

EVALUATION

Improving interaction between KOMBI-partners

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Discussions can lead to reframing design demands from means to ends anchoring

TransForum problem

TransForum aims to promote sustainable development. However, different stakeholders, and indeed consumers, may differentially value sustainability attributes. Anchoring the shared values of stakeholders not products is often insufficiently guaranteed.

Aim

To identify tools to support anchoring shared sustainability values into the development of new products.

Set-up

A theoretical framework on user producer interaction is developed. The in which several tools to support the anchoring of shared values into innovations. Based on specific tools in this framework, TransForum cases are analysed; and the value of each tool is reported.

Main findings

Eight possible ways to anchor stakeholder views into innovations are identified. These were (1) Demand articulation; where in an early stage of development latent demands are elicited among end users (2) Learning by using; where expected and unexpected use of a product are used to develop a usage profile (3) Innofusion; where technological innovation and diffusion of the technology go together (4) Broadening perspective of others to allow assessment of point of view of others; (5) Frame sharing which allow different KENGi partner to align their views; (6) Frame adding: the conscious refiguring a frame to a new situations (7) Configuring the user by setting constraints to user actions and (8) User representation; making sure that user are represented in the development of products.

One tool Frame sharing / Frame adding was further developed. This was done by studying the Rondeel case was studied. Framing and reframing techniques were shown to be successful. The main finding was that adding the frame of "natural hen behaviour" as guiding successfully steered the debate away from the frame of "following rules" (comply to x meters/chicken). As risk with adopting a reframing approach is that the Introduction of new actors, or the development of new frames within existing actors, proved to be a challenge in anchoring shared values. Thus the reframed issue needs to be monitored closely to prevent reverting to dominant existing frames to destroy recently agreed upon shared values.

Conclusion

(1) Framing/reframing of the own position can be used to move away from rule based anchoring of sustainability in products towards goals/aims based anchoring of sustainability in products.

(2) Framing/reframing requires compromise and negotiation, which benefits from long term commitment of a fixed group of stakeholders.

Meaning for TransForum

This project will provide a number of practical tools to achieve lock in of shared vision in the early phases of projects.

- (1) Eight potential tools are defined from the literature
- (2) The potential of framing/reframing to overcome fixed rules has been shown

Implications for MA

Anchoring the MA vision across multiple stakeholders, including consumers and retail may benefit from the proposed tools.

Implication for connecting values

These techniques allow to identify initially aligning and non-aligning values; and give suggestions how values can be reformulated to align across stakeholders. The techniques also give suggestion to anchor the identified shared values into products by coming to and sticking to a generally agreed upon frame.

Implications for the knowledge infrastructure

The project underlines the necessity that connected values between all stakeholders, including consumers, are created at the start of a technological innovation. In other words, the project emphasizes that strictly science driven innovation is missing out on essential negotiation and compromising in the early stages, leading to a product with "patched on" connecting values, instead of "locked in" connecting values. Thus the project emphasizes the importance of transdisciplinary innovation.