



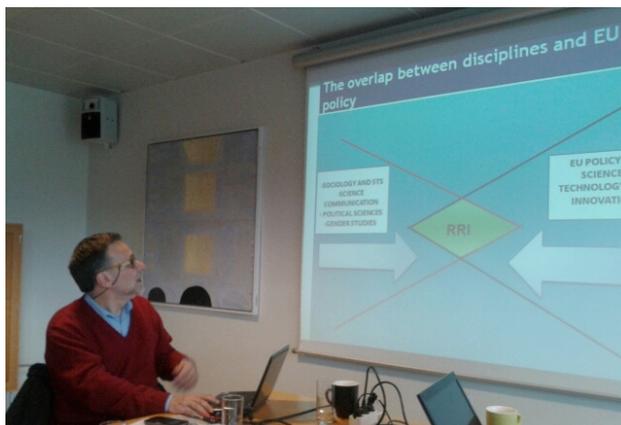
SEVENTH FRAMEWORK PROGRAMME

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



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Project coordinator: Mikko Rask, University Researcher, Consumer Society Research Centre at the University of Helsinki

Tel: +358-50 322 2012

E-mail: mikko.rask@helsinki.fi

Project website: www.PE2020.eu

CONTENTS

CONTENTS	2
1 Introduction	3
2 Evaluation of dissemination activities in 2014	3
3 Detailed dissemination plan for 2015	4



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, Welcome 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	M17, M24, M34	coordinator (organizer), WP



	networks, researchers		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	Kaisa
Leaflet disseminated in Achieving impact - Social Sciences and Humanities (SSH) in Research, Development & Innovation –conference, Athens, Greece	26 - 28 February 2014	Minna K
Poster presented in the research event of the Finnish Ministry of Employment and Economy	13 March 2014	Kaisa
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	Mikko, Niels
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	Mikko, Markku, Timo
Personal meeting with the director of the Finnish Science Centre Ms. Anneli Pauli	23 April 2014	Mikko, Markku, Timo, Kaisa
Leaflet disseminated in IRSPM International Research Society for Public Management -conference, Carleton University, Ottawa, Canada	9-11 April 2014	Minna K
Leaflet disseminated in the Institute for Governance in Public and Private Organization (IGOPP) in the University of Concordia in Montreal, Canada	7 April 2014	Minna K
Leaflet disseminated in IPSOS Social Research Institute in Montreal, Canada	8 April 2014	Minna K
Personal communication with scientists from the University of Eastern Finland, Faculty of Social Science and Business, Kuopio	14 March 2014	Minna K
Personal communication with scientists from the University of Turku, Turku School of Economics in Finland	14 March 2014	Minna K
Leaflet disseminated in MISEK Mikkeli Region Business Development Centre Miset Ltd -seminar: Asiakasymmärryksen ja palveluinnovaatioiden äärellä Etelä-Savossa” Mikkeli, Finland	19 February 2014	Minna K
Leaflet disseminated in EUSEW 2014 in Brussels, Belgium	30 June 2014	Kaisa
Leaflet disseminated in Horizon Health 2020 conference in Lyon, France	4 July 2014	Minna K
Personal communication with a researcher from the University of Eastern Finland, Institute for Natural Resources, Environment and Society (LYY), Joensuu	11 June 2014	Kaisa
Presentation at the 12 th national symposium of university research (Korkeakoulututkimuksen XII kansallinen symposium), Helsinki University	19-20 August 2014	Timo & Maria
Leaflet & personal communication at BEHAVE 2014 conference, University of Oxford, UK	3-4 September 2014	Kaisa
Kansalaiset mukaan tiede- ja teknologiapolitiikan kehittämiseen? – seminar organized in Helsinki, at the Prime Minister's Office, Finland	31 October 2014	Mikko
Leaflet & personal communication with a researcher from the IASS,	17 October	Kaisa



Potsdam Germany	2014	
Leaflet & personal communication at the Prime Minister's Office, Helsinki, Finland	21 October 2014	Mikko & Kaisa & Timo & Markku
Leaflet & personal communication at the Academy of Finland, a funding agency for scientific research, Helsinki, Finland	22 October 2014	Mikko, Minna & Markku & Timo?
6th International conference "Science in Society" (ICSIS 2014) in Vancouver, Canada	10-11 Oct 2014	Saule
PE2020 –presented at "Assessing the Participatory Turn and 'New Democracy'. An international conference" in Helsinki, Finland, 11-12.12.2014	11-12 December 2014	Mikko & Kaisa
PE2020 –presented in-seminar organized by the Institute of Deliberative Democracy in Tampere, Finland	30 October 2014	Mikko
PE2020 presented in YHYS 2014 autumn colloquium organized by the Finnish Environment Institute, Helsinki, Finland	4 November 2014	Mikko
PE2020 information disseminated in 6 th Living Knowledge –conference in Copenhagen	9-11 April 2014	Eva

