

Knowledge Sharing for Social Innovation The Dutch Tilburg Regional Case

Rutgers University, October 21, 2014

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CommunitySense**



Wicked problems abound



Social innovation



- Many definitions...
- Social (Stanford Social Innovation Review)
 - A novel solution to a social problem that is more effective, efficient, sustainable, or just than existing solutions and for which the value created accrues primarily to society as a whole rather than private individuals
- Economic (e.g. Midpoint Brabant)
 - Governments, enterprises and educational institutes jointly explore new possibilities, discover markets, develop areas and facilities
- Summarizing
 - Jointly with all stakeholders find sustainable solutions for societally relevant problems
 - Create individual and societal added value



Midden-Brabant: THE Dutch social innovation region



Transforming education: Prins Heerlijk



Transforming healthcare: Into D'Mentia



Brings compassion to life.

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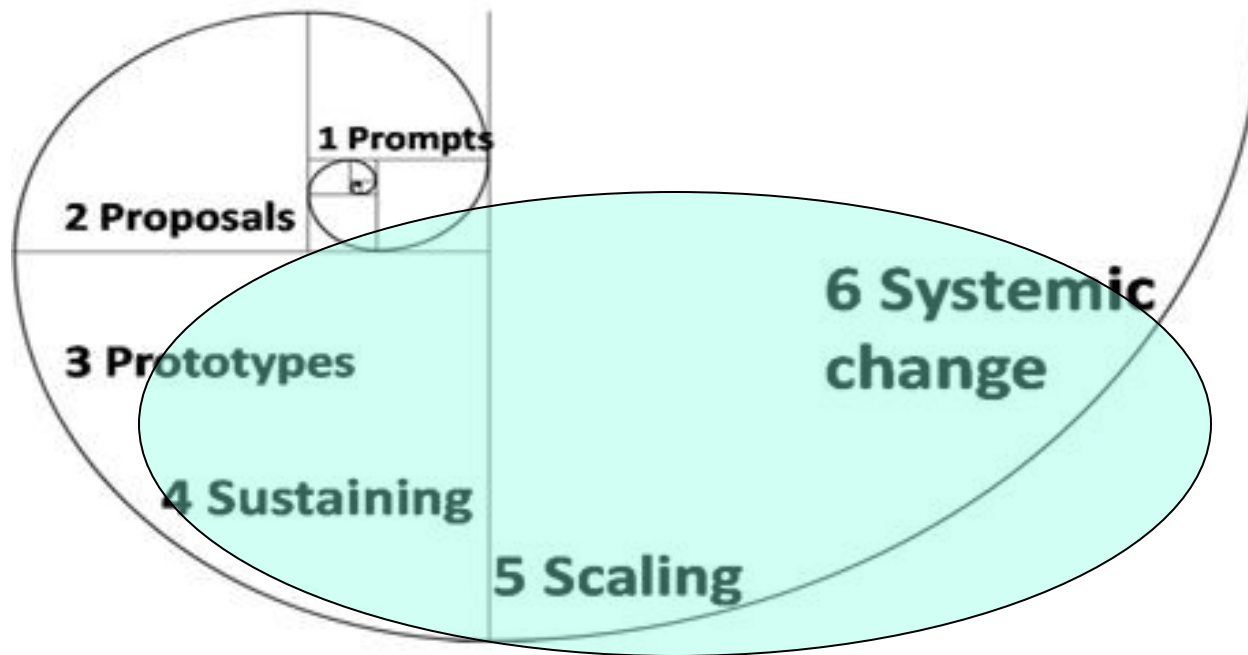
[CONT](#)

EXPERIENCE DEMENTIA MORE
REALISTICALLY THAN EVER

Our simulation training takes care providers into the world of
someone with dementia.

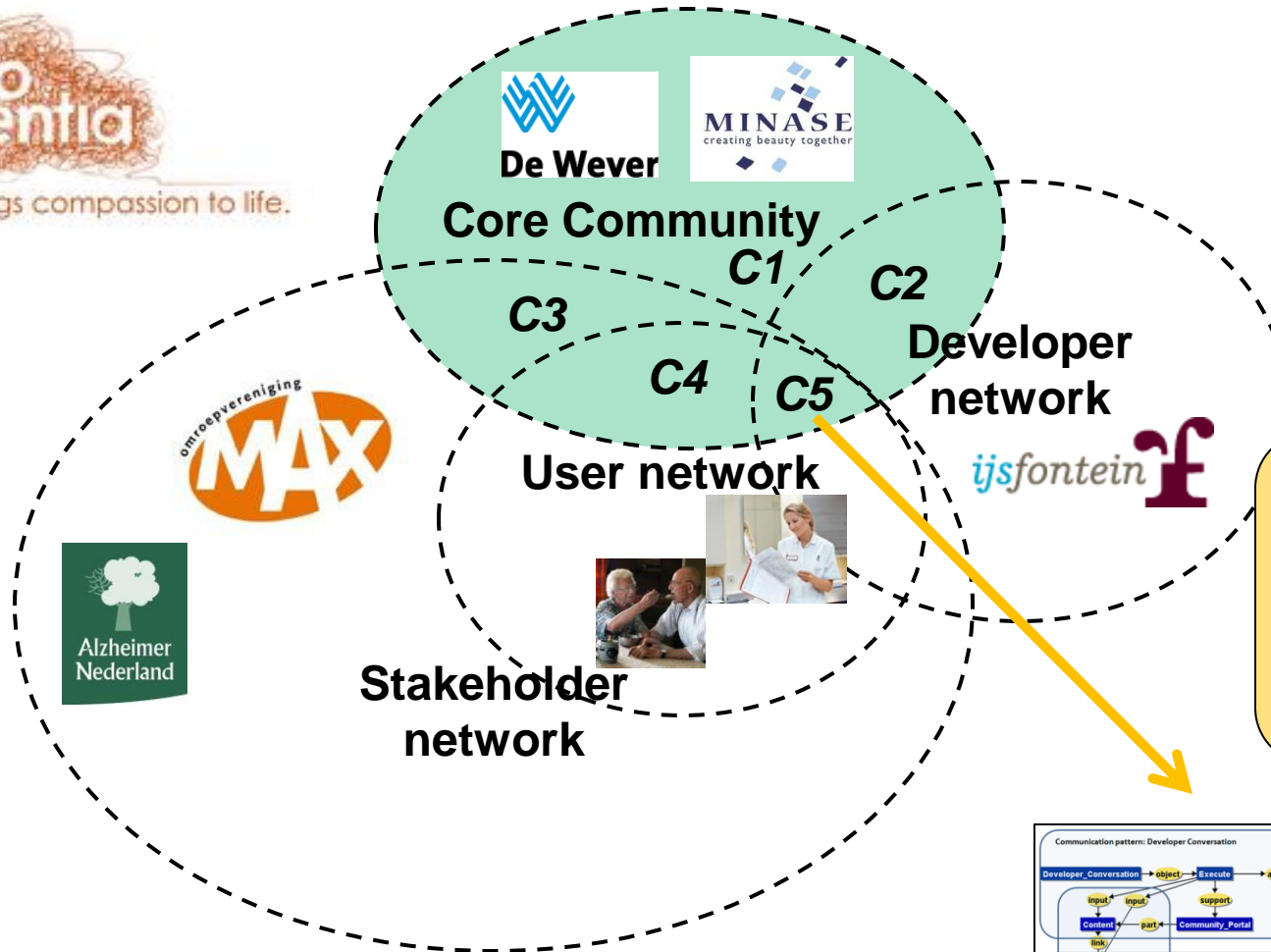


The social innovation process

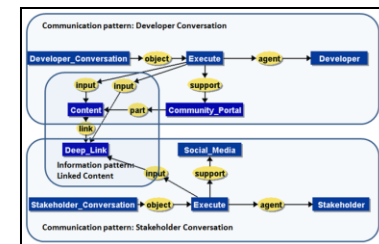


Source: http://www.nesta.org.uk/library/documents/Social_Innovator_020310.pdf

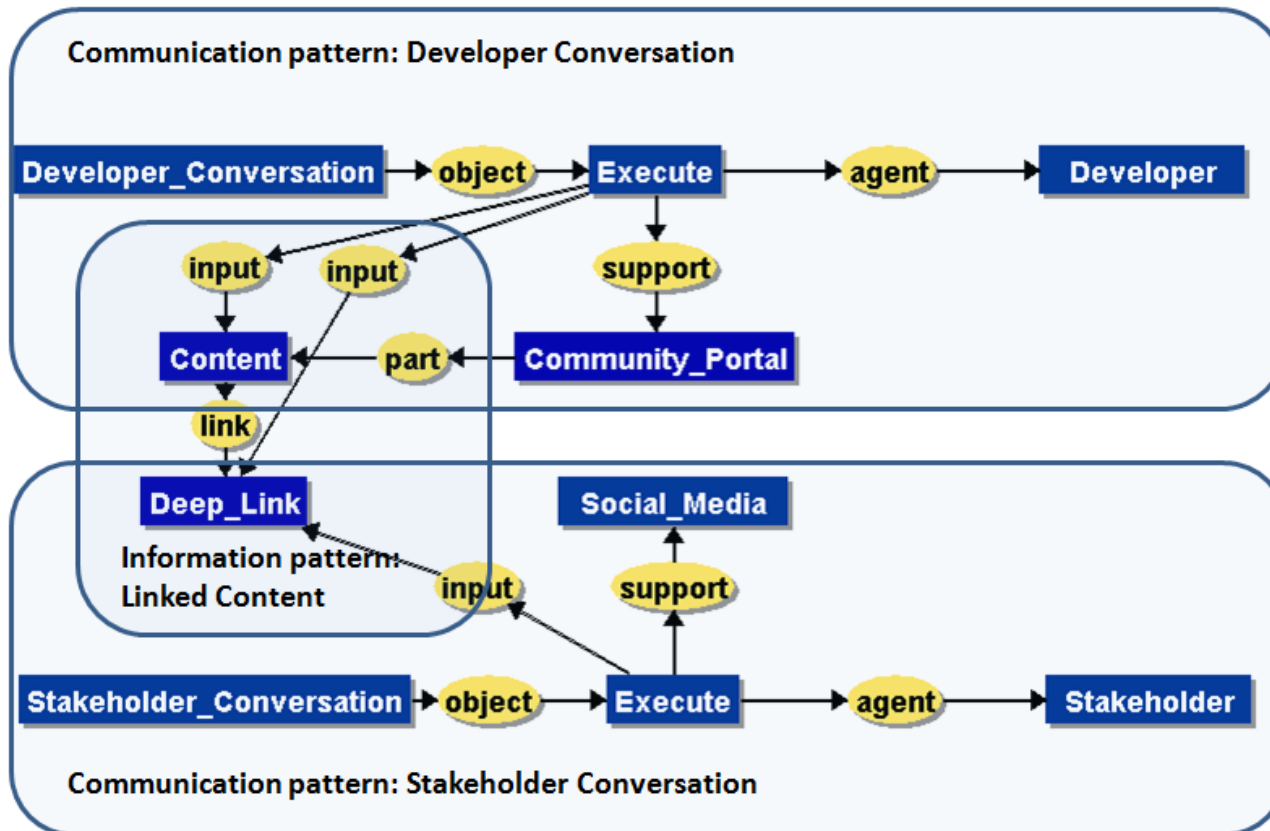
Designing case conversations: social innovation collaboration model



Capturing lessons learnt with collaboration patterns



Collaboration patterns: capturing socio-technical lessons learnt



Reducing collaborative fragmentation (C5)

Source: A. de Moor (2013). Creativity Meets Rationale - Collaboration Patterns for Social Innovation. In J. Carroll (ed.), *Creativity and Rationale: Enhancing Human Experience by Design*, Springer, Berlin. ISBN 978-1-4471-4110-5

Regional social innovation ecosystem



*Op z'n
Tilburgs'*

'The Tilburg Way'

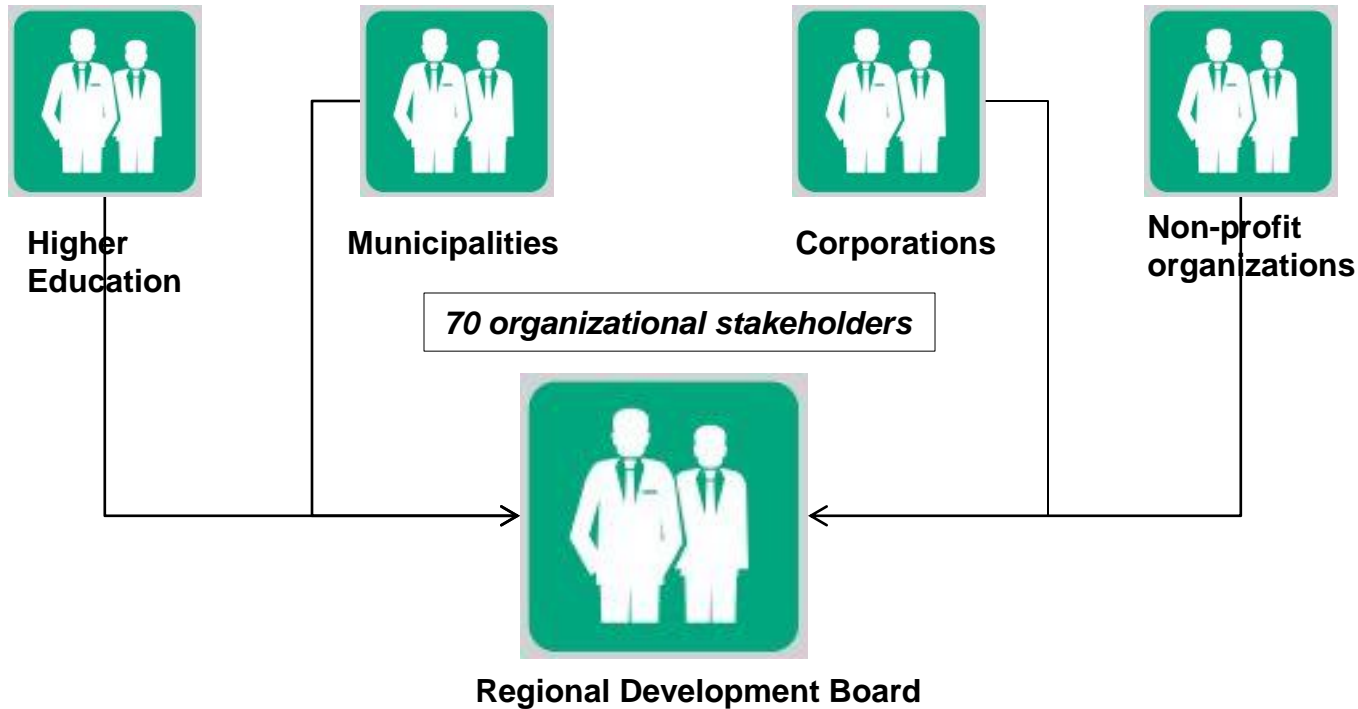
**Tilburg for
European
Capital of
Innovation**

Het DNA van Social Innovation

GEMEENTE TILBURG

“The Tilburg Way”

2010: Regional Strategic SI Agenda ("10 km")



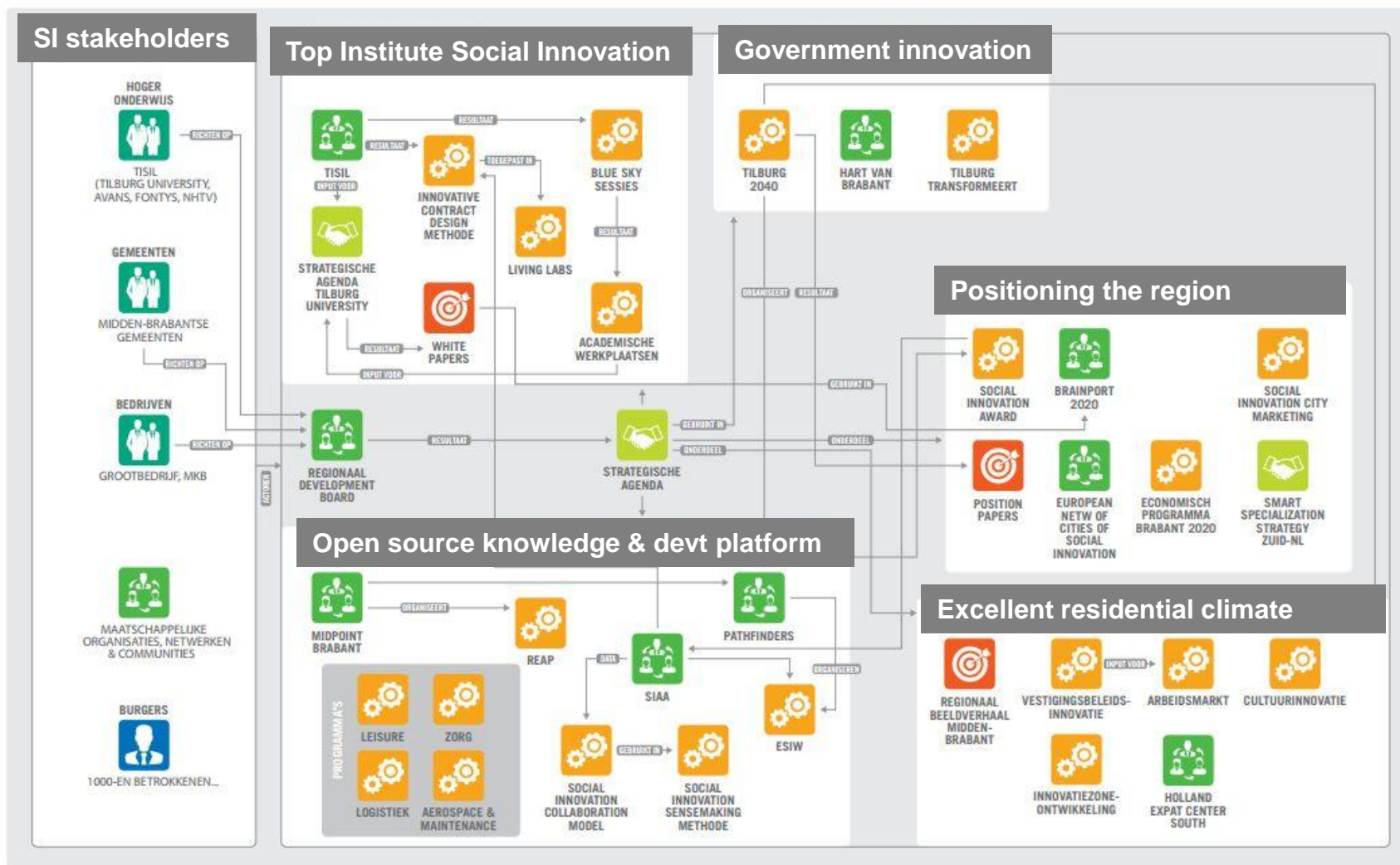
1. Positioning the region as No.1 Region of Social Innovation
2. Implementing Open Source Knowledge- and Development Platform
3. Advancing excellent residential climate for companies and citizen
4. Implementing Top Institute Social Innovation
5. Promoting government innovation



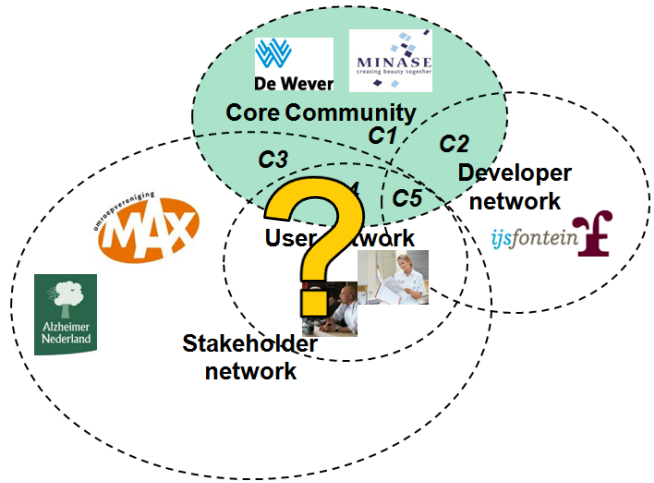
2013: Catalyzing social innovation ("5 km")



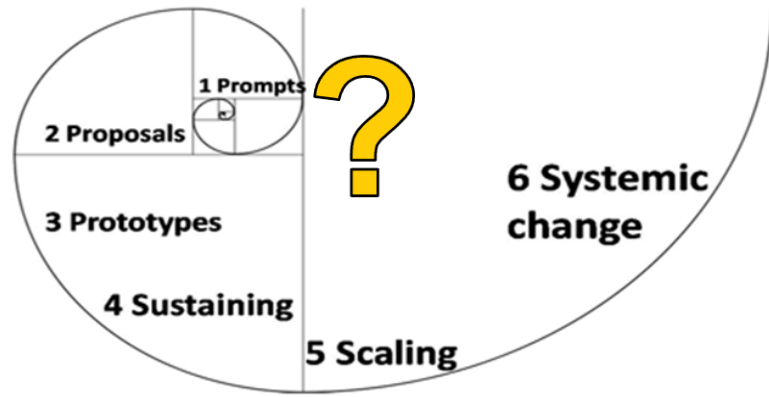
'Op z'n Tilburgs' De Tilburgse Social Innovation Methode (niveau twee - 5 km)



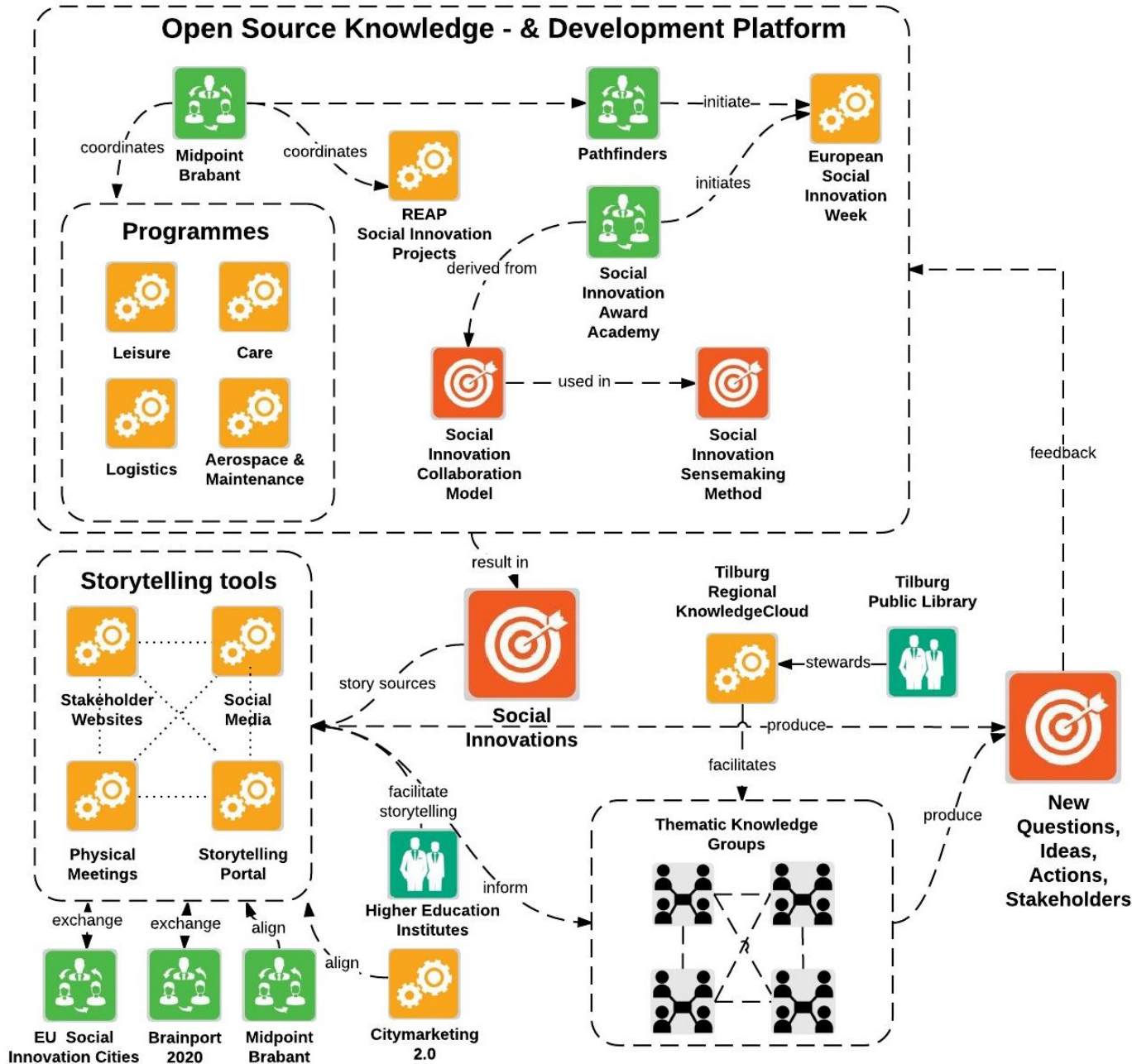
Need for better knowledge sharing: catalyzing & connecting conversations



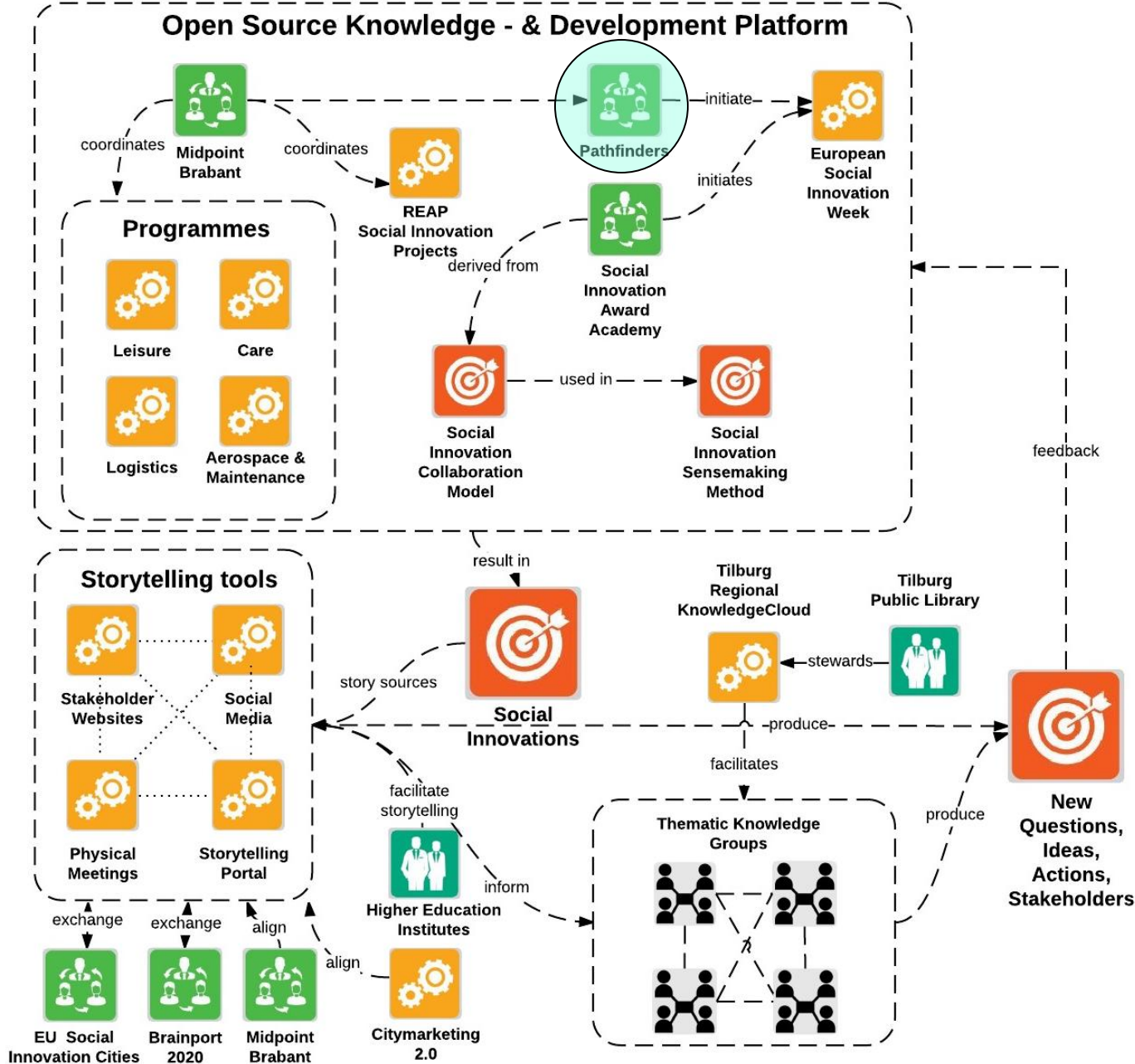
1. Profiling the
2. Implementing the platform
3. Advancing an excellent residence climate for companies and citizens
4. Implementing Top Institute Social Innovation
5. Promoting government innovation



Towards a regional knowledge sharing living lab



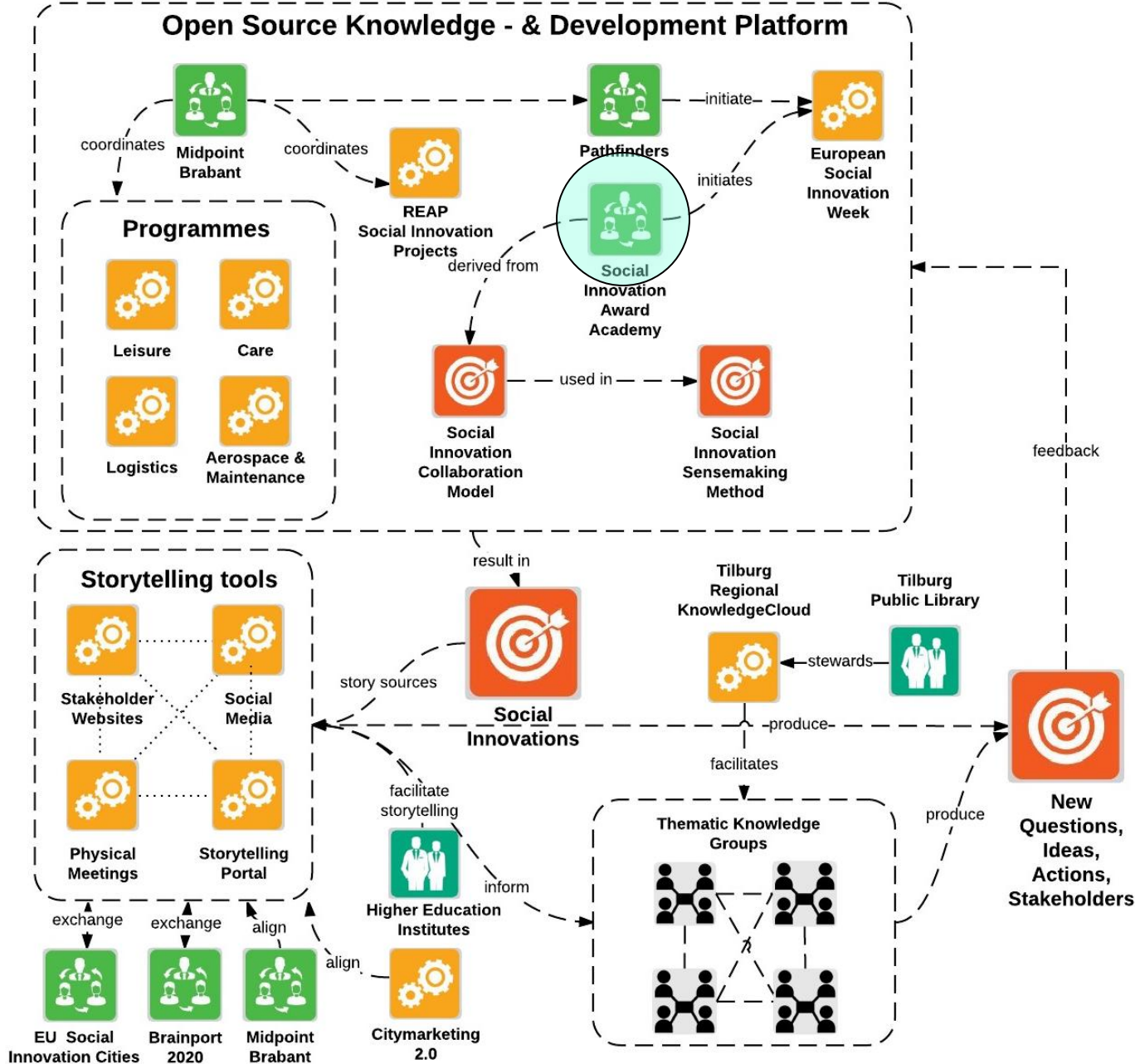
Towards a regional knowledge sharing living lab



Pathfinders



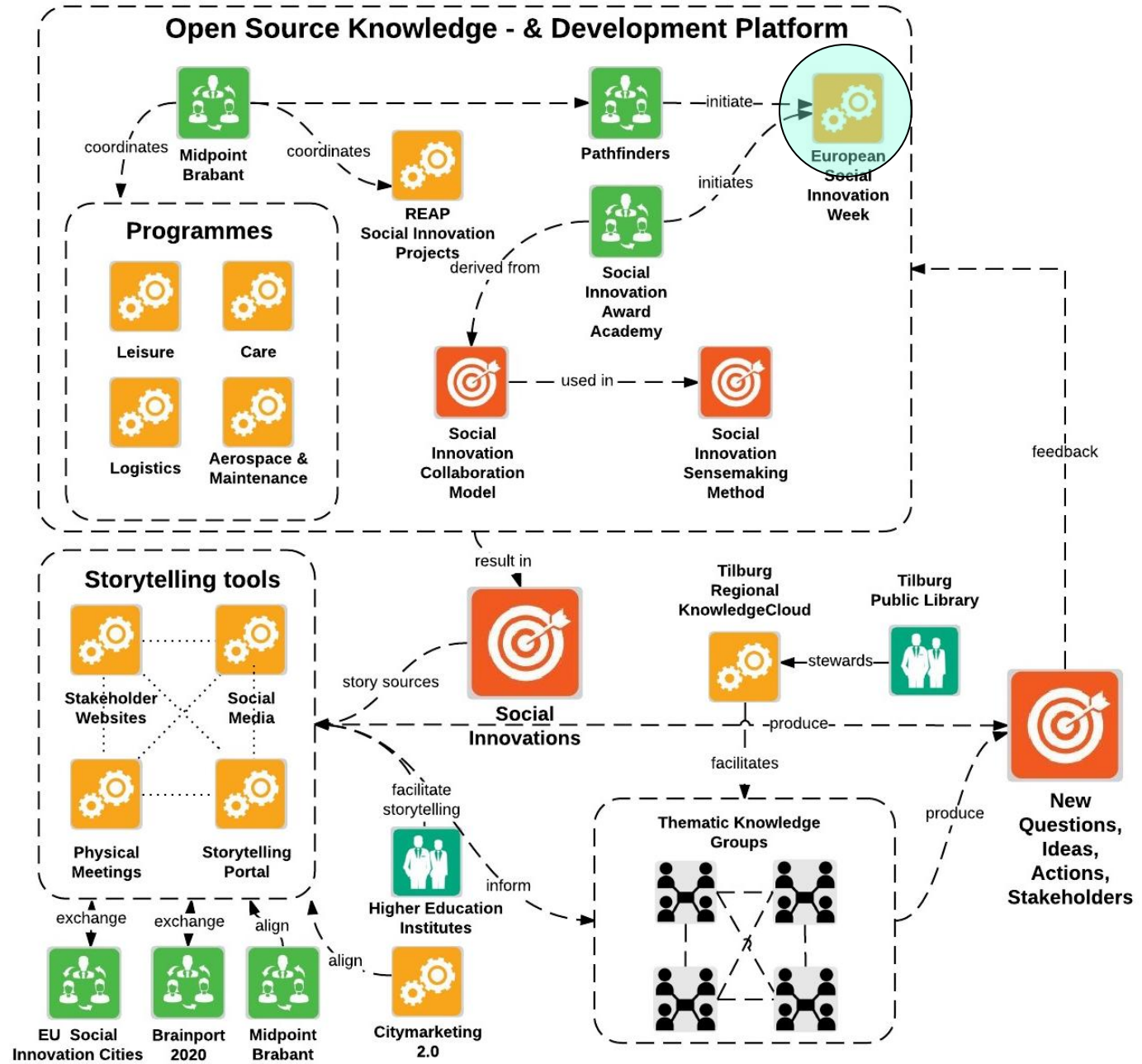
Towards a regional knowledge sharing living lab



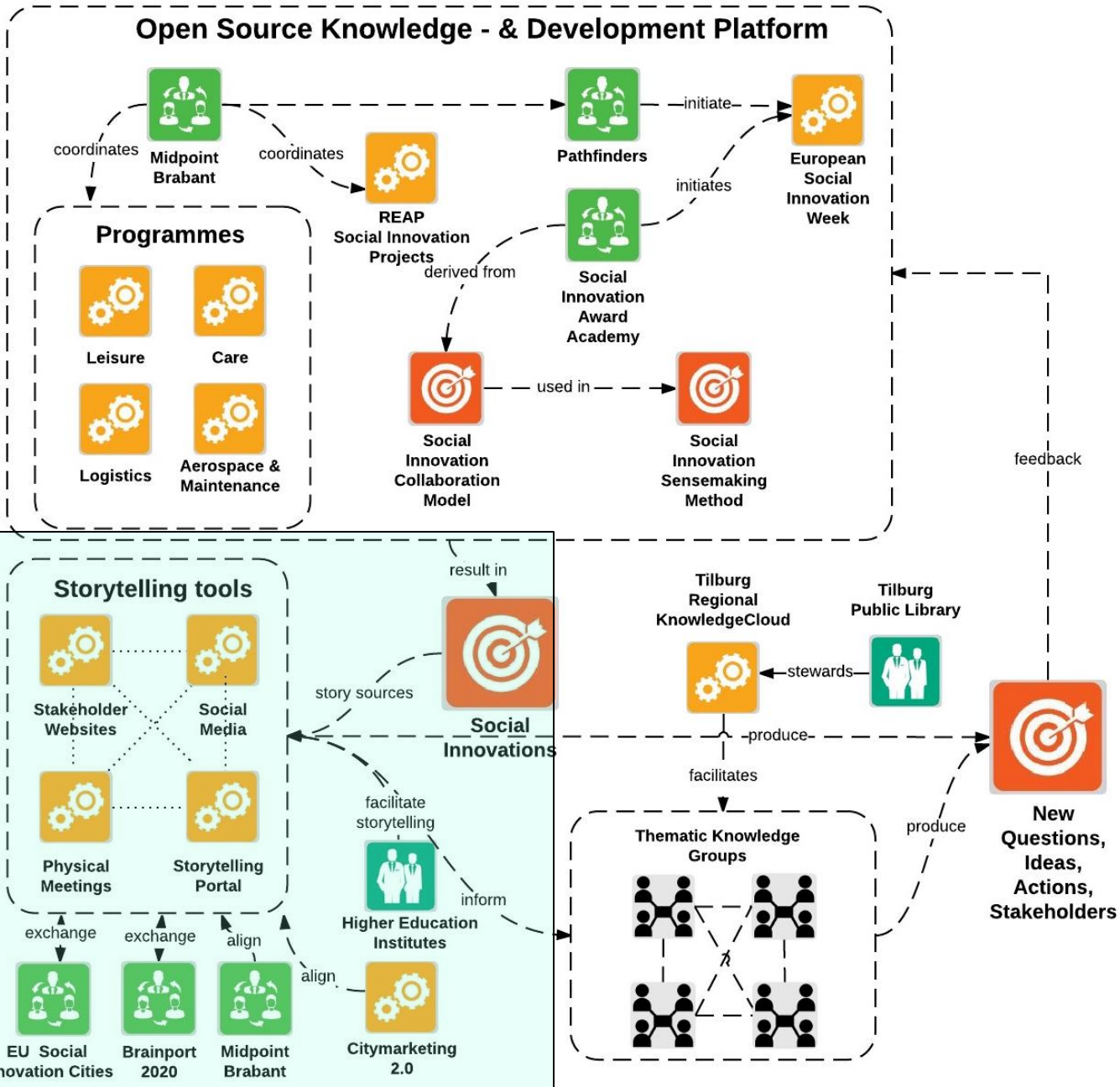
Social Innovation Award Academy



Towards a regional knowledge sharing living lab

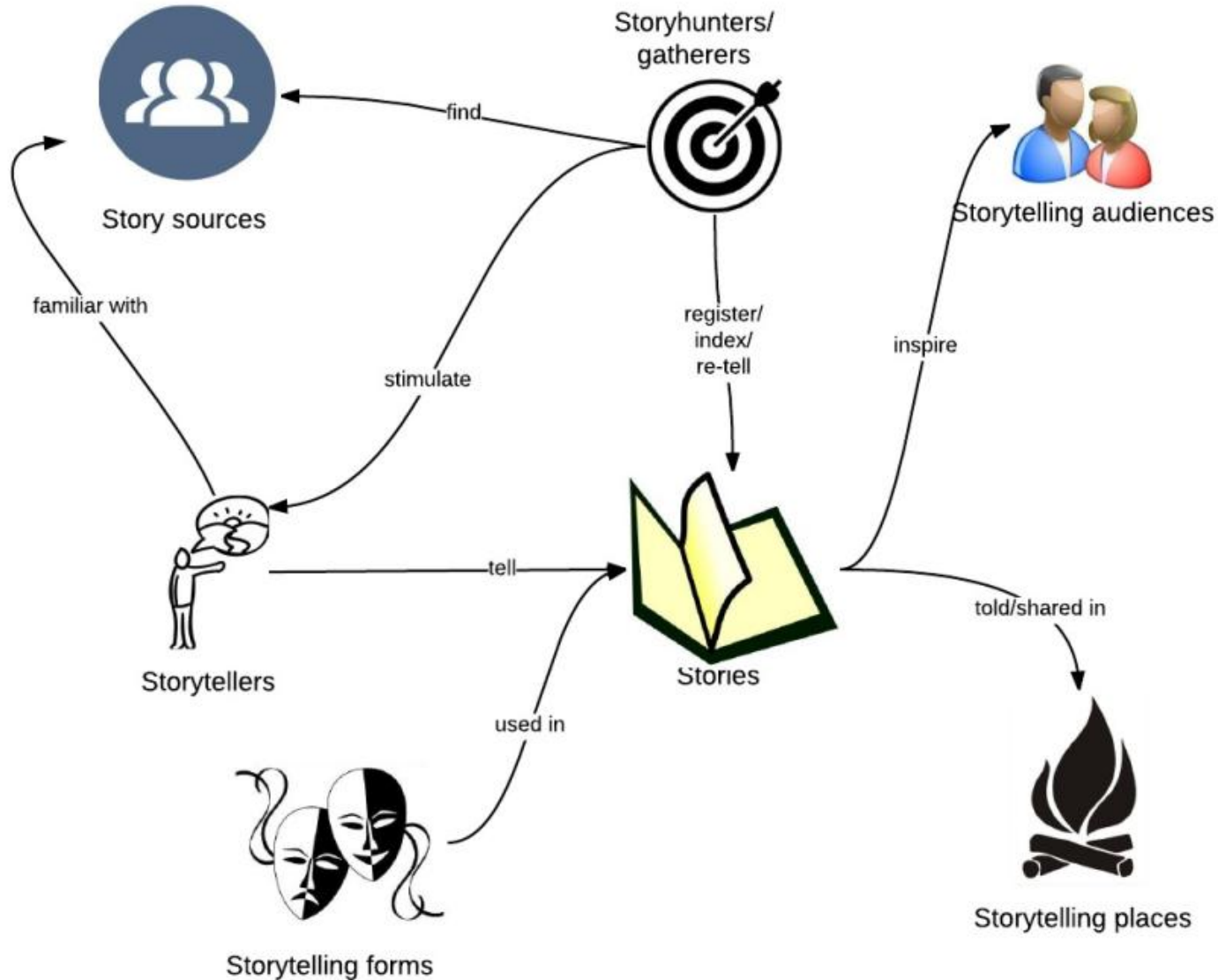


Towards a regional knowledge sharing living lab

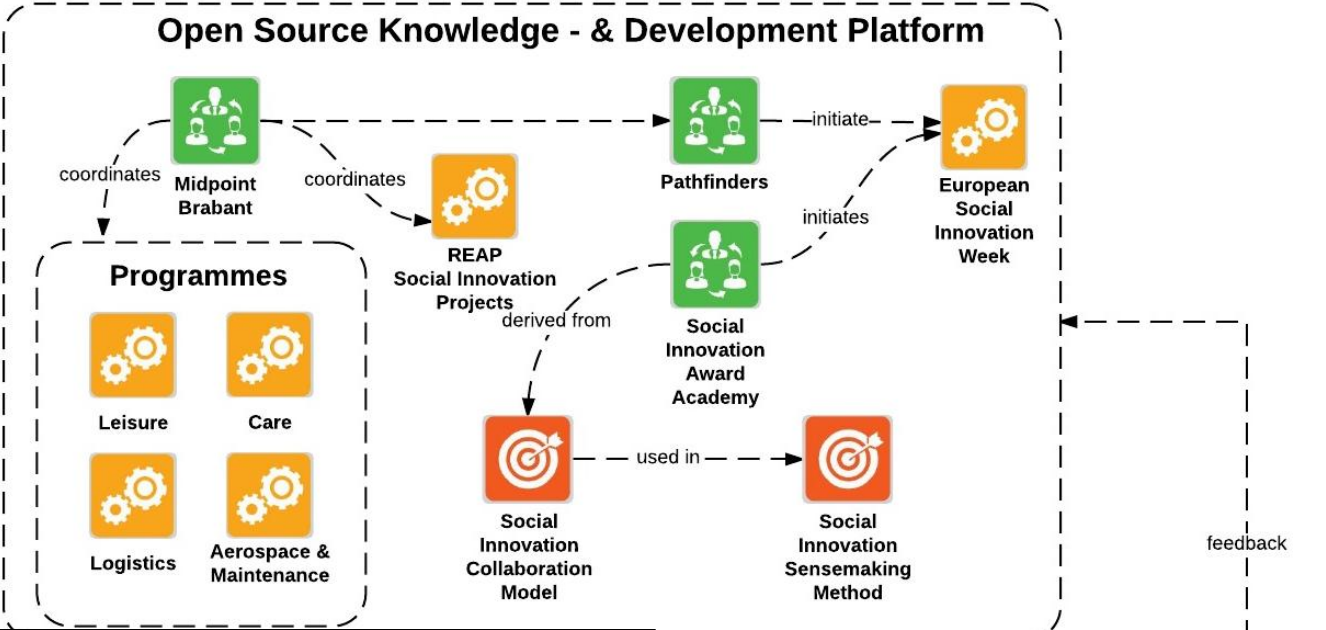


Storytelling architecture

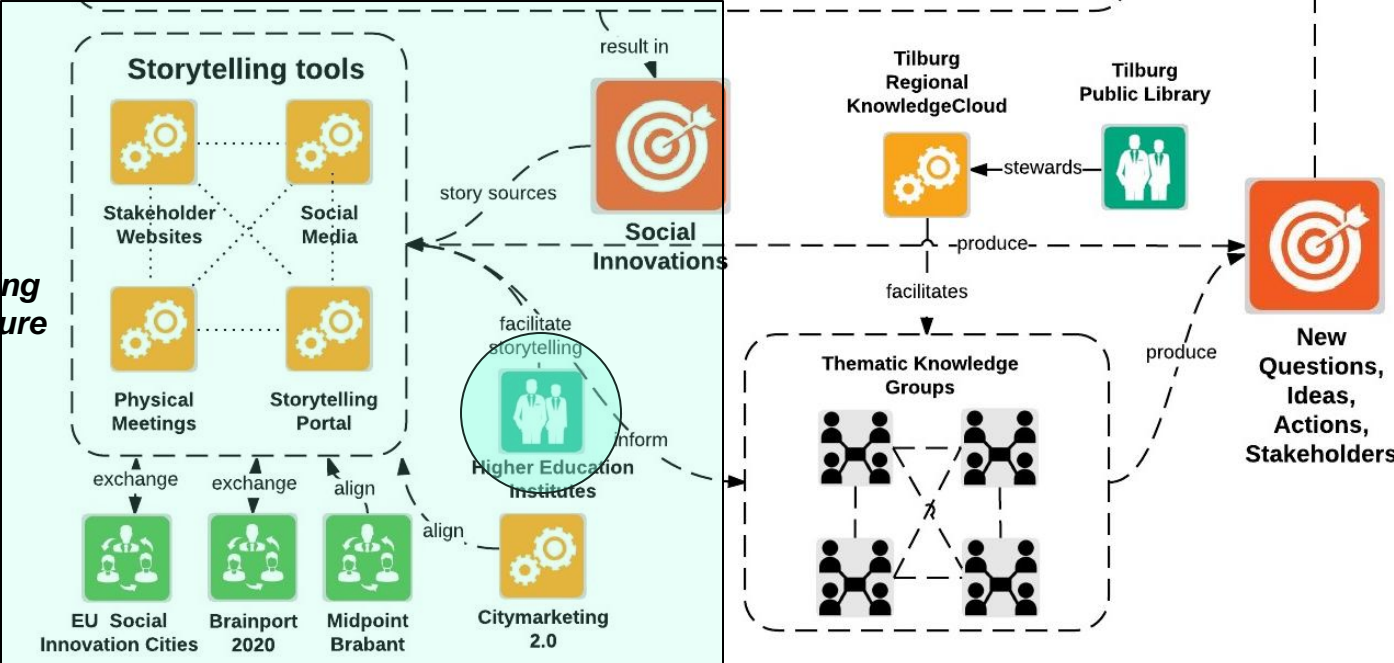
Storytelling architecture



Towards a regional knowledge sharing living lab



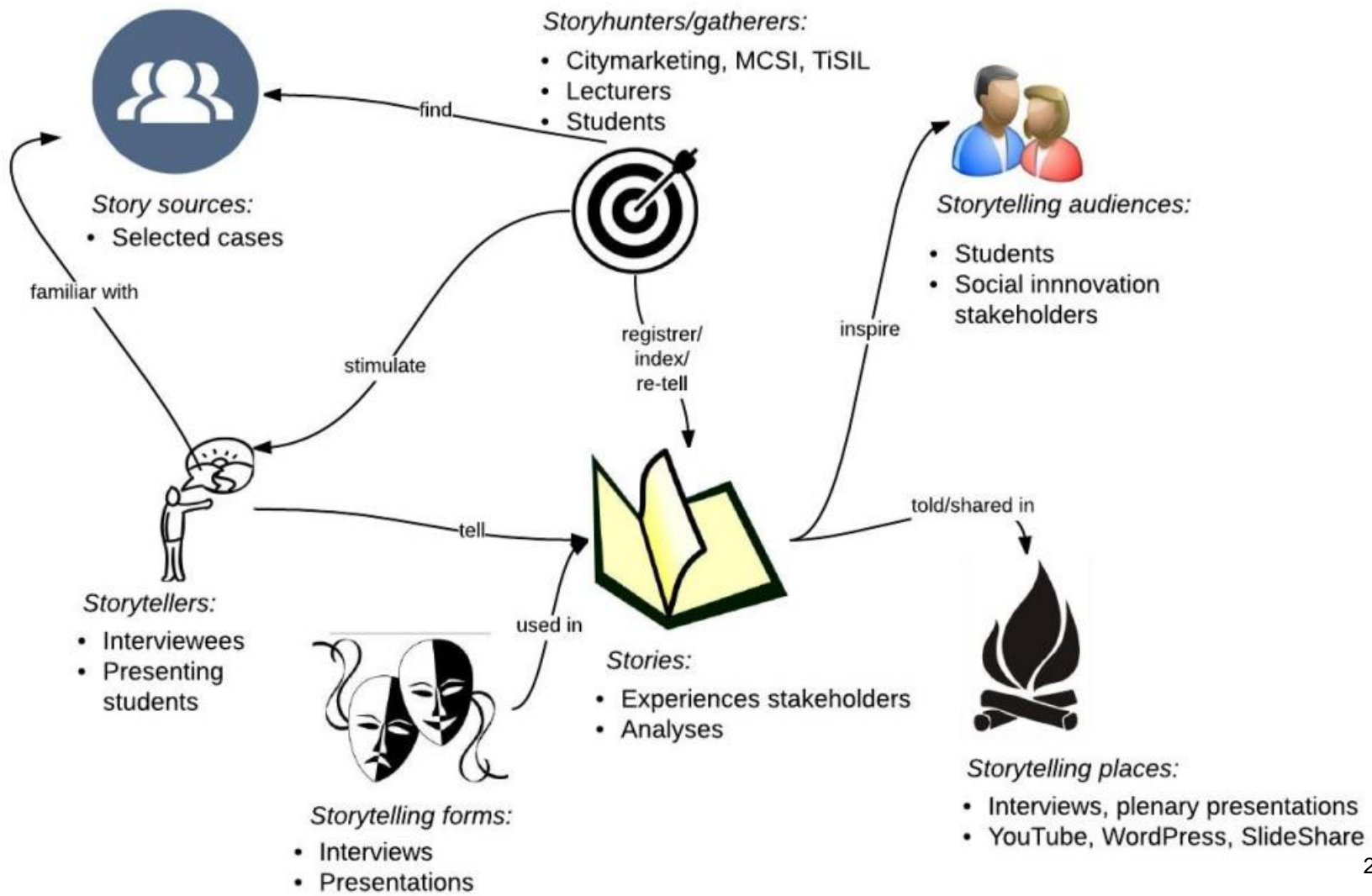
Storytelling architecture



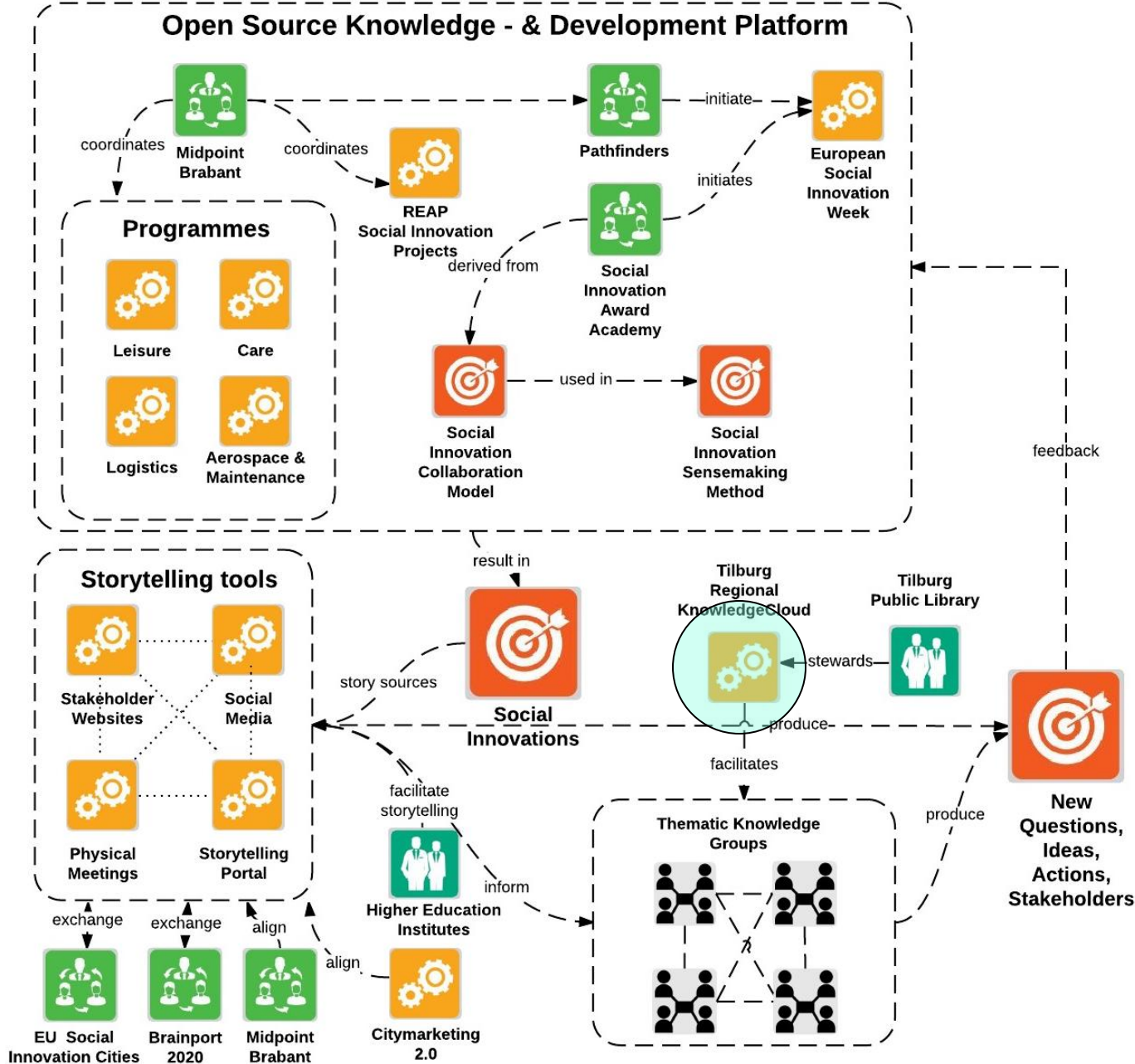
Experiment: Tilburg University Language Center students



Storytelling pattern: student assignments



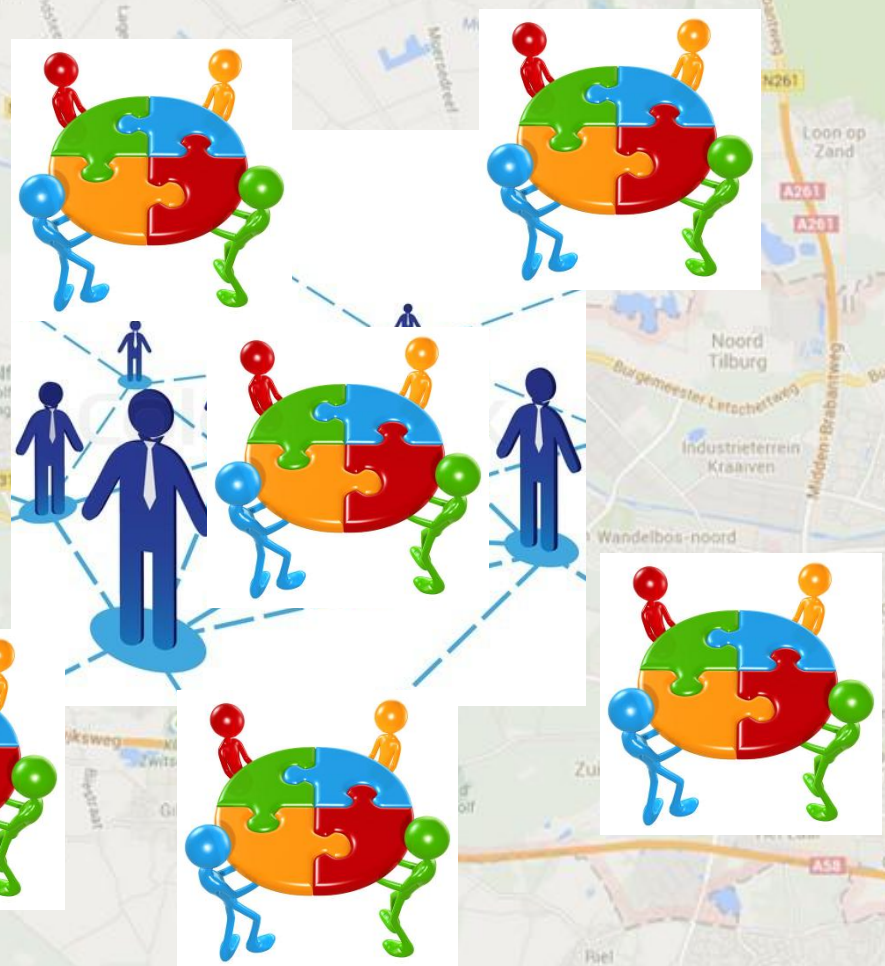
Towards a regional knowledge sharing living lab



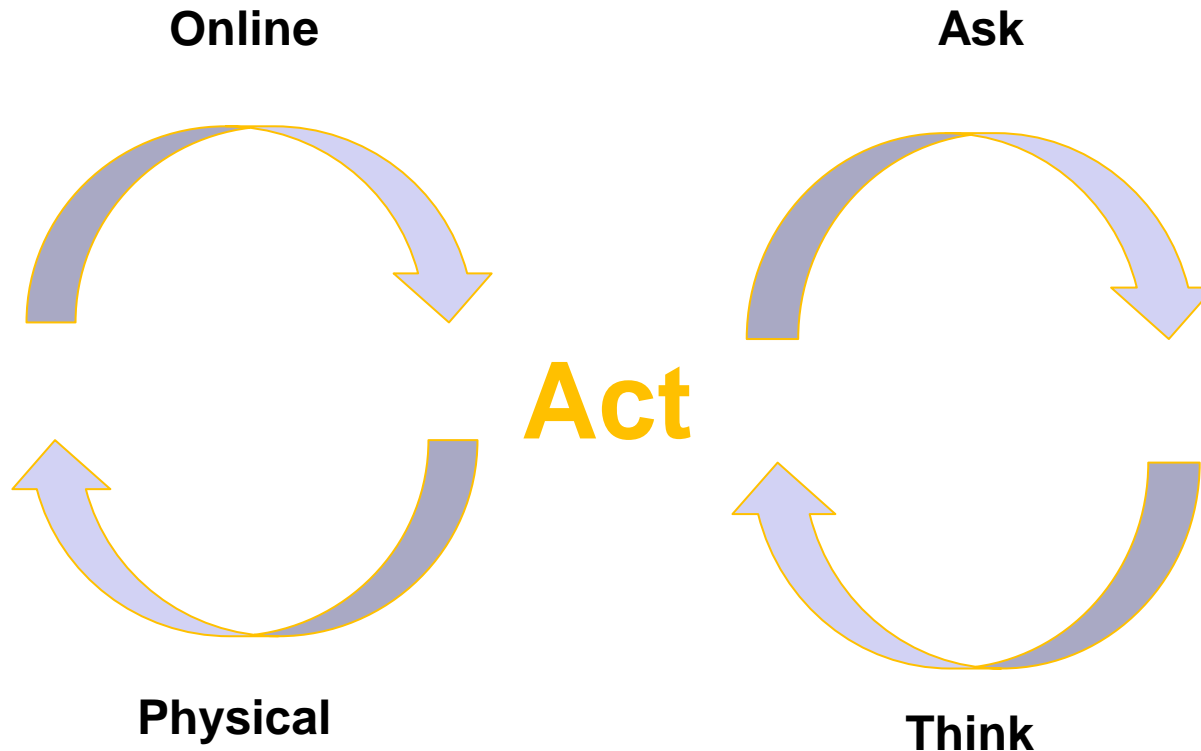
The Internet: information tsunami



KnowledgeCloud: providing regional context



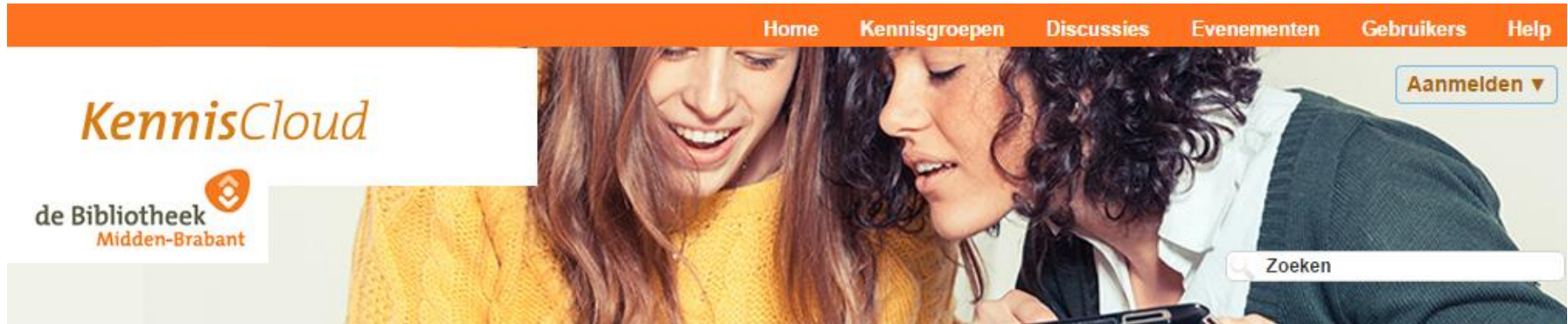
KnowledgeCloud: two interlocking conversation dynamics



KnowledgeWorkshops: generating focus, trust, commitment



Knowledge groups: continuing the conversations online



Innovatie Ouderenzorg



Innovatie Ouderenzorg
Ouderen Zorgprojecten in Tilburg ism Ouderenzorgcentrum Padua

Groepsactiviteit

Groepsbestanden

Groepsdiscussies

Groepsactiviteiten

Zoek in deze kennisgroep



Eigenaar: Sjoerdje Schaap

Leden kennisgroep: 20

Korte omschrijving: Ouderen Zorgprojecten in Tilburg ism Ouderenzorgcentrum Padua

Omschrijving:

Op 2 april hebben medewerkers en bewoners van Padua gebrainstormd met zzp'ers, studenten, bibliotheekmedewerkers over 3 kernproblemen die momenteel in de ouderenzorg spelen:

1. Hoe zorgen we voor een vergroting van de intrinsieke motivatie van personeel bij het verbeteren van kwaliteit en participatie?
2. Hoe verhogen wij het welzijn van onze bewoners? Hoe krijgen we meer en vaker inzicht in de tevredenheid van onze bewoners?
3. Hoe zorgen we ervoor dat iedereen de zorg krijgt die hij/zij nodig heeft? Hoe maken we het leven makkelijker voor de bewoners en hoe krijgen ze meer regie.

De uitkomsten van de brainstorm vind je bij de geuploade bestanden.

In sep/okt 2014 organiseert Padua een vervolgbijeenkomst waarin de projecten die zijn ongenakt gepresenteerd worden.

KnowledgeCloud tags: connecting conversations across groups



Home Kennisgroepen Discussies Evenementen Gebruikers Help

KennisCloud

de Bibliotheek Midden-Brabant

Aanmelden ▾

Zoeken

▼ **Evenementen (klik)**

OCT 21 Brainstorm 'Het nieuwe maken'

NOV 25 leefbaar @ midden-brabant conferentie 25 november

▼ **Uitgelicht**

de Bibliotheek Midden-Brabant

▼ **Laatste activiteit (klik)**

Pieterneel Thijssen reageerde op de discussie Kennismakerij Spoorzone is van start gegaan in de groep Spoorzone, volop in ontwikkeling! 3 uren geleden

En je bent natuurlijk van harte welkom in de Kennismakerij met al je goede ideeën en frisse input.

Pieterneel Thijssen reageerde op de discussie Innovatieraad van het SIOB promoot 3 innovatieve projecten. Bruikbaar voor onze KennisCloud? in de groep Innovatie in de bibliotheek 3 uren geleden

Ondertussen weten we dat onze suggestie is overgenomen. De KennisCloud, zal evenals 6 andere innovatieve ideeën van de Bibliotheek Midden-Brabant een eigen plek krijgen binnen het Nationale Bibliotheekcongres, waar naar verwachting 600 a 700...

▼ **Actueel**

Tilburg social innovation communities innovatie KennisCloud Spoorzone bibliotheken cultuur digilab ondernemerschap Gezondheid onderwijs zorg community social media kunst Groen muziek juridisch bibliotheek Natuur Nature Assisted Health empowerment Literatuur fablabs marketing Duurzaamheid design jureka netwerken storytelling Eindhoven ouderen art Websites Vormgeving samenwerking maatschappelijke trends communicatie

KnowledgeMakery: providing physical conversation spaces

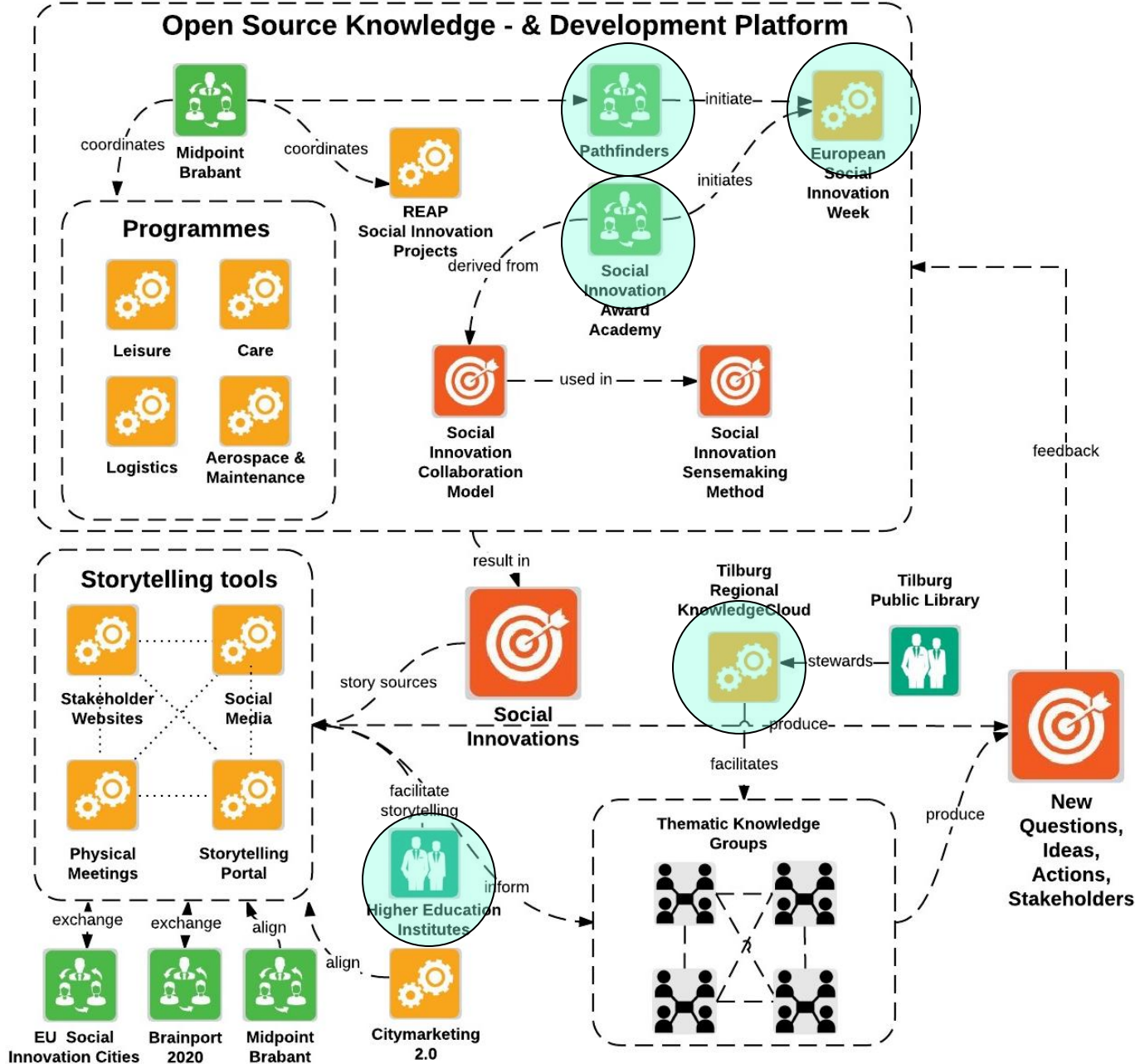


KnowledgeCloud: taking off



- 2013- 2014: pilot
 - Online platform prototype
 - Live pilot-testing online platform
 - Preliminary use case testing technology & processes
 - Launch November 2014
- 2015: in beta
 - Developing the use cases
 - Evolving the online platform
 - Developing processes & roles
 - Key role: community librarian
 - Aligning with KnowledgeMakery
 - Starting new KnowledgeClouds in other regions

Building up the living lab: one pattern at a time



Research questions



- How to align SI business processes/workflows with knowledge sharing (e.g. storytelling) processes?
- How to catalyze and connect the conversations between and across cases?
- How to scale conversations for regional impact? How to measure impact?
- How to sustain and grow the conversations?
- How to ensure the quality of the conversations (e.g. legitimacy, social inclusion)?
- How to create and apply collaboration and storytelling pattern languages to capture, combine, and reuse lessons learnt?
- What role can communication theory (e.g. Language/Action Theory, Pragmatic Web theory) play in answering these questions?

Conclusion



- Social innovation is all about knowledge sharing
- Conversations are the at the core
- A knowledge sharing architecture is required to scale conversations for impact at the regional level
- Pattern languages inform such architectures, (also) across regions
- New role for CSR?
 - Corporations: key stakeholders in SI multi-stakeholder networks
 - Providing *sustainable capacity* for SI collaboration network and knowledge sharing development
 - “Adopt a pattern”
- Challenge: what would a NJ regional SI knowledge sharing living lab look like?