



Public Engagement Innovations for Horizon 2020

Publications D5.2



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The PE2020 Project

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Web: <http://www.PE2020.eu>

Project consortium:



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Project website: www.PE2020.eu



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no [611826]

The PE2020 project

PE2020 will identify, analyse and refine innovative public engagement (PE) tools and instruments for dynamic governance in the field of Science in Society (SiS). PE2020 analyses the PE tools and instruments through a systemic and contextual perspective, and contributes to the potential and transferability of new governance innovations. PE2020 will create new knowledge of the status quo and trends in the field of public engagement in science, refine innovative PE tools and instruments and propose new ones.

The project will do this by (1) further developing a conceptual model that provides a systemic perspective of the dynamics of public and stakeholder engagement; (2) creating an updated inventory of current and prospective European PE innovations; (3) context-tailoring and piloting best practice PE processes related to the grand challenges of the Horizon 2020 and (4) developing an accessible net-based PE design toolkit that helps identify, evaluate and successfully transfer innovative PE practices among European countries.

New tools and instruments for public and societal engagement are necessary to boost the quality, capacity and legitimacy of European STI governance and to solve the looming problems related to the grand societal challenges of the Horizon 2020. In order to ensure practical relevance, the project will work through intensive co-operation between researchers and science policy actors. PE2020 will expand the capacity of European and national science policy actors to integrate better societal engagement by providing an easy access to new PE tools and instruments, to be included in the requirements and implementation of research in Horizon 2020 and beyond.

Acknowledgements

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1 Introduction

The aim of the PE2020 project has been to identify, analyse and refine innovative public engagement (PE) tools and instruments for dynamic governance in the field of Science in Society (SiS).

The objective of the fifth work package of the PE2020 project (WP5) “Dissemination and communication” is to communicate the results and insights from the PE2020 project to academic and broader communities, and to interact with science policy actors and societal stakeholders involved with research and innovation processes. By engaging in dialogue and exchange with those actors, the project has aimed to contribute to an increased awareness of best PE practices and to the implementation of better societal engagement in Horizon 2020.

This report is the deliverable D5.2 “Publications” of the work package 5, which relates to the work executed in all work packages of the PE2020-project. The deliverable presents the outputs and the publications of project as listed in the description of work (DoW) of the PE2020 project.

2 Publications of the PE2020 project

Behind all the work executed in work package 5 and publications disseminated, there has been a dissemination plan, which has been updated annually. The first dissemination plan introduced a list of key stakeholder groups that were the main target group for the publications of the project as well as the main communication and dissemination channels. The annual dissemination plans can be found in the appendix 1 of this report for the years 2014, 2015 and 2016. A retrospect view to these plans shows that dissemination activities have mainly followed the plans, but due to the nature of projects where timing of different parts of work can change, the timing of dissemination activities has also been changed respectively.

All publications of the PE2020 project have been published at the website of the PE2020 project when appropriate. The consortium partners have also had the opportunity to publish them in their networks. Accordingly, the Vilnius University Business School has published all PE2020 deliverables in the organisation’s website.

2.1. Academic publications

The PE2020 project has published one academic paper (Arrevaara, T. & Pietilä, M., 2015) and submitted four academic papers for publication in international academic journals with a peer review process based on the research executed in the project.¹ In addition, negotiations with the publisher Routledge are going on for the publication of an academic book based on our research on the conceptual model of public engagement for the dynamic governance of research and innovation.

¹ The list of the submitted articles includes neither the names of the authors nor the names of the target journals, in cases that were consider risky, in threatening to jeopardize the blind review process of the academic publishers. In such cases relevant information was delivered to the EC through a separate restricted document.

Table 1 *List of peer reviewed publications*

Title of the article/ book	Journal/ publisher	Authors	Status in Jan. 31, 2017
<i>Kansalaisia ja sidosryhmiä osallistavat käytännöt tutkimusagendan määrittelyssä</i> (Participatory practices in the definition of research agendas, in FINNISH)	In: Eriarvoistuva korkeakoulutus? Artikkelikokoelma <i>Korkeakoulututkimuksen XII kansallisesta symposiumista 19.–20.8.2014</i> , Eds., H. Aittola & J. Ursin, s. 51–66. Jyväskylän yliopisto.	Aarrevaara, T. & Pietilä, M.	PUBLISHED in 2015
<i>Innovative Public Engagement</i> (book)	<i>Routledge Focus</i> , Routledge		SUBMITTED
<i>Biodiversity, Climate Change, and Public Engagement</i>	In <i>Oxford Research Encyclopedia of Climate Science</i> , Oxford University Press		SUBMITTED
<i>Evidence-Based Policy Making in the European Union and Partner Countries</i>		Saule Maciukaite-Zviniene, Mikko Rask, Loreta Tauginienė	ACCEPTED, to be published pending to a presentation in a conference
<i>Public engagement toolkits for dynamic governance</i>	<i>Journal of Responsible Innovation</i>	Luciano d'Andrea, Kaisa Matschoss, Loreta Tauginiene, Saule Maciukaite-Zviniene, and Mikko Rask	SUBMITTED, the paper was rejected, now under revision
<i>Extending the living labs approach into the co-design of societally responsible academic research</i>			to be SUBMITTED in Feb.-March 2017
<i>Democratic Innovation in Transnational and Global Governance</i>	In <i>Handbook of Democratic Innovation, and Governance</i> , Edward Elgar		ABSTRACT ACCEPTED, to be SUBMITTED by March 7, 2017
<i>Public Engagement for Dynamic Governance of Research and Innovation</i>	<i>ISPIM conference proceedings</i> (best papers selected for publication in affiliate journals)		EXTENDED ABSTRACT ACCEPTED, to be SUBMITTED by 10 February 2017
<i>Societal interaction plan as funding instrument</i>	Accountability in Research http://www.tandfonline.com/action/journalInformation?show=aimsScope&journalCode=gacr20		TO BE SUBMITTED
<i>Citizen and expertise participation in science</i>	European Review https://www.cambridge.org/core/journals/european-review		TO BE SUBMITTED

2.2. News feed

The project has regularly updating its news blog with exemplary topics listed in Table 2 below. Full list of topics can be found in Appendix 2.

Table 2 Selected list of topics posted in the PE2020 news blog in 2016

Topic	Date	Keywords
PE2020 presented in the Dutch Presidency conference	1.11.2016	challenges, Innovative Regions, research and innovation practices, WIRE 2016
Report of the public engagement pilot cases on Societal Challenges	30.9.2016	
Societal Interaction Plans of the Strategic Research Council at the Academy of Finland	23.9.2016	Academy of Finland, engagement tools, PE pilots, societal interaction plan, Strategic Research Council
Pilot initiative of the Joint Programming Initiative (JPI) More Years, Better Lives (MYBL)	16.9.2016	JPI, MYBL, PE pilots, pilots, societal impact, stakeholder engagement
Policy conference about Public Engagement for Research, Practice and Policy	8.9.2016	policy, practice, public engagement, research, sustainable innovation
Early-career researcher support in the Bonus pilot project	6.6.2016	Bonus programme, capacities, early career scientists, junior researchers, PE pilots, science-society dialogue
Innovative Public Engagement – A Conceptual Model of PE	26.5.2016	conceptual model of PE, innovative public engagement, innovativeness, obstacles of PE, participatory performance, successful PE

2.3. Policy briefs and news paper writings

The PE2020 project has published three policy briefs during the project. The complete policy briefs can be found in the website of the project and in this deliverable D5.2 in Appendix 3. The first policy brief aimed to give the overview of the project and show the way it is headed. The title of the policy brief *Conceptualisation of Innovative Public Engagement* reflects the work executed in work packages 1 and 2.

The second policy brief was designed and published especially for the policy conference. Its aim was to describe the main messages from the conceptualisation of a model of public engagement in dynamic and responsible governance of research and innovation and present the lessons learned from the pilot projects of the PE2020 project. The policy brief titled *"Boosting public and societal engagement"* presents the work executed in work packages 2 and 3.

The third policy brief focused on presenting the results from the policy conference. Especially, the aim was to address perspectives that emerged through the interaction of different stakeholders in the policy conference. The third policy brief “*Public Engagement for Research, Practice and Policy – Introducing a PE toolkit*” also presents the PE2020 toolkit that was designed to increase users’ understanding of public engagement in general, as well as its method, objectives and impacts.

The PE2020 project has communicated the results of the research executed to the general public in addition to the website as a channel but also through news blogs and papers of other organisations and projects such as blog writings in the website of the PE2020’s sister project CASI (Public Participation in Developing a Common Framework for Assessment and Management of Sustainable Innovation) 22.01.2015 “Innovative methods for engaging the public” with 66147 views and 11.09.2015 “Public participation in defining research priorities to global problems” with 722 views.

2.4. Multiple seminar and conference presentations

The members of the PE2020 project consortium have engaged in several conferences and seminars as presenters to disseminate information about the project. For these purposes, the project has designed a leaflet (Figure 1), which has been distributed in these seminars as well as two posters (Figure 2 and 3) that have been presented in poster sessions of seminars. The leaflet and the posters can be found below.

The Challenge

PE2020 will identify, analyse and refine innovative public engagement (PE) tools and instruments for dynamic governance of science and society relationship.

Project duration: February 2014 – January 2017

Logos: European Union, UNIVERSITY OF HELSINKI, UNIVERSITY OF LAPLAND LAPIN YLIOPISTO, LSC

Public Engagement (PE) Innovation for Horizon 2020

www.PE2020.eu

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no [611826]

Concept of PE2020

Research and policy cycle (Dynamic governance)

Societal challenges

PE in a context

Science

Society (other but science)

Effective responses to societal challenges

Innovative PE tools & Instruments

Dynamics of factors affecting fit of specific PE tools & instruments

Necessity for context tailoring when transferred to different contexts

Participatory performance

Project objectives

PE2020 will deliver:

- an updated inventory of current and prospective European PE innovations
- a conceptual model
- context-tailoring and piloting of best practice PE processes
- development of the PE design toolkit, which will help to guide decision making to enable better dynamic governance of science and society

Project partners

- Consumer Society Research Centre, University of Helsinki, Finland (project coordinator)
- International Business School at Vilnius University, Lithuania
- Laboratorio di Scienze della Cittadinanza, Italy
- University of Lapland, Finland

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Mikko Rask (coordinator) CSRC, tel. +358 50 322 2012, mikko.rask@helsinki.fi or

Kaisa Matschoss (communication), CSRC, tel. +358 400 871 597, kaisa.matschoss@helsinki.fi, www.PE2020.eu

Figure 1 *The leaflet of the PE2020 project*

The PE2020 project has organised seminars and workshops as well as participated in seminars organised by others. The PE2020 project's continuous dissemination activity is most visible in a seminar series organised by the project coordinator that started September 8th 2015 and continued until May 27th 2016 regularly every third Friday. The seminar series published a blog introducing the messages of each seminar session, which can be found in <http://blogs.helsinki.fi/osallistuvapaatoksenteko/> (in Finnish only).

Another important event was the organisation of the PE2020 and CASI-projects joint policy conference "*Public Engagement for Research, Practice and Policy*" that took place at the Committee of the Regions in Brussels, Belgium, November 16-17, 2016. It was a success having over two hundred registrations and two days of lively discussions. More information on the policy conference can be found in the Policy conference report, in the summary report of the PE2020 project and in the third policy brief of the PE2020 project at www.pe2020.eu/results.

There has been close cooperation between the sister projects of the PE2020 project, the Engage 2020 and CASI project. PE2020 project and the results of the research have been presented several times in the consortium meetings of the two other projects as well as seminars organised by them. Examples are the consortium meeting of the Engage2020 in Stuttgart, Germany, August 24-25 2015 and of the CASI project in Porto, Portugal, in May 2015, and in Copenhagen, Denmark, September 2015.



The Challenge

- PE2020 will identify, analyse and refine innovative public engagement (PE) tools and instruments for dynamic governance of science and society relationship.
- At least 6 best practice PE processes that collectively relate to all six grand societal challenges of the Horizon 2020 will be piloted.

Policy Relevance

- PE2020 contributes to the spreading of a vigorous Science in Society culture not only in the countries where the consortium partners are primarily operative, but through its extensive advisory board, including the European Science Foundation among its members, the project will reach a very wide set of audiences via the networks of its members.

Methodology



Partners:

Consumer Society Research Centre (coordinator) at the University of Helsinki, Finland
Aarhus University, Denmark
International Business School at Vilnius University, Lithuania
Laboratorio Di Scienze Della Cittadinanza, Italy

Envisaged Impacts

- improved understanding - of the status quo and trends in PE in European R&I by creating an updated inventory of current and prospective European PE innovations
- refinement of specific PE practices - by sensitizing to the contextual factors that affect the adoption of the tools and instruments.
- capacity building - by developing a PE design toolkit which will help to guide decision making to enable better dynamic governance of science and society

Sustainability

- PE pilots are planned and organized in close co-operation with "host programmes" (e.g. BONUS) thus ensuring that the stakeholders of PE tools and instruments will be actively involved and that they can integrate such processes in their routines
- a web-based PE design toolkit will be created to help documentation, transfer and contextual retailoring of PE practices in EU member countries

Mikko Rask

(31 January 2017)

Web site (www.PE2020.eu)

Figure 2 Poster of PE2020 for the EC event

PE2020

Public Engagement Innovations for Horizon 2020

The Challenge

PE2020 will identify, analyse and refine innovative public engagement (PE) tools and instruments for dynamic governance of science and society relationship.

Policy Relevance

PE2020 contributes to the spreading of a vigorous Science in Society culture not only in the countries where the consortium partners are primarily operative, but the project will reach a very wide set of audiences via the networks of its members and through its extensive advisory board, including the European Science Foundation among its members.



The Impact

Improved understanding - of the status quo and trends in PE in European R&I by creating an updated inventory of current and prospective European PE innovations
Refinement of specific PE practices - by sensitizing to the contextual factors that affect the adoption of the tools and instruments
Capacity building - by developing a PE design toolkit which will help to guide decision making to enable better dynamic governance of science and society

Project partners

- ◆ Consumer Society Research Centre, University of Helsinki, Finland (project coordinator)
- ◆ International Business School at Vilnius University, Lithuania
- ◆ Laboratorio di Scienze della Cittadinanza, Italy
- ◆ University of Lapland, Finland



Project's duration: 1.2.2014-31.1.2017
 Coordinator: Mikko Rask, mikko.rask@helsinki.fi

www.PE2020.eu



PE2020 This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no [611826]



Figure 3 Poster of PE2020

Examples of the other seminars organised by the PE2020 project include an expert seminar 7.10.2014 for the discussion on Public Engagement in Finland in order to discuss the EC draft paper *Vademecum on Public Engagement in Horizon 2020* with the purpose of delivering some reflections on the draft based on expert opinion. Future Earth Townhall -meeting, Helsinki, Finland (26.5.2015), PE and science festival camp (5.3.2015), "Engaging citizens to the development of science and technology policy"-seminar (Kansalaiset mukaan tiede- ja teknologiapolitiikan kehittämiseen –seminaari) organized in Helsinki, at the Prime Minister's Office (31.10.2014), Finland, workshop "New forms of participation" (Osallistumisen uudet muodot) at the Faculty of Social Sciences at the University of Helsinki (8.5.2015) and a Context tailoring workshop, In Helsinki, Finland. (9.4.2014).

The dissemination activities of the PE2020 project started even before the PE2020 project had officially started as the project was first presented in an *International YHYS Colloquium "Green Consumerism – Exploring dilemmas of sustainable consumption"* for the purpose of point out the role of PE in finding solutions to support sustainable consumption, Nov 21, 2013. Table 3 presents seminars, conferences and workshops in which the PE2020 project has been presented (status 30.1.2017).

Table 3 Seminar, workshop and conference organisation and presentations

Topic	Partner	Date	Place	Audience (in addition to scientific community)	No audience	Countries addressed
Participation to a scientific seminar Paper presented: 13th International Public Communication of Science and Technology Conference, Participatory Performance in Research Program Context	NCRC	5.5.2014	Salvador, Brazil			international US, Brazil, Spain, Portugal, UK,
Boosting Innovations of Public Engagement	VUIBS	10.10.2014	Vancouver, Canada	Medias	200	Canada
PE2020 presented Deliberative democracy R&D seminar organized by the Institute of Deliberative Democracy in Tampere, Finland	NCRC	30.10.2014	Tampere, Finland	Civil society, Policy makers	25	Finland, UK
PE2020 presented in YHYS 2014 autumn colloquium organized by the Finnish Environment Institute, Helsinki, Finland	NCRC	4.11.2014	Helsinki, Finland		20	Finland, Sweden, UK
Public engagement session, RRI-SIS	AU	19.11.2014	Rome	Policy makers	100	Cross-European audience
Presentation of PE2020 at the RRI conference workshop in Rome	NCRC	19.11.2014	Rome, Italy	Policy makers	50	EU-28
Public engagement session, RRI conference	AU	11.12.2014	Copenhagen	Policy makers	200	Denmark
PE2020 presented at "Assessing the Participatory Turn and New Democracy". An international conference	NCRC	11.12.2014	Helsinki, Finland		25	Finland, UK, Sweden, Germany
Presentation at the Annual Ecsite Conference 2015 "Food for curious minds"	UH	13.6.2015	Trento, Italy		45	Finland, Poland, Japan, USA, Germany, Chile, India, UK
Presentation of PE2020 at a workshop organized by Engage2020	UH	13.6.2015	London, UK		20	UK, Bulgaria, Germany, Denmark, Finland, the Netherlands
Presentation at the consortium meeting of the CASI project	UH	24.9.2015	Copenhagen, Denmark		30	Austria, Belgium, Bulgaria, Czech Republic, Denmark, Germany, Italy, Poland, Portugal, UK
Presentation of PE2020 at RRI tools conference	UH	14.1.2016	Brussels	Civil society, Policy makers	60	EU-28

Global citizen deliberation lecture at Swedish school of social science at the University of Helsinki	UH	17.3.2016	Helsinki, Finland		25	Australia, New Zealand, Finland Germany, Bulgaria, UK, Sweden,
Presentation on PE2020 at CASI meeting	UH	31.5.2016	Helsinki, Finland	Policy makers	25	Finland, Netherlands, Spain
New democracy in research and innovation activity (In Finnish only: Uusi osallisuus tiede- ja innovaatiotoiminnassa)	UH	2.6.2016	Helsinki, Finland		30	Finland
Production of knowledge and other impacts of public engagement in research	UH	17.6.2016	Aalto University		20	Finland
Tracking the footprints of innovative public engagement	UH	1.9.2016	Barcelona, Spain		100	EU-28
Experiences and Experiments of PE as an object of study at Finnish Municipal Research Day	UH	13.10.2016	Helsinki, Finland	Policy makers		Finland, Sweden
Presentation on deliberative democratic innovations at Sitra, the Finnish Innovation Fund	UH	24.10.2016	Helsinki, Finland	Industry, Civil society, Policy makers	8	Finland
Poster session: Presentation of the PE2020 Toolkit	LSC	16.11.2016	Brussels	Industry, Civil society, Policy makers, Medias	30	EU countries
What is innovative PE and why is it needed	UH	16.11.2016	Brussels, Belgium	Industry, Civil society, Policy makers, Medias	120	EU-28
Demola planning workshop at University of Helsinki	UH	20.1.2017	Helsinki		20	Finland, Taiwan
Lecture on global citizen deliberation at Svenska social- och kommunalhögskolan	UH	25.1.2017	Helsinki		25	New Zealand, Finland, UK
Workshop organisation						
A workshop organized for commenting the EU Vademecum Sis Document	NCRC	7.10.2014	Helsinki, Finland		15	Finland
Kansalaiset mukaan tiede- ja teknologiapolitiikan kehittämiseen -seminar organized in Helsinki, at the Prime Minister's Office, Finland	NCRC	31.10.2014	Helsinki, Finland	Policy makers	17	Finland
Meeting of PE2020 partners	VUIBS	17.12.2014	Vilnius		10	Finland, Lithuania
Context tailoring workshop	UH	9.4.2015	Aalto University	Policy makers	50	Finland, France, Germany, UK
Meeting with teachers and researchers involved with the Scientific Summer Academy	LSC	6.5.2015	Turin		15	Italy
Workshop "Osallistumisen uudet muodot" at the Faculty of Social Sciences at the University of Helsinki	NCRC	8.5.2015	Helsinki, Finland	Civil society, Policy makers	15	Finland
PE in science and science-society relations	LSC	29.5.2015	Turin		60	Italy

PE in the energy sector	LSC	15.6.2015	Rome	Industry (no scientific audience)	15	Italy
Presentation of PE2020	LSC	10.7.2015	Rome	Industry (no scientific audience)	40	Italy
Research, mobility and public engagement	LSC	16.10.2015	Naples	Industry	33	Italy
Democratic Innovation in Transnational Governance workshop at DBT	UH	13.12.2016	Copenhagen, Denmark		5	Finland, Denmark, UK
Presentation						
Presentation at Baltic Sea Forum panel People as the makers of democracy in the Baltic Sea Region	NCRC	2.6.2014	Turku, Finland	Civil society, Policy makers	52	Baltic Sea countries, including Russia
Meeting with project officer The coordinator organized a meeting with the PO and 2 members of the EU SWAF team to discuss the progression of PE2020 and plans for future activities, including e.g. policy conference	UH	27.4.2015	Brussels, Belgium	Policy makers (no scientific audience)	3	EU-28
Address in EKLPISE science cafe	UH	6.9.2016	Helsinki, Finland	Civil society, Medias (no scientific audience)	60	Finland
The value of public engagement and how can it be measured (in Finnish only)	UH	9.11.2016	Vantaa, Finland	Civil society, Policy makers	100	Finland, Sweden
Pitching of PE2020 at NCP meeting at Belgian Representation to the European Commission	UH	15.11.2016	Belgian Representation to the European Commission	Policy makers	70	EU-28
Seminar on a publication related to deliberative democracy and PE2020 at Finnish Innovation Fund Sitra	UH	17.1.2017	Helsinki, Finland	Policy makers	5	Finland
Conference organisation						
PE and science festival camp	AU	5.3.2015	Copenhagen	Policy makers	150	Denmark
Future Earth Townhall -meeting, Future Earth Finland, Helsinki	NCRC	26.5.2015	Helsinki, Finland	Civil society, Policy makers	67	Finland, China, Germany, UK,
Public Engagement for Research, Practice and Policy	UH	16.11.2016	Brussels, Belgium	Industry, Civil society, Policy makers, Medias	208	EU-28
Session of a conference: Prospects of PE: Reflection with sister projects	LSC	17.11.2016	Brussels	Industry, Civil society, Policy makers, Medias	20	EU-countries

3 List of publications of the PE2020 project

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Appendices

Appendix 1 PE2020 Annual dissemination plans 2014, 2015 and 2016



SEVENTH FRAMEWORK PROGRAMME

THEME: SiS.2013.1.1.1-6

Tools and instruments for a better societal engagement in “Horizon 2020”

PE2020 – Public Engagement Innovations for Horizon 2020

Dissemination plan 2014

Grant agreement no: 611826

Project acronym: PE2020

Project full title: Public Engagement Innovations for Horizon 2020

Project funding scheme: Seventh Framework Programme, Collaborative Project, Small or medium scale focused research project, SiS.2013.1.1.1-6

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1 Introduction

This dissemination plan contributes to effective and efficient dissemination and communication of the PE2020 project. The objective of the PE2020 is to identify, analyse and refine innovative public engagement (PE) tools and instruments for dynamic governance in the field of Science in Society (SiS). The dissemination of the project progress and results is one of the key components of the success of the project.

PE2020 analyses the PE tools and instruments through a systemic and contextual perspective contributing to the potential and transferability of new governance innovations. PE2020 will create new knowledge of the status quo and trends in the field of public engagement in science, refine innovative PE tools and instruments and propose new ones. The project will do this by

- (1) developing a conceptual model that provides a systemic perspective of the dynamics of public and stakeholder engagement;
- (2) creating an updated inventory of current and prospective European PE innovations;
- (3) context-tailoring and piloting best practice PE processes related to the grand challenges of the Horizon 2020 and
- (4) developing an accessible net-based PE design toolkit that helps to identify, evaluate and successfully transfer innovative PE practices among European countries.

New tools and instruments for public and societal engagement are necessary to boost the quality, capacity and legitimacy of European STI governance and to solve the looming problems related to the grand societal challenges of the Horizon 2020. Therefore, this dissemination plan focuses on how to inform different stakeholder groups about the tools and instruments developed within this project.

In order to ensure practical relevance, the project will work through intensive co-operation between researchers and science policy actors. The aim of the PE2020 dissemination activities is to expand the capacity of the European and national science policy actors to integrate better societal engagement by providing an easy access to new PE tools and instruments, to be included in the requirements and implementation of research in Horizon 2020 and beyond.

The overall work plan consists of the following six work packages:

- | | |
|------|---|
| WP 1 | Updated inventory and case exploration of European PE innovations |
| WP 2 | Refinement of the conceptual model |
| WP 3 | Context-tailoring and piloting of best practice PE processes |
| WP 4 | Development of the PE design toolkit |
| WP 5 | Dissemination and communication |
| WP 6 | Management |

Within PE2020, the expected impacts, as well as the intended intermediate and final deliverables correspond to

1. improved understanding of the status quo and trends in public and stakeholder engagement in Research and Innovation in Europe and
2. refinement of existing tools and instruments as well as proposal of new ones.

The improvement of the understanding of the status quo and the trends will take place in terms of two sides of the same coin. Empirical analysis and theory will be advanced in an intimate "give and-take" relation with each other. This will be done by

- *updating* the database created in the MaSiS project. This updating will take place in terms of an improved framework. It will make possible to carry out more efficient and effective monitoring and aided diffusion of tools and instruments in the current project and also in practically and/or research oriented work in the future.



- *improving* of the understanding of the status quo via pilots. They will produce insights into the aided diffusion of the PE practices. The created insights will be disseminated and they form part of the material that is used in PE2020 project.
- *contributing* towards the expected impacts. For one, the PE2020 project will come up with a new tool at meta-level of analysis. The work constitutes a process as a basis for a tool by which first level tools and instruments can be identified, monitored and promoted across national boundaries and potentially also beyond Europe. For another, the PE2020 project will identify and refine specific public engagement practices by elaborating the contextual factors that affect the adoption of the tools and instruments. Therefore, practices that may have emerged gradually are made more accessible for adoption in other contexts but the original one.
- *developing* insights into opportunities for further refinement of the existing practices and into totally new tools and instruments.
- *involving actors* outside the project team throughout the project to ensure a wide impact of the project. In addition, work package 5 entirely focuses on communication and will be operative throughout the project. There will be rolling annual communications planning cycle in which optimally efficient and effective means for making the project and its results known not only amongst specialists in researcher and policy practitioner communities, but also in terms of the public.

In practical terms the project develops resources for dynamic governance in the area of public and stakeholder engagement. That is, the project provides building blocks for enhanced capabilities to (i) think ahead, (ii) think again, and (iii) think across. Throughout the project efforts will also be made that the building blocks would also become readily used.

The use of the results will be achieved through the project website, public reports, other publications and face to face communication with different audiences, as well as through the project website and the PE design tool. The PE design tool will be freely available over the Internet and also available for policy makers and organisations to download and customize into their own manuals.

2 General dissemination strategy

The objective of dissemination and communication in the PE2020-project is to communicate the results and insights from the PE2020 project to academic and broader communities, and to interact with science policy actors and societal stakeholders involved with research and innovation processes. By engaging in an extensive dialogue and exchange with those actors, the project aims to contribute to an increased awareness of best PE practices and to the implementation of better societal engagement in Horizon 2020.

Throughout the project, effort will be made to engage with the public and the media about the project aims and results. In addition, it will also be ensured that the European Community financial support will be highlighted in the events and all published material in the project. A means for meeting these ends is that one of the work packages, WP5 (Dissemination and communication) has been entirely dedicated to these matters. The underlying idea is that all aspects of communication management (planning, organizing, coordinating, controlling and motivating) are systematically and effectively carried out.

Communications will be based on careful annually updated rational plan and implementation of the plan. Here communications must be understood to refer to two-way communications and not merely to the dissemination of project results in respect to the parties that may exploit them. The planning will incorporate both identification of the actors and most suitable communication channels. The plan will be annually updated. Implementation takes place continuously. At least the following communications channels will be used:

- day-to-day communication within the personal networks that the consortium members have access to



- project's dedicated website that will be up-dated regularly and that includes features enabling contact with the consortium members (i.e. 2-way communication)
- social media like Twitter
- final workshop
- articles in:
 - peer-reviewed journals targeted primarily at researchers but also at practitioners
 - Journals targeted at specialists (both practitioners and researchers)
 - Newspapers (targeted at general public but also specialists)
- presentations and possibly special sessions in:
 - Conferences / seminars (targeted at both practicing and researching specialists)
- reports:
 - Final report
 - WP summary reports

Dissemination of the project results will begin from day one of the project. At its foundations, dissemination is based on active maintenance and extension of personal level networks to science-policy practitioners, researchers, the relevant media and also the public throughout the project. Altogether, the idea is that when results start to emerge, the ground for dissemination has already been prepared.

In addition to the people involved in the operative work in the WPs, the Advisory Board will play an active role in dissemination of research results. The membership of Martin Hynes from the European Science Foundation brings an opportunity to deliver results through ESF. In terms of impact, this gives a possibility to take MASIS practices as a part of ESF seminars and conferences, aiming to inform all European countries. Eleonore Pauwels as a US-based member in Scientific Advisory Board brings a link to experiences outside Europe. The advisory board establishes connections, and indeed, provides advice to the consortium members when it comes to the ways of mapping and reaching target audiences.

One potential channel for the dissemination of the results emerges also via the BONUS programme, which is a likely context for pilots and with which PE2020 consortium has already reached an initial agreement on co-operation. BONUS is a joint co-operative programme across the Baltic Sea countries and especially in terms of that region, but also more widely, many of the relevant audiences can be reached.

Engage2020 is a FP7 funded project to map and promote more citizens and societal engagement in future calls for the EU-science programs in Horizon 2020. The PE2020-project establishes strong communication channels for this particular project.

In the beginning of the project, project's own website will be launched for providing to anybody interested a possibility to check the background, objectives and the current progress. The website will also be one means by which two-ways communication between the various audiences and the people within the project will be promoted.

Another dedicated dissemination channel in the current project will be the final workshop. Preparations to it will be started early in order to identify key audiences and also potential additional keynote speakers across Europe and beyond.

In addition to informal communications, dissemination via the web-pages and the final workshop, there will be multiple presentations in seminars or conferences. The aim is that the project will show output in peer-reviewed journals, other relevant journals, and newspapers.

When it comes to peer-reviewed (and also other) articles, PE2020 partners will make their best efforts to ensure open access to them within twelve months after the publication. The members of the project will make their best efforts to ensure that this electronic copy becomes freely and electronically available to anyone through this repository.



3 Detailed analytical dissemination plan

Effective dissemination of project results is challenging in the present day, as project results and outputs have to compete for the attention of their targeted audiences. The PE2020 project aims to tackle this challenge by specifying clear goals, messages, target audiences as well as sources and messengers. In particular, it addresses this challenge by organising close communication with “sister projects” in the SiS field and disseminating the results to the use of these projects. In addition, a close eye will be kept throughout the project to monitor beginning Horizon 2020 projects to establish cooperation to these new projects and supporting them in the use of the PE2020 design tool when appropriate. The dissemination and communication plan will be updated yearly.

Dissemination of the project outputs to policy makers and intermediary organisations is crucial for the PE2020 project. This aspect is taken account of already in the design of the project through the pilot actions. We will utilize the local, national and international networks of the project partners and the Scientific Advisory Board members to make sure our dissemination makes a difference and our results are actually used and therefore we expect to receive outstanding dissemination results.

Dissemination objectives

The objective of the dissemination and communication in the PE2020 is to draw the attention of EU policy makers, national governments, regional authorities and other public and private stakeholders and to reach as wide an audience as possible. PE2020 dissemination is planned to inform all relevant stakeholder groups about the projects progress, results and outcomes as listed in chapter 1.1.2. of the DoW.

The PE2020 consortium shares the view that it is very important to know who you want to reach and therefore the dissemination activities will be designed so that all relevant stakeholders can be identified and targeted. All consortium partners take part in a stakeholder analysis workshop in the kick-off meeting in order to map relevant stakeholders of the project.

An important objective of the project is also to disseminate the PE2020 design tool to as many as possible policy maker and other stakeholder group. The PE2020-project consortium finds that extensive dialogue and exchange are ways to keep policy makers, stakeholders and project partners actively involved in the project, which increases the success rate of the project.

Stakeholders and other audiences

The main users of the research can be divided into (1) key stakeholders, (2) influential but not much informed stakeholders and (3) other stakeholders. The stakeholders will be divided in groups that will be targeted with specifically tailored dissemination activities. The main focus of the dissemination activities will be on key stakeholders who have high influence on the success on the project and who are well informed and interested in public engagement, innovations or Horizon2020.

The consortium defines as key stakeholders national S&T research policy councils, regional and local authorities, governmental agencies, European Commission (e.g. DG R&I, European Joint Research Institute), Joint research programme, NGO's (citizen/science actors) and national and international funding agencies. Key stakeholders for PE2020 project are also associations of universities (e.g. EUA, IAU, LERU), European Science Foundation, International Atomium Culture and Science Europe, academic journals and science magazines, big national research institutes (e.g. Fraunhofer, Max Planck, Wellcome trust), scientific associations, esp. SiS experts (e.g. EAS, ST, Societies for Social Studies of Science, national rectors conferences, public consultancies e.g. Involve, Demos) and science museums (e.g. Ecsite). Key stakeholders are also policy makers, related projects and networks, including international, transnational and national networks and organisations active in the field.



Much attention will also be paid to stakeholders that are also potentially influential to the success of the project but do not have such a good information standing. To inform these stakeholders about the project has potential to turn them into key stakeholders and a lot of effort will be put into reaching these stakeholders.

The consortium partners find the following as such potential key stakeholders: municipalities & regional authorities and regional authority for municipalities, parliaments, ministries (education, culture, science and technology), technology assessment bodies (aware, EPTA (European parliamentary technology assessment)), national councils of science, CSO's (Trade unions), industry confederations and high-tech industries. They also list national media, ethic councils, universities and higher education institutions, influential companies such as Technopolis group, political parties, academics and learned societies as well as the scientific community in general. Even football clubs and patient groups could be influential stakeholders in public engagement activities.

To the stakeholder groups that are interested in the project but do not have impact on its success, the information will be delivered through standard dissemination and communication activities. Those stakeholders that are not yet interested in the project and do not know about the theme will be reached through newspapers and other media directed at general public. The consortium partners recognised as such stakeholders e.g. newspaper readers and news "consumers", local authorities, schools, women's associations, activists/CSOs/NGOs from other policy fields, "discontented" citizens, religious institutions, local media, SMEs. The consortium lists also journalists, public figures such as artists and intellectuals, farmers and in general population from rural areas, university researchers and patient groups.

Key messages

Different stakeholders will have different interests in the PE2020 project. The style and content of messages will be tailored according to each target group. The overall key messages of the dissemination are as follows:

- How do different stakeholders influence the success of PE2020?
- Why are context, timing and actors important, what do they mean in public engagement programmes, how do they influence project success?
- What are effective forms of target group and stakeholder interaction and participation programmes?
- What are key features of best practice programmes/projects and how are they sensitive to context?
- How can policy makers support better and more successful public engagement programmes/projects?
- Why is it important to share information on successful and unsuccessful projects?

We aim to answer questions such as

- How can the PE2020 design tool help in designing better projects and how can users tailor the tool to their needs?
- What action should different parties take to enable successful programmes/projects?
- Why you (citizen, etc.) should be interested in science?
- Why you (researcher, etc.) should be interested in citizen?
- How you (citizen, etc.) could impact your future?
- How you (researcher, etc.) could improve your research?

Sources and messengers

Influential spokespersons are important to enhance the credibility of the message of the PE2020-project. Many important spokespersons are directly involved in the project:



- Participating practitioners through pilot actions.
- Scientific Advisory Board members use their contacts to disseminate information about the PE2020-project. Through Martin Hynes, the Chief Executive of the European Science Foundation, the project can reach wide international audience and through Eleonore Pauwels, a US-based member of the SAB, the audience outside of Europe can be reached. Through the professional networks of the other SAB-members: Suzanne de Cheveigné, Simon Burall and Markku Mattila, even more stakeholders will be reached.
- Moreover, new spokespersons to support the message of the project are enlisted throughout the project, in particular through the pilot actions but also by participating in various international, national and local events. Through these measures, we will particularly target e.g.:
 - EU policy makers, national governments and regional authorities
 - Researchers and practitioners in related projects and networks (e.g. Engage2020, BONUS, CASI)
 - NGOs, professional groups and representatives of practitioner media (e.g. 'Public Communication of Science and Technology' (PCST) network, 'Institute of Deliberative Democracy in Finland').



Activities, channels, timing and responsibilities

The following table provides a detailed outline of dissemination activities, channels, timing and responsibilities:

Channel	Primary target group	Timing	Responsibilities
FACE-to-FACE			
Policy Board	Science policy actors, other stakeholders, related projects and networks, researchers	M2, M12, M17, M24, M34	coordinator (organizer), WP leaders (presenters)
Partners of the pilot actions	science policy actors and other stakeholders in their local networks	M17-M22	partners inform other professionals and local stakeholders
International workshop on innovative PE practices in Europe and beyond	policy makers; related projects and networks, other practitioners and researchers,	M11-M13 (possibly in conjunction with the PCST 2014 conference)	WP 1 leader and coordinator
Context tailoring workshop	policy makers, project managers, SiS communication experts, researchers		
Presentations at scientific & practitioner conferences and meetings organized by related networks and projects (e.g. BONUS, Engage2020, CASI etc.)	policy makers; related projects and networks, other practitioners and researchers	throughout the project	each partner gives at least one presentation
Presentations at events organized by civil society actors, NGOs, participation in fairs and events for the general public	General public, programme stakeholders, citizens	throughout the project	each partner participates in at least one event
Final workshop	policy makers; related projects and networks, other practitioners and researchers,	M34	coordinator and WP5 leader
EMAIL			
Communication between partners as and when needed through own email account	partners	throughout the project	coordinator organises, each partner participates
WEB			
Project website: project summary, partners, aims, results, blog etc.	interested parties, esp. science policy actors & policy makers, related projects & networks	M4, throughout the rest of the project	WP5 leader organises
Project outputs and reports esp. summary report on WP2 and WP3 (downloadable)	interested parties, esp. policy makers & science policy actors, related projects & networks	throughout the project, as soon as outputs are produced	coordinator organises



Final report + summary	policy makers & science policy actors	M36	coordinator with support from each partner
PE2020 blog	interested parties, esp. policy makers & science policy actors, related projects & networks	throughout the project	WP5 leader together with the coordinator organises, content support from all partners
Facebook and/or Twitter accounts	interested parties, esp. policy makers & science policy actors, related projects & networks	throughout the project	WP5 leader together with the coordinator organises, content support from all partners
Home pages of the partner organisations	interested parties, esp. policy makers & science policy actors, related projects & networks	throughout the project	each partner
PE DESIGN TOOL			
Launch of the PE design tool	policy makers & science policy actors	M34	WP 4 leader
Dissemination of the PE design tool	policy makers & science policy actors	M34-M36	all partners
PRINT, MEDIA, TV, RADIO			
PE2020 Leaflet	interested parties, esp. policy makers & science policy actors, related projects & networks	M1	coordinator with input & feedback from partners, all partners disseminate
Press releases, articles for/interviews (national & local newspapers, TV, radio)	the general public, interested parties	throughout the project	each partner, coordination WP5 leader
Articles in scientific journals	other researchers, policy makers	throughout the project	each partner, coordination WP5 leader
Articles in/interviews given to expert journals	science policy actors, related projects & networks, interested parties, general public	throughout the project	each partner, coordination WP5 leader
Intermediary report	EU officials and policy makers	M18	coordinator
PE2020 poster	policy makers (e.g. EU, ministries) science policy actors, related projects & networks, interested parties, general public	M2	WP5 leader
Ready PE2020 information presentation material for partners to use through WRIKE the project software	policy makers (e.g. EU, ministries) science policy actors, related projects & networks, interested parties, general public	M3	WP5 leader

4 Evaluation of dissemination activities

The project organisation includes an international Scientific Advisory Board. At milestones it will provide a critical reflection upon the WP 5 progress so that the dissemination and communication activities can be improved. It will also provide at milestones views to the Coordinator and Management Committee about the



refinement of the next steps and about the issues that the Coordinator and the Management Committee place on its agenda.

The following timing will be used to evaluate the output (and in some cases, outcome) of dissemination activities:

- Evaluation and feedback by the scientific advisory panel at M2, M12, M17, M24, M34.
- External evaluation in context of the interim report M17.

5 Communication and exchange of information among partners

Communication and exchange of information among partners occurs via:

1. Intensive face-to-face communication through workshops and regular skype as well as consortium meetings.
2. Skype meetings of the management committee i.e. the work package leaders every first Tuesday of the month during the first 6 months, then agreed on an appropriate time table for the rest of the year.
3. Direct communication of all project partners through electronic mail as and when necessary.
4. Through the Wrike tool as partners' workspace.

The partners' workspace is a password-protected area on Wrike. This is an important form of communication among project partners. It includes a documents repository (e.g., official documents, meeting documents, working documents), partners' contact information, a project Library, a Photo Gallery, as well as platforms for collecting cases for Work Package 1 "Updated inventory and case exploration of European PE innovations". Moreover, feedback on the project meetings will be collected via the partners' workspace.

The organisation of the international workshop in the context of WP 1 will allow the project partners:

- To share the results of the WP1 by presenting the catalogue of innovative PE practices to a forum of scholars and practitioners in PE
- To invite feedback on the respective case descriptions as well as the overall mapping of these in categories of PE.

The objective of the context tailoring workshop in context of WP 3 is:

- To consider the factors that precondition successful design and implementation of PE tools and instruments in local contexts.
- To discuss contributory and hindering factors by the researchers of PE2020 and local STI actors.
- To deliver a necessary background for the more detailed planning of the pilot case studies.

A major effort in the project will be the planning, preparation and organization of the final workshop. The major subtasks are the identification and invitation of the presenters and key audiences to ensure the further dissemination of the projects outcomes and results.

6 Data security and management of intellectual property

Appropriate procedures are applied to the protection of data security, securing confidentiality of information that is not meant to be disclosed, and the management of pre-existing (Background) and new (Foreground) knowledge developed in the project. These are set out in the Consortium Agreement, which also specifies a procedure for the resolution of potential conflicts.



All participants engage in the project on a voluntary basis. This pertains in particular to the informants in WPs 1 and 3, which will be duly informed of the research, participation, data security and disclosure procedures and the formats for publishing the results. Where necessary, the participants will be provided the opportunity to check any data concerning projects operated by them prior to publication. Stakeholders and end-users will also participate on a voluntary basis, and will be appropriately informed of the research, participation, data security and disclosure procedures.

Data protection issues will be given serious attention. The collection and use of personal data will be avoided and limited to the absolute minimum. Data collected during the project will be handled with due attention to the protection of any personal information. No such collected data will be published, which would reveal the identity of any of the informants. The data will only be used for the purposes of PE2020. As the coordinator NCRC is committed to its high standards (as a governmental research organization) for reliable treatment of contractual issues, data archiving research ethics.

More detailed rules on intellectual property right issues in the project are included in the Consortium Agreement. In particular, the partners have agreed that the PE design tool produced by the project shall be published and disseminated under conditions similar to the Creative Commons "Attribution Share Alike" conditions.

Special attention is devoted to duly managing the intellectual property issues involved in engaging external parties in knowledge creation via the workshops. External parties contributing to workshops will be duly informed of the collective and 'public domain' nature of ideas and concepts generated there.

All knowledge produced and the tool generated in this project will become publicly available at the end of the project. There are no problematic issues foreseen dealing with intellectual property rights. Partners will retain intellectual property rights to any background knowledge that they have mobilised for the use of the project. Partners have also agreed to respect other partners' intellectual property rights as concerns Foreground.



Annex 1
PE2020
Project Presentation

The objective of the PE2020 is to identify, analyse and refine innovative public engagement (PE) tools and instruments for dynamic governance in the field of Science in Society (SiS). PE2020 analyses the PE tools and instruments through a systemic and contextual perspective, and contributing to the potential and transferability of new governance innovations. PE2020 will create new knowledge of the status quo and trends in the field of public engagement in science, refine innovative PE tools and instruments and propose new ones.

The project partners are researchers from four countries:

- National Consumer Research Centre, NCRC, (coordinator) Finland
- University of Helsinki, UH, Finland
- Aarhus University, AU, Denmark
- International Business School at Vilnius University (VU IBS), Lithuania
- Laboratorio Di Scienze Della Cittadinanza (LSC), Italy

The project is supported by a Scientific Advisory Board, which ensures the relevance of the project work for the current needs of energy policy implementation. The Scientific Advisory Board Members include:

- Markku Mattila, University of Helsinki
- Martin Hynes, European Science Foundation
- Eleonore Pauwels, Woodrow Wilson International Center for Scholars (U.S.)
- Simon Burall, Involve
- Susanne de Cheveigné, Centre National de la Recherche Scientifique and Centre Norbert Elias

PE2020 is a European project that is funded by the EU 7th Framework Programme, Science in Society theme (contract number: 611826).



Stakeholder Analysis of the PE2020-project

March the 6th, 2014, Orimattila, Finland

Present: Suzanne de Cheveigné, Saule Maciukaite-Zviniene, Tine Ravn, Timo Aarrevaara, Luciano d'Andrea, Niels Mejlgaard, Minna Kaarakainen, Kaisa Matschoss, Mikko Rask

I Key stakeholders:

- Scientific associations, esp. SiS experts (e.g. EASST, Societies for Social Studies of Science ,public consultancies e.g. Involve, Demos)
- Academic journals, Science magazines
- Science education
- NGO's (citizen/science actors)
- National and international funding agencies
- BIG national research institutes (e.g. Fraunhofer, Max Planck, Wellcome trust)
- Regional and local authorities
- Governmental agencies
- National S&T policy councils
- Associations of universities (EUA, IAU, LERU)
- European Science Foundation
- European Commission (e.g. DG R&I, European Joint Research Institute)
- Joint research programme
- Science museums (Ecsite)

Channels to reach key stakeholders:

- media
- publishing in academic and international journals, conferences, associations (journal articles or reviews)
- research reports (e.g. EUA, IAU)
- personal communication, meetings/appointments, personal contact networks of partners
- networks, like Ecsite, lobbies in Brussels, the network of funding agencies, ESF, EUA
- conferences/websites of major organisations (aiming the hub of these)
- workshops (ESF, EUA, LERU)
- organisation of thematic seminars in collaboration with key stakeholders
- national science events' organizers
- homepages
- head of university departments



- social media, such as: twitter/facebook
- information events
- policy briefs
- newsletters
- exhibitions in science museums

II Influential but less-informed stakeholders:

- Municipalities & regional authorities & regional authority for municipalities
- Parliaments
- Ministries (education, culture, science and technology)
- Technology assessment bodies (aware, EPTA (European parliamentary technology assessment))
- National councils of science
- CSO's (Trade unions)
- Industry confederations
- High-tech industries
- National Media
- Ethic councils
- Universities & higher education institutions
- Technopolis group (company)
- political parties
- football clubs
- patient groups
- Academics and learned societies

Channels to reach influential but less-informed stakeholders:

- conferences and other meeting points of these groups of stakeholders (such as "European R&D"/ "Research Europe")
- "mind blowing" events, showcase international, best practices in a national context
- special events & information for citizens (e.g. football clubs)
- social media: twitter/facebook
- professional SiS-practitioners
- Journal articles
- EU-wide PE2020 broadcast news channel
- personal networks & communication
- information letters via email
- local and regional media
- quality assurance council (QAC)



III Other stakeholders:

- Women's associations
- Newspaper readers
- News "consumers"
- Local authorities
- schools
- Activists/CSOs/NGOs from other policy fields
- "discontented" citizens
- religious institutions
- local media
- SMEs
- Journalists
- famous citizens + artists + intellectuals
- farmers, in general population from rural areas
- university researchers
- patient groups

Channels to reach other stakeholders:

- personal communication
- information events
- newsletters
- general/mass/local media (e.g. articles on PE2020 in newspapers or popular science magazines)
- appearance in some "specialised" media or network (e.g. farmers', activists', local authorities networks; unions, associations, professional networks)
- presentations in seminars, events, meetings
- produce arguments/evidence for the added value of public engagement
- produce polemic articles resisting BAU-policy
- science events' organisers
- social media: twitter/facebook
- professional SiS-practitioners
- consumer organisations
- student organisations
- internet hubs





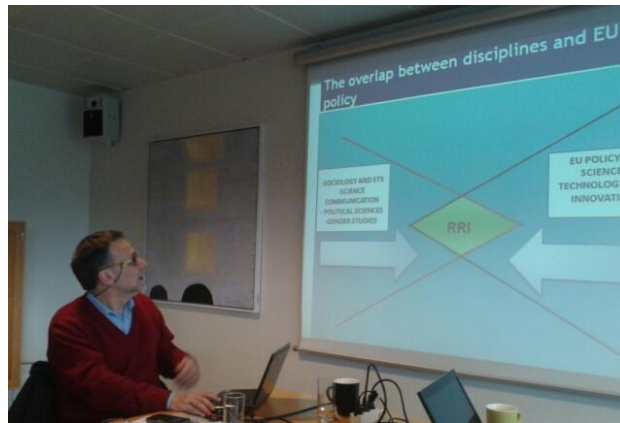
SEVENTH FRAMEWORK PROGRAMME

THEME: SiS.2013.1.1.1-6

Tools and instruments for a better societal engagement in "Horizon 2020"

PE2020 – Public Engagement Innovations for Horizon 2020

Updated dissemination plan 2015



Grant agreement no: 611826

Project acronym: PE2020

Project full title: Public Engagement Innovations for Horizon 2020

Project funding scheme: Seventh Framework Programme, Collaborative Project, Small or medium scale focused research project, SiS.2013.1.1.1-6

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1 Introduction

This document is an update for the year 2015 of the dissemination strategy produced in 2014. It builds on the original strategy and focuses on the evaluation the activities in 2014 and describing the aims for dissemination in 2015. Previously produced sections have been excluded; therefore, please refer to the strategy of 2014 for general information and objectives of the PE2020, general dissemination strategy, communication and exchange of information among partners as well as data security and management of intellectual property, as there have been no changes compared to the original strategy.

2 Evaluation of dissemination activities in 2014

Dissemination activities in 2014 have focused on establishing the necessary infrastructure, determining the key stakeholders and informing them and interested parties about the PE2020-project in general. The web pages of the project were created in February 2014 including relevant information of the projects objectives, results, progress, work packages, partners and the scientific advisory board. A news feed column has been updated regularly by partners and the WP 5 leader. A twitter account was also created in order to utilise social media and can be found under @publicengagemen.

The PE2020-project has established lively and well-functioning communication and cooperation with related EU-projects such as the sister-project Engage2020 (www.engage2020.eu) as well as CASI (www.casi2020.eu). The projects have been presented in the PE2020-webpage by posts from the coordinator of the Engage2020 and by the WP7 team of CASI.

The key stakeholder analysis and the collection of contact information were started in the kick-off in Helsinki in March the 5th-7th, 2014. The consortium defined as key stakeholders national S&T research policy councils, regional and local authorities, governmental agencies, European Commission (e.g. DG R&I, European Joint Research Institute), Joint research programme, NGO's (citizen/science actors) and national and international funding agencies. Key stakeholders for PE2020 project are also associations of universities (e.g. EUA, IAU, LERU), European Science Foundation, International Atomium Culture and Science Europe, academic journals and science magazines, big national research institutes (e.g. Fraunhofer, Max Planck, Wellcome trust), scientific associations, esp. SiS experts (e.g. EAS, ST, Societies for Social Studies of Science, national rectors conferences, public consultancies e.g. Involve, Demos) and science museums (e.g. Ecsite). Key stakeholders also include policy makers, related projects and networks, including international, transnational and national networks and organisations active in the field.

An international workshop in the context of WP 1 was organised in the conference in Brazil Salvador, Bahia for the biannual conference of the Public Communication of Science and Technology (PCST) network. The PE2020 project convened a panel session dedicated to presenting and discussing innovative public engagement procedures in Europe and beyond. The session included project papers on embedding the 'participatory performance' model, which provides a point of departure for PE2020, into research programme and project contexts, and presentation of the preliminary inventory of PE mechanisms and initiatives. Important feedback was received, which could be considered in the D1.1. and D1.2. of the project.

There has been active dissemination of the PE2020-project in several occasions in form of seminar/conference participation but also in form of personal meetings and communications with other experts and decision makers. A leaflet of the PE2020-project was designed and has been distributed in these occasions. A table containing a list of dissemination activities conducted in 2014 is included in the Appendix 1.

The Scientific Advisory Board has been very active in taking part in the project. The chair of the SAB Markku Mattila has organised several meetings for the PE2020-project with influential stakeholders of the project



such as meetings with the Prime Minister’s Office in Finland and with the directors of the Finnish National Institute of Health and Welfare, and the Academy of Finland.

Communication and exchange of information among partners has taken place mainly through regular Skype meetings as well as email exchange. Due to the merger of the NCRC into the UH, there has been more management committee meetings as planned originally at the beginning of the project. The Wrike tool as partners’ workspace has been introduced and it has been mainly used as place for keeping documents that concern all, so that each partner has access to joint documents. The other possibilities and features of the working space have not been utilised clearly as much as originally thought, but it has not had any negative influence on the work as such.

3 Detailed dissemination plan for 2015

The objectives for disseminating the PE2020-project have not changed (please see the dissemination strategy developed in 2014). Our main objective is continuously to reach the key stakeholders in order to enable more dynamic governance in science policy. In year 2015 our focus is on organising context tailoring workshops in the context of WP 3 in order to consider the factors that precondition successful design and implementation of PE tools and instruments in local contexts by the researchers of PE2020 and local STI actors and to deliver a necessary background for the more detailed planning of the PE pilots. There will be 6 pilots organised in the project that all also act as dissemination channels of good PE practices and of information of the PE2020-project.

During 2015 several deliverables will be finished in WP1 and WP2. These results will be actively disseminated through the key stakeholder contact list, through the web pages of the project as well as in Twitter. Furthermore, we will publish a policy brief of the key results of this research foreseen in July 2015.

The consortium has agreed to produce four academic peer-reviewed articles that are accepted for publication by the end of the project. Therefore, the year 2015 will also be a year when academic articles presenting the research will be mainly written. We also plan to produce newspaper articles for general public in 2015 and 2016. There will presentations in conferences or seminars targeted at both practicing and researching specialists.

A major effort in the project will be the planning, preparation and organization of the final workshop in 2016. The major subtasks are the identification and invitation of the presenters and key audiences to ensure the further dissemination of the projects outcomes and results. We will, thus, start to conceptualise initial guidelines for the conference already at the end of 2015.

Activities, channels, timing and responsibilities for 2015-2016

The following table provides a detailed outline of dissemination activities, channels, timing and responsibilities for 2015-2016:

Channel	Primary target group	Timing	Responsibilities
FACE-to-FACE			
Policy Board	Science policy actors, other stakeholders, related projects and networks, researchers	M17, M24, M34	coordinator (organizer), WP leaders (presenters)
Partners of the pilot actions	science policy actors and other stakeholders in their local networks	M17-M22	partners inform other professionals



			and local stakeholders
Context tailoring workshops	policy makers, project managers, SiS communication experts, researchers	M13-M24	WP3 leader
Presentations at scientific & practitioner conferences and meetings organized by related networks and projects (e.g. BONUS, Engage2020, CASI etc.)	policy makers; related projects and networks, other practitioners and researchers	throughout the project	each partner gives at least one presentation
Presentations at events organized by civil society actors, NGOs, participation in fairs and events for the general public	General public, programme stakeholders, citizens	throughout the project	each partner participates in at least one event
Final workshop	policy makers; related projects and networks, other practitioners and researchers,	M34	coordinator and WP5 leader
EMAIL & EMAIL LISTS			
Email communication between partners as and when needed through own email account	partners	throughout the project	coordinator organises, each partner participates
Email lists will be used as a channel to disseminate project results in a timely manner	partners' contacts, key actor groups	after publication of main deliverables	WP5 leader with the help of partners
WEB			
Project website: project summary, partners, aims, results, blog etc.	interested parties, esp. science policy actors & policy makers, related projects & networks	update throughout the rest of the project	WP5 leader organises
Project outputs and reports esp. summary report on WP2 and WP3 (downloadable)	interested parties, esp. policy makers & science policy actors, related projects & networks	throughout the project, as soon as outputs are produced	coordinator organises
Final report + summary	policy makers & science policy actors	M36	coordinator with support from each partner
PE2020 blog	interested parties, esp. policy makers & science policy actors, related projects & networks	throughout the project	WP5 leader together with the coordinator organises, content support from all partners
Twitter accounts	interested parties, esp. policy makers & science policy actors, related projects & networks	throughout the project	content support from all partners
Home pages of the partner organisations	interested parties, esp. policy makers & science policy actors, related projects & networks	throughout the project	each partner
PE DESIGN TOOL			



Launch of the PE design tool	policy makers & science policy actors	M34	WP 4 leader
Dissemination of the PE design tool	policy makers & science policy actors	M34-M36	all partners
PRINT, MEDIA, TV, RADIO			
Press releases, articles for/interviews (national & local newspapers, TV, radio)	the general public, interested parties	throughout the project	each partner, coordination WP5 leader
Articles in scientific journals	other researchers, policy makers	throughout the project	each partner, coordination WP5 leader
Articles in/interviews given to expert journals	science policy actors, related projects & networks, interested parties, general public	throughout the project	each partner, coordination WP5 leader
Intermediary report	EU officials and policy makers	M18	coordinator



Appendix 1 List of dissemination activities during the first year of the project

Dissemination activities in PE2020

Leaflet disseminated in CASI FP7-project's kick-off in Sofia, Bulgaria	12-14 February 2014
Leaflet disseminated in Achieving impact - Social Sciences and Humanities (SSH) in Research, Development & Innovation –conference, Athens, Greece	26 - 28 February 2014
Poster presented in the research event of the Finnish Ministry of Employment and Economy	13 March 2014
Paper presented: 13th International Public Communication of Science and Technology Conference, Salvador, Brazil, Participatory Performance in Research Program Context, Leaflet disseminated (The main theme of the conference was public engagement for public communication of S&T)	5-8 May 2014
Personal meeting with professor Markku Kulmala, the director of the Division of Atmospheric Sciences at the Department of Physics at the University of Helsinki	22 April 2014
Personal meeting with the director of the Finnish Science Centre Ms. Anneli Pauli	23 April 2014
Leaflet disseminated in IRSPM International Research Society for Public Management -conference, Carleton University, Ottawa, Canada	9-11 April 2014
Leaflet disseminated in the Institute for Governance in Public and Private Organization (IGOPP) in the University of Concordia in Montreal, Canada	7 April 2014
Leaflet disseminated in IPSOS Social Research Institute in Montreal, Canada	8 April 2014
Personal communication with scientists from the University of Eastern Finland, Faculty of Social Science and Business, Kuopio	14 March 2014
Personal communication with scientists from the University of Turku, Turku School of Economics in Finland	14 March 2014
Leaflet disseminated in MISEK Mikkeli Region Business Development Centre Misset Ltd -seminar: Asiakasymmärryksen ja palveluinnovaatioiden äärellä Etelä-Savossa” Mikkeli, Finland	19 February 2014
Leaflet disseminated in EUSEW 2014 in Brussels, Belgium	30 June 2014
Leaflet disseminated in Horizon Health 2020 conference in Lyon, France	4 July 2014
Personal communication with a researcher from the University of Eastern Finland, Institute for Natural Resources, Environment and Society (LYY) ,Joensuu	11 June 2014
Presentation at the 12 th national symposium of university research (Korkeakoulututkimuksen XII kansallinen symposium), Helsinki University	19-20 August 2014
Leaflet & personal communication at BEHAVE 2014 conference, University of Oxford, UK	3-4 September 2014
Kansalaiset mukaan tiede- ja teknologiapolitiikan kehittämiseen? –seminar organized in Helsinki, at the Prime Minister's Office, Finland	31 October 2014
Leaflet & personal communication with a researcher from the IASS, Potsdam Germany	17 October 2014
Leaflet & personal communication at the Prime Minister's Office, Helsinki, Finland	21 October 2014
Leaflet & personal communication at the Academy of Finland, a funding agency for scientific research, Helsinki, Finland	22 October 2014
6th International conference “Science in Society” (ICSI 2014) in Vancouver, Canada	10-11 Oct 2014
PE2020 –presented at “Assessing the Participatory Turn and ‘New Democracy’. An international conference” in Helsinki, Finland, 11-12.12.2014	11-12 December 2014



PE2020 –presented in-seminar organized by the Institute of Deliberative Democracy in Tampere, Finland	30 October 2014
PE2020 presented in YHYS 2014 autumn colloquium organized by the Finnish Environment Institute, Helsinki, Finland	4 November 2014
PE2020 information disseminated in 6 th Living Knowledge –conference in Copenhagen	9-11 April 2014





SEVENTH FRAMEWORK PROGRAMME

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1 Introduction

This document is an update for the year 2016 of the dissemination strategy produced originally in 2014 and updated in 2015. It builds on the original strategy and focuses on the evaluation the activities in 2015 and describing the aims for dissemination in 2016.

2 Evaluation of dissemination activities in 2015

Dissemination activities in 2015 have focused on networking with the RRI community in Europe, especially with the EU funded RRI-projects, and on disseminating about the results of the PE2020-project.

The PE2020-project has continued lively and well-functioning communication and cooperation with related EU-projects such as the sister-project Engage2020 (www.engage2020.eu) as well as CASI (www.casi2020.eu). The project consortium members have actively visited each others conferences and consortium meetings keeping close track on what can be learned from parallel on-going projects. The joint policy conference planning has been initiated with the CASI project to take place in November 2016.

The main product of the PE2020 project in 2015 has been the publication of the *Catalogue of innovative public engagement activities*. Information on the publication has been sent to the key stakeholder list that include national S&T research policy councils, regional and local authorities, governmental agencies, European Commission (e.g. DG R&I, European Joint Research Institute), Joint research programme, NGO's (citizen/science actors) and national and international funding agencies. Key stakeholders for PE2020 project are also associations of universities (e.g. EUA, IAU, LERU), European Science Foundation, International Atomium Culture and Science Europe, academic journals and science magazines, big national research institutes (e.g. Fraunhofer, Max Planck, Wellcome trust), scientific associations, esp. SiS experts (e.g. EAS, ST, Societies for Social Studies of Science, national rectors conferences, public consultancies e.g. Involve, Demos) and science museums (e.g. Ecsite). Key stakeholders of the project also include policy makers, related projects and networks, including international, transnational and national networks and organisations active in the field. The project also joined the worldwide Network for the Public Communication of Science and Technology and used the email list for disseminating information on the project and its results.

The web pages of the project, especially the page "news feed", have been updated regularly. A new page presenting the individual members of the research team was created. The latest blog posts include titles such as:

- European Conference: Engaging Society in Responsible Research and Innovation: What's Next?
- PE2020 project consortium in Vilnius, Lithuania
- Future Earth Finland Living Lab event discussed the challenges of sustainable urbanization
- Complex environmental issues require new approaches
- First global change Townhall meeting

In context of the Finnish context tailoring workshop, interviews with experts were organised and the recording was published in the newsfeed. A report on the utilisation of the webpages of the PE2020 can be found in the Annex of the strategy.

A twitter account was used in order to network better in the RRI community and can be found under @publicengagemen.

There has been active dissemination of the PE2020-project in several occasions in form of seminar/conference participation but also in form of personal meetings and communications with other



projects in 2015. The first policy brief of the project *Conceptualisation of Innovative Public Engagement* was published in October 2015.

One academic article was submitted for publication in to *Journal of Responsible Innovation* with the title Public engagement toolkits for dynamic governance.

The consortium has organised two consortium meetings in 2015 to jointly discuss the research activities going on in the project. The first consortium meeting of 2015 was organised in Aarhus, Denmark, January 28-30, 2015. The second was organised in Vilnius, Lithuania, in November 2-3, 2015. Between and after the consortium meetings, communication and exchange of information among partners has taken place mainly through regular Skype meetings as well as email exchange.

3 Detailed dissemination plan for 2016

The main objectives for disseminating the PE2020-project have not changed (please see the dissemination strategy developed in 2014). Our main objective is continuously to reach the key stakeholders in order to enable more dynamic governance in science policy.

2016 is the end year of the project meaning that all deliverables will be finished and their results published in the web pages of the project by the end of the year and at the last month of the project January 2017. The key stakeholder contact list will be utilised as well as the PCST network with over 2000 subscribers and Twitter with currently 29 followers. Furthermore, we will publish two more policy briefs. One of the key results foreseen in spring 2016 and another about the final conference in November 2016 in Brussels.

In early 2016, our focus is on publishing the results of the work that has been executed especially in the WP3 with the pilot initiatives and in WP2 focusing on the model of the dynamic governance of science. At the end of the year WP4 has established the web tool for the dynamic governance of science and its dissemination will be given a lot of attention.

A major effort in the dissemination activities will be the organisation of the joint CASI policy conference in Brussels in November 2016.

The consortium has agreed to produce four academic peer-reviewed articles that are accepted for publication by the end of the project. Therefore, the year 2016 will be a year when academic articles will need to have a strong focus.

We produce newspaper articles for general public in 2016 according to the DoW.

There will be further presentations in conferences or seminars targeted at both practicing and researching specialists.

Time schedule for the upcoming work in WP5 for the rest of the project

Jan 16	Joint meeting with CASI for the policy conference in Skype, awards
Feb 16	Update of the annual dissemination strategy, news paper writing published, publication D2.2 final
Mar16	Policy brief 2, publishing a call for papers for the policy conference
Apr16	Preparation of the policy conference draft agenda & reading abstracts & accepting them for publication
May16	Invitation of speakers for the policy conference Publication D3.2 final



	Meeting in Rome Policy conference planning meeting May the 31 st with CASI-project
Jun16	Review of submitted proposals for papers
Jul16	
Aug16	Review of final papers for policy conference
Sep16	Organisation of the policy conference
Oct16	Last minute organisation of the policy conference Publication of the toolkit
Nov16	Policy conference, policy brief 3
Dec16	Final report of PE2020, finalization of D5.2, reporting of dissemination activities to final evaluation of the PE2020 project
ongoing	Update of the website & blog writing Dissemination of projects results Taking care of the publications





Intensified dissemination plan for the PE2020 toolkit

Kaisa Matschoss, University of Helsinki

Dissemination activities during the final phase of the PE2020 project focus on the active dissemination of the PE2020 toolkit (“Toolkit on public engagement with science”). This is the responsibility of all project partners and the undertaken activities will be listed in the dissemination activities report of the participant portal of the EC.

Information about the toolkit will be disseminated through the following channels:

- The contract with the DBT was made and it includes an agreement that the DBT will disseminate the toolkit in its networks, including the following sister projects to the PE2020: Res-AGorA, Engage2020, RRI-Tools, Fosteropenscience.eu, PACITA, The TA Portal, and CASI (this will be followed by the University of Helsinki)
- The toolkit will be disseminated among other current and future projects such as the RRI tools and the FIT4RRI (Fostering Improved Training Tools for Responsible Research and Innovation that will begin in the Spring 2017, and where partners from UH and LSC are involved [University of Helsinki, LSC])
- In Finland, collaborations related to FIT4RRI will involve The Academy of Finland (contact: Director Riitta Maijala) and University of Helsinki leadership (University of Helsinki)
- Martin Hynes has promised to include a link to the webtool from the European Science Foundation’s website, Martin Hynes, SAB member
- email list of the key stakeholders, University of Helsinki
- the PSCT and EASST networks’ email lists, University of Helsinki
- webpages of the project and the partners organisations, University of Helsinki , all partners
- Add information of the toolkit to the appropriate EU open websites for information dissemination, University of Helsinki
- contacting local funding agencies in each partner country to inform about the toolkit, all partners
- the partners are asked to utilize also their personal networks such as social media accounts (LinkedIn, FB, Twitter etc.) to communicate and disseminate information related to the PE2020 toolkit, all partners
- personal contact by consortium partners (LSC, University of Lapland) with the pilot initiative partners to inform them that the PE2020 toolkit is available for their future work
- request to the Scientific Advisory Board members to use their networks for the dissemination of the PE2020 toolkit
- various seminar presentations, all partners





This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no [611826]

Appendix 2

Table A2.1 *List of News feed topics*

Topic	Date	Keywords
Report of the policy conference available!	25.01.2017	policy conference, public engagement, research, science in society, Science with and for Society
Policy brief Issue 3 published!	10.1.2017	PE2020 toolkit, policy conference, practice and policy, research
Happy holidays!	24.12.2016	
Boosting Public and Societal Engagement	13.12.2016	legitimacy, science technology and innovation, societal engagement
Thank you for your participation in the policy conference!	23.11.2016	CASI_PE2020, policy conference
Live stream from the policy conference	15.11.2016	CASI_PE2020, educating science-society, global change research, Incentives of PE, innovative public engagement, policy conference, policy impact, prospects of PE, social interaction
Policy conference focusing on public engagement and sustainable innovation	14.11.2016	CASI, policy, policy conference, practice, public engagement, research
PE2020 presented in the Dutch Presidency conference	1.11.2016	Challenges, Innovative Regions, research and innovation practices, WIRE 2016
Report of the public engagement pilot cases on Societal Challenges	30.9.2016	
Societal Interaction Plans of the Strategic Research Council at the Academy of Finland	23.9.2016	Academy of Finland, engagement tools, PE pilots, societal interaction plan, Strategic Research Council
Pilot initiative of the Joint Programming Initiative (JPI) More Years, Better Lives (MYBL)	16.9.2016	JPI, MYBL, PE pilots, pilots, societal impact, stakeholder engagement
Policy conference about Public Engagement for Research, Practice and Policy	8.9.2016	Policy, practice, public engagement, research, sustainable innovation
Early-career researcher support in the Bonus pilot project	6.6.2016	Bonus programme, capacities, early career scientists, junior researchers, PE pilots, science-society dialogue
Innovative Public Engagement – A Conceptual Model of PE	26.5.2016	conceptual model of PE, innovative public engagement, innovativeness, obstacles of PE, participatory performance, successful PE
Engage with society? Sure! But how do I do it?	11.4.2016	Bonus programme, interaction with stakeholders, Kaskas Media, public engagement in science, science communication, tailoring the message, training
Public engagement in the vacuum does not exist	29.3.2016	contextualisation, obstacles, opportunities, PE pilots, PE toolkit, resources, risks
Living Lab of Global Change Research	25.2.2016	collaboration, global change, global change research, Living lab, PE pilots, stakeholder engagement

The pilot projects in Italy at a glance	25.1.2016	Agorà Scienza, Città della Scienza, Dialogue Workshop, ENEA, mobility and transportation, Naples, PE pilots, Rome, science-society relations, Scientific Summer School, Turin
Context tailoring workshops to adapt the pilot initiatives to the particular local contexts	22.1.2016	context tailoring workshop, local contexts, PE pilots
European Conference: Engaging Society in Responsible Research and Innovation: What's Next?	21.12.2015	anticipation, Engage2020, inclusiveness, reflectiveness, responsiveness, RRI
PE2020 project consortium in Vilnius, Lithuania	9.11.2015	balanced inclusion, conceptual model, dynamic governance, effectiveness, research policy cycle, responsiveness, transparency
Future Earth Finland Living lab event discussed the challenges of sustainable urbanization	30.10.2015	Future Earth, global change research, Living Labs, PE pilots, Sustainable urbanization
Complex environmental issues require new approaches	18.9.2015	democratic deliberation, governing biodiversity, World Wide Views, WWViews
First global change Townhall meeting	10.9.2015	Future Earth, global change research, PE pilots, research priorities, townhall meeting
Catalogue of innovative public engagement activities	3.9.2015	catalogue of innovative PE cases
Pros and Cons for Public Engagement	25.8.2015	balanced inclusion, effectiveness, responsiveness, successful PE, transparency
Public engagement workshop for early career scientists in Riga, Latvia	17.7.2015	early career scientists, PE pilots, public engagement, science-society dialogue
How do you see the role of stakeholder engagement in challenges posed by global change?	3.7.2015	context tailoring workshop, innovative public engagement, Living Labs
Public engagement and stakeholders for EC Joint programming 02062015	11.6.2015	Joint programming initiative, Science with and for Society, stakeholder engagement
Educating on science-society relations and public engagement: a context tailoring workshop in Turin, Italy	27.5.2015	context tailoring workshop, pilots, public engagement, science and technology
Visiting citizen panel about sustainable innovation in CASI project	25.5.2015	CASI, CIVISTI, public deliberation, sustainable innovation
Future Earth Townhall Meeting	13.5.2015	co-design of research, global change research, Participatory workshop, townhall meeting
Update from Denmark on the process of creating a cutting edge PE catalogue	13.4.2015	catalogue of innovative PE cases, innovative public engagement, inspiration, public engagement initiatives
Context tailoring workshop on Research strategy and methodology of public engagement	10.3.2015	context tailoring workshop, grand challenges, Living Labs, participative democracy, PE pilots

PE2020-Consortium meeting in Aarhus, Denmark, January the 28th-30th, 2015	6.2.2015	catalogue of innovative PE cases, conceptual model of PE, PE pilots
Sharing Ideas beyond the European Union	7.1.2015	citizen engagement traditions, inventory, science in society
Merry Christmas and a Happy New Year 2015 !	21.12.2014	
Nominations for innovative cases going on	2.12.2014	innovative public engagement, SiS
PE2020 at the Prime Minister's Office in Finland	4.11.2014	innovative public engagement, policy making
Presenting Engage2020 – a sister project of the PE2020	25.9.2014	citizens, Engage2020, engagement, grand challenges, societal actors, stakeholders, survey
Invitation to look at PE initiatives inventory	28.8.2014	inventory, public activism, public communication, public consultation, public deliberation, public engagement initiatives, public participation
Is science important to people?	12.8.2014	people, public engagement, science
News from related projects – CASI	30.6.2014	public participation, societal stakeholders, sustainable innovation
PE2020 in Brazil	30.5.2014	innovative public engagement, mutual learning, PCST, practitioners, science communication
Cooperation with science in society actors	5.5.2014	pilots, public engagement, research, science in society, science policy actors, tools
How we started PE2020, a new EU project on public engagement	27.3.2014	kick-off, scientific advisory board
Kick-off in Helsinki March, 5-7 2014	24.3.2014	
Hello world!	1.2.2014	



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Policy Brief, Issue 1

Public Engagement Innovations for Horizon 2020

September 2015

Conceptualisation of Innovative Public Engagement

The current policy brief is the first one out of three that will be published during the PE2020 project. It presents relevant findings based on the development of an up-to-date inventory of current and prospective European public engagement innovations, a catalogue of the most innovative cases presenting them in-depth and a conceptual model based on these innovative cases. We also introduce the key criteria for the selection of the most innovative initiatives and processes which we believe to be the most relevant in terms of innovativeness in public engagement.

The inventory provides an exploration and description of the selection of innovative Public engagement (PE) processes related to the governance of science in society. The conceptual model provides conceptual categories that are relevant in identifying contextual factors related to the tailoring of best PE practices and help to draw generalizable lessons of PE case studies. The findings will be used in the development of a public engagement design toolkit to provide a most prominent form of policy and activity support upon which we base our recommendations to enhance public engagement in science.

INNOVATIVE PUBLIC ENGAGEMENT EXPERIMENTS ACROSS EUROPE

The inventory of innovative public engagement procedures and processes across Europe and overseas collects 250 innovative PE cases and presents 76 PE mechanisms.

As sources for information the PE2020 project consortium has used the survey of a parallel running sister project Engage2020, "Engaging Society in Horizon 2020", 9/2013-11/2015. The PE2020 inventory has added in these survey results.

Another source of information has been the 50 SIS case studies conducted by the Technopolis Group in 2012. Relevant examples of PE mechanisms/initiatives among these 50 case studies, which include cross-national PE activities

have been reviewed and added to the PE inventory. The third and initial starting point as a source of information were the 37 country reports of the MASIS project (2010-2012).

In addition to these data sources a literature review has been conducted comprising of both academic journals as well as reports addressing PE activities. External sources such as internet sources (e.g. homepages of institutions, organisations, centres etc. engaged with public engagement activities) have also supplemented data collection. (See for more detail in Deliverable 1.1.)

PE is understood as activities where there is a distinct role for citizens or stakeholder groups in research and innovation processes. Characteristic to such processes is that they involve new types of interactions between 'laymen' and 'scientific actors'.

PE activities have been categorized into following categories that have been constructed and informed by dominating conceptual models for PE activities.

Public communication – the aim is to inform and/or educate citizens. The flow of information constitutes one-way communication from sponsors to public representatives, and no specific mechanisms exist to handle public feedback (examples include public hearings, public meetings and awareness raising activities).

Public activism – the aim is to inform decision-makers and create awareness in order to influence decision-making processes. The information flow is



conveyed in one-way communication from citizens to sponsors but not on the initiative of the sponsors as characterizes the 'public consultation' category. (examples include demonstrations and protests).

Public consultation – the aim is to inform decision-makers of public opinions on certain topics. These opinions are sought from the sponsors of the PE initiative and no prescribed dialogue is implemented. Thus, in this case, the one-way communication is conveyed from citizens to sponsors (examples include citizens' panels, planning for real, focus groups and science shops).

Public deliberation – the aim is to facilitate group deliberation on policy issues of where the outcome may impact decision-making. Information is exchanged between sponsors and public representatives and a certain degree of dialogue is facilitated. The flow of information constitutes two-way communication (examples include 'mini publics' such as consensus conferences, citizen juries, deliberative opinion polling).

Public participation – the aim is to assign partly or full decision-making-power to citizens on policy issues. Information is exchanged between sponsors and public representatives and a certain degree of dialogue is facilitated. The flow of information constitutes two-way communication (examples include co-governance and direct democracy mechanisms such as participatory budgeting, youth councils and binding referendums) (Deliverable D1.1).

CATALOGUE OF PUBLIC ENGAGEMENT (PE) INITIATIVES

The catalogue "Public Engagement Innovations - Catalogue of public engagement (PE) initiatives" explores some of the innovative and cutting edge practices to present the breath of PE formats. The main purpose of the catalogue is to explore and understand innovative PE practices, and provide a platform for international inspiration and learning within a PE.

The catalogue consists of descriptions of cases written by the experts who were responsible for the organization of the initiative. This first-hand information allows an in-depth and first-hand

reflections, experiences and information at a level of detail, which would have been difficult to access otherwise. (Deliverable D1.2. 2015).

Innovation in this regard can be understood "as novel combinations of knowledge, practices and resources..." (Rask et al. 2012:711).

Within the scope of the PE2020 project at large, the catalogue serves as a foundation for further conceptual analysis in terms of PE performances as well as for a pilot selection and toolkit construction in subsequent work packages. (Deliverable D1.2. 2015.)

The criteria for innovativeness were developed by the PE2020 consortium and are presented in Deliverable D1.1. "A Refined Typology of PE Tools and Instruments" introduces the discussion, validation and enrichment of these typologies in more detail.

The main typologies of innovativeness for the selection of most innovative initiatives were:

Hybrid combinations - Does the initiative combine mechanisms in new ways? Does the initiative include new hybrid ways and arenas for bringing policy makers into discussions between researchers and the public i.e. science and society?

Methodological novelty - Have new dialogue-based approaches to engagement been applied? Is deliberation possible among participants and/or between participants and decision-makers? What is the extent of participant empowerment and governance contribution? What are citizens' opportunities to set the agenda and articulate preferences, for being informed, taking part in conflict resolution or knowledge co-production and for influencing final decisions? (Smith 2005:7; Participedia.net)

Inclusive new ways of representation - Is the initiative (and the mechanisms applied) inclusive in terms of selection methods? Is it open to all or is the selection characterized by election, random selection, self-selection or appointment? (Smith



2005:7) Have new combinations of actors been introduced in the PE initiative?

Potential impact - To what extent can the initiative potentially bring about change? Is the impact intended or possibly unintended? Does the initiative seem potentially influential on political decision-making processes?

Bearing on societal challenges - To what extent is the initiative oriented towards the societal challenges specified under Horizon 2020?

Feasibility - To what extent can the initiative be effectively transferred to other (national) contexts and pilot tested within limited amounts of resources (financial, administrative etc.)?

CONCEPTUAL MODEL OF RESEARCH POLICY CYCLE INCLUDING PE

The catalogue as well as the inventory have been systematically analysed in order to create a conceptual model of research policy cycle, which incorporates the idea of dynamic governance and insights into the dynamics of public engagement.

Considering governance it is essential to apply two-way communication with main direction from sponsor to public and use top-down approaches.

It incorporates the enhancing and hindering factors for public engagement (PE) combining a dynamically governed research policy cycle and a participatory performance model. Within the frame of in-depth literature review and survey analysis, the driving forces and barriers of engaging people in science and research policy were identified.

Core enhance factors for successful PE related to quality of governance and research, and better interaction and communication are

- 1) **transparency**;
- 2) **balanced inclusion**; and
- 3) improvement of policies in terms of **effectiveness** and **responsiveness**.

Moreover, PE is more successful when it is repeated, i.e. it helps to reorient public towards self-organisation and create overall dynamics.

Engagement projects are more successful when they are repeated, applied to various situations or continued.

Despite promising keywords for the success of PE, inevitably, public engagement initiatives are faced with barriers such as passivity and fatigue of lay people to get engaged.

The PE2020 project identified a plethora of these barriers: different attitudes in diverse cultures and contexts, scarce education before consultation on PE, mistrust because of former experience, memories of generations, lack of networks, uncertain impact of PE (it is hard to many lay people understand the point of the PE exercise and the technology related), then democratic deficit that is related to procedures to channel public opinion into the national democratic procedures, national culture of public debate and so on.

Such societal challenges as inclusive, innovative and reflective societies, climate change and health, demographic change and wellbeing are treated to be more susceptible for public.

Taking these issues in consideration, it is obvious that making decisions without public support results in a multiple practical difficulties among politicians, researchers and lay people.

NEXT STEPS

The PE2020 consortium is currently organizing six PE pilots that test and develop innovative methods of public engagement in the context of European research programmes. The consortium pilots PE methods in several levels of dynamic research governance: from upstream to downstream as well as with bottom-up and top-down approaches. Find more about the pilots in the next PE2020 project's policy brief.

You can also find us in the policy conference of the Engage2020 project in Brussels in November the 9th-10th. We are looking forward to see you there!



www.PE2020.eu

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Public Engagement Innovations for Horizon 2020

September 2015

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Boosting public and societal engagement

The current policy brief is the second one out of three that will be published during the PE2020 project. This policy brief has three aims: 1) it describes how we conceptualise public engagement, 2) it introduces a model of public engagement that supports dynamic and responsible governance of research and innovation and 3) it presents the lessons learned from seven pilot projects of the PE2020 project. Policy implications are included. Discussions at the policy conference will be utilized in the development of concrete policy recommendations that will be sent to the conference participants in early December 2016.

WHY IS PUBLIC ENGAGEMENT IMPORTANT?

The quality, capacity and legitimacy of European science, technology and innovation need to be boosted. In order to do this, new governance tools and working methods are needed for public and societal engagement of science. Such tools and instruments are necessary for us to solve the wicked problems that challenge researchers, among other societal actors.

The aim of the PE2020 project is to answer to the challenge by developing the necessary tools to boost public and societal engagement of science. The project set out to expand the capacity of European and national science policy actors to integrate better, more effective societal engagement into science policies and practices.

Innovative PE refers to new participatory tools and working methods that can contribute to a more dynamic and responsible governance of R&I.

Public and societal engagement of science is claimed to have only limited impact. It has been seen as merely an inward-looking exercise that has little to do with the surrounding society and the practical problems that need to be solved. In the PE2020 project we openly challenge these claims. We re-examined the approach to studying societal

and public engagement of science. We wanted to find the core of what constitutes successful PE and the key instruments that promote the use of successful methods.

WHAT WE DID?

The goal of PE2020 was to identify, analyse and refine innovative public engagement tools and instruments that support dynamic governance in the field of Science in Society (SiS). The work focused on contextualizing the role and functions of PE with the aim of boosting transferability of governance innovations.

These aims were approached by splitting the work into four phases:

1. We started by analysing the current system, situation and trends. Based on this we developed a conceptual model that provides a systemic approach for the study of engagement between science and its stakeholders or the public.
2. We then created an updated inventory of current and prospective European PE innovations. This formed the basis for testing.
3. Next, we co-planned context-tailoring workshops with seven pilot initiatives and traced best PE practices and processes. All of these were related to the grand challenges of the Horizon 2020.
4. Finally, we developed net-based PE design toolkit that is accessible to use by all



interested in public engagement activities. The toolkit helps identify, evaluate and transfer innovative PE practices in Europe and beyond. It works as a practical tool for researchers and stakeholders.

We analysed innovative PE from the perspective of participatory performance. This means that we set active collaboration between researchers and stakeholders or the public as a prerequisite. In practice it entailed tracking activities that contribute to the capacities that are needed for dynamic governance of science. Such capacities are anticipation, reflection, transdisciplinarity and continuity.

WHAT WE FOUND?

The evidence produced by the PE2020 project shows that innovative public engagement has truly versatile impacts. These are not limited to Research & Innovation (R&I) activities only, but include positive effects on the working environment, politics and individuals. It is not merely an additional task that takes time but gives little in return. Instead, our evidence shows that innovative public engagement produces new resources:

- **Practical goods**, such as changes in attitudes and ways of understanding issues
- **New capacities**, such as professional skills, methods and platforms of collaboration
- **Mobilisation of human resources** for addressing scientific and societal challenges, such as public awareness, social acceptance, political commitment and research funding

Promoting PE means giving more weight to the interests of citizens and societal stakeholders outside the scientific community. Engagement with societal stakeholders and the public allows them to influence the definition of current and future research needs. Simultaneously, it makes the societal relevance of research more visible to researchers. Engagement provides actors

outside academia access to the production process of scientific knowledge and hence the possibility to utilize the knowledge already during the process itself. Critical reflection is created through active and continuous interaction.

Public engagement produces new resources, enhances capacities and increases awareness.

As a result of a changing environment, which places active involvement with societal stakeholders at the core, the researchers have responded with creativity. The funding programmes have provided the applicants with ground rules but left them much room for creative, out-of-the-box solutions for how to engage in practice publicly. The space for creative thinking and open testing can be seen as a prerogative for the positive attitude of researchers to prosper and be turned into functioning working methods.

A major contributing factor of successful PE is a process that encourages commitment from researchers and partners alike. Initial workshops enable researchers to examine critically who their central partners could be and what type of societal impact they strive for with the project. Joint workshops are a channel and tool to engage with stakeholders and partners from the very start of the project. It is crucial that the consortia – consisting of researchers and stakeholders – create a joint commitment to a shared cause, and identify goals that they can all commit to. This allows space for scientific, practitioner and ‘field’ expertise and joint creativity to flourish within the project, while supporting openness to using new methods.

A clear characteristic of innovative PE is that it involves a relatively high – but manageable – variety of actors. Successful PE rests on combining and utilizing knowledge across sectors and types of institutions. Researchers in charge of PE activities often have a background that consists of experience from



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several types of employers and tasks. They combine their professional skills and networks creatively, making use of the trust accumulated by long-term cooperation. Civil society organisations ranging from expert NGOs to interest groups and industrial ones are increasingly represented. In addition to a strong third sector involvement, we also found a 'fourth sector', which is composed of actors or groups whose foundational logic is not in the representation of established interests. Instead, their social cooperation functions through hybrid networking, and utilize the skills of eg. field experts or randomly selected participants.

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POLICY IMPLICATIONS?

Resources and training are needed to strengthen the skills and capacities of researchers and societal stakeholders (eg. public officials, private sector representatives, civil society actors). New skills are needed to identify the right kind of stakeholders, to work in a goal-oriented and strategic manner, and to facilitate open discussion and reconciliation of conflicting interests between collaborators. Capacity development is necessary for researchers and stakeholders alike.

Interaction between researchers and stakeholders needs to be continuous in order to be effective. Continuity is the key to sustaining a dynamic approach in governance as exchange of views is heavily dependent on mutual trust. Continuity in the interaction between researchers and the broader society can be supported through multi-level communication (local, national, international), multi-actor collaboration (public, private, third sector, individuals) and by embedding research in policy planning through long-term cooperation. The drizzling of knowledge between researchers and stakeholders throughout the process allows knowledge and

ideas to flow freely in manageable format and size. This type of engagement creates linkages between different types of institutions and ecosystems.

Public engagement and societal interaction should be included as one of the key demands of research funding programmes. A constructive attitude at the programme (funding) level trickles down to individual research projects, which in turn can improve the quality, awareness and effectiveness of the activities in research projects. The programmes that encourage research projects to enhance continuous public engagement tools provide a safe platform in which to try new ways of collaborating with external stakeholders.

Public engagement activities should be evaluated and followed up. Engaging with societal stakeholders can help citizens understand e.g. societal and environmental changes better, and thus act as civic capacity building. It can support public offices, business and organisations develop their working methods and procedures, and help them assess the implications of decisions and actions better. External stakeholders tend to participate when they see that there is something real at stake and that their participation matters. When evaluating public engagement activities, focus should be on not only policy implications but also on effects on institutional development.



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Policy Brief, Issue 2

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Public Engagement for Research, Practice and Policy – Introducing a New PE Toolkit

This policy brief is the last of three published by the PE2020 project. The policy brief has two aims: 1) it presents the main conclusions from the policy conference *Public Engagement for Research, Practice and Policy*, and 2) introduces a *PE Toolkit* for the support of future public engagement processes.

CONFERENCE ON PUBLIC ENGAGEMENT FOR RESEARCH, PRACTICE AND POLICY

The conference *Public Engagement for Research, Practice and Policy* was held on 16-17 Nov. 2016 in Brussels, at the premises of the European Committee of the Regions. The purpose of the conference was to discuss best practices of public engagement (PE), and to identify common European priorities on how to stimulate societal engagement for sustainable innovation.

The conference discussed how new forms of PE could to support responsible research and innovation (RRI) in the European research area. In particular, following questions were asked: How to ensure effective societal engagement in the design and implementation of new research projects and programmes? How to improve the incentives of research agencies to advance PE? How to develop new capacities needed in a transition toward more responsive culture of science in society?

DEMAND FOR REFLECTION ON PE

The conference attracted over two hundred registered participants from highly different institutional backgrounds, such as academia, funding institutions and business, which proved that there is indeed demand for policy level reflection of PE. The sessions included

Conclusion 1: There is demand for policy level reflection on PE.

lively debates that continued and spread in social media.

The presentations and discussions brought forth the idea of a rapidly changing research landscape. They revealed some worrisome trends, such as the spread of anti-scientific tendencies in national political discourses, cuts in European research budgets, and global socio-environmental challenges. It was recognised that there are increasing interests for reorienting research towards strategic, interdisciplinary applied research, applying academic criteria in research evaluation, and co-designing research processes with citizens and users of knowledge. The discussions led to a conclusion that in a situation where the research landscape is transforming intensively, the better alternative is a conscious transition rather than an unguided drift.

Conclusion 2: Better a transition than an unguided drift.

COMMITMENT TO PE

The EU has a strong commitment for public engagement through its RRI policies. National funding agencies are revising their funding schemes. Universities, governmental funding agencies, and foundations increasingly support challenge driven research. Internet and social media applications makes it possible for ordinary citizens to adopt roles as 'citizen scientists', hackers, and environmental activists. All these trends have contributed to the emergence of the so called



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'fourth sector', i.e. actors and groups of actors whose foundational logic is not in the representation of established interests, but rather in participation to social cooperation processes through 'hybrid networks'. The fourth sector is becoming more pronounced in the field of R&I, and it can be governed through PE processes. PE is thus no more a matter of whether but rather a matter of how.

Conclusion 3: PE is not a matter of whether; it is a matter of how.

FACILITATING CHANGE

In order to facilitate the change of the research and innovation landscape, it is necessary to show to different stakeholders the benefits of PE. Likewise, there is a need for moving from the focus on individual PE events to broader structural issues, where separate PE processes are better linked and embedded in the established structures of R&I policy, such as national research funding agencies and their research programmes. Gender policies and Social Corporate Responsibility (including its ISO standards) serve as positive analogies of the change ahead. Institutional transformation could be supported by changing funding criteria, introducing stronger policies, establishing new institutions and developing capacities that support PE becoming a part of dynamic and responsible governance of research and innovation.

Conclusion 4: Giants' steps to institutional transformation can be taken through structural measures.

NEW MODELS OF PE

New models of public engagement are continuously being developed, such as combination of face-to-face events with web-based deliberations. A real challenge for the research community is to find ways to combine high-quality science with PE. Citizen science and crowdsourcing are two examples where

top level research has successfully met with involvement of citizens and civil society actors. Additional ideas can be gathered from the research community by requesting them to develop plans for societal interaction, not only dissemination. European research and innovation could also benefit from new, self-sustaining models of PE, based on mutually beneficial collaboration across institutional domains such as research, science communication, policy, innovation activity. In addition, stronger business models underlying PE activities (e.g. PE as new type of innovation platforms) would be beneficial. New models can best be introduced through piloting taking place in real contexts and enabling deeper learning.

Conclusion 5: Learning on new PE practices takes place through piloting.

OPENNESS

As the research of PE2020 has suggested, innovative public engagement can effectively contribute to the three guiding principles of the EU's RRI policy: Open Innovation, Open Science and Open to the World. Recent changes and turbulences in the European policy landscape suggest that public engagement is not only about harmonious co-design of research. It is also about publics and stakeholders challenging research and research institutions. This calls for the inclusion of fourth O, namely, 'Openness to conflicts', which means better sensitizing of the public administration to the openings from the civil society.

Conclusion 6: Public administration should be sensitized to the openings from civil society.

MAKING PE STRATEGIC

The conference also gave the opportunity to present the PE2020 Toolkit on public engagement with science and technology, and



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to get first feedback from the participants. Overall, such an exchange and the conference outputs as a whole confirmed the urgent need for making PE the core of a broader strategy aimed at providing science and innovation with a more robust and reliable societal basis. This entails finding the way for rapidly embedding PE in the relevant current practices of European research institutions activating appropriate institutional change processes through specific action plans and measures. However, it is misleading to think that, once research institutions will be open to public participation, this latter will automatically occur. To favour participation, there is also the need to make public engagement a current social practice, which people are able to understand, support and practically experience.

PE is therefore to be embedded also in society, which is possible only by creating the social and institutional spaces both within and outside research institutions, where the actual exercise of citizenship in science and innovation may become real.

Conclusion 7: Public engagement should become a current practice both in research institution and in society to be effective.

RECOMMENDATIONS

- PE can produce new kind of evidence base for policy making.
- Better functioning PE practices can best be supported through strong policies, including new funding criteria, evaluation standards and activity targets.
- Citizen science projects and challenge oriented strategic research processes should be further explored, because they can support high-quality research.
- Best PE practices, including societal interaction plans, should be piloted under the forthcoming FP9 funding scheme.
- PE can support socially responsible research. This development should be

institutionalized through brokerage institutions, competence centres and linking of new PE/ RRI schemes with existing research and funding structures.

Find all our reports, blogs and more on www.pe2020.eu.



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