

## Academia Diffusion Experiment

**Website:** <http://tactical-management-in-complexity.com/course/view.php?id=18>

**Country:** Republic of North Macedonia

**Geographical focus:** Republic of North Macedonia

**Scientific field/Thematic focus:** Cross-thematic/Interdisciplinary

### What is the good practice about?

The Academia Diffusion Experiment is an experiment which spun off from the EUvsVirus organizer as head of Academia&R&I team Renata, along with a clique of global collaborators. It sustained for two years aiming to capture and model the EUvsVirus phenomenon, to be able to be replicated by the world. The primary purpose of the system of roles and accountabilities (using the Denica managerial method) was to produce applicable knowledge on how to co-create value together.

The group produced a chapter describing and modeling the EUvsVirus phenomenon, publishing it in a Springer book, for the world to follow. They achieved the primary purpose, of sorts, co-creating.

### Why is this initiative needed?

Open collaboration on a global scale, voluntary and aligned around a purpose, in an experimental setting.

### What are the main objectives?

Produce applicable knowledge on how to co-create value together.

### What are the main activities?

The group used all the data for the phenomenon of interest - EUvsVirus, and as organizers, partners, and participants, within our academic/practitioner capacity we traced a trajectory of iterative co-creation. Denica method for the facilitator and for team awareness.

### Who is involved?

40+ persons from across the globe, each populating diverse roles, dynamically changing in time, but all around a purpose. Open collaboration in science and open innovation.

⇒ <http://tactical-management-in-complexity.com/course/view.php?id=18#section-4>



## Can this good practice be replicated?

Yes, but it is complicated. There is a chapter published on this topic which can be provided upon request. The resources needed include a lot of voluntary effort, priceless involvement, global co-creation teams from top universities, local institutions, persons, ... two years.

### Further links:

- ⇒ <http://tactical-management-in-complexity.com/course/view.php?id=18#section-4>
- ⇒ [https://www.linkedin.com/feed/update/urn:li:activity:6803763189830995969?updateEntityUrn=urn%3Ali%3Afs\\_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A6803763189830995969%29](https://www.linkedin.com/feed/update/urn:li:activity:6803763189830995969?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A6803763189830995969%29)
- ⇒ [https://www.linkedin.com/feed/update/urn:li:activity:6802901992009216000?updateEntityUrn=urn%3Ali%3Afs\\_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A6802901992009216000%29](https://www.linkedin.com/feed/update/urn:li:activity:6802901992009216000?updateEntityUrn=urn%3Ali%3Afs_feedUpdate%3A%28V2%2Curn%3Ali%3Aactivity%3A6802901992009216000%29)
- ⇒ <https://www.linkedin.com/feed/update/urn:li:activity:6901667581166448640>
- ⇒ <http://tactical-management-in-complexity.com/course/view.php?id=18>

**Relevant RRI keys:** Public Engagement (for R&I), Science Education, Open Access, Open Science, Open Data, RRI Governance

**Type of practice:** Dedicated plan, strategy document (e.g. Gender Equality Plan, Open Access Strategy, etc.), Promotional activities/events/campaigns, Websites serving as a platform for services to clients, Publications/promotional material, Promotion of partnering opportunities, Strategic & action planning, Participation in public policy/researches/studies, Good governance, Organisation of matchmaking and networking (tools, events, other support), Peer learning/mentoring, Promotion of cultural change, e.g. better management of professional and personal life, improved culture to accept failure, Establishment of new decision-making structures or boards (e.g., related to ethics, discrimination, etc.), Support services (e.g. for internationalisation, innovation support, research support), Change management, open collaboration in science, virtual teams, voluntary activism

**Target groups:** researchers (starting from PhD-candidates, on the individual level), universities, research performing organisations, research and innovation funding organisations, innovators in the business sector, youth (children, pupils), students (up to Master level), research administration, the general public, person on the street

