



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

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CONTENTS

1	The PE2020 project	3
2	General dissemination strategy	4
3	Detailed analytical dissemination plan	6
4	Evaluation of dissemination activities.....	11
5	Communication and exchange of information among partners	11
6	Data security and management of intellectual property	12



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	coordinator organises



		produced	
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

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ANNEX 2

Stakeholder Analysis of the PE2020-project

March the 6th, 2014, Orimattila

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

