# Insights from the presentations
# and discussions of Day 1

*André Martinuzzi, Head of the Institute for Managing Sustainability, Vienna University of Economics and Business & Coordinator of the ESDN Office*

# **Benefits** of stakeholder cooperation

Legitimacy ………. *combating the loss of trust*

Implementation .… *co-design, co-creation, co-everything*

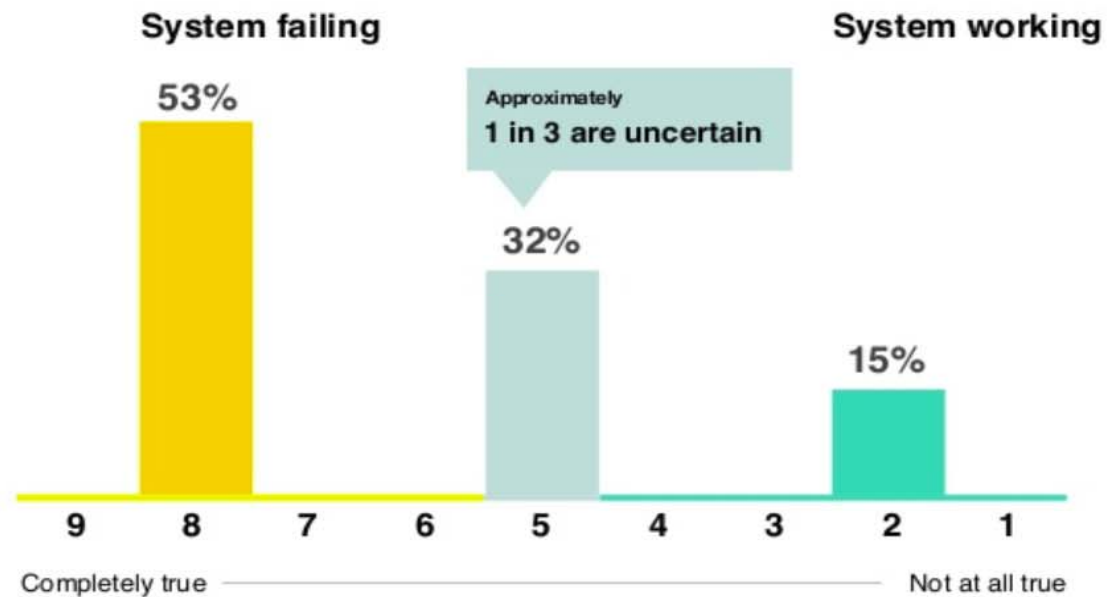Empowerment ….. *continuity needed !!!*

# 2017 Edelman Trust Barometer

Global Report

# Majority Believe the System is Failing Them

**How true is this for you?**

Sense of injustice
Lack of hope
Lack of confidence
Desire for change

**System failing**

**System working**

53%

Approximately
1 in 3 are uncertain

32%

15%

9   8   7   6   5   4   3   2   1

Completely true ──────────── Not at all true

EU2018AT
Internetzugriff 20

# 1 in 2 Countries Have Lost Faith in the System

Percent of population who believe the system is not working

**Legend:**
- Above global average
- Aligned with global average
- Below global average
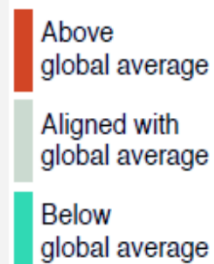
In 14 countries, the percent of population that has lost faith is above the global average

| | Global | France | Italy | Mexico | S. Africa | Spain | Poland | Brazil | Colombia | Germany | U.K. | Australia | Ireland | U.S. | Netherlands | Canada | Sweden | Argentina | Malaysia | Turkey | Russia | S. Korea | Indonesia | Japan | India | Hong Kong | Singapore | China | UAE |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| System failing | 53 | 72 | 72 | 67 | 67 | 67 | 64 | 62 | 62 | 62 | 60 | 59 | 59 | 57 | 56 | 55 | 55 | 53 | 52 | 51 | 48 | 48 | 42 | 42 | 36 | 35 | 30 | 23 | 19 |

Source: Edelman Trust Barometer 2017
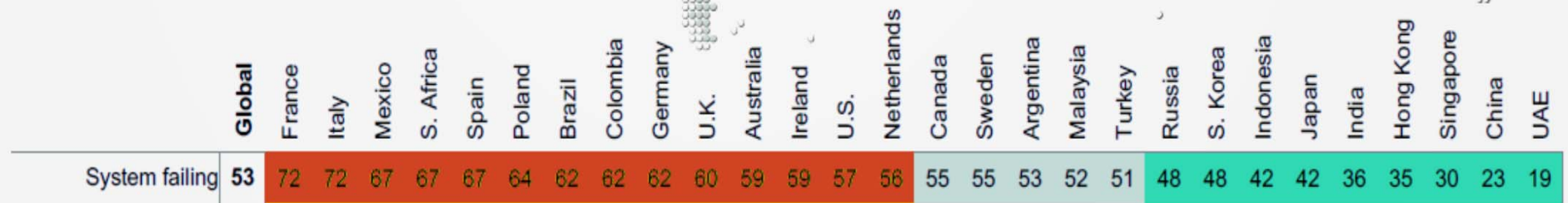
# **Challenges** of stakeholder cooperation

Are the qualified? ……….. depends on the topic (e.g. high tech)

Are they legitimized? ……. depends on selection procedures

Are the well organized? … business sector: yes
… research: yes
… citizens / CSOs: not so much

# What **roles** for stakeholder? (e.g. in Horizon Europe)

*Source of information* … *cheaper, faster, decentralized*

*Target of information* … *story telling instead of participation*

*Partner for implementation* … *less than 1% of EU budget*

*Agenda-setting and quality control* … *not really*

*Reflexivity* … *dramatically reduced*

*After nearly two decades the "Science / Society Program" will not be continued in Horizon Europe (according to the EC's proposal) and the Societal Challenge pillar will be merged with the industry driven pillar*

# **Outlook** of stakeholder cooperation

*From stakeholder cooperation to managing systems*
     *… tools needed*

*Making use of digital technologies AND personal networks*
     *… sourcing crowd intelligence*

*Combating loss of trust and post-evidence policy making*
     *… networking, honesty and leadership*