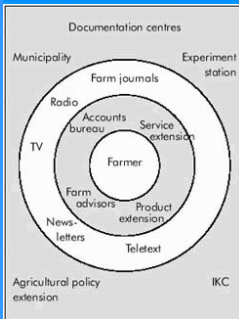
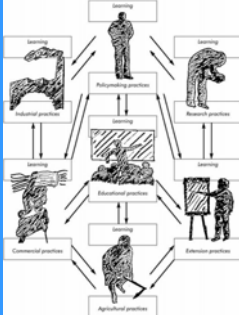




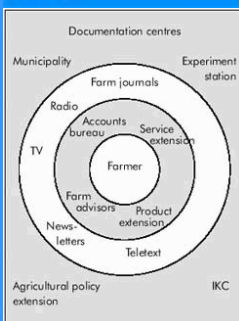
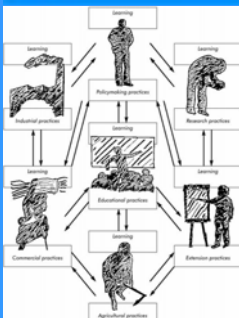
Networking for innovation as social practice....



Dr Ir Paul G.H. Engel



What do social actors do to innovate?



✓ They **search for** inspiring ideas, spaces, people, artifacts...

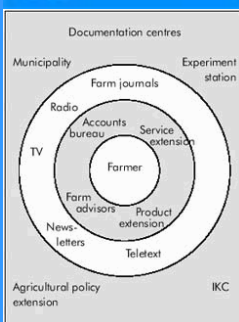
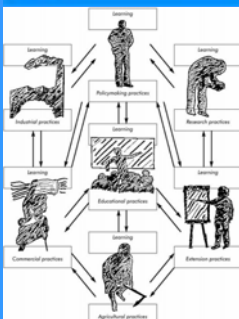
✓ They **challenge** each other to see things differently...

✓ They **ally themselves with others** to design and experiment with, promising propositions...



Networking for innovation (1)

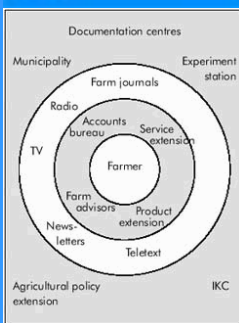
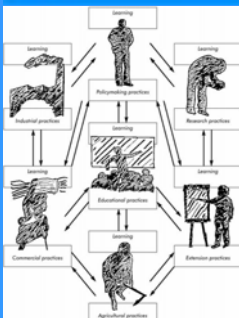
- ✓ It is NOT just communication; it is about managing social relationships with a purpose...
- ✓ Several actors hold keys to innovation; we don't know *a priori* who they are...
- ✓ Central is the process of *knowing*, the way people go about learning and acting their way towards an uncertain future...





Learning in 'practice'

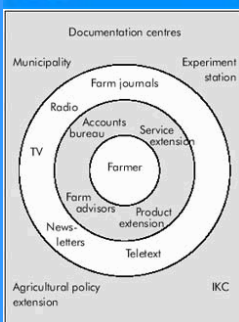
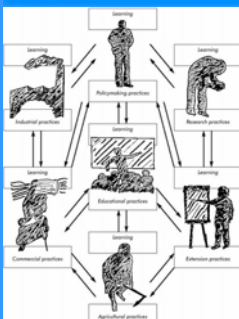
- ✓ Practices, or 'communities of practice' define and uphold standards and rules for competent performance
- ✓ Social practices versus technical ones
- ✓ 'Interplay' within a practice is driven by an ongoing struggle for performance
- ✓ External influence can speed up or slow down the basically, endogenous process





Networking for innovation (2)

- ✓ *Creating space for inquiry and learning in-and-across 'established practices'*
- ✓ *'Cross-wiring' diverse 'communities of practice' appreciated as relevant to the purpose of innovation*
- ✓ *(Un)easy partnerships: becoming 'PALs' (Pooling, Allying, Linking)*

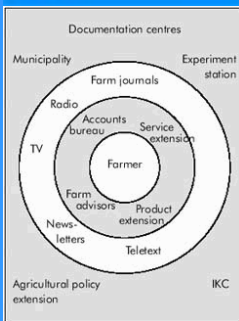
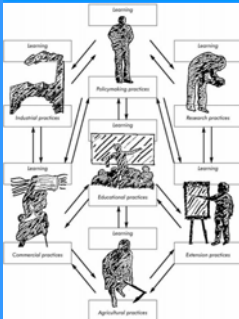




Networking as social practice

Networking for innovation is itself a 'cross-cutting' social practice:

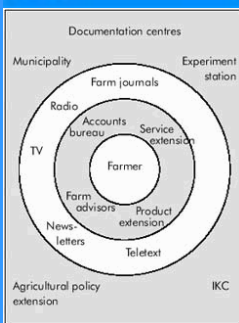
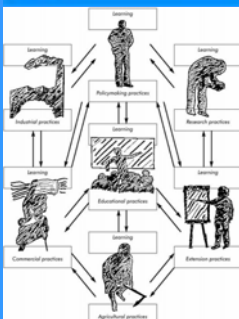
Standards and rules for good practice should be developed and upheld...





Standards and rules for ...

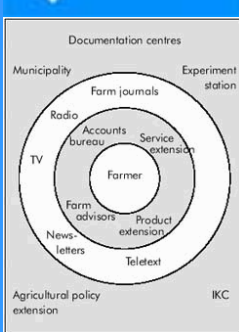
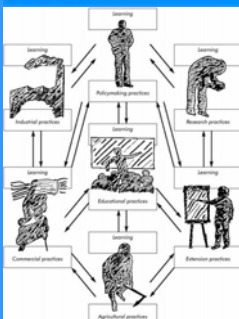
- ✓ Identifying and building relationships with, *relevant 'outsiders'*
- ✓ Creating opportunities for joint inquiry and learning, defining and probing of *relevant volitions, propositions, contexts*
- ✓ Constructing *well-probed beliefs (knowledge)* in order to narrow down the scope and range of inquiry
- ✓ Pooling energies and, often other resources to act upon interesting propositions.

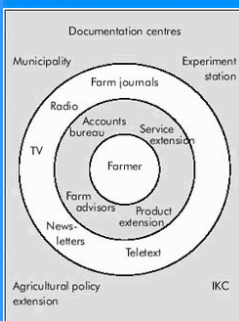
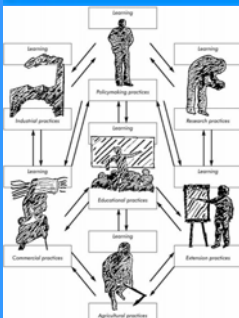




As a result forms of social organisation emerge...

- ✓ *Convergences* (rarely ever ‘consensus’): social actors narrowing down the scope of their arguments...
- ✓ *Communication/learning networks*: social actors creating joint learning opportunities...
- ✓ *Resource coalitions/alliances*: social actors deciding to pool resources ... (‘projects’)



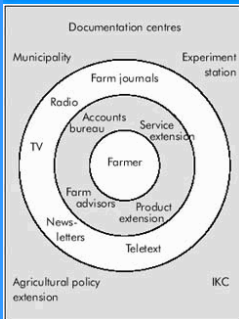
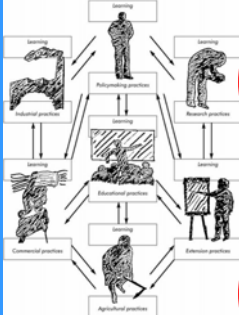


Over time, innovation configurations or 'schools of thought' emerge...

An example:

Safer, environmentally friendly traffic and transport in the Netherlands.

Schools of thought for safer, environmentally friendly traffic and transport in the Netherlands - 1994



Unlimited private mobility

Smart mobility

Car owners; industry...

Car hobby journals

Active travelers journals

Transport industry

Government Agencies/subsidies

Travelers associations

On-time delivery

Transporters journals

Environmental journals

Environment first

Environmental lobby