



CENTRE FOR SETTLEMENTS STUDIES

DRIVING THE IMPACT AGENDA: MY MOTIVATION, CHALLENGES AND EXPECTATIONS

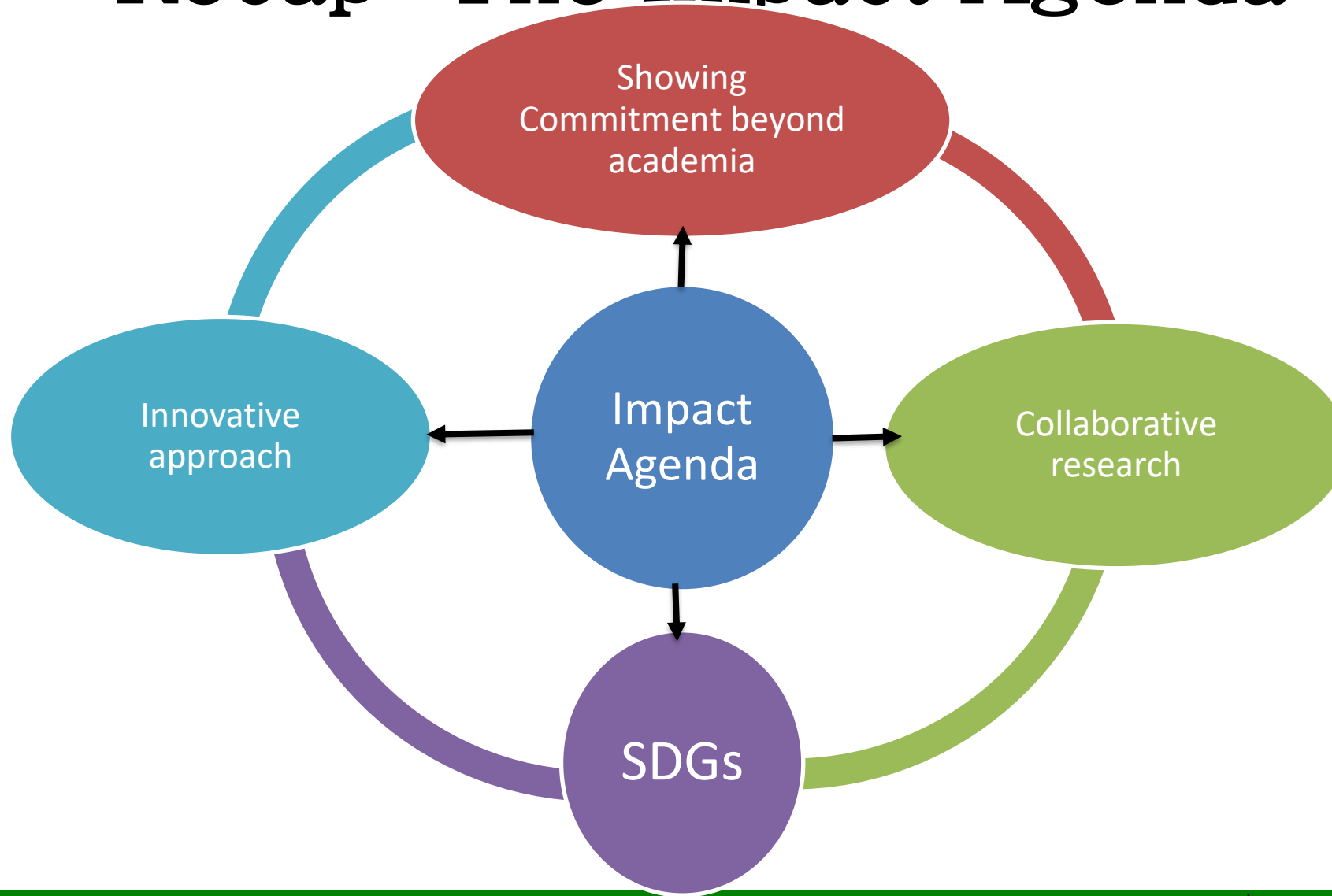
By A/Prof. Divine Kwaku Ahadzie

Outline

- What is the Impact Agenda?
- Motivation for my Impact Agenda
- My research focus and how I drive the impact agenda
- Challenges
- Expectations
- To be in the media or not to be?
- Lessons for the Tourism Industry



Recap: The Impact Agenda



My Motivation

- Influenced by proceedings of the African Urban Research Initiative (AURI), on reframing knowledge co-production (<https://www.africancentreforcities.net/programme/knowledge-networks/african-urban-research-initiative/>)
- Reinforced by the **Rigour-Relevance** debate in the literature (e.g. Cohen, 2007; Gulati, 2007)
- Firmed up by the **Relevance- Usefulness** debate spearheaded by Markides, 2014) in the journal of applied behavioral studies



My Research: Background

My research focus is on Housing and community based flood risk management.

- In Ghana, Housing is not seen as welfare issue
- Half of the urban population live in Slums
- Many more people sleeping rough
- Congestion and poorly planned settlements
- Half of urban settlements in major cities are at risk to perennial flooding



My Research and the Impact agenda

1

- Collaborative research/co-production of knowledge

2

- Published in Journals/conferences/book chapters

3

- Converted into media friendly language

4

- Circulated on Social media

5

- Availed myself for follow up media engagements/interviews



Published Papers and Media Articles

Published Paper	Media Article
<p>Bempah, A, A. Ahadzie, D.K., & Kissi, E. (2018). Conceptualising Affordable Housing Definition From The Perspective Of Informal Low Income Earners: Evidence From Three Urban Settlements In Kumasi, Ghana. <i>7th International Conference On Infrastructure Development In Africa</i>. Ikorodu, Lagos State Polytechnic, 29 -30 March</p>	<p>Ahadzie , D.K (2019) https://www.myjoyonline.com/how-affordable-is-affordable-housing-in-ghana/</p> <p>Ahadzie, D.K. (2020) https://www.myjoyonline.com/prof-divine-ahadzie-time-to-shift-the-housing-discourse-in-ghana-from-affordable-to-social-housing/</p> <p>Ahadzie. D.K. (2019). How Affordable is Housing in Ghana? Retrieved November 19, 2020, from Goldstreets Business website: https://goldstreetbusiness.com/2019/business/how-affordable-is-affordable-housing-in-ghana/</p> <p>Prof Ahadzie D. (2020). https://www.myjoyonline.com/prof-divine-ahadzie-re-engineer-settlements-introduce-community-based-risk-management-to-address-perennial-floods/</p>

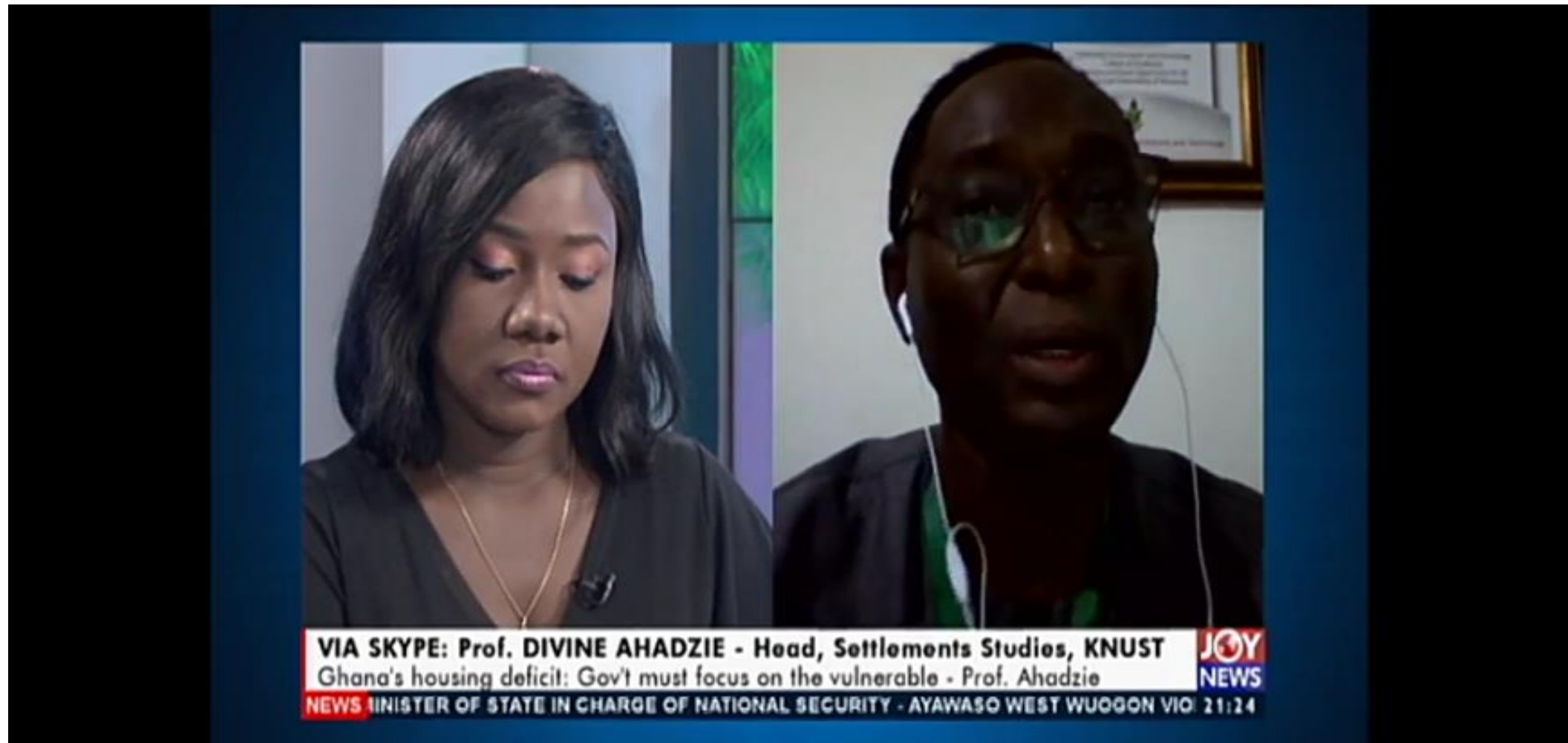


CONT'

Published Paper	Media Article
<p>Ahadzie, D.K., Dinye, I and King, R (2020) Weathering the storm: reflections on a community-based approach to flood risk management in Kumasi, Ghana, In book (eds: Ntombini, M., and Croese, S) Reframing the Urban Challenge in Africa Knowledge Co-production from the South Routledge Series on Cities and Development, Taylor and Francis (UK), Chapter 6, pp 152+</p>	<p>NADMO charged to tackle flood disasters with 'sense of community' education by Divine Ahadzie. https://www.myjoyonline.com/nadmo-charged-to-tackle-flood-disasters-with-sense-of-community-education/</p> <p>Ahadzie, D. (2020b). Re-engineer settlements, introduce community-based risk management to address perennial floods – Ghana Web Portal. Retrieved November 17, 2020, from Ghana Web Portal website: https://ghanaportal.net/news/corona-virus/prof-divine-ahadzie-re-engineer-settlements-introduce-community-based-risk-management-to-address-perennial-floods-ghana-web-portal/</p>



Engagement With Media



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Engagement with the Media

The screenshot shows a YouTube video player with the URL [youtube.com/watch?v=yBa9nfaubV8](https://www.youtube.com/watch?v=yBa9nfaubV8). The video is titled "THE MANIFESTO" and features Prof. Divine Ahadzie. The description reads: "Prof. Divine Ahadzie advises NPP to review its manifesto policy on rent (24-8-20)". The video has 474 views and was published on Aug 24, 2020. The player interface includes a search bar, a sidebar with recommendations, and a Windows taskbar at the bottom.



#NDCManifesto #ProfAhadzie #JohnMahama

NDC Manifesto: Party must create fund to support social housing initiative – Prof. Ahadzie (8-9-20)



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Knowledge Co-production

Believed to have been first used in 1980 in the US in the police service

- Relied on relationship building,
- Negotiation; and
- collaboration between police and local residents.

- Encourage relationship building,
- Negotiation; and
- Collaboration amongst researchers, practitioners, the community and academia

Practitioners and community members should be able to influence research from project design, data gathering and analysis

CITYLAB



Challenges

1

- Winning the trust of the participants in knowledge co-production.

2

- Managing time and meeting schedules with participants in knowledge co-production

3

- How to navigate academic theory-political ideology interface in communicating to the public

4

- Non-clarity on the interface between academic freedom and rights of writing in the media

5

- Lack of training regime in how to effectively communicate to the public



Expectations



National

Tenants' Union petitions government to convert Saglemi project to social housing

<https://www.myjoyonline.com/tenants-union-petitions-government-to-convert-saglemi-project-to-social-housing/>

I expect:

- The Social constructionist view on the concept of Housing to now focus on social housing for those who are really in need
- Communities to widely embrace community based flood risk management initiatives




To be in the media or not to be: Dr Zeshan Qureshi (see also Lyn Snodgrass, 2017; Savo Heleta, 2016)

How I SURVIVED PIERS MORGAN x +

youtube.com/watch?v=rf5PqFYaJUY

YouTube GH

Zeshan Qureshi on Piers Morgan



Good Morning Britain

He said "Is that Zeshan?"

7:18 / 10:44

How I SURVIVED PIERS MORGAN interview (Good Morning Britain)

24,960 views • Mar 22, 2021

243 34 SHARE SAVE

Dr Zeshan Qureshi
278 subscribers

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Dr Zeshan Qureshi- Award winning writer and academic

He has published in BMJ and the Lancet

He says,

“But if you think just publishing in those is going to change the way people behave overnight then you’re delusional”

“You need to know how to communicate those messages to the people that make decisions, to politicians and through the media to the general public”



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The Impact Agenda In The Tourism Industry

Apart from medicine and education, most disciplines including tourism have not done much in driving the impact agenda (Duxbury et al, 2021)

In tourism, impact is often achieved mainly through:

1. Consultancy for commercial added value
2. Knowledge transfer through graduates (Duxbury et al, 2021)



Lessons For Tourism Research (Ali et al, 2020; Duxbury et al 2021)

1

- Pay attention to all 17 SDGs

2

- Dedicated approach for creating space for knowledge exchange beyond academia

3

- Creating an environment where practitioners/community members can take role of co-researchers

4

- Creative tourism research and practice

8 DECENT WORK AND
ECONOMIC GROWTH



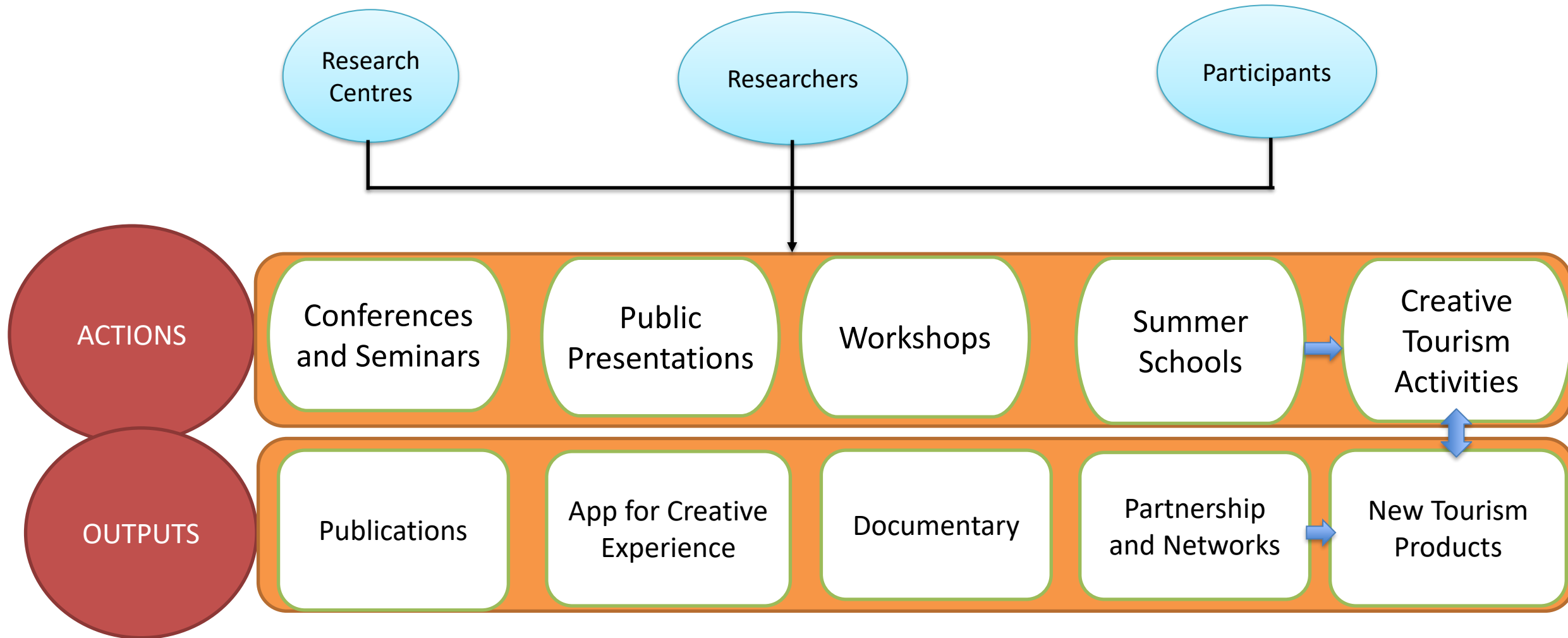
12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



14 LIFE
BELOW WATER



Creative Tourism Research and Practice (Source: adapted from Duxbury et al, 2021)



Conclusion and general Take-away

- Research must be made useful
- There is the need to collaborate with the public and the media
- Way forward in building trust is for academic research to move towards

Community Research-Practice solutions (CRPRAS)



Drawing from T. V. de Castro's
(2019) framework cited in
Duxbury et al, 2021)



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References and Useful Reading

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Thank You!

