

CASI: Project description

Public Participation in Developing a Common Framework for Assessment and Management of Sustainable Innovation (CASI)

COORDINATOR:
ARC Fund, Bulgaria: Zoya Damianova.

CONSORTIUM:
The CASI consortium consists of 19 partners representing 12 European countries. Country correspondents extend the reach to all EU-28 countries.

FUNDING SCHEME:
Coordination and support action, funded under the 7th Framework Programme of the European Community, SCIENCE-IN-SOCIETY-2013.1.2

Strengthening sustainable innovation policy with CASI tools

Insights from and for Denmark

EXECUTIVE SUMMARY

Sustainable innovation has become a valued activity encompassing multiple stakeholder perspectives and innovation systems (Sarkis, Cordeiro & Brust 2010). Sustainable innovation forms the basis for the new solutions of and opportunities for the future although it has not yet achieved an established programmatic policy position. The CASI project has developed a set of tools, which can strengthen the development of sustainable innovation policy. This set of tools includes a data bank, a citizen engagement methodology, citizen agendas and a framework for sustainable innovation. This policy brief reviews and showcases how these SI tools can be used when strengthening sustainable innovation policy.

The CASI project has engaged policy makers and stakeholders in national-level events to foster dialogue on a wider societal engagement in sustainable innovation. Specific policy needs in sustainable innovation have been identified and formulated in these events, which have been organised in 12 European CASI partner countries. This policy brief describes these policy needs and highlights how CASI tools can support policy on sustainable innovation.

In Denmark, participants in a policy workshop identified several challenges for improving public engagement in sustainable innovation, including the willingness and ability to create co-ownership. The citizen-expert-citizen methodology used in CASI is probably the most effective way to achieve this.

CASI TOOLS FOR STRENGTHENING SUSTAINABLE INNOVATION POLICY

APPLICATION OF TOOLS TO IDENTIFIED POLICY ISSUES

CREATION OF CO-OWNERSHIP

Introduction

Sustainable innovation for new solutions of and opportunities for the future

Sustainable innovation has become an accepted and valued activity that encompasses innovation systems and multiple stakeholder perspectives (Sarkis, Cordeiro & Brust 2010). Innovation then lays ground for the new solutions of and opportunities for the future, and sustainability accounts for economic, environmental and social aspects of these solutions and opportunities.

SUSTAINABLE INNOVATION FOR
NEW SOLUTIONS OF AND
OPPORTUNITIES FOR THE FUTURE

It is in the interest of public policy to ensure that innovation is sustainable and that the outcomes it leads to are sustainable. However, sustainable innovation has not yet achieved an established programmatic policy position. Indeed, it can be argued that sustainability is a cross-cutting and emerging feature of established innovation policies and could make sustainability a horizontal cross-policy issue. In the European Union, for instance, policy focus is on design for innovation, the public procurement of and demand-side of innovation, as well as public sector, social and workplace innovation (EC 2017), all embracing sustainable innovation in one way or another.

The CASI project has developed a set of tools, which strengthen the development of sustainable innovation policy. This set of tools includes a data bank, a citizen engagement methodology, citizen agendas and a framework, all associated to sustainable innovation:

TOOLS TO STRENGTHEN THE
DEVELOPMENT OF SUSTAINABLE
INNOVATION

- **The CASIPEDIA** bank provides a state of the art of 500 mapped sustainable innovation initiatives
- **Citizen engagement methodology** developed for sustainable innovation
- **Citizen agendas for sustainable innovation**, which challenges expert agendas
- **The CASI-F** common framework for assessment and management of sustainable innovation.

INSIGHTS HOW CASI TOOLS CAN
STRENGTHEN SI POLICY

This policy brief showcases how the policy tools developed in the CASI project can be applied when developing sustainable innovation policy. The intention of this exercise is to provide policy developers insights in how CASI tools can be used when strengthening sustainable innovation policy. Similar exercises matching SI policy needs and tools in 11 other European countries are summarized in Appendix 1.

CASI tools for sustainable innovation policy

FORWARD LOOKING TOOLS FOR POLICY DESIGN

This section describes the four forward-looking tools developed and tested in the CASI project for policy design: a database, a methodology, a prioritisation system, and a framework for management and assessment of sustainable innovations.

CASIPEDIA: STATE OF THE ART OF SI CASES

CASIPEDIA is a database that presents the state of the art of sustainable innovation (SI) initiatives identified in EU-28 countries (www.casi2020.eu/casipedia/) encompassing over 200 publically available SI descriptions. Its strength is the focus on sustainable innovations rather than on innovations in general. The CASIPEDIA enables a scanning of SI initiatives. The SI initiatives are categorized according to type, key area corresponding to the sub-challenges of the societal challenge 5, and to success factors. The CASIPEDIA enables the search of initiatives based on their geographical scope (international, national, local) and country, as well as information related to the relevant sector of the SI cases. The CASI project has also identified sustainable innovation priority areas that have been compiled by the developers of the Casipedia databank (Popper, Velasco and Ravetz, 2016) from the European council decision establishing the programme implementation Horizon 2020 Societal Challenge 5 (European Union 2013), according to which each initiative is also categorized.

CITIZEN ENGAGEMENT METHODOLOGY FOR SI

Methodology for citizen engagement. The CASI project has applied and further developed a methodology for citizen engagement for research in sustainable innovation. The methodology focuses on engaging the public in creating visions for sustainable futures, which form the basis for the design of research priorities for sustainable innovation. Its benefit is that it can bring fresh and novel views for decision making. The methodology includes citizen vision creation workshops, an expert workshop for the design of research priorities and a second citizen workshop for the validation of the results. This methodology presents a process of how to engage citizens in research formulation, which helps to increase the acceptability of research and innovation among the general public. It also supports the inclusiveness of the policy process. Through the engagement of the public in defining research policy, it is possible to reach more innovative and creative policy alternatives for research and innovation activities (Bedsted et al. 2016). This methodology is useful for policy makers looking for new alternatives and increased acceptance for policy measures.

CITIZENS' SI AGENDAS FOR NOVEL IDEAS FOR POLICY DESIGN

The Citizens' SI agendas are top-10 listings of research priorities that were produced in each of the 12 CASI partner countries in citizen workshops (Matschoss et al. 2015). The agendas highlight topics that citizens in each country find important. These agendas can be used as check-lists in the design of policy measures to target desired impacts of policy. The utilisation of citizens' SI agendas in the policy cycle enforces the effectiveness of policy because they are specific, forward-looking and detailed. In addition, the agendas are already supported by the citizens, and often challenge the views of experts and thus bring novel insights into policy design.

CASI-F COMMON FRAMEWORK FOR ASSESSMENT AND MANAGEMENT OF SUSTAINABLE INNOVATION

CASI-F is a tested common framework for the assessment and management of sustainable innovation. For policy development, it provides a tool for mapping policies, enabling an analysis of critical issues associated with these policies, and supporting the creation of actions and action roadmaps to address the critical issues (Popper, Velasco and Popper, 2016).



Matching CASI tools with sustainable innovation policy need in Denmark

Efforts to create co-ownership to sustainable innovation was identified as one of the key policy needs in a policy dialogue workshop in organised in Denmark, in early 2016, looking for ways to promote public engagement in sustainable innovation. This section first describes how and by whom this policy need was identified and then presents the rationale behind it. Next, this policy need is matched with the different CASI tools available.

The primary aim of the policy dialogue was to foster mutual learning and mobilise interest among policy makers and key stakeholders in the role of societal engagement in sustainable innovation. The 24 participants included politicians, academics, NGO's, municipal and regional administrators, research funding institutions, and businesses.

Workshop participants discussed the strengths and weaknesses of current policies and praxis with regards to societal engagement in sustainable innovation; they looked for barriers and opportunities to stimulate such engagement; and they identified areas for improvements and strategies to undertake. One such improvement would be to create more co-ownership to sustainable innovation. In order to do so, the engagement process should be 'real' and 'meaningful', meaning that those engaged should have real influence on the outcome and the organiser should be able to explain how their involvement made a difference. This, it was pointed out, requires skilled facilitation, and the willingness to devote time and effort, but it is all worthwhile. Even if mistakes are sometimes made, the practice of societal engagement should be enhanced to increase co-ownership.

CASI tools can be useful when addressing this particular policy need in the following ways, which are presented in an order of usability (strategic, very useful, applicable):

- **Citizen engagement methodology** can be used to engage citizens in setting priorities for sustainable innovations and is therefore of strategic importance for creating greater co-ownership in the public.

- **The CASIPEDIA** provides a number of useful examples of best practices in sustainable innovation, including examples of public engagement activities that help create co-ownership among a larger group of societal actors.

- **Citizen agendas for sustainable innovation** can be of interest to researchers and decision makers looking to understand what kinds of sustainable innovation citizens prioritise. They provide useful evidence for the clear wish among both Danish and other European citizens to be actors in the transition to a more sustainable society. Citizens give high priority to both social and technical innovations that will allow them to make a difference in their daily lives.

- **The CASI-F** common framework for assessment and management of sustainable innovation can be applied in order to identify ways in which innovators can initiate public engagement activities as part of their innovation process, thus steering it towards more sustainable outcomes.

CREATION OF CO-OWNERSHIP TO SUSTAINABLE INNOVATION



CITIZENS HAVE A ROLE TO PLAY IN STRATEGIC DECISION ABOUT SUSTAINABLE INNOVATION

Conclusion

This policy brief has reviewed and showcased how CASI tools can be used when strengthening sustainable innovation policy. It is one of a set of 12 policy briefs, which carry out the same exercise and are summarized in Appendix 1.

Participants in the Danish policy dialogue workshop identified a policy need to be better at creating co-co-ownership to sustainable innovation. While the citizen engagement method proved most promising to fulfil that need, useful inspiration for other ways to create co-ownership is also available in CASIPEDIA and the citizen agendas for sustainable innovation.

Recommendations

Use citizen engagement to create more co-ownership to sustainable innovation, but make sure to do it well!



Further Reading and References:

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8. Sarkis, J., Cordeiro, J. J. and Brust, D. V. Eds. (2010). Facilitating Sustainable Innovation through Collaboration: A Multi-Stakeholder Perspective. Dordrecht: Springer.
9. Policy briefs from 12 countries on CASI tools for sustainable innovation policy needs are available at www.casi2020.eu.



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FUNDING SCHEME: Coordination and support action, funded under the 7th Framework Programme of the European Community, SCIENCE-IN-SOCIETY-2013.1.2-1.

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BUDGET: 4.5 M€, 428 person month

REFERENCE: Bedsted, Bjørn; Repo, Petteri; Matschoss, Kaisa (2017). CASI policy brief: Strengthening sustainable innovation policy with CASI tools: Insights for and from Denmark.

WEBSITE: www.casi2020.eu

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Appendix 1 Strengthening sustainable innovation policy with CASI tools in selected countries.

CASI Tool	Response	Evaluation
AUSTRIA		
Sparkling Innovation’ - Secure confidence in public participation processes and their effectiveness The recommendation is directly targeted at six Austrian ministries and calls for the establishment of a trans-sectorial effort to push both SI and public participation forward.		
CITIZEN ENGAGEMENT	Tools can assist in the engagement of different societal stakeholder groups and foster public interest in participation, especially in SI. Target groups could become a new driving force for SI.	Strategic
CASI-F / Roadmap methodology	It supports the definition of targeted actions and the development of an action roadmap for different stakeholder groups when it comes to the create confidence in public participation processes on various levels, including SI.	Very useful
CASIPEDIA	Offers examples of participation and societal engagement in general and in sustainable actions in particular. These examples include participatory budgeting, environmental education, environmental and energy management processes and many more.	Very useful
CITIZEN SI AGENDAS	Can support the definition and prioritisation of areas of public participation and the collection of ideas.	Applicable
BELGIUM		
To create space for and valorise participation to innovate		
CITIZEN ENGAGEMENT	Engaging community members by using tools of citizen engagement can positively affect skills and attitudes towards being more open to others and other perspectives. The methodology can also be adopted to make participation more visible and recognize the contributions and injected knowledge of citizens.	Strategic
CASI-F / Roadmap methodology	CASI-F allows for ‘space’ for everyone to take part in the exercise of developing a roadmap and the decision about who should carry out which tasks or take up which responsibilities. it can be adopted as a decision-making model that creates ownership.	Very useful
CASIPEDIA	It can be used to benchmark sustainable innovations. It also supports learning from other sustainable innovations’ solutions to the need of valorisation and ensuring shared leadership.	Applicable
CITIZEN SI AGENDAS	It can serve as a point of reference and regarded as an approach to valorise participation.	Applicable

CASI Tool	Response	Evaluation
BULGARIA		
Promote active engagement of citizens, CSOs and other stakeholders in the policy making processes in Bulgaria, in particular those in the field of science, technology and innovation.		
CITIZEN ENGAGEMENT	The methodology can be replicated in the process of developing a platform for societal engagement in the co-creation of programmes and priority setting.	Very useful
CASI-F / Roadmap methodology	CASI-F can help build capacity for designing, implementing and evaluating actions, which take into account citizens' and/or stakeholder' perspectives and integrate these to attain sustainability of the achieved outcomes.	Strategic
CASIPEDIA	CASIPEDIA illustrates the significance of building multi-stakeholder alliances and platforms for incorporating various perspectives in the process of design and implementation of generated innovations.	Applicable
CITIZEN SI AGENDAS	The SI agendas can contribute to strengthening the connection between science and society and demonstrate the value of public engagement in the processes of R&I and sustainability policies.	Strategic
CZECH REPUBLIC		
Reduce fragmentation and improve coordination and collaboration between societal actors to facilitate knowledge co-creation and exchange and more effective and evidence-based decision-making in relation to sustainable bio-fuel and renewable energy solutions.		
CITIZEN ENGAGEMENT METHODOLOGY	Engaging citizens in science and policy-making empowers them and helps them recognise their role, rights and also duties. However, given the level of granularity and specific research areas and topics related to bio-fuel and renewable energy solutions, while the methodology may be useful to raise awareness and understanding amongst citizens, it should be combined with other perspectives and approaches (e.g. critical issue analysis) in order to deliver more robust and legitimate results.	Strategic

CASI Tool	Response	Evaluation
CASI-F	The 5-step approach of CASI-F can be used to improve the assessment of sustainable bio-fuel and renewable energy solutions and support managerial decisions at different levels for the quadruple-helix of SI actors. For policy-makers, the results from the analysis of co-created knowledge and insights can serve to address wider systemic issues through the identification and formulation of SI priorities and R&I Policy Agendas. The quadruple-helix approach to SI agendas can be used to identify the alignment of innovators' goals/objectives with those of policy makers and research community, as well as civil society, in order to improve the coordination of actions targeting societal challenges, break down the barriers of silo mentality and promote collaboration rather than competition between SI actors.	Strategic
CASIPEDIA	Collaboratively assessing the sustainability of solutions to create sustainable bio-fuel and renewable energy through a fully-fledged multi-criteria analysis and assessment of practices, outcomes and key players associated to mapped solutions. The co-creation of knowledge is of particular importance in the context of renewable energies given its wide application across various areas and sectors.	Strategic
CITIZEN SI AGENDAS	The agendas can be a useful input for policy-makers when combined with different perspectives and scientific research on bio-fuel and renewable energy solutions. Mapping CASI citizen priorities against innovators' objectives, Horizon 2020 priorities and policy insights from CASI policy briefs, allowed integrating and reflecting a multi-actor perspective in the formulation and prioritisation of R&I policy agendas for SI. To further increase the usability of citizen priorities for policy-making, a systematic and comprehensive assessment and analysis of critical issues related to citizen visions could be performed using the CASI-F approach.	Strategic
DENMARK		
How to achieve more co-ownership to sustainable innovation?		
CITIZEN ENGAGEMENT	Can help foster co-ownership among citizens by engaging them in setting priorities for sustainable innovation.	Strategic
CASI-F / Roadmap methodology	Can help innovators identify ways to create co-ownership to their innovations.	Applicable
CASIPEDIA	Provides a number of useful examples of how to foster co-ownership through public engagement.	Very useful

CASI Tool	Response	Evaluation
CITIZEN SI AGENDAS	Provide useful evidence for the clear wish among both Danish and other European citizens to be actors in the transition to a more sustainable society.	Very useful
FINLAND		
How to create experimentation where users are engaged and can have an influence? Funding, transparency, engagement, user innovation		
CITIZEN ENGAGEMENT	Tool for citizen engagement that targets priority setting (especially for funding, supports transparency, accomplishes engagement)	Strategic
CASI-F / Roadmap methodology	Can assist in the implementation of targeted experiments (mapping issues, identifying critical issues and creating actions and action roadmaps, support for achieving experimental activities and engaging users)	Very useful
CASIPEDIA	Examples for funding, evaluation of funding schemes, examples of user innovations, look for best practices in SI (especially as benchmark against existing initiatives)	Very useful
CITIZEN SI AGENDAS	Can assist in the definition of the area of experimentation (allocation of research and innovation funding, provide ideas based on what citizens have prioritised)	Applicable
GERMANY		
Creating new forms of dialogue and joint solution development between different stakeholder groups/Involvement and empowerment of civil society and citizens		
CITIZEN ENGAGEMENT	Low-threshold approach to engage and empower citizens; can be a constructive way of engagement (regulatory level); creates an open process and could be one part of the establishment of a 'culture of participation' (see the results from the policy dialogue)	Strategic
CASI-F / Roadmap methodology	Can foster new forms of cooperation between different stakeholder groups through raising awareness about the importance of their involvement; shows possibilities of implementation	Strategic
CASIPEDIA	The database can be useful as orientation of existing initiatives and best practice example	Applicable
CITIZEN SI AGENDAS	Empowerment of citizens, support the enabling of citizens to influence policy making and that their ideas will be taken seriously; new form of joint solution development (between citizens, civil society, science and politics)	Strategic
ITALY		

CASI Tool	Response	Evaluation
Bridging the gap in between citizens and policy makers leading towards increasing populism (in negative terms). Need for developing bottom up policy approach and measures.		
CITIZEN ENGAGEMENT	CASI citizen engagement methodology could be used as pre-prepared tool for the planned activities that would be including public engagement, as well as a base for the training activities on the topic, including raising of awareness and promotion.	Strategic
CASI-F / Roadmap methodology	CASI-F was recognised by Italian stakeholders as an innovative sharing tool aimed at supporting the innovation processes through sharing of new experiences with different actors and assessing the state of advancement of projects and contributes to the design of the new ones.	Applicable
CASIPEDIA	Found as an inspiration for further improvement of the policy structures/tools and measures.	Very useful
CITIZEN SI AGENDAS	Can be used as a benchmark in the design of the future policy measures and tools in order to align the planned developments and measures with the expectation of citizens.	Applicable
POLAND		
Efficient tools assisting wide public participation in policy-making		
CITIZEN ENGAGEMENT	Citizen engagement methodology addresses the key need and challenges identified by the stakeholders in Poland in most comprehensive and exhaustive way. It is a practically ready for adoption complete methodology focused on involving both non-professionals and experts into the process of setting-up strategic priorities. This participative methodology, being far different from what is commonly used in Poland as public consultations, empowers the participants and creates the ownership of the results (policy priorities, objectives) through the collaborative process. It addresses raised issues of reaching different social milieus and adjusting the information to the target groups. Also the Citizens Panels as an inclusive exercise have potential to convince people that they have a real influence on policy-making process.	Strategic
CASI-F / Roadmap methodology	The framework for assessment and management of sustainable innovation (CASI-F) build on CASIPEDIA cases from different countries has a potential of analyzing specific area of policy-making process in Poland in a larger context of international activities on strategic and operational levels. Mapping process and identification of critical issues can be an inspiring exercise and fuel the discussion with an external perspective.	Very useful

CASI Tool	Response	Evaluation
CASIPEDIA	The framework for assessment and management of sustainable innovation (CASI-F) build on CASIPEDIA cases from different countries has a potential of analyzing specific area of policy-making process in Poland in a larger context of international activities on strategic and operational levels. Mapping process and identification of critical issues can be an inspiring exercise and fuel the discussion with an external perspective.	Very useful
CITIZEN SI AGENDAS	Citizen agendas for sustainable innovation seem to respond to the issue of providing attractive information and education activities with engagement of citizens and can be treated as applicable in terms of addressing policy need. The top-10 research priorities elaborated by experts following the citizens' visions of the future and validated by Citizens' Panels are tangible illustration of how the wide public participation in policy-making delivers specific results and therefore can serve as a good practice mobilizing groups of people from different backgrounds.	Applicable
PORTUGAL		
Identified policy need is a suitable communication that could be used to promote societal engagement activities on sustainable innovation with a large coverage and to reach the target audience, enabling policymakers to tackle this barrier more easily, consisting : (1) Low visibility for target audience; (2) Unclear language in communications (often too formal and complex); (3) Limited audiences that are reached via some channels, but reluctance to try new approaches that might attract new stakeholders; (4) Giving value to the public opinion by taking the outputs of societal engagement into account in decision-making (Based on 'Listen, reply, act' model). The citizen engagement methodology promoted within CASI, as well as the CASI-F framework may provide key guidance throughout the process of reaching the correct audience and communicating to them in an appealing manner.		
CITIZEN ENGAGEMENT	Is the most useful CASI result for setting priorities related with societal engagement and influence in the domain of sustainable innovation management. This methodology can also support transparency in policy development and lead to further engagement of users, as innovators. Making use of citizen engagement methodology can be considered of strategic importance for these reasons.	Strategic and very useful
CASI-F / Roadmap methodology	Is an excellent methodology for building an Action Roadmap. With this model, the innovator will be creating a detailed plan focusing on the implementation of one or several actions from a management perspective considering four key dimensions (context, people, process and impact), thus guaranteeing the successful management of a given sustainable innovation. It is the way to plan the needed steps for the future, helping the innovator focusing on building strong and justified practices (involving other stakeholders) and measuring its success.	Very useful

CASI Tool	Response	Evaluation
CASIPEDIA	Is a database of initiatives and examples of sustainable innovation, which collects more than 500 entries at EU-level and serves as a source of inspiration for many other innovations and/or projects. May be particularly useful as a starting point for setting up the motto for societal engagement activities.	Very useful
CITIZEN SI AGENDAS		Not mentioned in the policy brief
SLOVENIA		
Holistic approach towards public consultation		
CITIZEN ENGAGEMENT	This tool is considered applicable for development of unified methodology for organisation of public consultations. A systematic approach towards citizen engagement could be obtained.	Strategic
CASI-F / Roadmap methodology	Useful tool which could be used for strategical planning, assessment and future management and development of the public consultations.	Very useful
CASIPEDIA	Applicable for planning public consultations as well as for the assessment of results of public consultation.	Applicable
CITIZEN SI AGENDAS	The tool is considered applicable in planning and evaluation	Applicable
UNITED KINGDOM		
To ensure the 'Brexit' process pays attention to globally impactful environmental issues and the need to promote a more inclusive, innovative and reflective society in the UK.		
CITIZEN ENGAGEMENT METHODOLOGY	Achieving a better understanding of strategies and mechanisms that would maintain people engaged and committed to citizens' science despite the sense of detachment that abandoning European science policies and funds may create in many of them.	Strategic
CASI-F	CASI-F could help identifying what sort of initiatives may be implemented by the quadruple helix of SI actors i.e. government, business, civil society, and research & education, to strengthen the UK society in this unpredictable political and social context. The multiple-stakeholder dimension of CASI-F enables not only the identification of these initiatives but also the elaboration of short-medium-to-long-term action plans.	Strategic

CASI Tool	Response	Evaluation
CASIPEDIA	Scanning, mapping and recording in the CASIPEDIA database sustainable innovation activities (practices, players and outcomes) enable the framework to assist UK policy makers in the formulation of more efficient and evidence-based policies.	Strategic
CITIZEN SI AGENDAS	Making more dynamic and open the participation of citizens in social groups and communities serves to guarantee that a wider variety of people's expectations and concerns are heard.	Strategic

Appendix 1 summarises relevant and representative policies and initiatives in selected countries participating in the CASI project. Each of these summaries is presented in greater detail in respective national level policy briefs available on the CASI website at www.CASI2020.eu. A more in-depth European level policy brief is also available on the site.