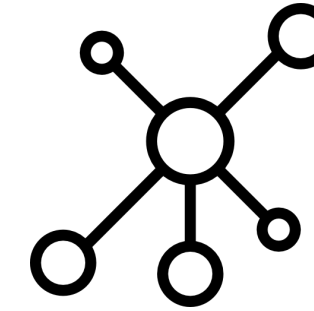
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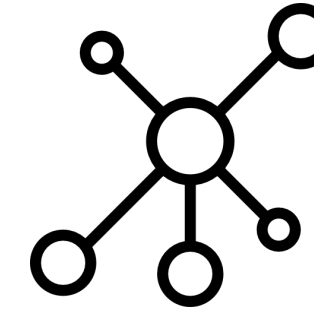
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- Utility and benefit -driven
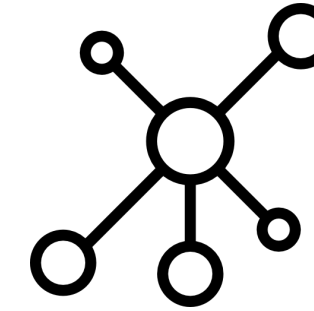
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- Reciprocity

- Shared intrest, mission or domain

- Individual and personal

Networks

- Large and anonymous

- The bigger, the better

- Not tied to a specific place, nor even a theme

- Do not require reciprocity

- Utility and benefit -driven

- "Does anybody notice, if I leave the network?"

Three Forms of Community Affiliation

Pools
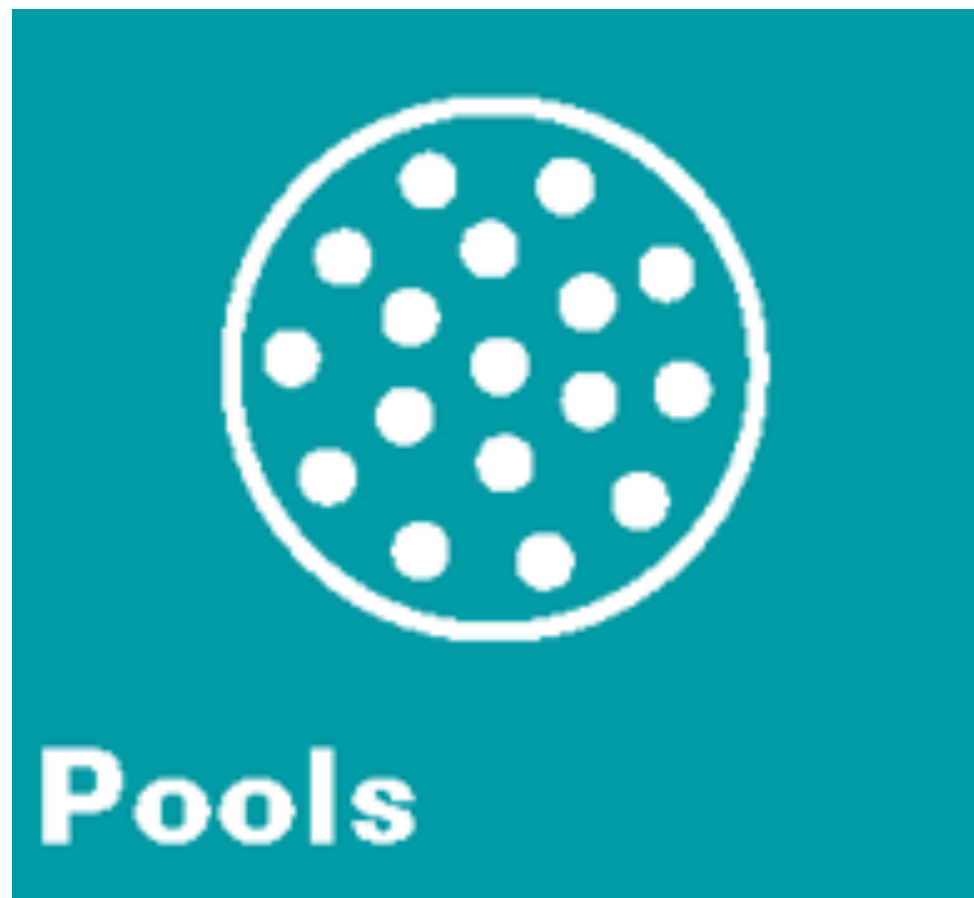
Examples

- Apple enthusiasts
- Republicans or Democrats
- Ironman triathletes

Webs

Examples

- Facebook
- Cancer Survivors Network
- Hash House Harriers

Hubs

Examples

- Deepak Chopra
- Hannah Montana
- Oprah

Source: https://hbr.org/2009/04/getting-brand-communities-right

Examples of academic communities that may exist

- Topic or domain-specific researcher groups

- Active alumni communities

- Student communities

- Communities of practice that bring professionals together

- University-based startup communities

etc.

2. Why communities matter for SSH valorisation?

People crave for belonging, sense of identity and meaningful opportunities

People crave for belonging, sense of identity and meaningful opportunities

78%   81%   74%   68%   75%

Millennials Want Companies Mixing Mission And Money

IT IS IMPORTANT THAT THE VALUES OF THE BUSINESS I WORK FOR MATCH MY VALUES
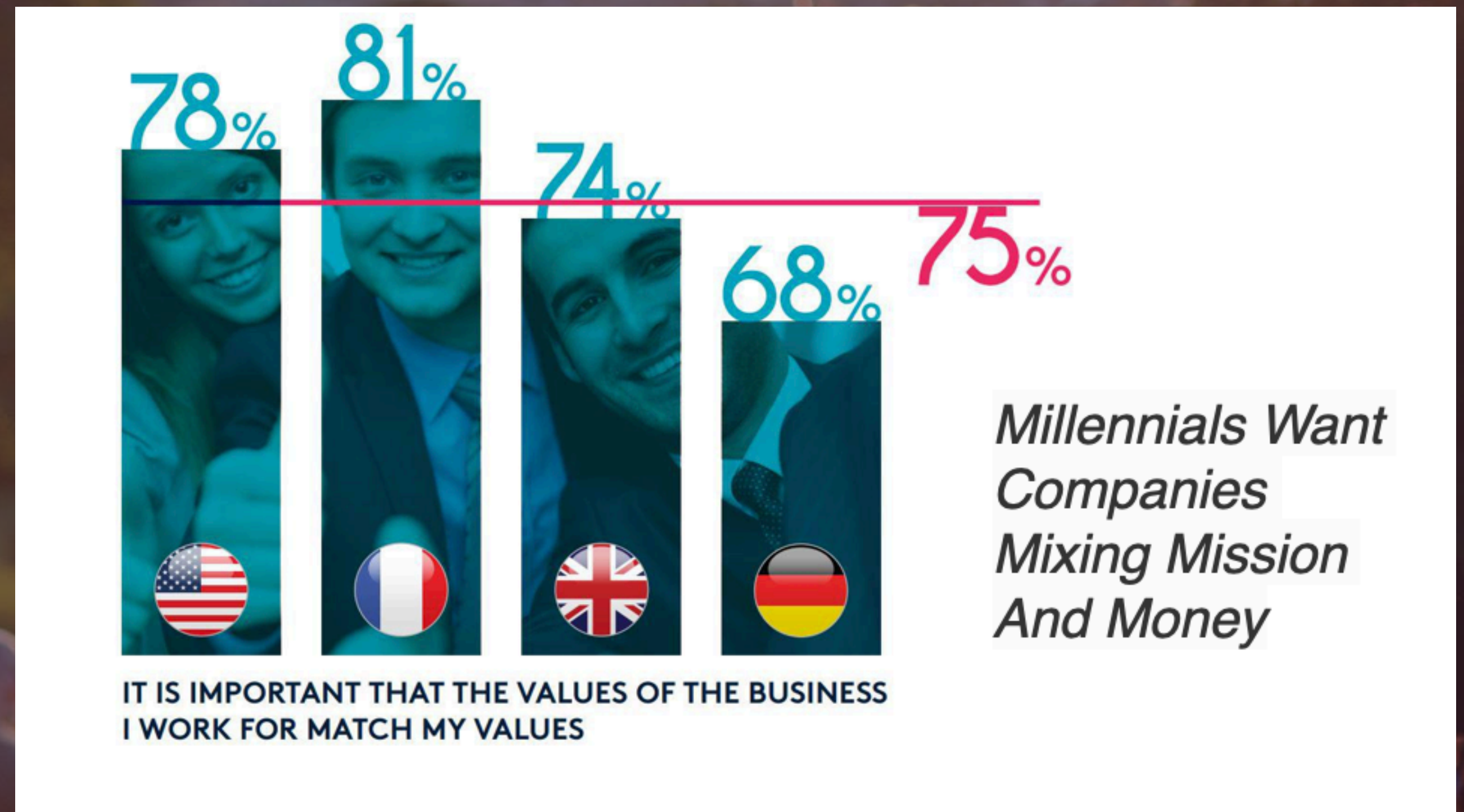
People crave for belonging, sense of identity and meaningful opportunities

Four areas of life universally associated with higher life satisfaction

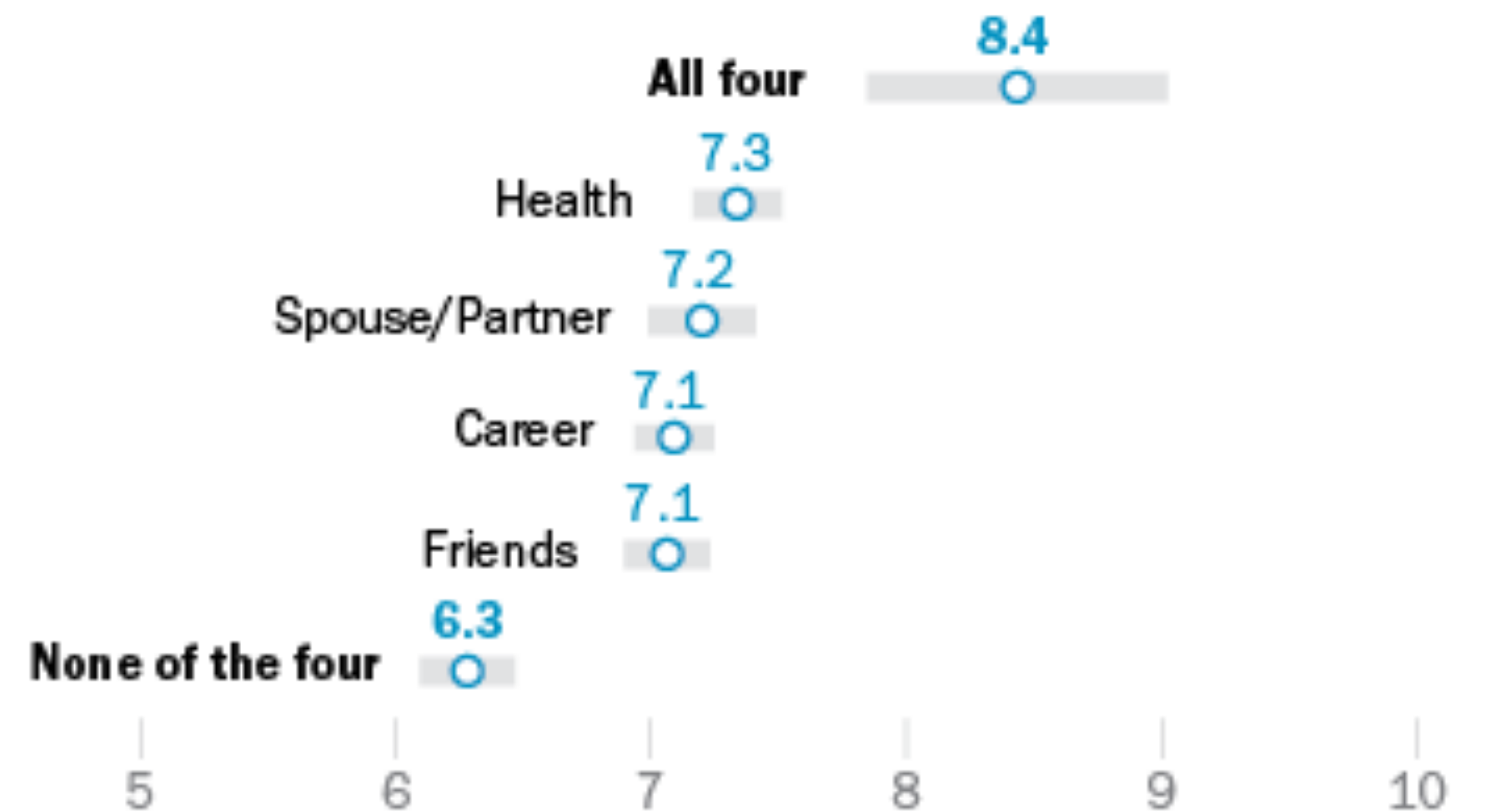*Average life satisfaction rating among those who mentioned _____ when describing what gives them meaning in life*

All four — 8.4

Health — 7.3

Spouse/Partner — 7.2

Career — 7.1

Friends — 7.1

None of the four — 6.3

5 6 7 8 9 10

Note: These differences persist in a statistical model that controls for demographic factors and response length and tests the associations between mentioning one of 30 topics in an open-ended response and respondents' life satisfaction ratings on a 0-10 scale. The shaded region represents the standard error of each estimate, a measure of uncertainty.

Source: Survey conducted Sept. 14-28, 2017, among U.S. adults.

PEW RESEARCH CENTER

After all, work is changing - professional communities help to share resources, upskill and find partners

What Hollywood Can Teach Us About the Future of Work

49
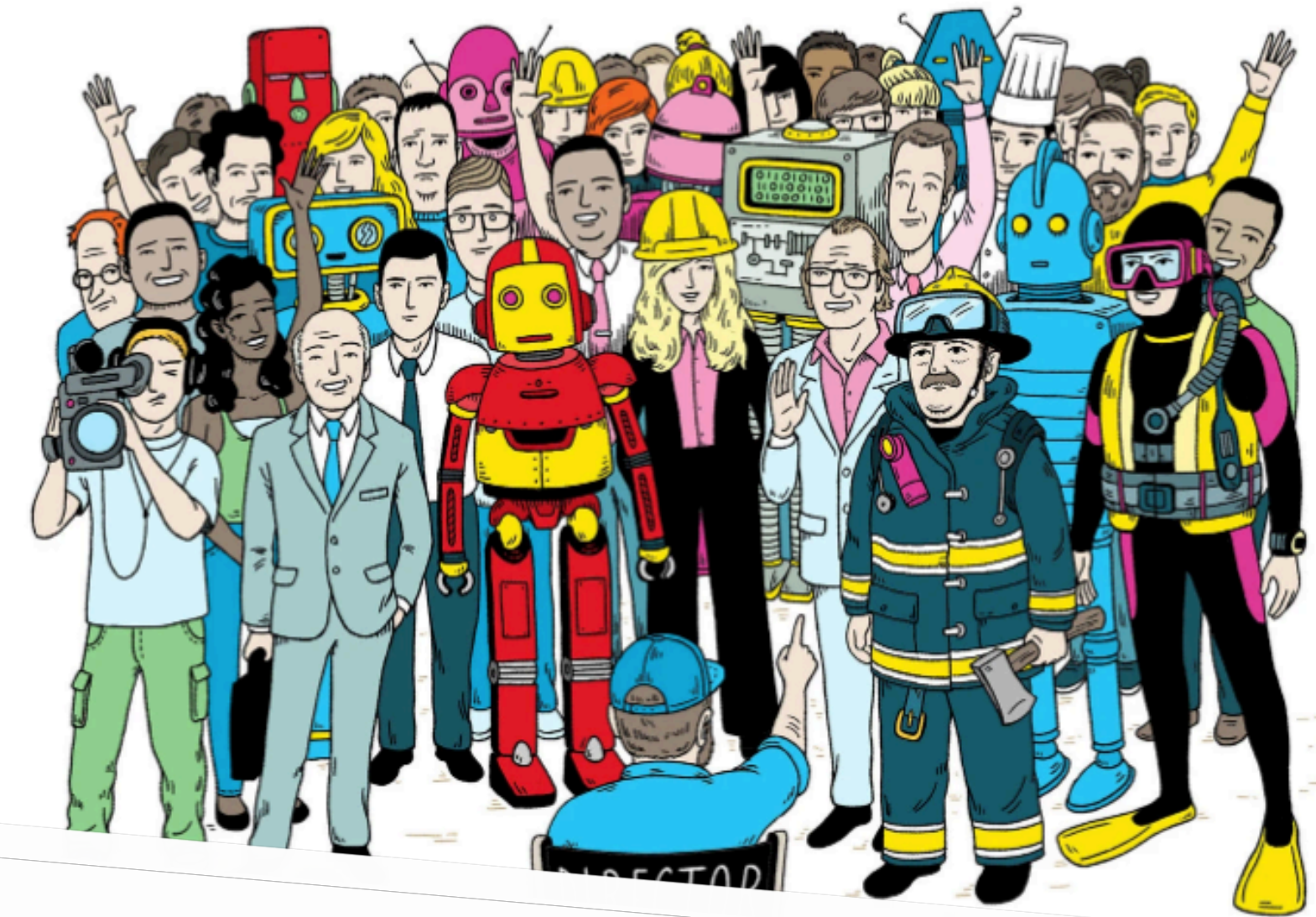
With the Hollywood model, ad hoc teams carry out projects that are large and complex, requiring many different people with complementary skills.

Communities within universities anchor talent and provide platform for peer-support and cocreation

"We need activity that inspires, enables and empowers researchers as well as students.

Communities and community-driven platforms are a focal point for all things entrepreneurial. They need to be bottom-up to make grassroots change happen."

– Innovation officer at a Finnish university

Communities build social capital - currency of the future

Source (modified): Luthans, Luthans & Luthans (2004)

← More explicit, tangible and easier to transfer

More tacit, intangbile and difficult to transfer →

Communities build social capital - currency of the future

Source (modified): Luthans, Luthans & Luthans (2004)

Traditional Economic Capital

What you have?

- Finances
- Tangible assets (facilities, equipment, patents, data)

← *More explicit, tangible and easier to transfer*

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Communities build social capital - currency of the future

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Traditional Economic Capital	↔	Human Capital
What you have?		**What you know?**
• Finances • Tangible assets (facilities, equipment, patents, data)		• Experience • Education • Skills • Knowledge • Ideas

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		Traditional Economic Capital		Human Capital		Social Capital

Traditional Economic Capital ↔ **Human Capital** ↔ **Social Capital**

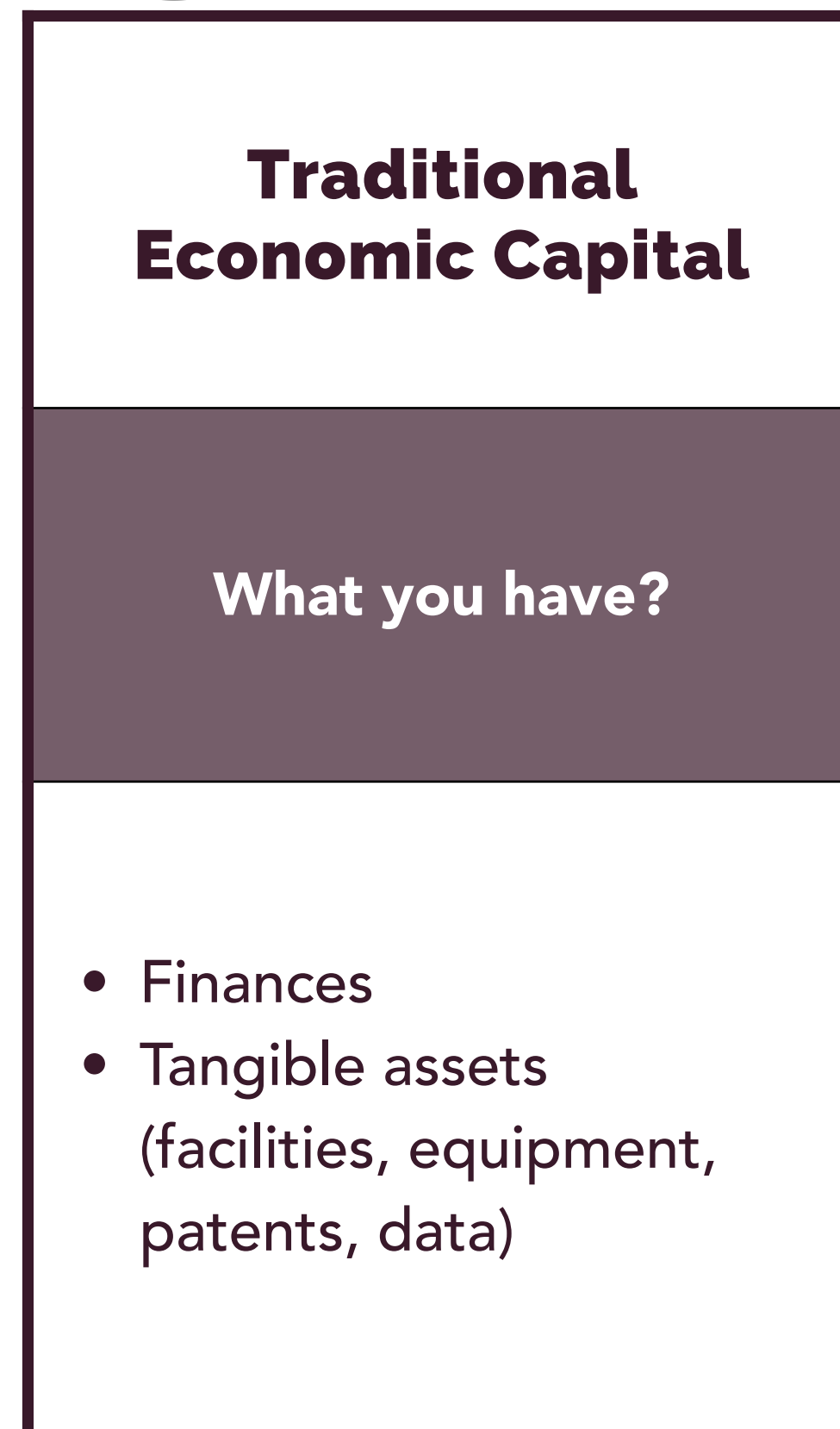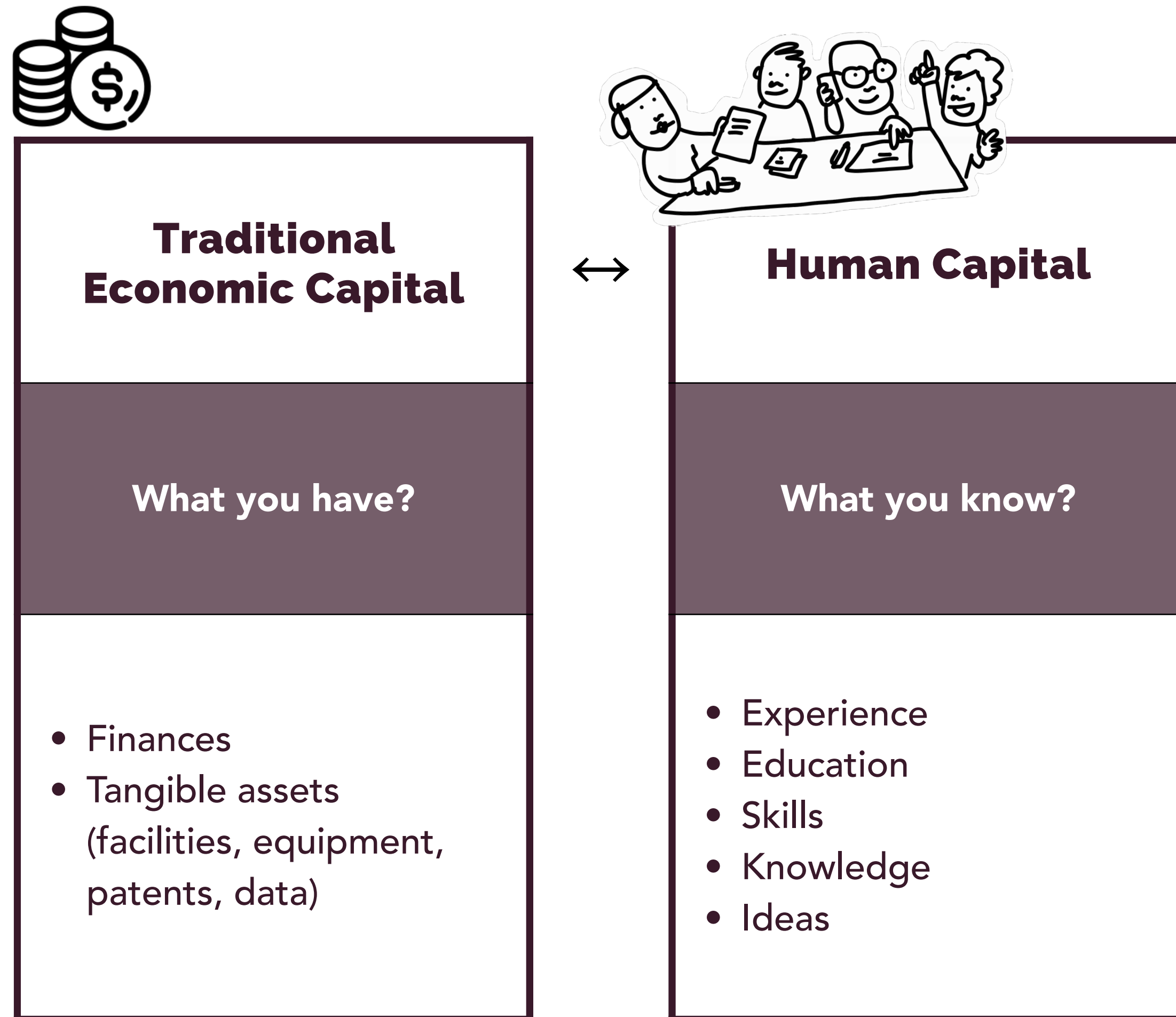| **What you have?**	**What you know?**	**Who you know?**
• Finances • Tangible assets (facilities, equipment, patents, data)	• Experience • Education • Skills • Knowledge • Ideas	• Relationships • Networks of contacts • Friends

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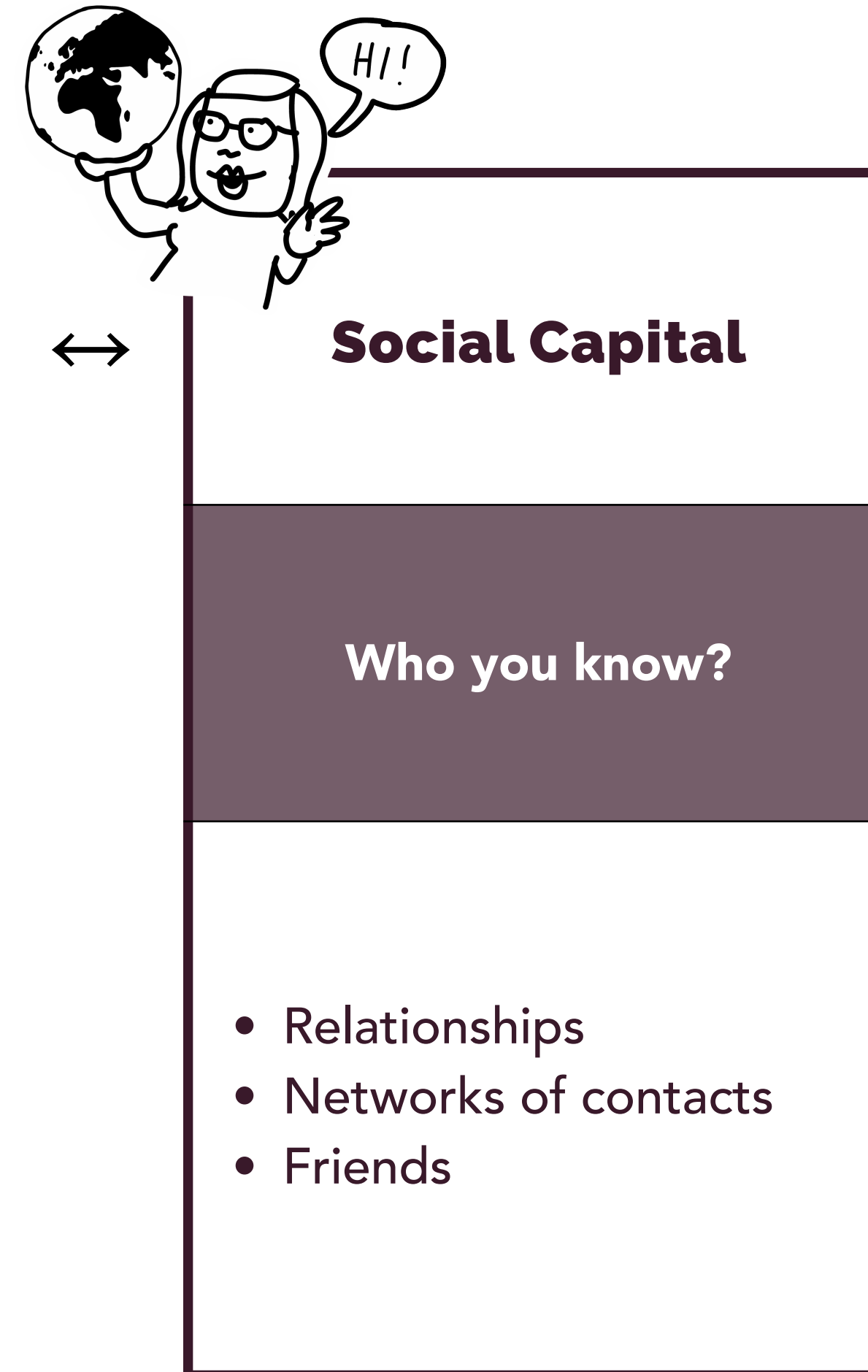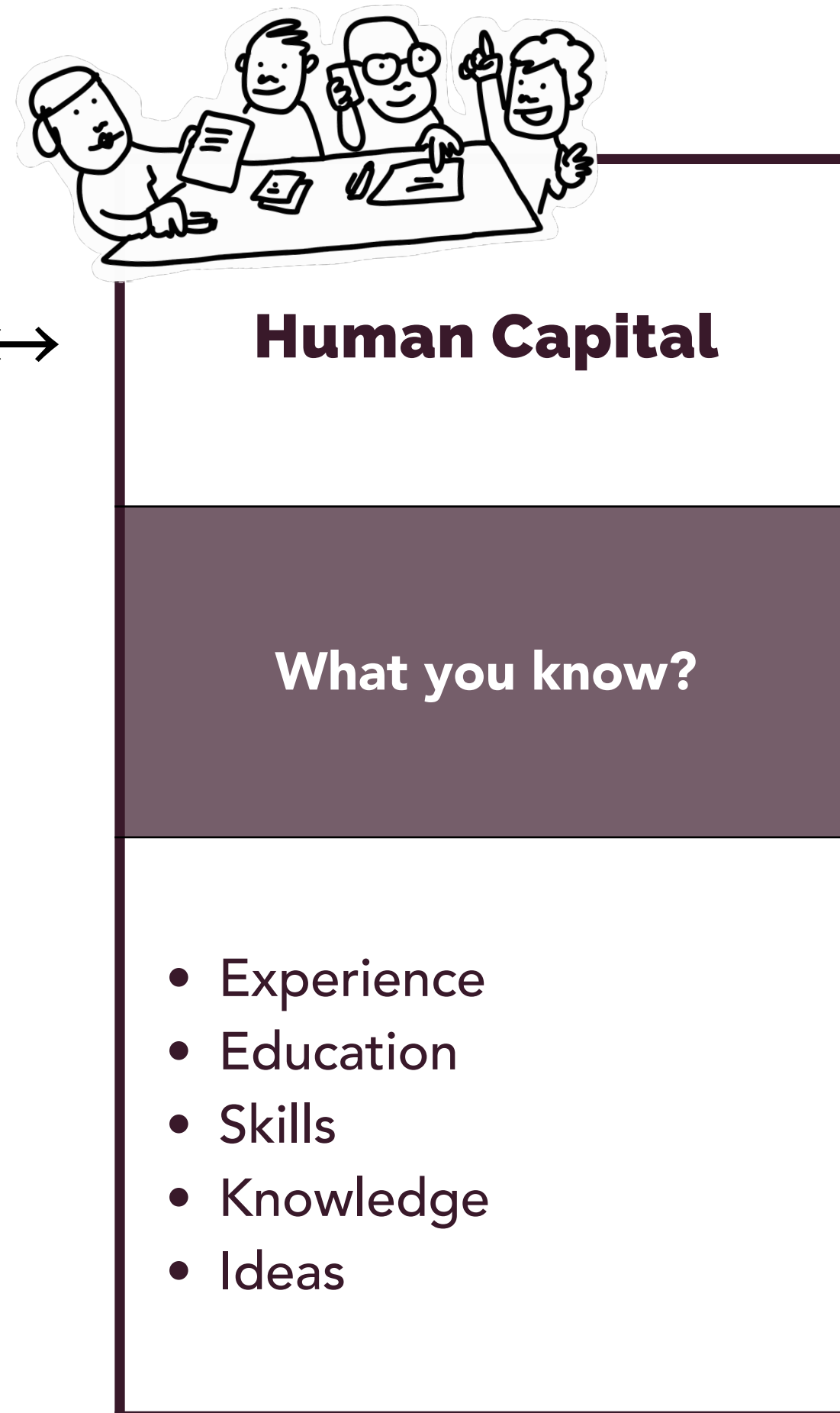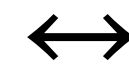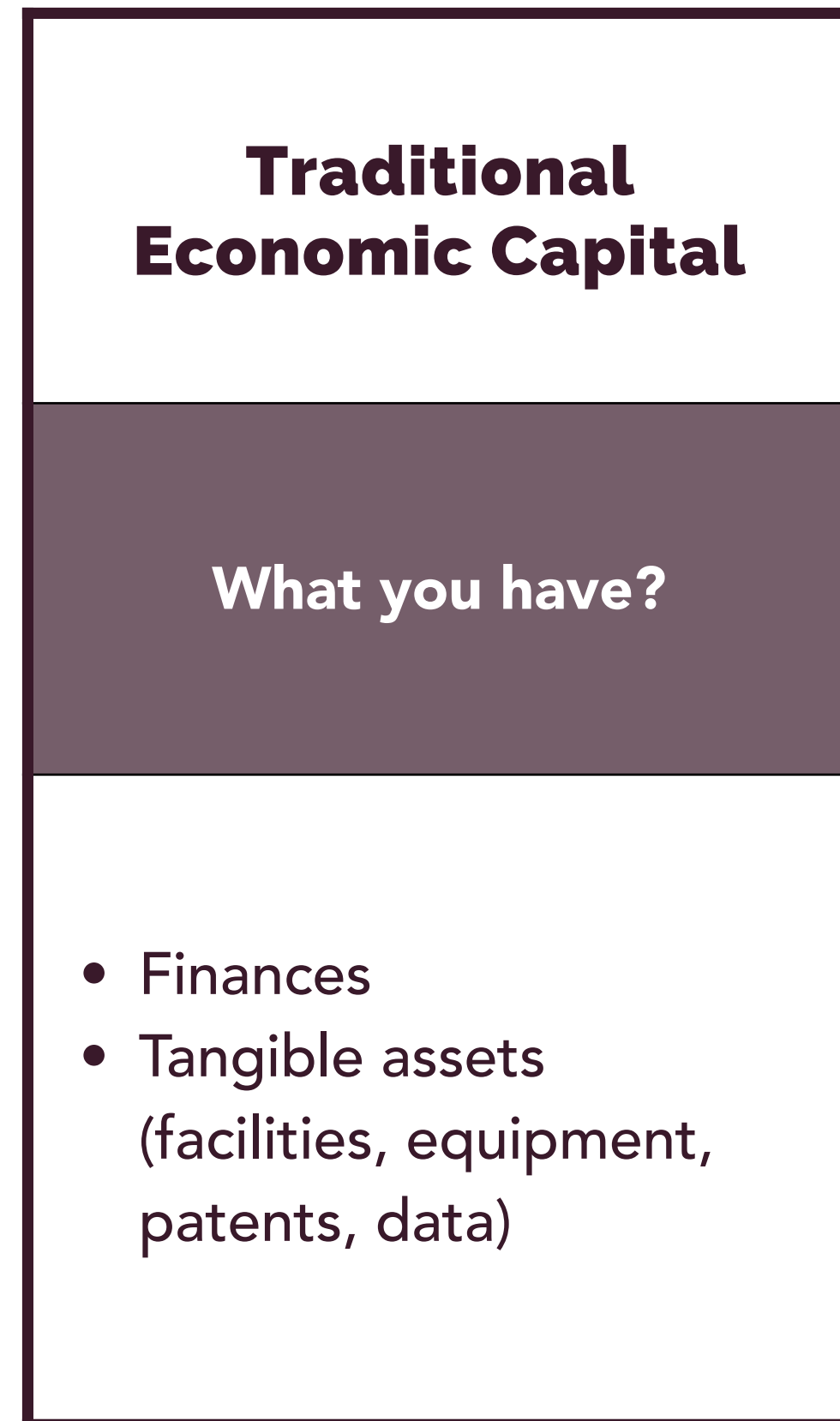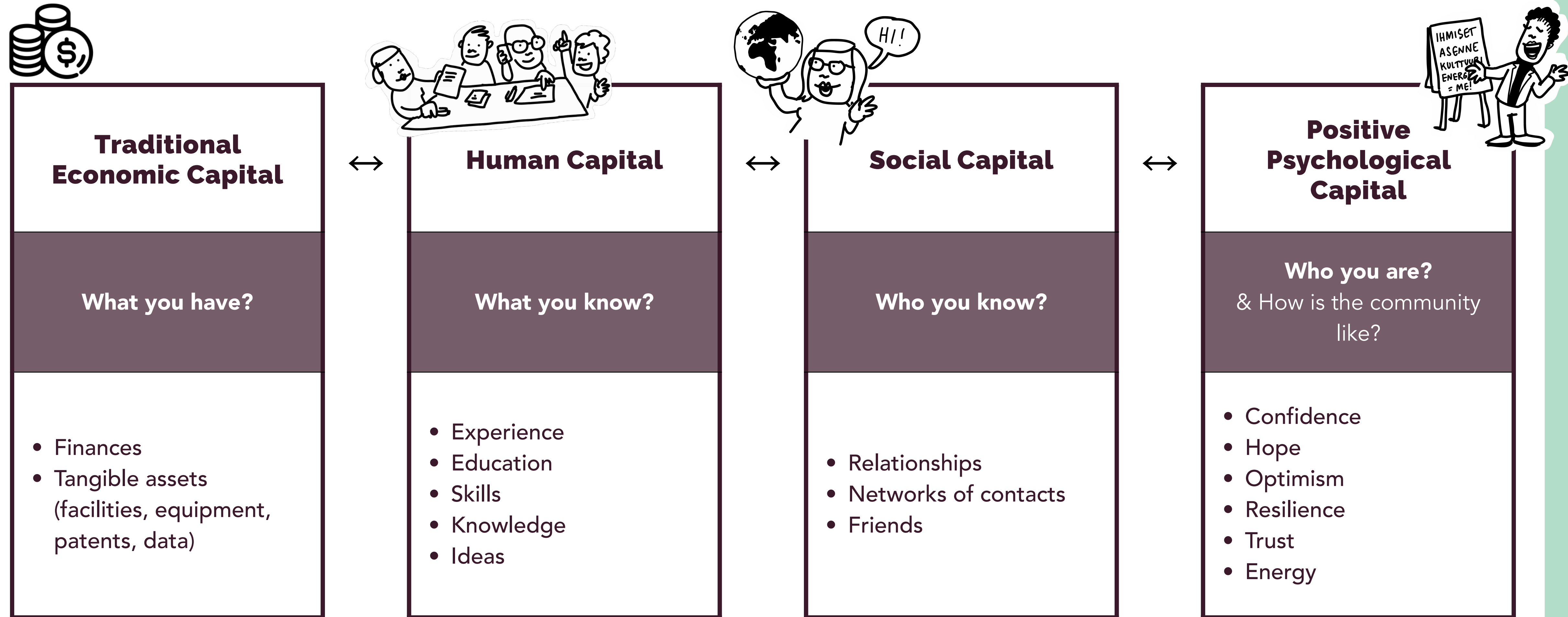| **Traditional Economic Capital**	↔	**Human Capital**	↔	**Social Capital**	↔	**Positive Psychological Capital**
What you have?		**What you know?**		**Who you know?**		**Who you are?** & How is the community like?
• Finances • Tangible assets (facilities, equipment, patents, data)		• Experience • Education • Skills • Knowledge • Ideas		• Relationships • Networks of contacts • Friends		• Confidence • Hope • Optimism • Resilience • Trust • Energy

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Why community-driven approach can be important for SSH valorisation?

- Communities build positive culture and role models towards valorisation

- Communities offer access for talent, services and know how (especially important for "lone nuts")

- Communities can work as a magnet for resources

- Communities can be platforms for building things together

3. How to implement community-approach in practice?

A) Why does the community exist and who are the members
B) Community Manager
C) Member engagement and knowledge creation
D) Rules and rituals
E) Locations

30

A) Think first why does the community exist and who are the members?

Aalto Design Factory

All you need is *Love, Design, Business, and Engineering*

Aalto Design Factory (ADF) is an interdisciplinary product design and learning hub uniting students, teachers, researchers, and industry. We build a new kind of passion-based learning culture for Aalto University.

Follow us on Instagram
1 9 4 5

Follow us on Facebook
6 9 2 7

Floor plan

2nd floor
RESEARCH WING · STAFFWING
PARTNER PLAZA
ENTRANCE

1st floor
AUDITION · ENGINE ROOM
KAFIS · PUUHAMAA
MACHINE SHOP · STAGE
STUDIO · THE BARN

Basement
PROTOBUNKER · PRINTSHOP
ELECTROSHOP

Statistics

- **16** | Courses organized at ADF
- **7200+** | Students visiting ADF
- **10200** | Coffee cups consumed
- **100+** | DF Based Student teams
- **2000+** | Team meetings organized in ADF
- **16** | Partner Plaza companies
- **16** | TET trainees 12 weeks of training

Timeline

- **1995** — IDBM International Design Business Management
- **1997** — PDP Product Development Project
- **2005** — ME310
- **2006** — FLPD Future Lab of Product Design
- **2008** — Aalto Design Factory
- **2010** — AALTO UNIVERSITY Established
- **2011** — DFGN
- **2013** — AALTONAUT
- **2019** — AALTO UNIVERSITY OTANIEMI CAMPUS

RESEARCH

Research-based insights on the practices, processes and pedagogy of innovation

DESIGN BITES	DESIGN+	DESIGN+ SUSTAINABILITY
EMPATHIC ENGINEERS	TECHNOLOGY EDUCATION	NORDIC STEM INNITIATIVE
CATALY(C)ST	OECD	INNOVATION CAPABILITIES

- **10+** | Researchers
- **700+** | Interviews conducted to date
- **5+** | Disciplines
- **100+** | Publications
- **150+** | Collaborating companies and public organizations

DFGN

Creating change and development in the world of education and learning through experimentation

Aalto Design Factory - Finland
Cell Design Factory - Columbia
Design Factory Avciro - Portugal
Design Factory Javeriana Bogota - Columbia
Hanam Design Factory - South Korea
Design Factory London - United Kingdom
Design Factory Melbourne - Australia
Design Factory New Zealand - New Zealand
Design Factory Florsheim - Germany
Design Factory Sao Paulo - Brazil
Duoc Design Factory - Chile
Future Design Factory - The Netherlands
UPV Design Factory - Spain
HAMK Design Factory - Finland
Hannam Design Factory - South Korea
IdeaSquare@CERN - Switzerland

Inno.space - Germany
Kyoto Design Lab - Japan
LinkMono fabrikas - Lithuania
MSTU Design Factory - Turkey
nundia - Australia
Nazca Design Factory - USA
NYC Design Factory - USA
Open.Space - Italy
Porto Design Factory - Portugal
RTU Design Factory - Latvia
Sandbox - Estonia
Sino-Finnish Centre - China
St. John's University Design Factory - USA
Technovation Hub - Belgium
Fusion Point - Spain
Vilkki Food Design Factory - Finland
Warsaw Design Factory - Poland

- **10900** | DF students
- **223** | Staff members
- **439** | External partners
- **856** | Student projects
- **35** | Design Factories around the world
- **540** | Industry Projects
- **78** | Applied research projects

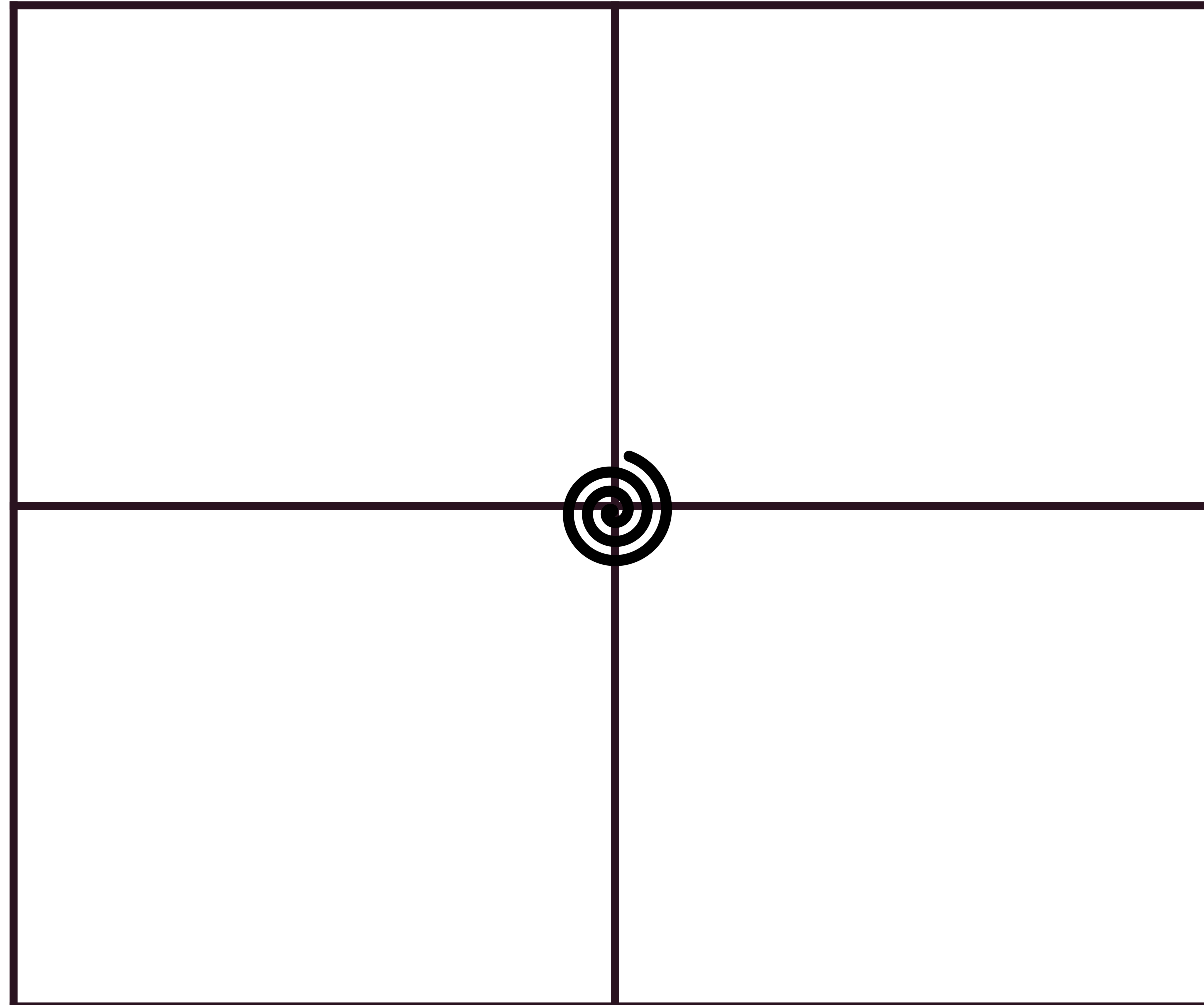**B) Learning and collaboration rarely happen by accident - communities need community managers**

Offer different activities for member engagement and knowledge creation

C) Engagement and knowledge creation

C) Engagement and knowledge creation

Socialization

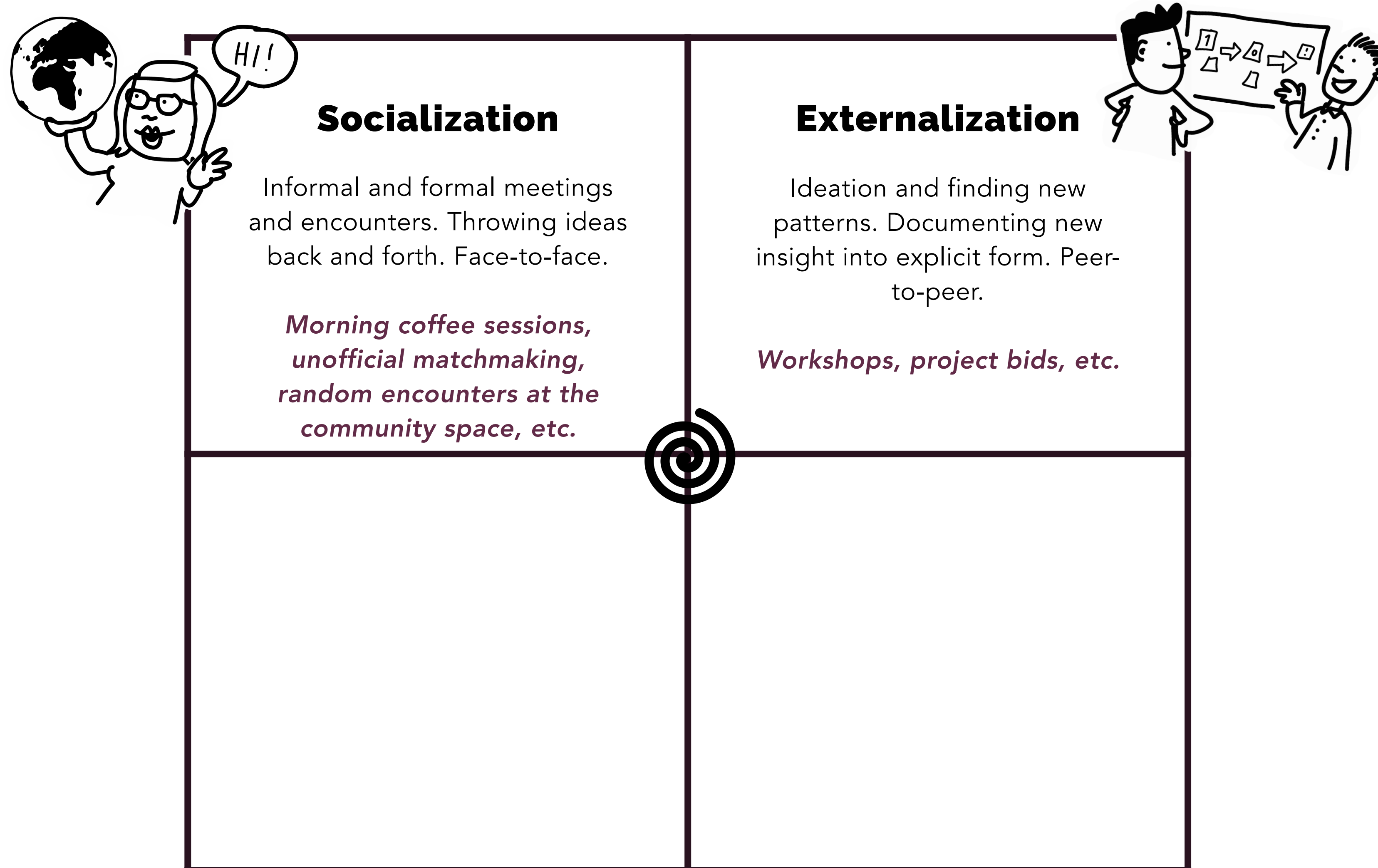Informal and formal meetings and encounters. Throwing ideas back and forth. Face-to-face.

Morning coffee sessions, unofficial matchmaking, random encounters at the community space, etc.

Academic Business Club

C) Engagement and knowledge creation

Socialization

Informal and formal meetings and encounters. Throwing ideas back and forth. Face-to-face.

Morning coffee sessions, unofficial matchmaking, random encounters at the community space, etc.

Externalization

Ideation and finding new patterns. Documenting new insight into explicit form. Peer-to-peer.

Workshops, project bids, etc.

Idea Cafes

C) Engagement and knowledge creation

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Combination

Taking ideas into action and prototypes. Systemic collaboration.

Hackathons, acceleration programs, other cocreation events, etc.

EU for Innovation

PHOTO: EU for Innovation project

Engagement and knowledge creation

Socialization

Informal and formal meetings and encounters. Throwing ideas back and forth. Face-to-face.

Morning coffee sessions, unofficial matchmaking, random encounters at the community space, etc.

Externalization

Ideation and finding new patterns. Documenting new insight into explicit form. Peer-to-peer.

Workshops, project bids, etc.

Internalisation

Learning by doing.

Experimentation, implementing projects, etc.

Combination

Taking ideas into action and prototypes. Systemic collaboration.

Hackathons, acceleration programs, other cocreation events, etc.

Innovation programs, hackathons, university-business-cooperation,, talent attraction, coaching ...

= CO-CREATION

D) Rules & rituals

THIS IS HOW WE ROLL

1. Allow freedom in work

2. Favor showcases, avoid showrooms

3. Be proactive, take initiative

4. Translate ideas into action fast

5. Provide encouragement and practical support for development

6. Keep things informal, avoid hierarchies and bureaucracy

7. Keep the community tight, but ensure open knowledge sharing

8. Attract people with helpful and proactive attitudes

9. Inspire by example

10. Provide a physical home base

Drawn from the ADF

Like our ways of doing? Want to contribute? Please leave us a comment

ME LIKE!

Greetings from Vienna

"The best way to ensure a future of our liking is to do something about it."

ADF Book 2017

KANNATTI HERÄTÄ
CT-AAMUKAHVIT

VOL 94%
PURE CT SPIRIT
CRAZY TOWN

85%

of our members
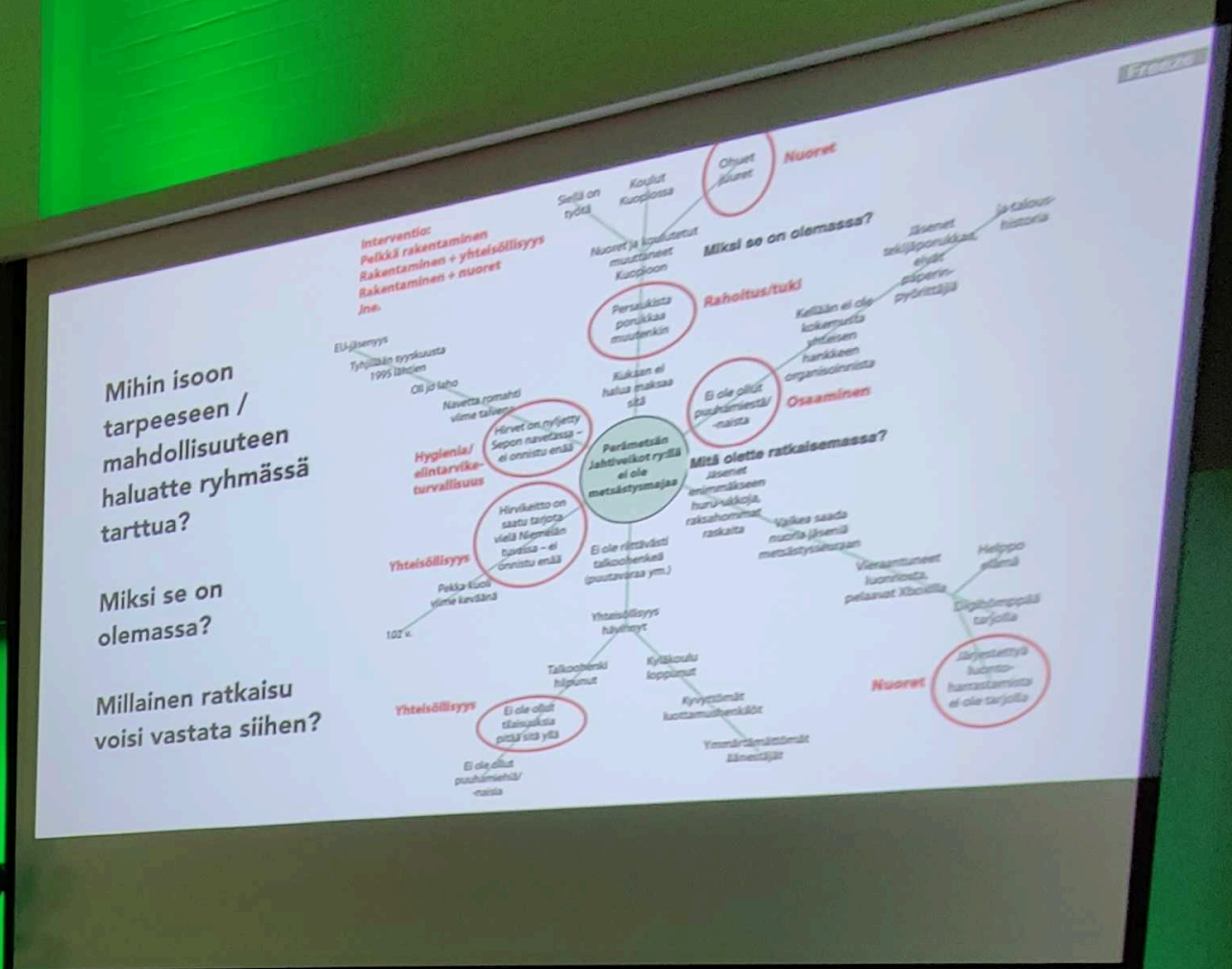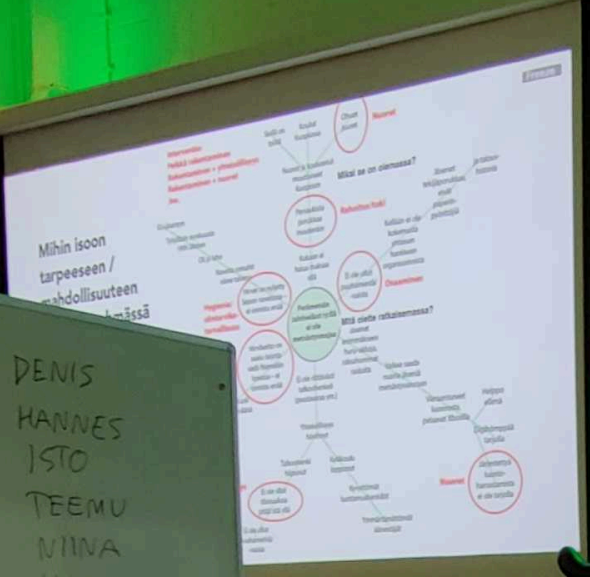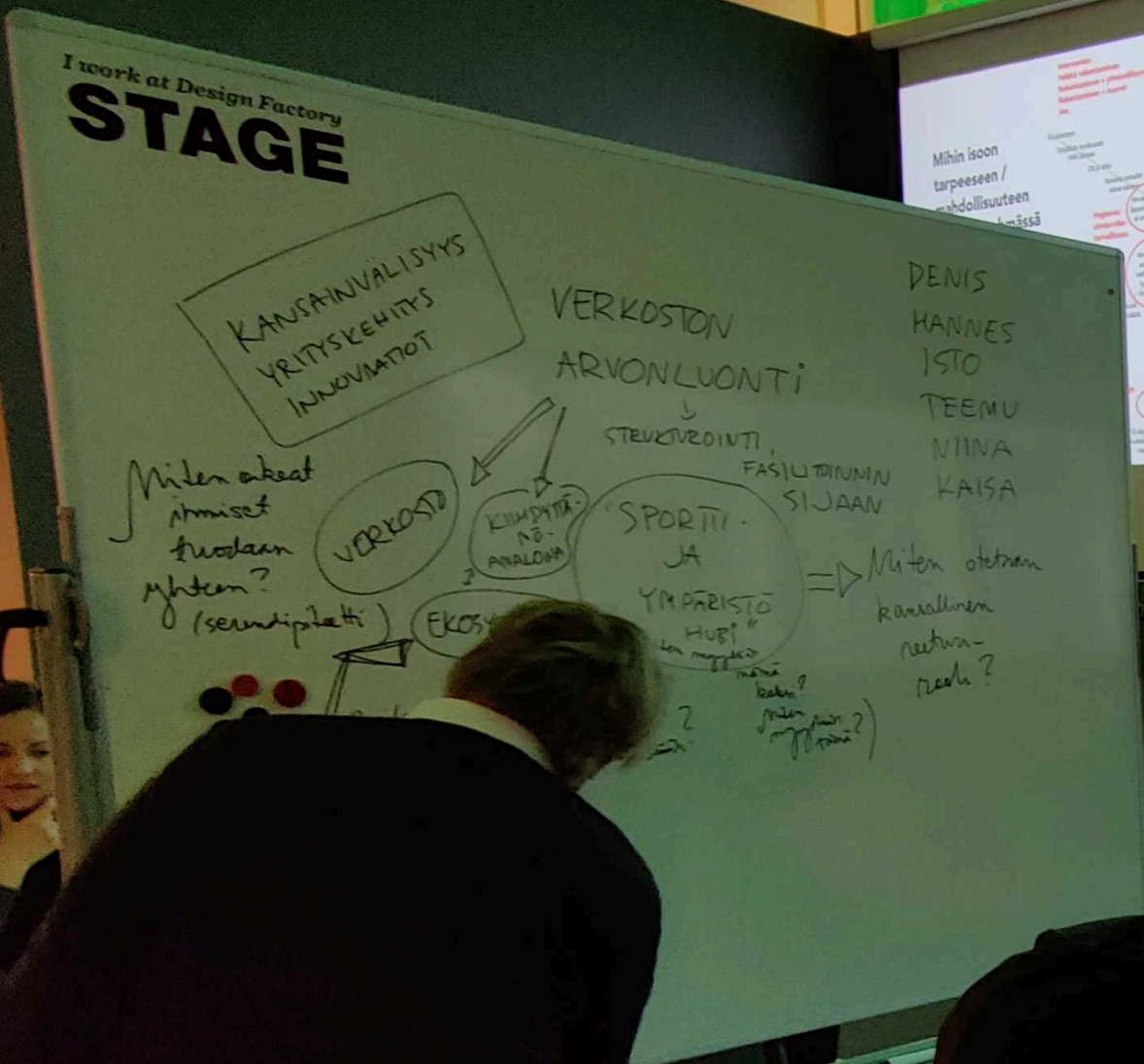collaborate and do
business together

SUPER
MEMBER

CRAZYTOWN.FI

E) Locations - All communities need some kind of home base

How to get started?

- Think what is the purpose of your community? Who could / should be the members?

- Who could be "community managers" in your organization?

- Find "first followers", who want to get things started and share interest for what you are doing - support them!

- Start small and keep doing things - consistency matters

- Have a home base - physical and/or virtual

- Engage members in building things together

- Facilitate interaction and learning between people

- Help members of the community to collaborate and share resources

- Connect the dots and help others to see new opportunities

- As the community grows and you keep doing good things, it becomes a virtetous cycle and you'll attract more and more resources

Thank you!

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Toni Pienonen I toni.pienonen@crazytown.fi

Crazy Town Oy I www.crazytown.fi