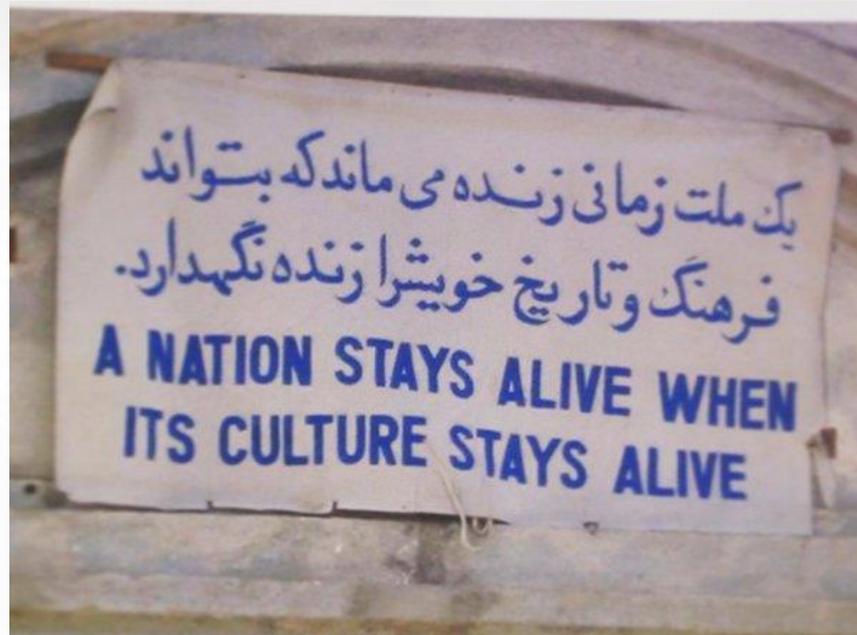




Social Issues as Cultural Challenge

Social Sciences and Humanities Between Academic Core Values and Societal Expectations





Systemic Innovation vs. Technological Innovation

- Schneidewind – Singer-Brodowski 2014, 30:

“Systemic innovation is characterized by an intelligent interplay between technological and societal innovation, by embedding technological innovations in their sociocultural contexts.”





Main Theses:

1. Above all, societal innovation is a *cultural task* consisting of the cultural implementation and cultural mediation of societal innovation and transformation processes.
2. This *cultural moderation* of societal innovation and transformation has to be based on excellent, high-risk, and cross-sectoral research in the Social Sciences and Humanities.





Recommendation 1:

Understand academic core values and societal expectations not as antipodes but as mutually stimulating catalysts.





Recommendation 2:

Integrate and make use of concepts (epistemological, theoretical, methodological) which facilitate research on societal challenges.





Recommendation 3:

Proactively advocate and implement policies of national and international bodies addressing culture as a key to societal innovation and transformation.





Recommendation 4:

Promote and ensure diversity and quality of disciplines and disciplinary expertise in order to foster societal resilience and response readiness.





Recommendation 5:

Reform research funding schemes in order to encourage research partnerships with non-academic institutions and to stipulate research on ‚cultural moderation‘ as an integral part of innovation and transformation research.





THANK YOU!

