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Quadruple Helix models for territorial entrepreneurial discovery process: How to engage the civil society in the participatory RIS3?

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Motivation

- Lack of studies on quadruple helix (QH) in regional innovation strategies (Grundel & Dahlström, 2016) and lack of conceptualisations of QH in general;
- Civil society participation at low level in smart specialisation strategies (RIS3) (also see Aranguren et al., 2018)
- We seek to understand how a public administration can reach out to and foster participation of the civil society (the 4th helix) in the territorial entrepreneurial discovery process (EDP)

Why QH matters

- the QH type of innovation activity enables a larger variety of innovations than the Triple Helix (Arnkil et al., 2010)
- A well-functioning Triple Helix as a hindrance to QH (Grundel & Dahlström, 2016; MacGregor, Marques-Gou, & Simon-Villar, 2010)
- So attention to be paid to the actual types of actors involved in formation of the QH and to mode of their involvement

Research methods

- Two case studies of the regions Helsinki-Uusimaa (Southern Finland) and Värmland (Middle Sweden); They belong to “Innovation Leader” and “Strong Innovator” on the Regional Innovation Scoreboard
- Multiple case study in these two regions, the foresight project, “Vings and Roots”, facilitated by three regions in Southern Finland; And the development project, “Genius Loci” of the Sunne Municipality in Värmland, Sweden to build a growth-creating model based on strengthened collaboration between local actors
- Public administrators were interviewed through a semi-structured phone or face-to-face interviews in 2017 and 2018; secondary data utilised likewise.

Research questions

- What is the role of the 4th helix (civil society) in regional innovation strategies?
- How can the public sector reach out to the 4th helix actors and engage them in the process?
- How can the public sector facilitate the process of governance?
- What are the lessons learnt and conclusions for implementing quadruple helix model in the context of designing research and innovation strategies for smart specialisation (RIS3)?

Approach to answering the research questions

- Q1: The role of the 4th helix depends on the right to a democratic participation in the process of decision making.
- Q2: Is the process of designing (and implementing) innovation strategies open and inclusive? What incentives have helped?
- Q3: Public sector should keep the 4th helix engaged in the process to facilitate governance.
- Q4: Findings from the empirical research and the literature review will be compared and some propositions regarding RIS3 underlined.

Project	Roots and Vings	Genius Loci
Facilitator	• Regions of Helsinki-Uusimaa, Häme and Päijät-Häme (about 2 million inhabitants)	• Sunne Municipality (about 13.300 inhabitants)
Project aim	• Develop shared vision and identify common development themes among the three regions • Identify common opportunities and brainstorm possible paths for desired future • Open up paths for increased collaboration	• Create an innovation system based on cooperation between researchers, enterprises, public sector, associations and ardent individuals • Develop a growth-creating model through new ways of working
Duration	• Autumn 2012	• 2008-2011
Project participants	• 700 decision-makers and experts from the regions participated in workshops • 12.000 people visited the project website in four months • A pre-defined group of senior citizens, high school students, pupils, experts and decision-makes working with future traffic-related issues online.	• In total 4500 people (representing different quadruple helix actors) in workshops, events and new meeting spaces
4th helix representatives	• Senior citizens, high schools' students • Web site open for anyone to comment and vote for views	• Citizens with different background and ages

Main findings (I)

Project	Roots and Vings	Genius Loci
Role of the 4th helix in the project	• Consultation for future traffic related choices for the foresight project as a whole • Enhanced dialogue between the citizens, experts and decision-makers.	• Co-creation of the growth-creating model in the municipality • Enhanced dialogue between the citizens and the municipality • Education and information for the citizens to enhance their capability and competence to participate in local development activities
Methods to engage the 4th helix	• A pre-defined group (high school students, pupils and senior citizens) invited for a crowdsourcing pilot on future traffic solutions and given introduction to the work through a face-to-face meeting • Development of an interactive project web site	• Information provided in the project web site, blog via the media and organizing popular events for the public • The invitation of civil society to a workshop with information on the project and the role of the civil society

Main findings (II)

Project	Roots and Vings	Genius Loci
Methods to facilitate the 4th helix participation	• Shared web space for groups for discussing within groups and across groups • Open interaction through a website with the material produced in workshops and where visitors had an opportunity to comment on the content or cast a vote	• Meeting places established according to the needs of the different groups • Study trips to learn from experience in other parts of the Sweden and abroad • Interviews with entrepreneurs and individuals • Workshops for diverse groups to learn from each other
Main outcomes of the 4th helix participation	• Increased understanding of the regional experts and decision-makers in relation to the experiences and the views of citizens • Increased openness and collaboration between the citizens and the public sector • Enhanced possibility for citizens to influence regional development	• Development of a collaboration model for the municipality • Increased understanding by the employees of the public authority about the civil society and citizens, their ways of acting, their views and expectations towards the municipality and the need to change how to communicate with the citizens • Increased trust, openness and collaboration between the 4th helix and other quadruple helix stakeholders

Lessons learnt on success factors and challenges of participatory QH (I)

Project	Roots and Vings	Genius Loci
Success factors of quadruple helix model	• A need for a **concrete task** connected to the experiences and preferences of the people. • Provide **solid reasoning** why a specific group or person is important in this work e.g. representing a certain group or view. • **Demonstrate** how the task and the participation influences the ongoing planning process. • Provide **personal motivation** and training to the practicalities of the task/assignment. • Tasks in the **mother tongue** of the people, the online platform needs to be technically and visually easy to use and the guidance simple • **Encourage and remind people to participate** throughout project through the platform, e-mail and physical meetings • Keep the **atmosphere open and participatory**	• A key feature of effective stakeholder dialogues is the **involvement** of participants **throughout the entire duration** of the respective project/initiative. • An **initial broad online survey** can be an effective tool to start engaging with stakeholders at a very early stage. • **Engagement activities** should be **tailored** to the national/regional context and consider the respective "culture of participation." • Activities and events should be **relevant** to current policy discussions. • Targeted outreach efforts, including direct personal invitations and financial compensation for participation.

Lessons learnt on success factors and challenges of participatory QH (II)

Project	Roots and Vings	Genius Loci
Challenges	• **Keeping the attention and the activity level** of the participants high in the web-based working • **Significant threshold for senior citizens** to start online working • **Experts not used to spontaneous and free** form writing style in the online discussion • Some of the participants were concerned about publishing the work-in-progress and unfinished material in the project web site	• **How to access and interact** with a heterogenous group. • **How to interact and listen to citizens**: 1) to break public authority (PA) culture how to engage with citizens; 2) to interact with the public without having their own interests in mind. • Takes **time to build trust** between PAs and citizens. • People that always like to discuss issues accept the invitations, but those with constructive ideas stay at home. • There are **no single solutions or structured approach to success**, each municipality/region is unique.

Some lessons for future RIS3

- Focused thematic areas could keep the RIS3 alive and targeted at various types of organisations. Areas could be e.g. social, technical and environmental aspects.
- Collaboration between QH actors should be facilitated in various events, spaces for different thematic areas in a continuous manner; Likewise, actors of the process should be able to participate in decision making
- Design and the implementation of regional innovation strategies in a QH framework should be run openly and inclusively so as to stimulate learning.
- Case studies indicate the importance of the 4th helix when goals of the strategy are harmonised with its knowledge and motivation; There is a need for proactive public authorities that are committed to cooperating with civil society.
- The paper contributes to the conceptualisation of the QH innovation model; findings extend the Arnkil et al. (2010) framework to cover the engagement of the citizens and the civil society in the design of regional innovation strategies.

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Thank you!

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