



Collaborating with partners and where to start

Matchmaking event 7 March 2024

Program for Broad Prosperity – Academic Collaborative Centers

Why working with partners from outside academia

- Increase societal relevance of findings
- Access to different types of knowledge – learn from each other
- Access to data
- Support in knowledge mobilisation and implementation

Degrees of collaborating with partners



At different times....



Stakeholders can play a different role

INVOLVEMENT MATRIX

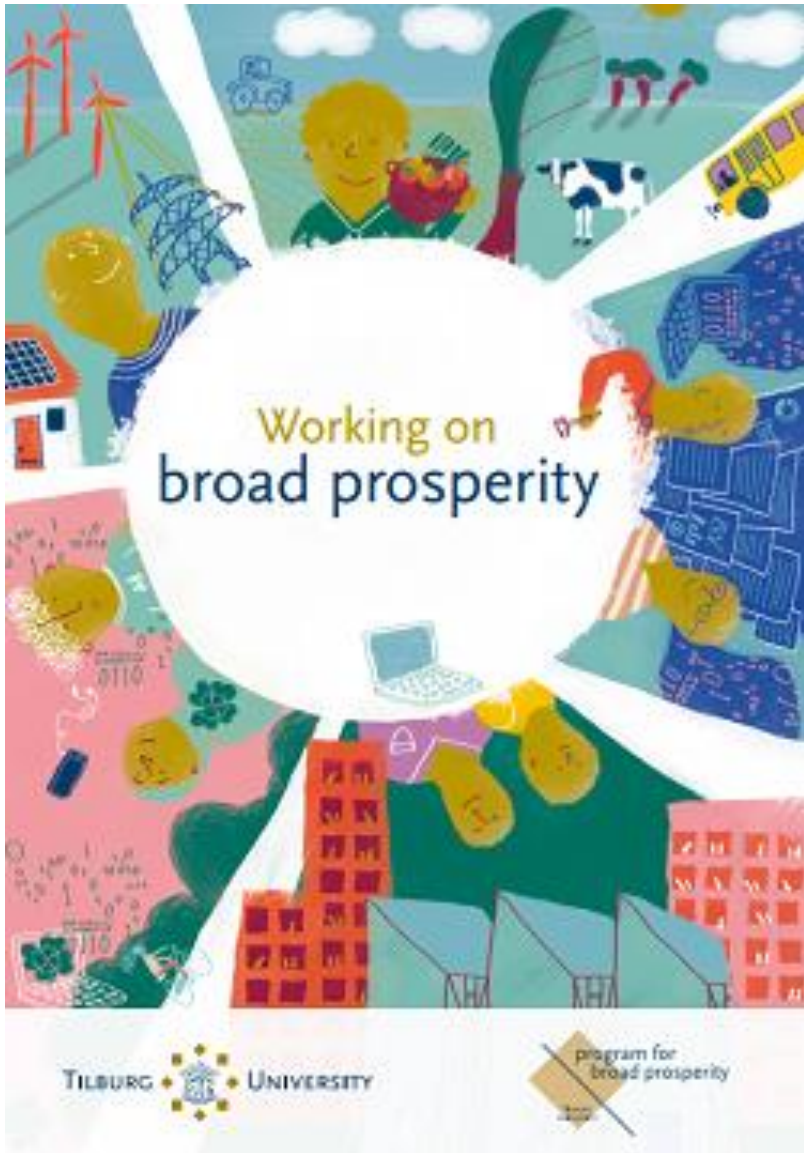
| | | ROLE IN PROJECT | | | | |
|---------------------------|----------------|--|--|---|--|--|
| | | Listener <i>Is given information</i> | Co-thinker <i>Is asked to give opinion</i> | Advisor <i>Gives (un)solicited advice</i> | Partner <i>Works as an equal partner</i> | Decision-maker <i>Takes initiative, (final) decision</i> |
| STAGE OF RESEARCH/PROJECT | Preparation | | | | | |
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| | Execution | | | | | |
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| | Implementation | | | | | |
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Choosing your partner(s)

- Make an overview of all potential stakeholders – ask people around you as well whom they would envision
- Questions to ask yourself when choosing a partner:
 - Who are all potential end users?
 - What knowledge or skills will complement yours?
 - Are there already relationships in place?
 - What organisation is responsible for potentially implementing an outcome?
 - Who has the power to enable your findings to make a difference?
 - What is in it for them?

Tips and tricks

- Take it step by step, build your experience in involving partners gradually
- Manage expectations upfront
- Discuss with your partner how they would like to be involved in your research and what role they want to play
- Ask for advice from your peers
- Building relations takes time
- For support and inspiration:
 - [ActionCatalogue](#)
 - [Public Involvement in Research – online Coursera course by Imperial College London](#)



Academic Collaborative Centers

Academic Collaborative Centers



Long-term collaborations between the university and societal partners (e.g. private, public, non-profit)



Interdisciplinary approach



Co-creation



Network organisation



Outputs with impact; both academic and societal

Academic Collaborative Centers

academische werkplaats
(be)sturen op
brede welvaart

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Inclusive Labor Market

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ZERO
POVERTY
LAB



Zero Poverty Lab

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programma
brede welvaart

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A snippet of the variety of partners within the Centers

heijmans

Zorg van de Zaak

HET pon | telos

CENTERDATA
research institute

avans
hogeschool

Helen Dowling
Instituut
Psychologische
zorg bij kanker

et:z
BUITENGEWOON

Jeroen BOSCH ziekenhuis

MIDPOINT
BRABANT

ENEXIS

UWV

GGz Breburg

Provincie Noord-Brabant

GEMEENTE
TILBURG

alliander

TILBURG UNIVERSITY

Digitalisation within the Centers

- Digital Health & Mental wellbeing
 - How can digital tools support mental wellbeing?
 - What is required to use digital tools in the long term?
 - Who is left behind with a shift to digitalisation and can this be prevented?
- Inclusive Labor Market
 - How can digitalisation and technologies make the labor market more inclusive?
 - What are impacts does digitalization have on the labor market?
 - What is the role of digitalisation/ technology in recruitment and good employership?
- Climate and Energy
 - How can consumers contribute to the energy transition through data smart meters?
 - How can the usage of digital technologies result in different/ more effective citizen participation?
 - What is the role of data sharing and collaboration in the intersection of digitalization and the energy transition?

Contact/ further questions:

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