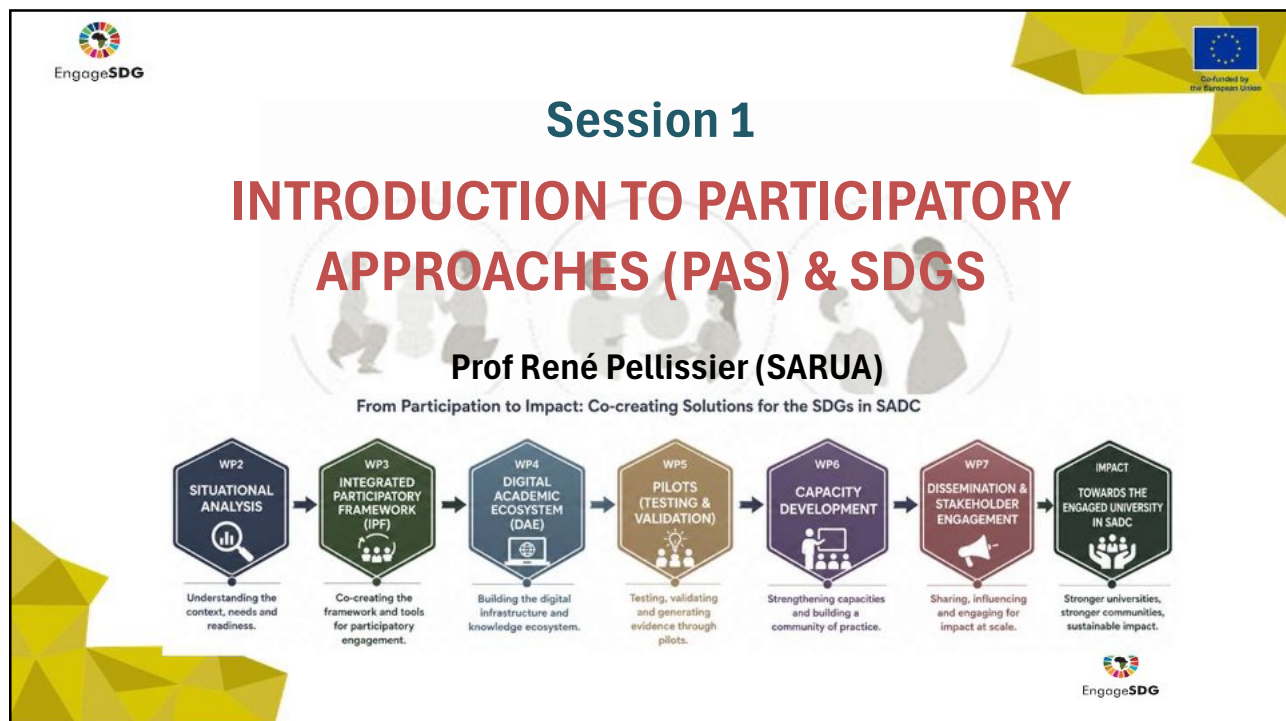
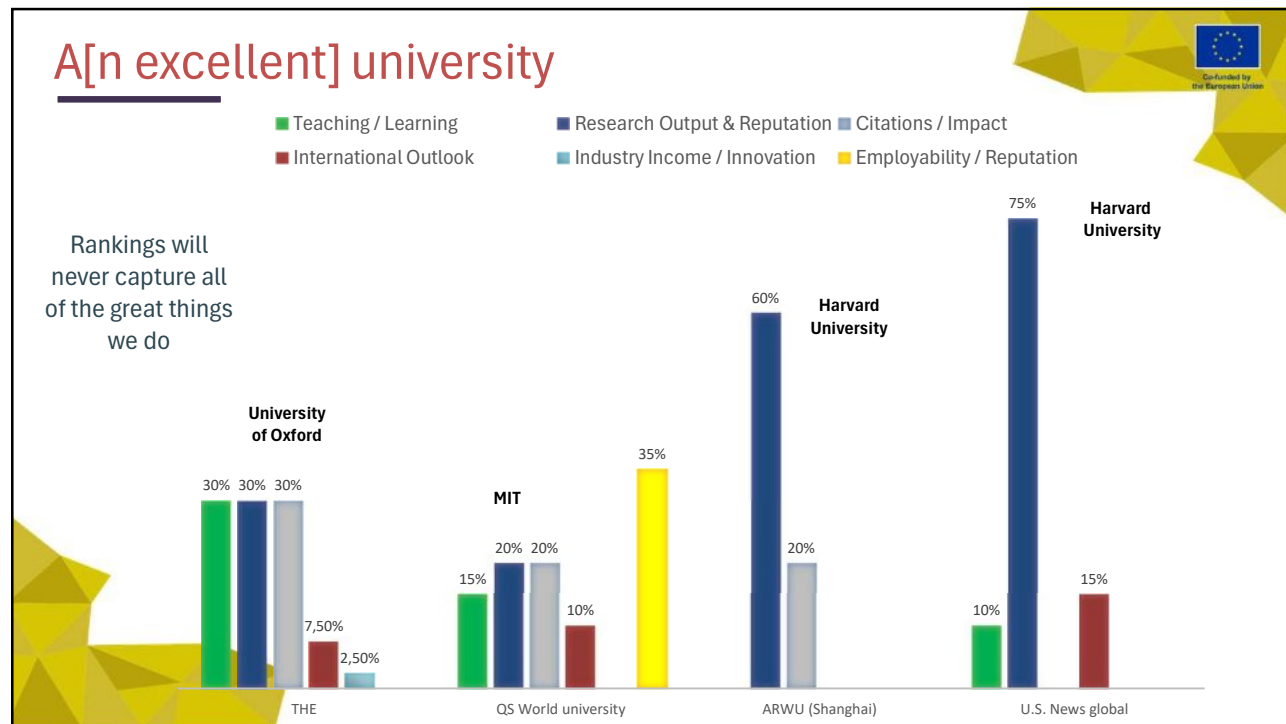




1



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## Think about this

1. Who currently benefits most from university research?
2. Who should benefit?
3. When last did a community *co-design* a research problem at your university?

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Certain fundamentals have **changed**

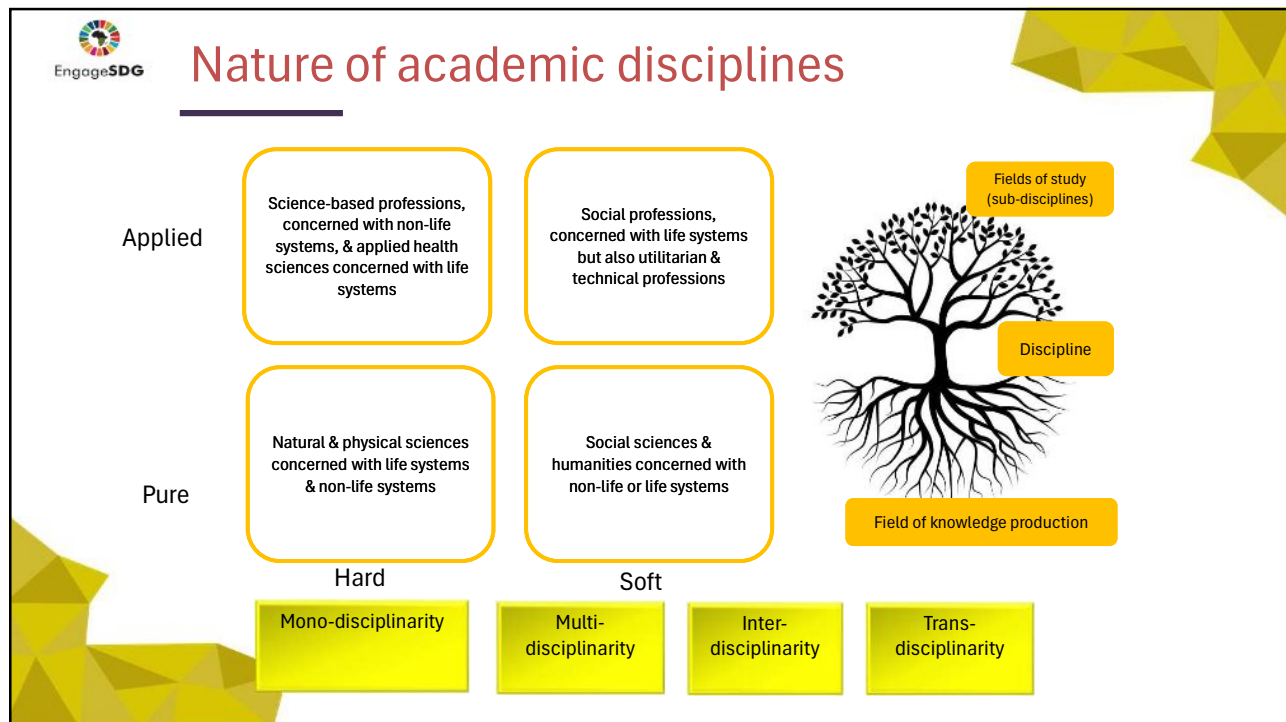
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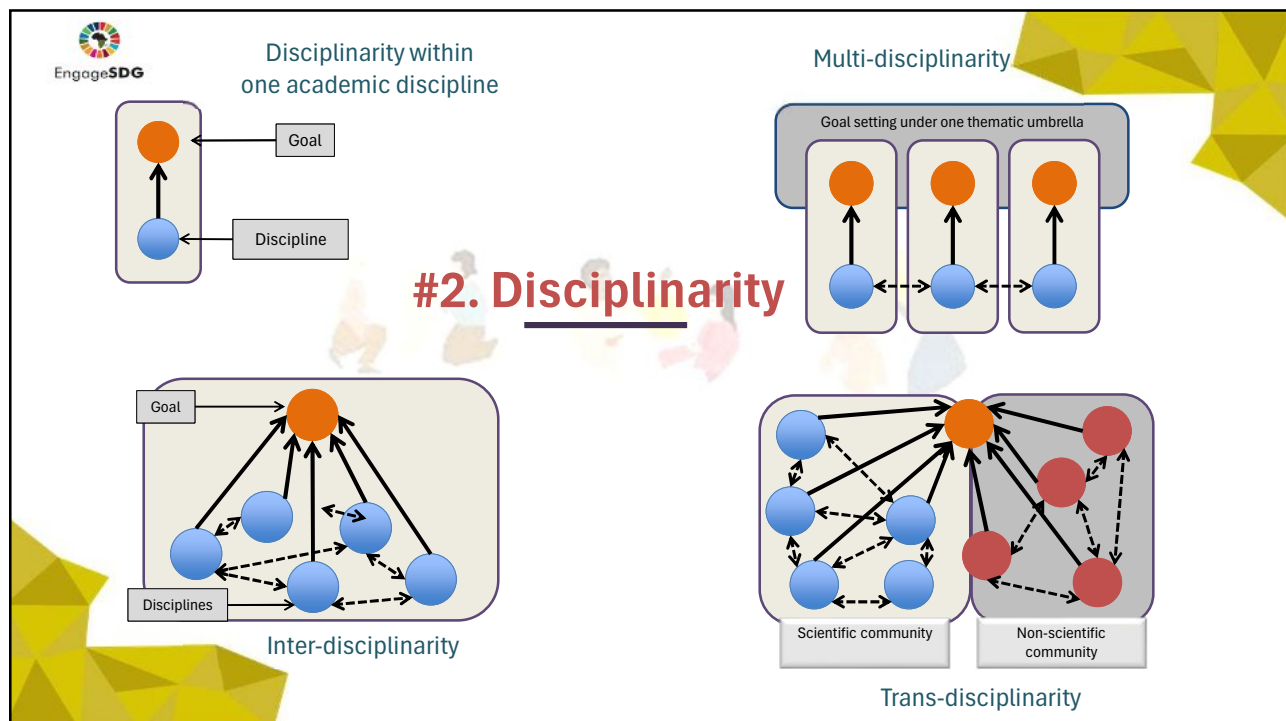
## #1. Modes of knowledge production

| Modes | What                            | Why                          | Where                            | Evaluation               |
|-------|---------------------------------|------------------------------|----------------------------------|--------------------------|
| 1     | Discipline-based theory         | Academic curiosity           | Universities                     | Peer review              |
| 2     | Application-based               | Societal needs               | Multi-disciplinary collaboration | Utility & relevance      |
| 3     | Innovation systems              | Knowledge co-evolution       | Institutional networks           | Systemic impact          |
| 4     | Sustainability & transformation | Societal/environmental goals | Societal integration             | Long-term societal value |

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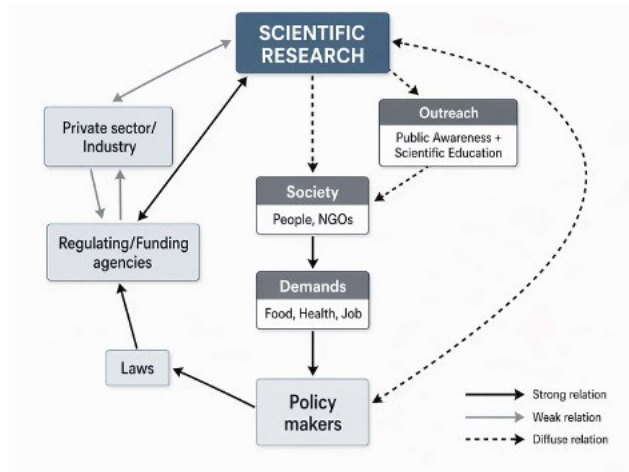


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### #3. Invite all **stakeholders** around the same fire

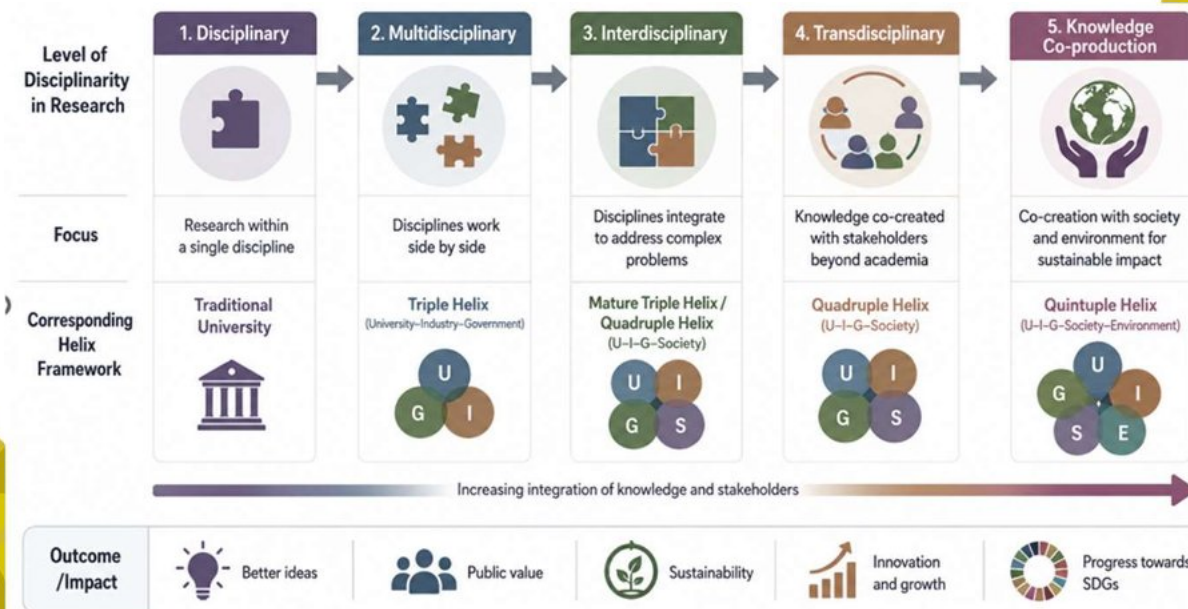
<https://heyzine.com/flip-book/14eef2db54.html#page/2>

<https://engagesdg.softtr.app/>



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### Linking **disciplinarity** to helix frameworks



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## The engaged university concept

- Abandons the traditional "ivory tower" model
- Recognises knowledge is co-created **with** external partners through reciprocal, long-term relationships
- Integrates teaching, research, innovation and service with the needs of society, working in **partnership with communities, government, industry and civil society** to create knowledge and solutions that generate public value

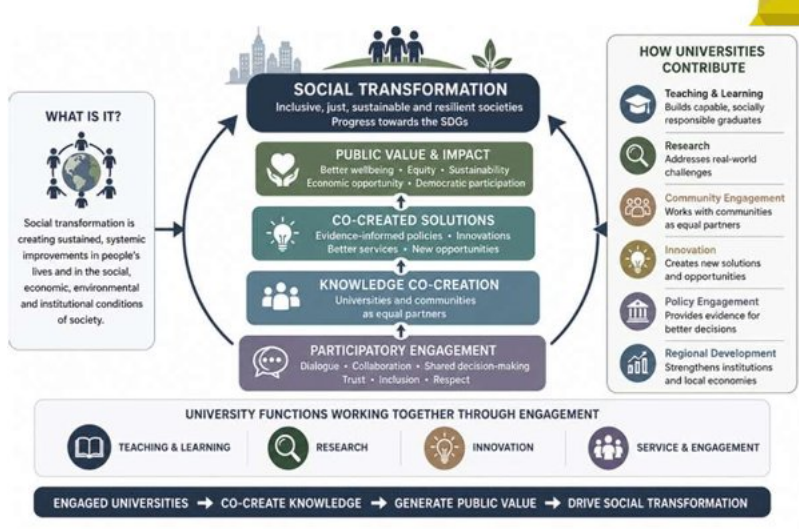



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## The engaged university towards social transformation

- **Traditional university** → Produces knowledge
- **Engaged university** → Co-creates knowledge with society

Social transformation is the long-term process through which universities, working collaboratively with governments, industry, civil society and communities, contribute to lasting improvements in human wellbeing, social justice, environmental sustainability, economic opportunity and democratic participation. Within the engaged university, social transformation represents the highest expression of public value, achieved through the co-creation and application of knowledge to address complex societal challenges.



**WHAT IS IT?**  
Social transformation is creating sustained, systemic improvements in people's lives and in the social, economic, environmental and institutional conditions of society.

**SOCIAL TRANSFORMATION**  
Inclusive, just, sustainable and resilient societies  
Progress towards the SDGs

**PUBLIC VALUE & IMPACT**  
Better wellbeing • Equity • Sustainability  
Economic opportunity • Democratic participation

**CO-CREATED SOLUTIONS**  
Evidence-informed policies • Innovations  
Better services • New opportunities

**KNOWLEDGE CO-CREATION**  
Universities and communities as equal partners

**PARTICIPATORY ENGAGEMENT**  
Dialogue • Collaboration • Shared decision-making  
Trust • Inclusion • Respect

**HOW UNIVERSITIES CONTRIBUTE**

- Teaching & Learning: Builds capable, socially responsible graduates
- Research: Addresses real-world challenges
- Community Engagement: Works with communities as equal partners
- Innovation: Creates new solutions and opportunities
- Policy Engagement: Provides evidence for better decisions
- Regional Development: Strengthens institutions and local economies

**UNIVERSITY FUNCTIONS WORKING TOGETHER THROUGH ENGAGEMENT**

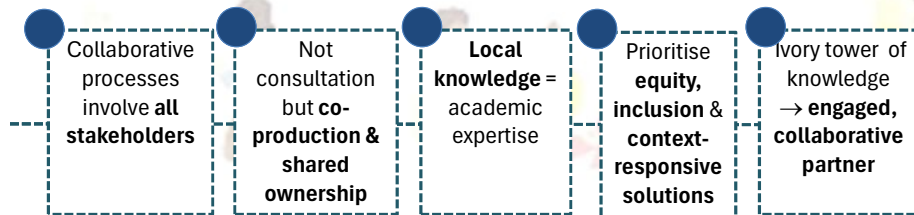
TEACHING & LEARNING | RESEARCH | INNOVATION | SERVICE & ENGAGEMENT

ENGAGED UNIVERSITIES → CO-CREATE KNOWLEDGE → GENERATE PUBLIC VALUE → DRIVE SOCIAL TRANSFORMATION

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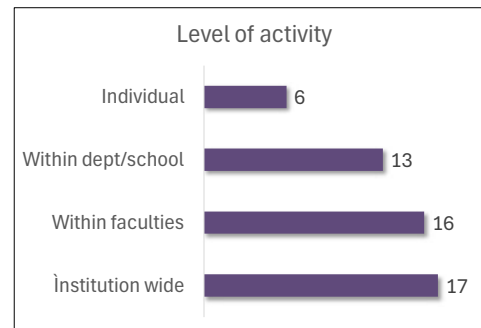
## Participatory Approaches

Participatory approaches **enable local people to share, enhance and analyse their knowledge of life and conditions, to plan and to act.** (Chambers, 1994).

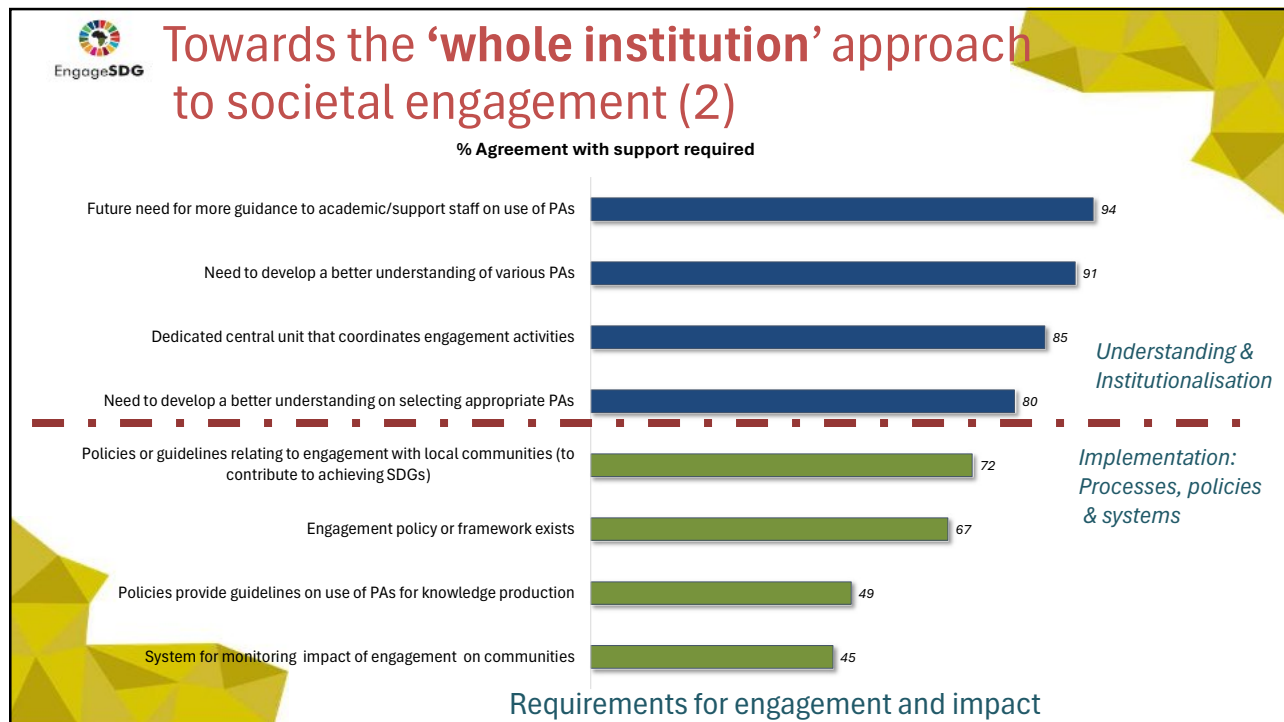


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## Towards the 'whole institution' approach to societal engagement (1)



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**EngageSDG**

## But it's not just moonshine & roses....

Confunded by the European Union

**University**

- Promotion rewards publications, not relationships
- Funding rewards speed, not inclusion
- Overworked & under-supported academics
- Imported best practice models are used
- Local culture, politics & history are overlooked

**Community**

- Participatory Approaches don't fail because communities are hard to work with.
- PAs fail because institutions invite participation without being willing (or able) to share power, time, resources or accountability.
- Participation becomes symbolic
- Communities sense this quickly & disengage
- Trust erodes faster than if participation had never been promised

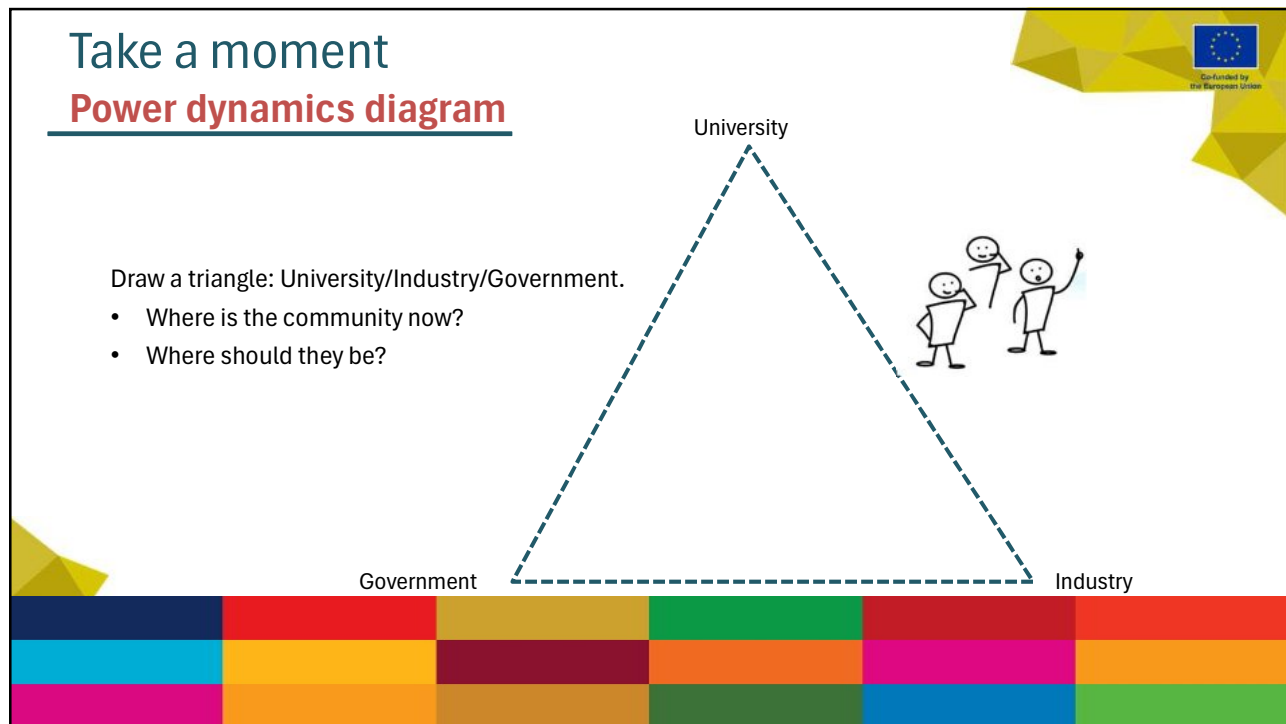
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## Take a moment

### Power dynamics diagram

Draw a triangle: University/Industry/Government.

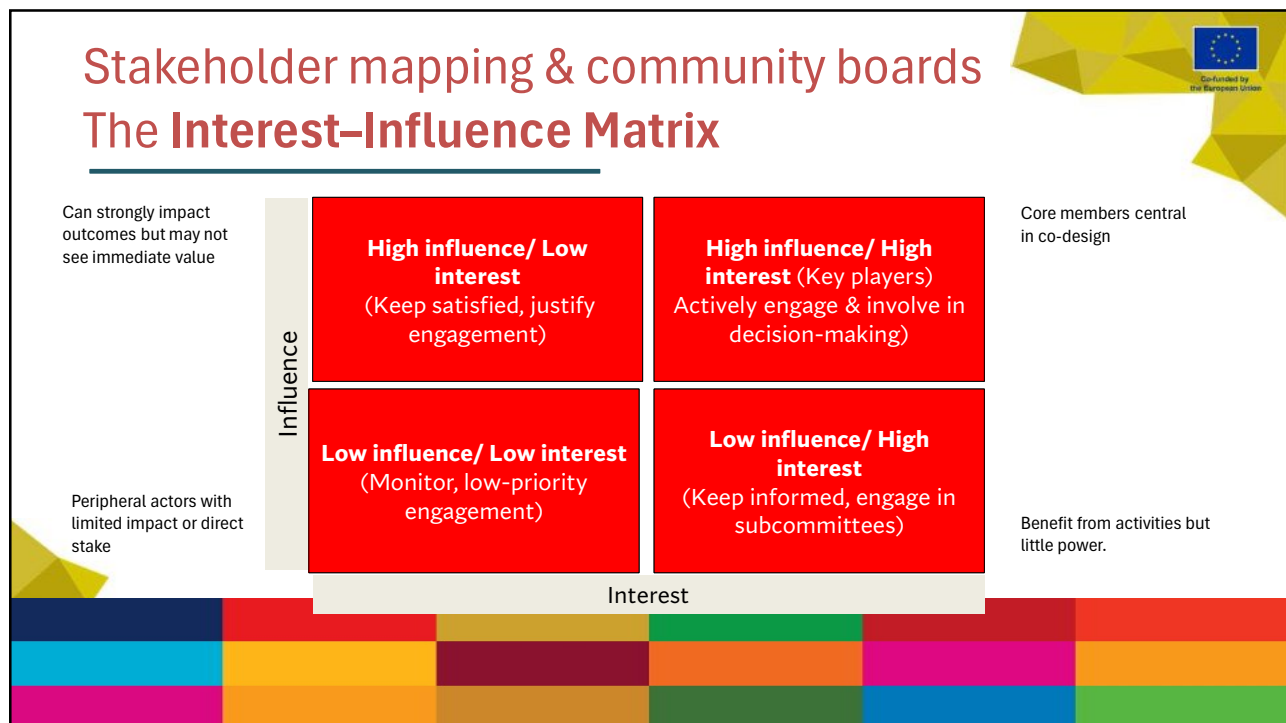
- Where is the community now?
- Where should they be?



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## Stakeholder mapping & community boards

### The Interest-Influence Matrix



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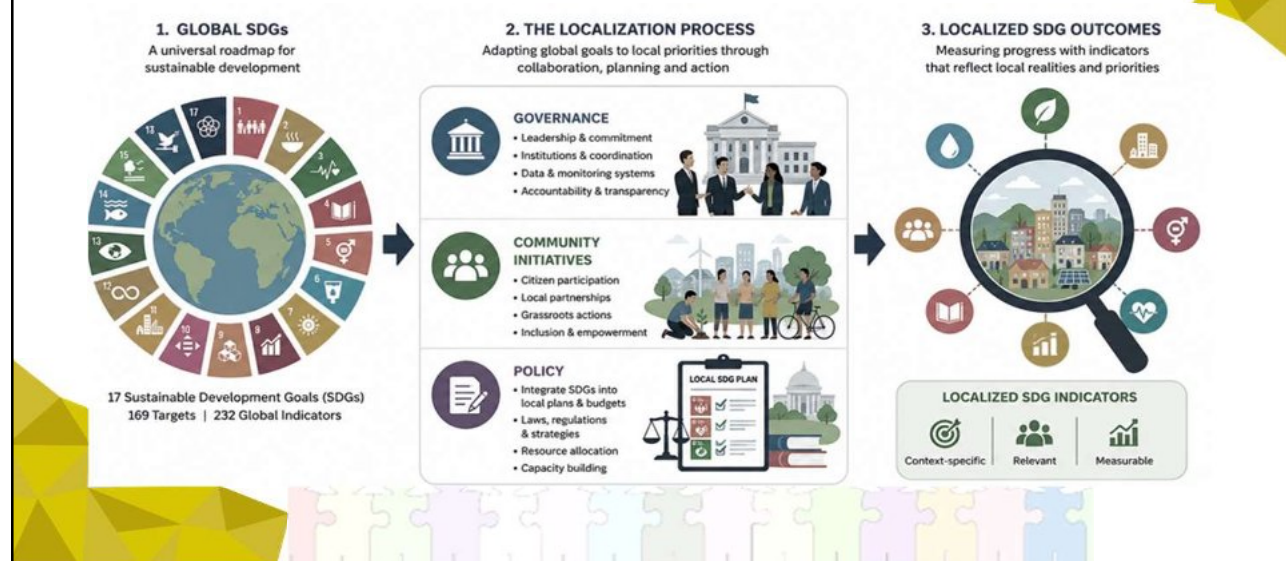
Local government Community-based organisations NGOs  
Business and industry Schools and TVET colleges Healthcare  
providers Faith-based organisations Traditional leaders (where  
appropriate) Youth representatives Alumni University  
academics Students Professional services staff

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## SDG Localization

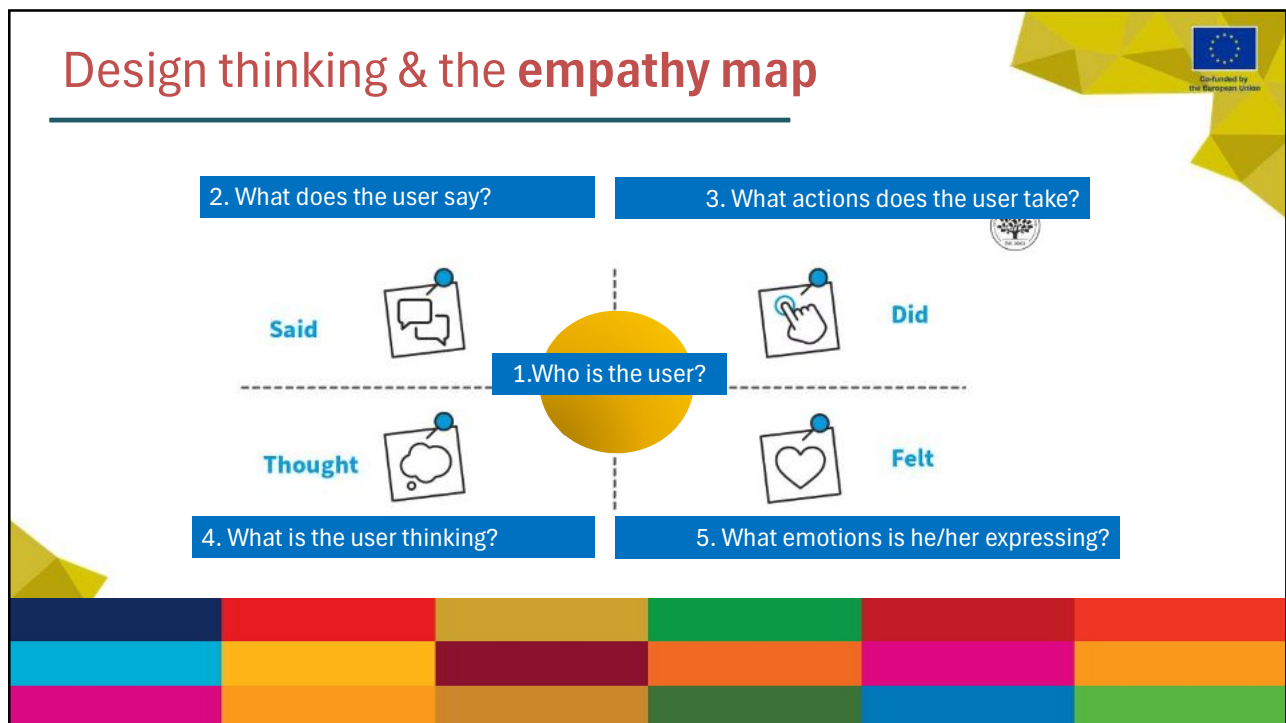
SDGs into local policies, community actions, governance structures & context-specific indicators achieved & measured



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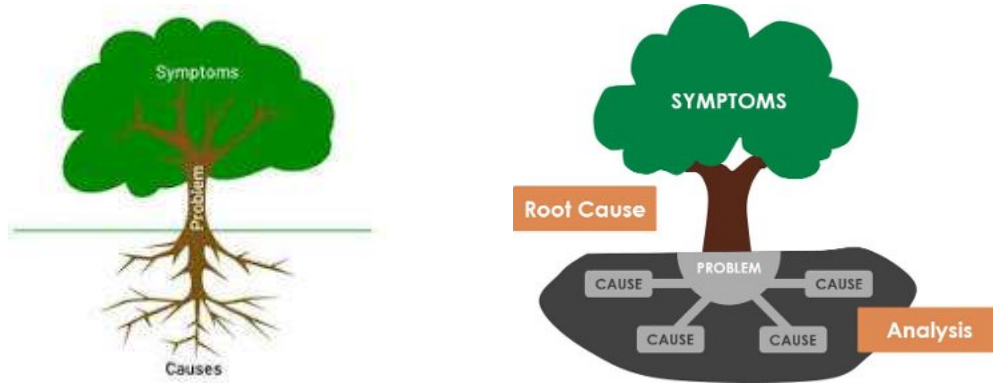


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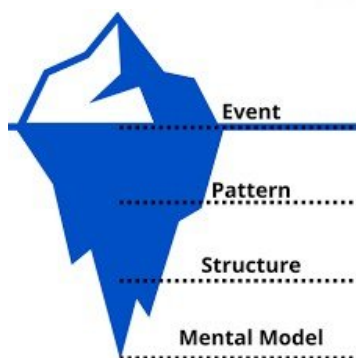
## Cause and effect & root cause analysis



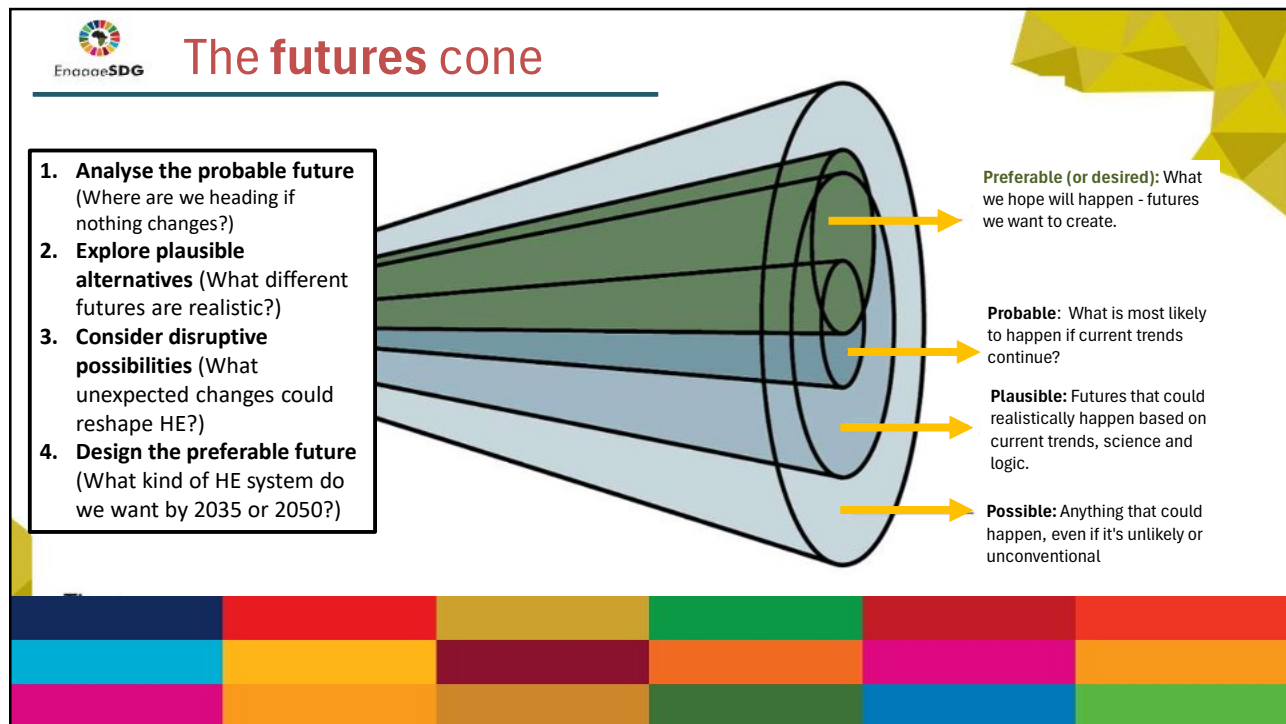
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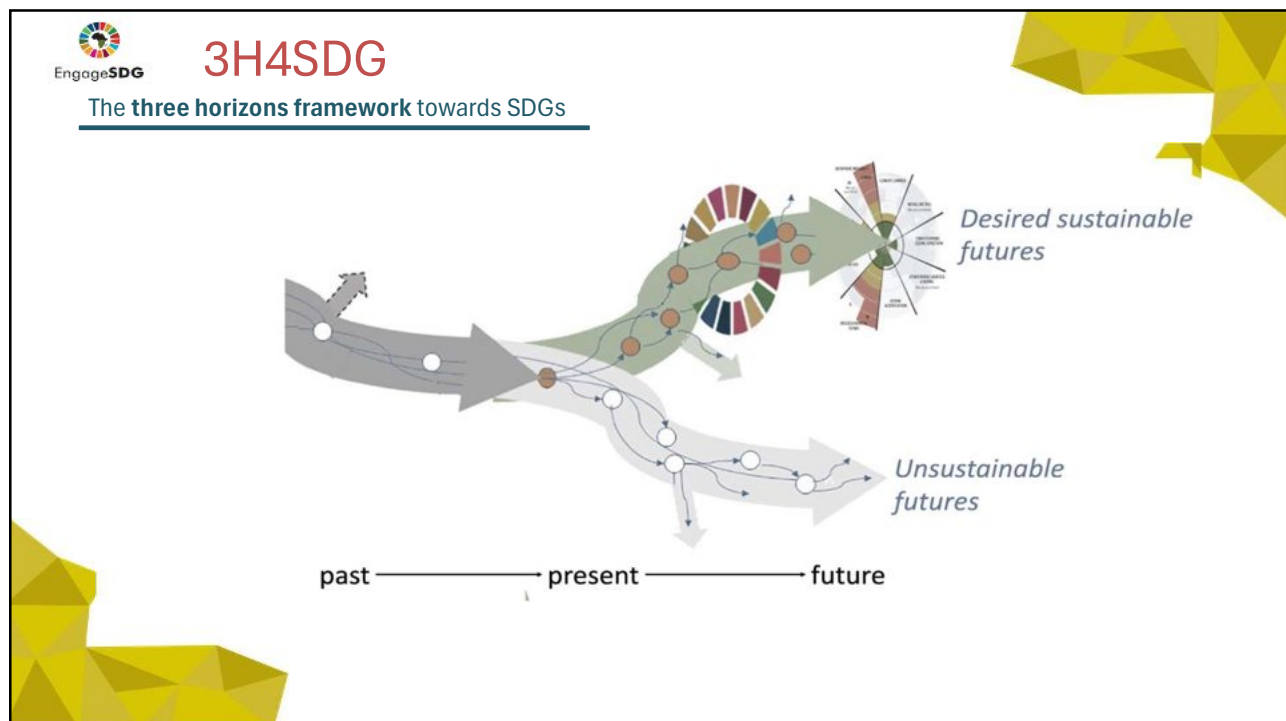
## The iceberg model



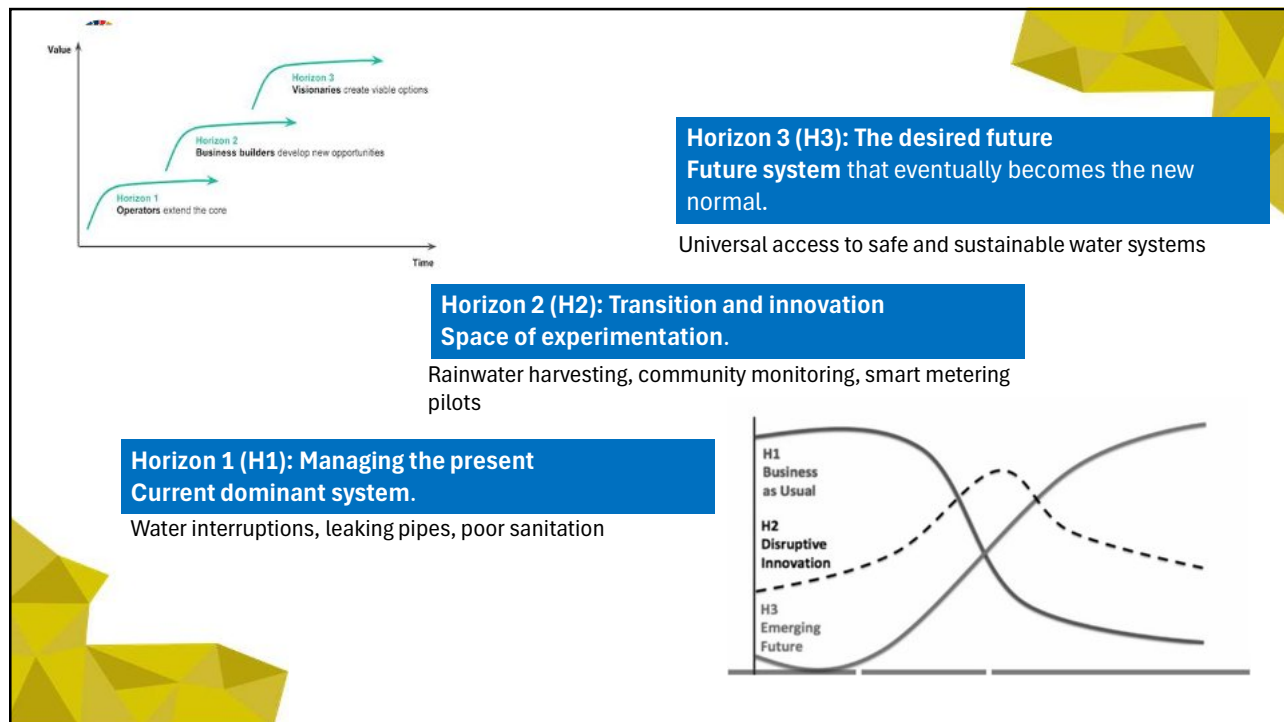
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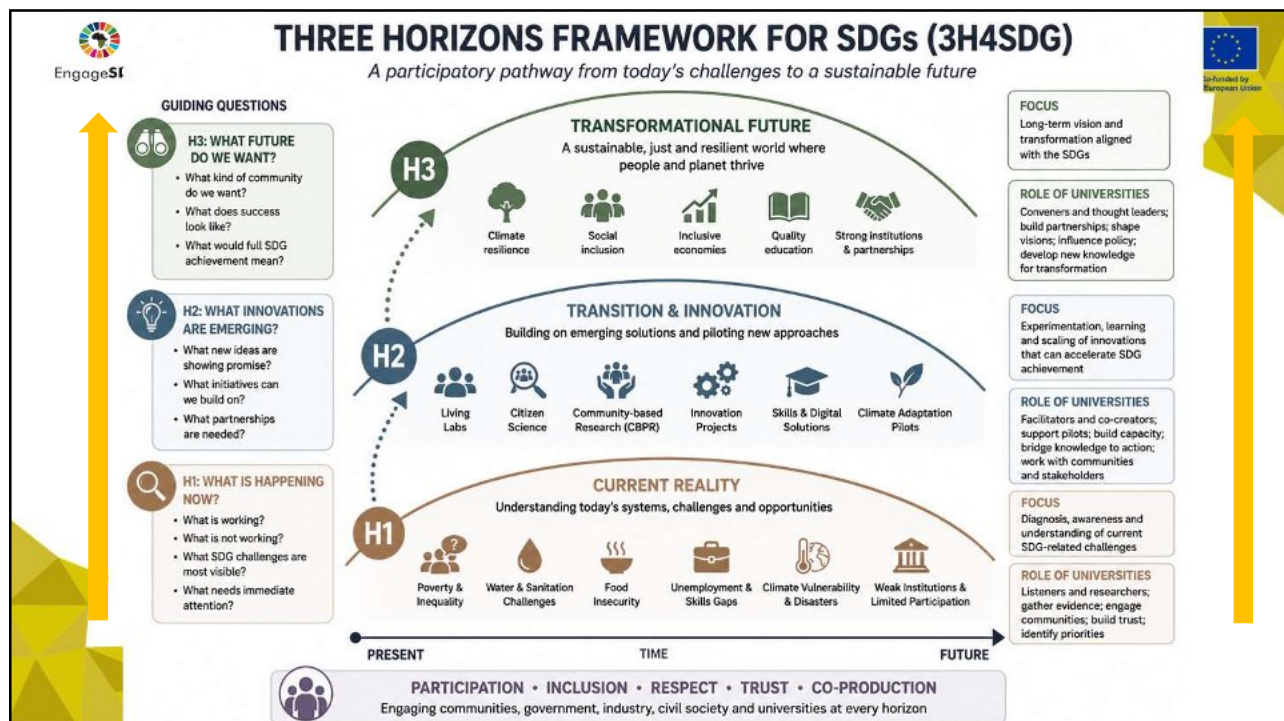
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Example for you: PA & SDG alignment

| Issue | SDG area / local priority | Current situation (1–5)<br>Bad to good | What is working? | What is not working? | Community suggestions (quick wins) | Partners needed |
|-------|---------------------------|----------------------------------------|------------------|----------------------|------------------------------------|-----------------|
|       |                           |                                        |                  |                      |                                    |                 |
|       |                           |                                        |                  |                      |                                    |                 |
|       |                           |                                        |                  |                      |                                    |                 |
|       |                           |                                        |                  |                      |                                    |                 |
|       |                           |                                        |                  |                      |                                    |                 |
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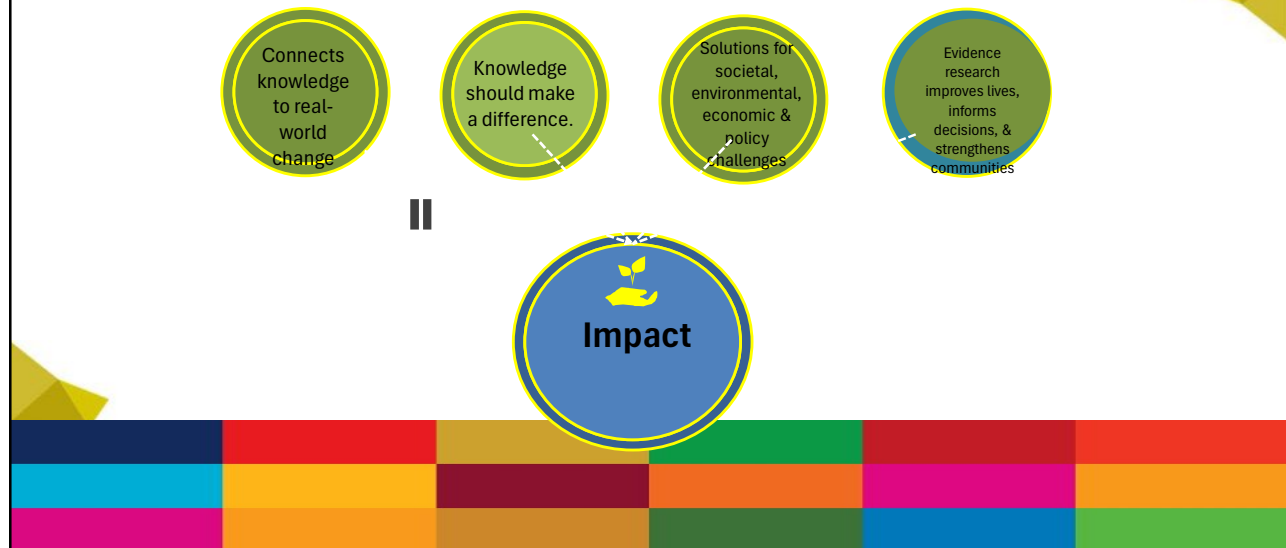
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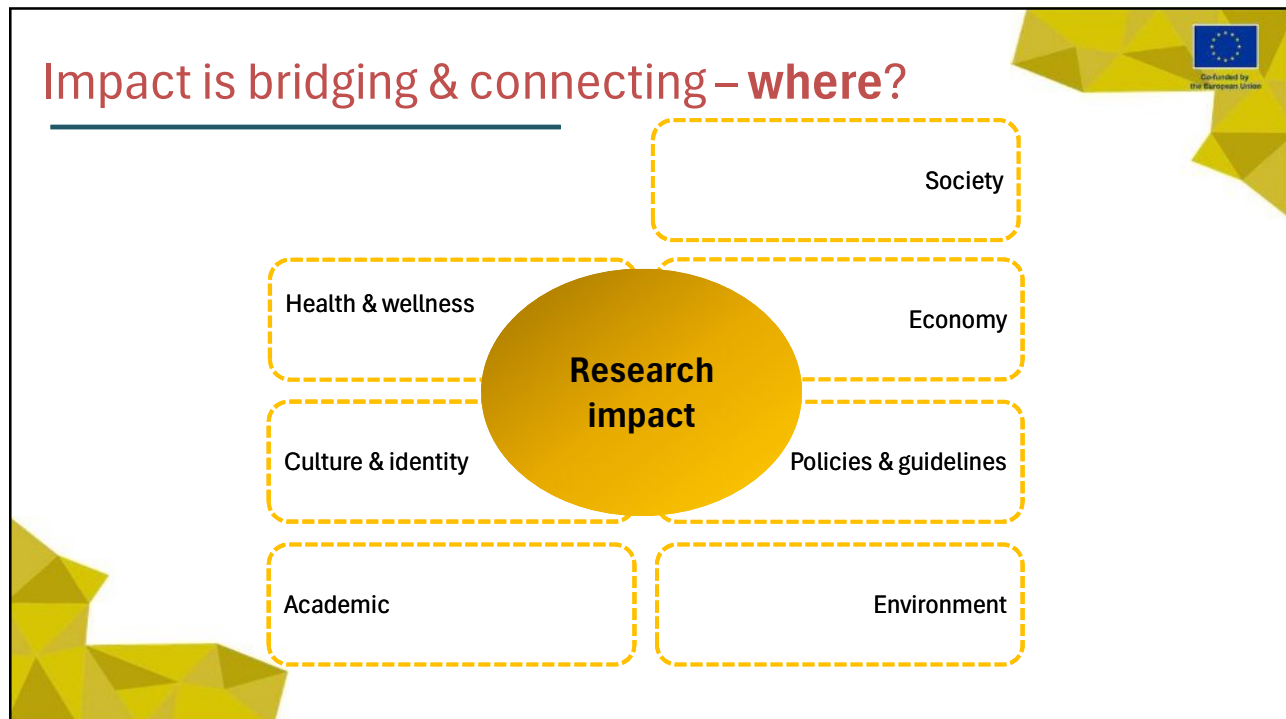
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## Why does impact matter?



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## Impact is bridging & connecting – where?



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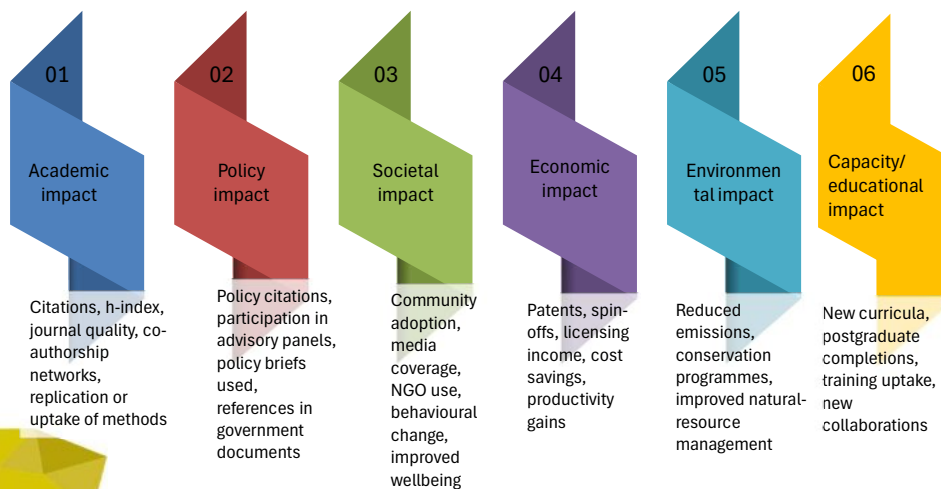
## Impact is bridging & connecting – who?



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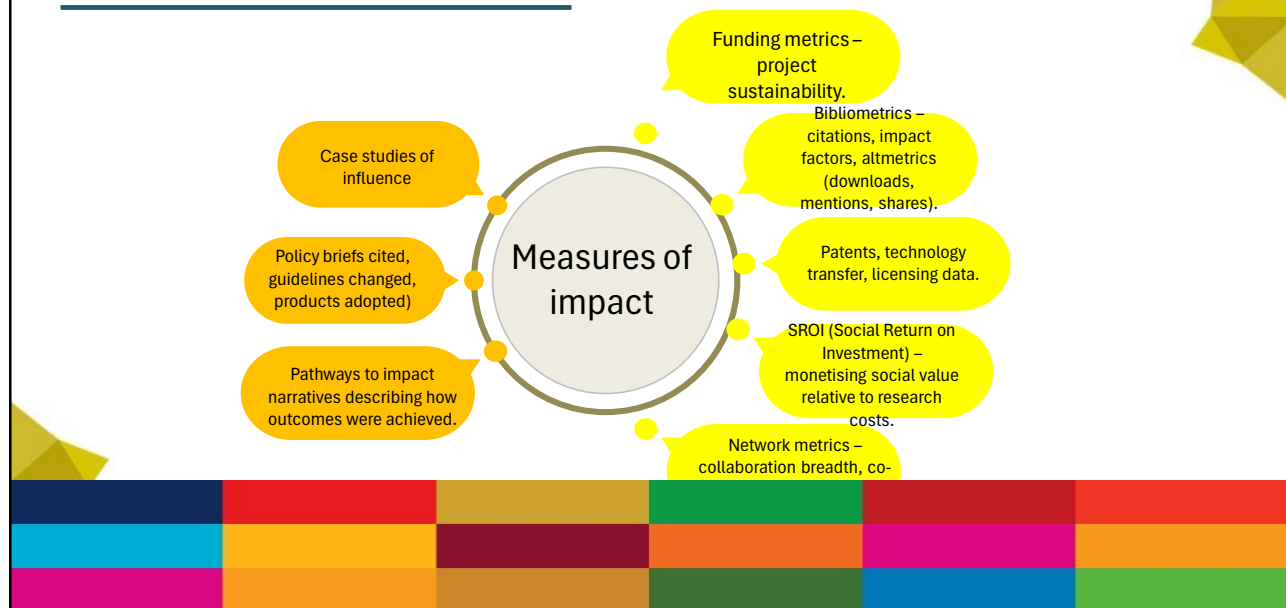
## Measuring research impact & demonstrating real-world change

- Beyond publications and citations
- Influence or contribution that research has on academia, policy, society, economy or environment.



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## Qualitative & quantitative measures



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## SROI

**SROI Ratio = (Total value of outcomes) / (Total investment)**

- SROI > 1: Social value generated exceeds investment.
- SROI < 1: Investment exceeds social value generated.
- SROI = 1: Social value equals the investment.

Measures social, environmental and economic gains that result from an investment.

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## Universities as **anchors towards SDG** implementation (1)

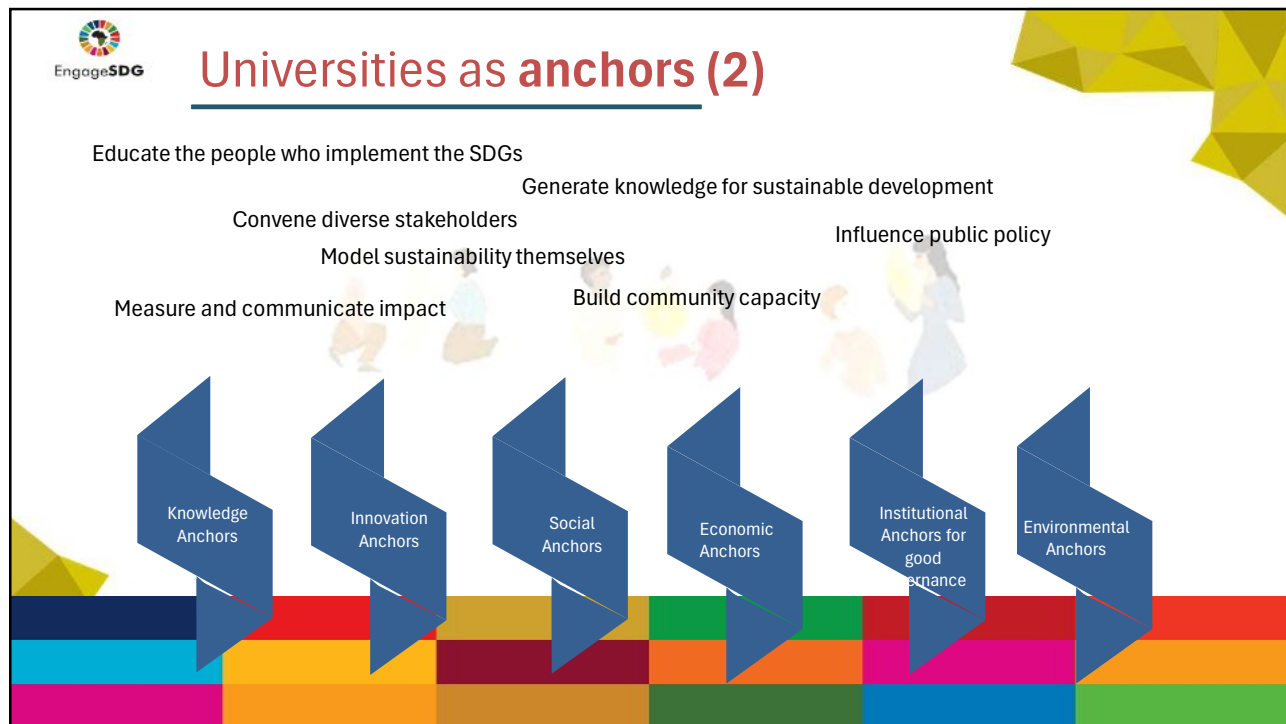
Universities combine **education, research, innovation, civic engagement & long-term regional presence** to convene stakeholders, **co-create knowledge, build capacity** and generate sustainable public value.

 The diagram consists of four circles arranged in a row, each with a colored dot (red or green) and a text label below it. The circles are interconnected by lines.
 

- Address inequality, local development needs & trust gaps** (Red dot)
- Improve relevance of academic outputs to societal challenges** (Green dot)
- Enhance community partnerships across diverse contexts** (Red dot)
- Support institutional transformation & regional collaboration** (Green dot)

 The slide also features a European Union flag logo in the top right corner with the text "Co-funded by the European Union" and decorative yellow geometric shapes in the top right and bottom left corners.

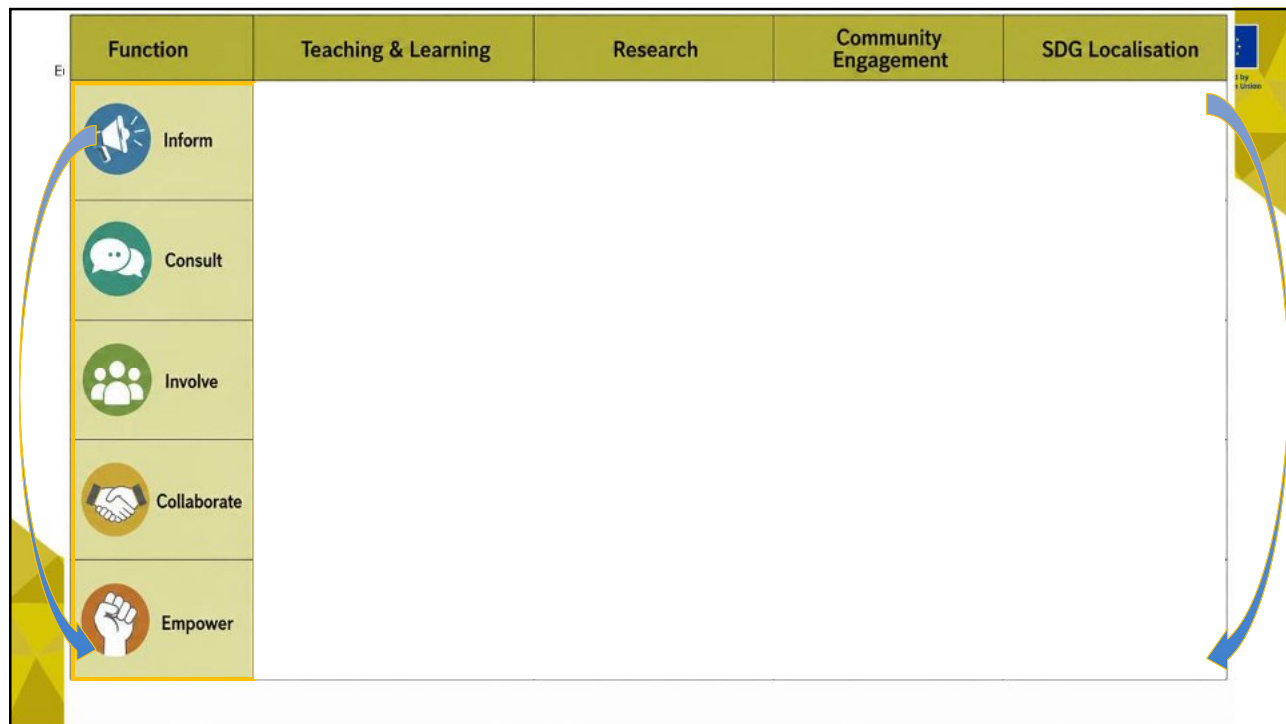
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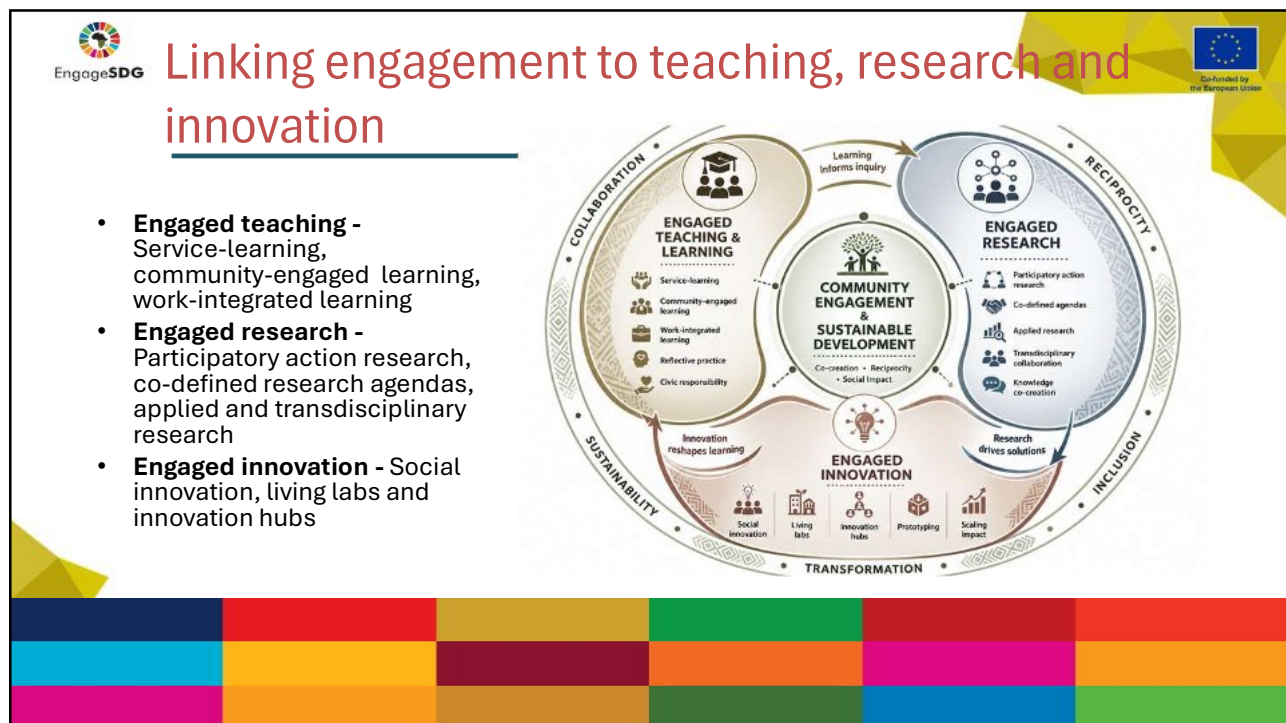
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**Commit to one action**

Write down:

1. One step to increase institutional participation
2. One step to increase project participation

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EngageSDG

## Asynchronous version: Module 1

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### PAs & the SDGs

Three topics

- 1 The magic of Participatory Approaches
- 2 The SDG Accelerator: Participatory Approaches
- 3 Universities as anchors for Sustainable Development in SADC

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# Thank You!

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