

OWL colloquium: Athena's platform for deliberating science-society interactions

23-06-16

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Athena's monthly colloquium



We are happy to announce that our next OWL colloquium speaker is Prof.Dr. Ellen Moors.

Date & time: **24/06/2016, 16:00-17:00**

Venue: Room **WN-C638** in VU University
Amsterdam, De Boelelaan 1085

Abstract: Co-Creation in Health Innovation

Modern society faces complex and persistent global challenges for which more than one solution exists, including climate change, non-communicable diseases and unmet medical needs. These solutions often revolve around innovations. But such innovations require change in different domains, as stakes are high and multiple actors are involved. Various trends are visible: First, new technologies are increasingly complex and converged, such as nanomedicines or biochips. Second, public engagement grows. Third, innovations cannot be understood without its intertwinement with regulatory practices, as novel health claims on food products or regulation of advanced medicines show. It is clear that society increasingly relies on co-creation to make innovation a success. We define co-creation as the cooperation of multiple actors in a creative process, aligning various ideas, expertise, values and interests. Moreover, we propose a new take on the systemic innovation approach that uses the lens of co-creation as an ongoing alignment process of convergence, collective actions, and institutionalisation, and that could lead to improved innovation outcomes. Insights from multiple disciplines are combined, and we focus on examples from orphan drugs and personalized medicines development, tackling unmet medical needs, and perform longitudinal case studies on the dynamics of co-creation, as enacted in spaces of technological design, user communities, and regulatory practices.

About our speaker: Ellen Moors is full professor of Sustainable Innovation at the Copernicus Institute of Sustainable Development of Utrecht University. She holds a MSc in biochemistry, a PhD in technology management, and postdoc experience in science and technology studies. Her research focuses on the dynamics and governance of technological innovations in science-based sectors in which emergent technology development occurs, such as in health and life sciences. Her theoretical focus is on user-driven innovations, and also concentrates on studying changing institutional arrangements in health innovations and safety-related vigilance systems. She publishes on topics including technology dynamics and innovation management, technology strategies, industrial production systems and user-producer interactions.

About the Athena Institute

The Athena Institute at VU University Amsterdam is part of the science faculty. From its early days in the 1990s onwards, it has developed tools and methodologies to deal with science-society interactions successfully and at all stages of research and innovation.

About the OWL colloquium

With its monthly OWL colloquium the Athena Institute aspires to stimulate an inter-, multi-, cross and trans-disciplinary process of deliberation about topics relating to the interface between science and society. Speakers from all corners both within and without academia (CSOs, policy, business and industry...) are invited to present on empirical, theoretical and methodological developments topical to bridging the variety of gaps that complicate science and society interactions.

For more information, please contact us at p.klaassen@vu.nl.