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# How Do Expert Agencies Secure Credibility?

Findings from an ESRC Future Research  
Leaders project  
Matthew Wood, University of Sheffield



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- The Credibility Problem
- Expert Entrepreneurship
- Expert Entrepreneurship in EU agencies
- Why Entrepreneurship matters

# The Credibility Problem





# Expert Entrepreneurship

- **Expert agencies cultivate credibility by being entrepreneurial – going above and beyond formal processes to create spaces for the public to feed into their decision-making.**
- **The term ‘entrepreneurship’ is different to the private sector – *it involves strategies that aim at being recognised and acknowledged for a scientific or expert contribution to authoritative knowledge.***
- **In this sense, entrepreneurship is a *public good* rather than a private imperative (Sullivan Mort et al., 2003; Klein et al., 2010; Wagenaar and Wood, 2018).**



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# Expert Entrepreneurship

- Involves disseminating scientific findings and ideas through...
  1. Improving website accessibility/readability
  2. Pro-actively seeking coverage from traditional and non-traditional media outlets
  3. Face-to-face events with stakeholders
  4. Close collaboration with stakeholders through informal working groups
  5. Training exercises with professional audiences and service users
  6. Internal learning and reform exercises

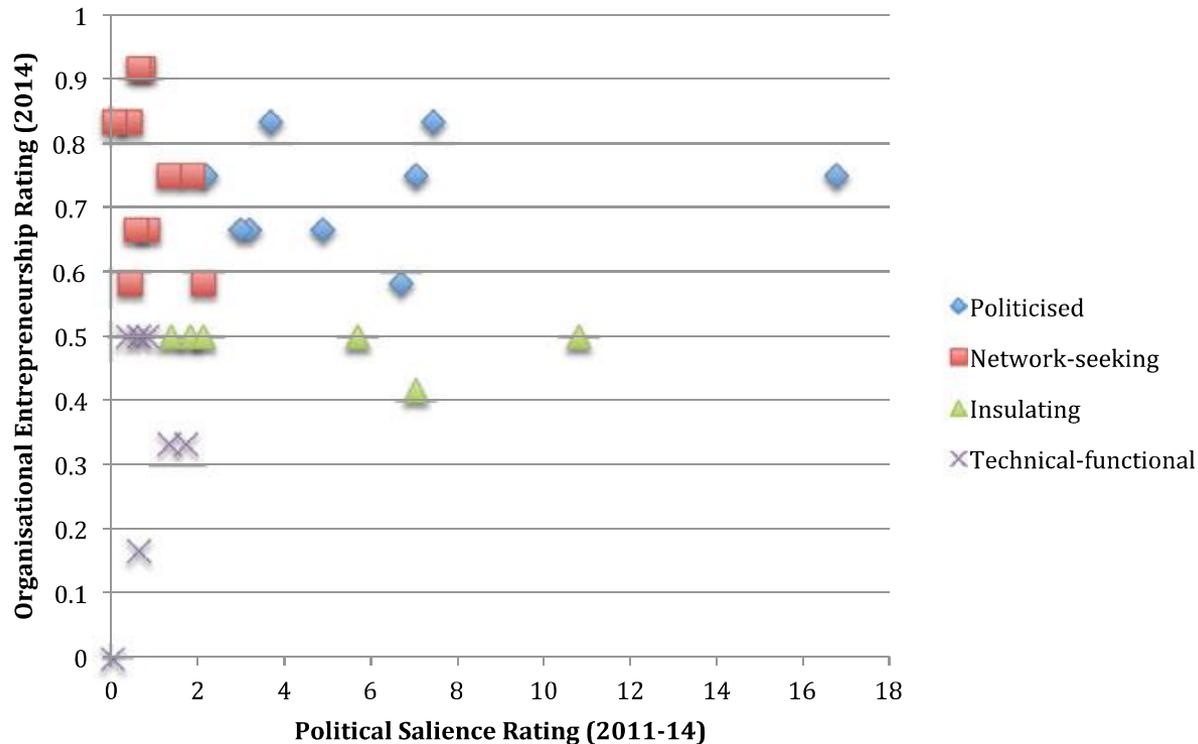


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# Expert Entrepreneurship in European Union Agencies

## EU Agency Entrepreneurial Strategies (2014)



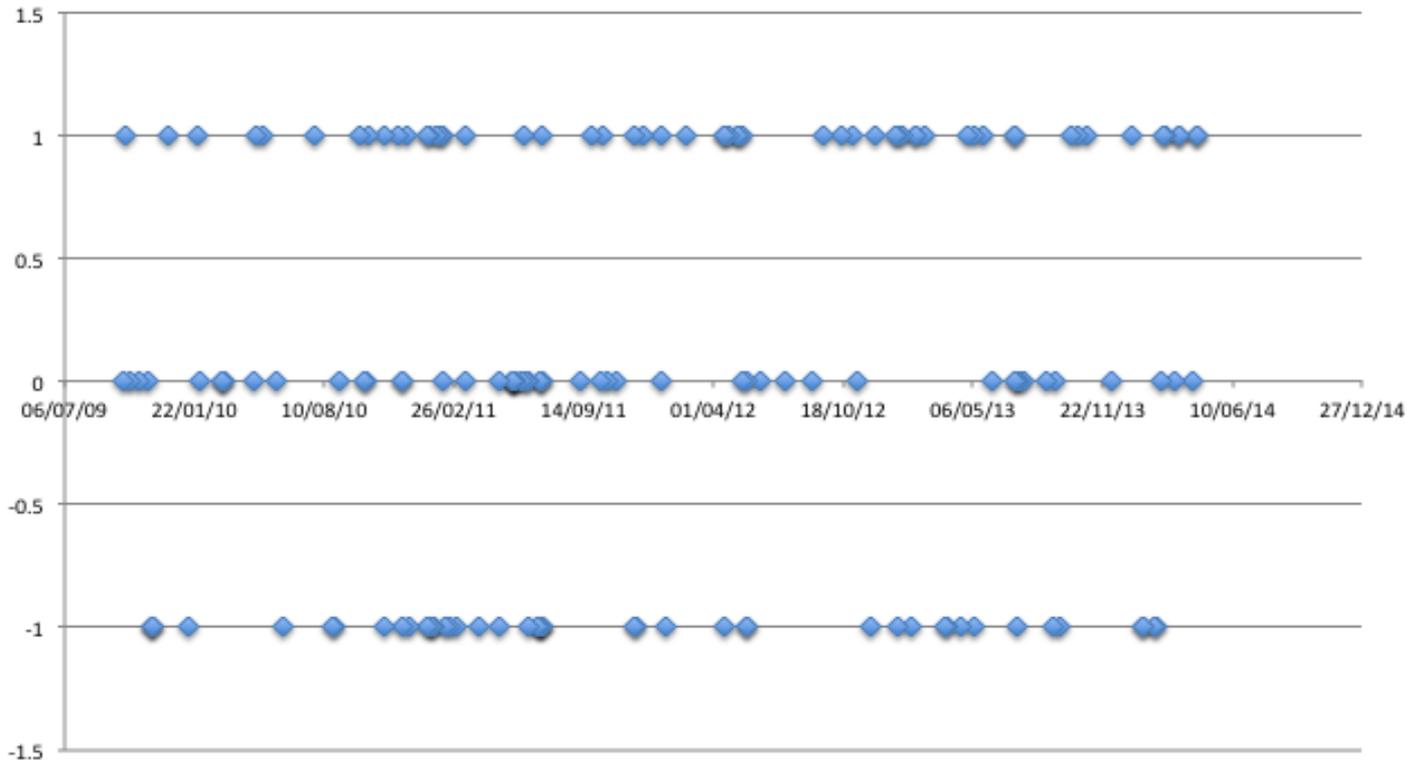
Source: <https://onlinelibrary.wiley.com/doi/abs/10.1111/1475-6765.12232>



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# Perceptions of a More Entrepreneurial Agency in the European Parliament

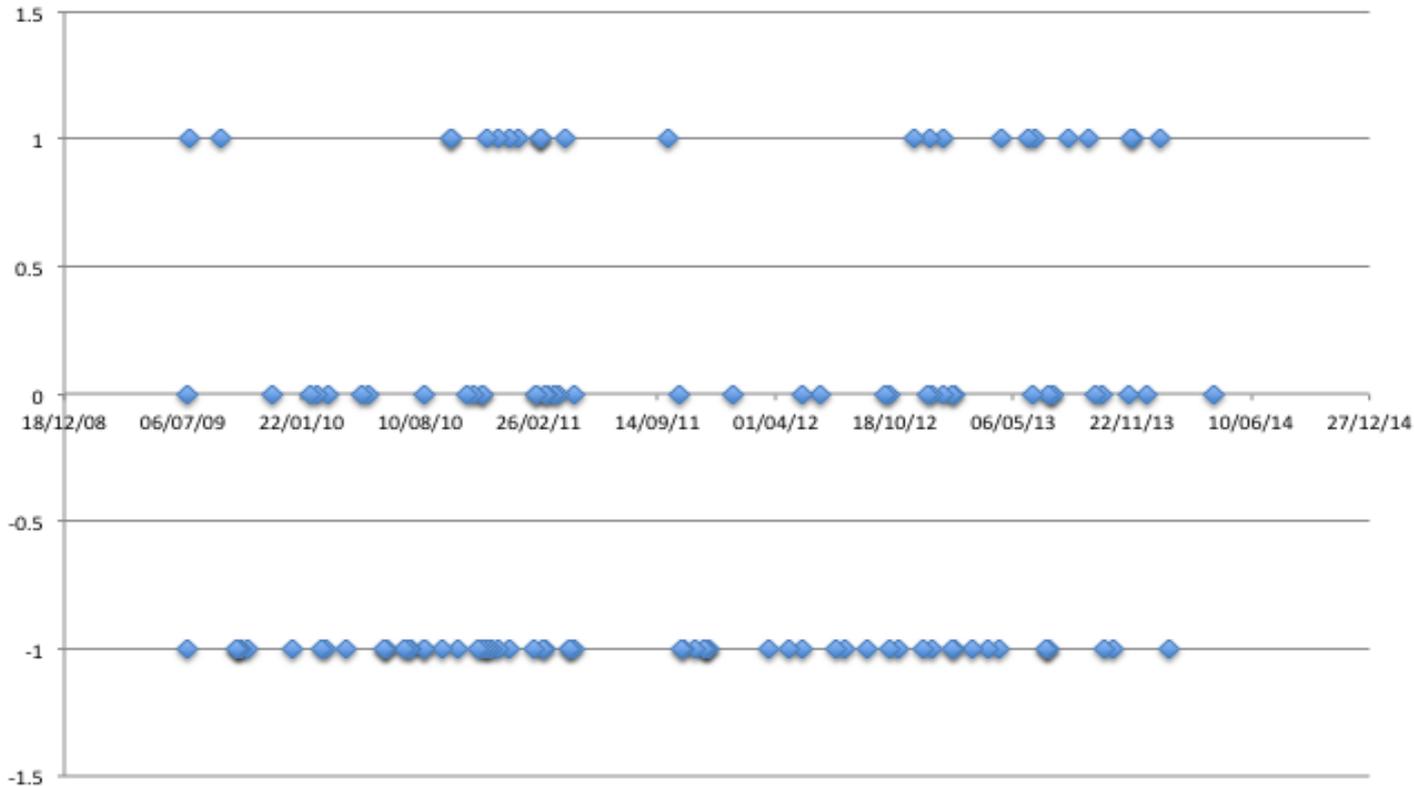




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# Perceptions of a Less Entrepreneurial Agency in the European Parliament





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# Why Expert Entrepreneurship Matters

- **Entrepreneurial agencies tend to achieve normative criteria for democratic legitimacy by reaching out to stakeholders beyond their core remit.**
- **Entrepreneurial agencies also tend to be perceived more positively by key audiences.**



# Themes for discussion

- What does it mean to be entrepreneurial as a scientific body?
- Do the aspects of expert entrepreneurship resonate with you?
- How does it compare with traditional ways of looking at stakeholder engagement?
- What might research look at next?



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Discover  
And  
Understand.