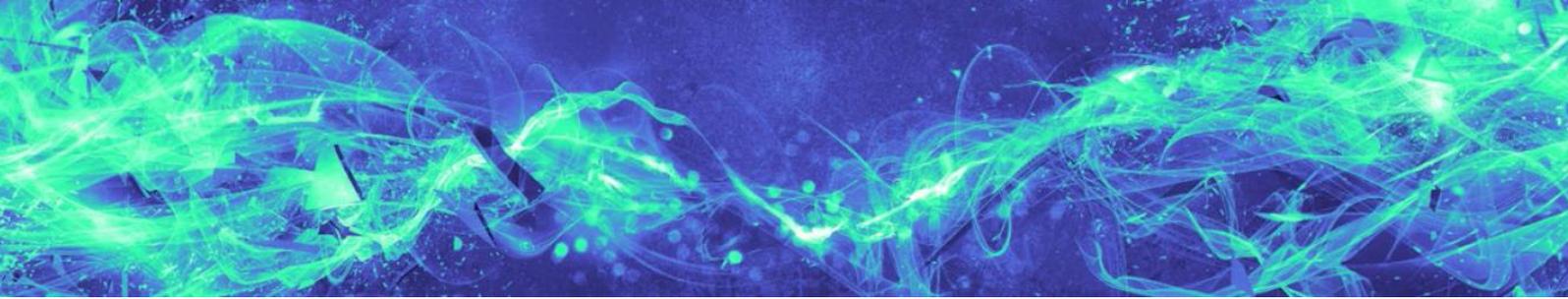


Webinar “Stakeholder Engagement in FET” Questions and Answers

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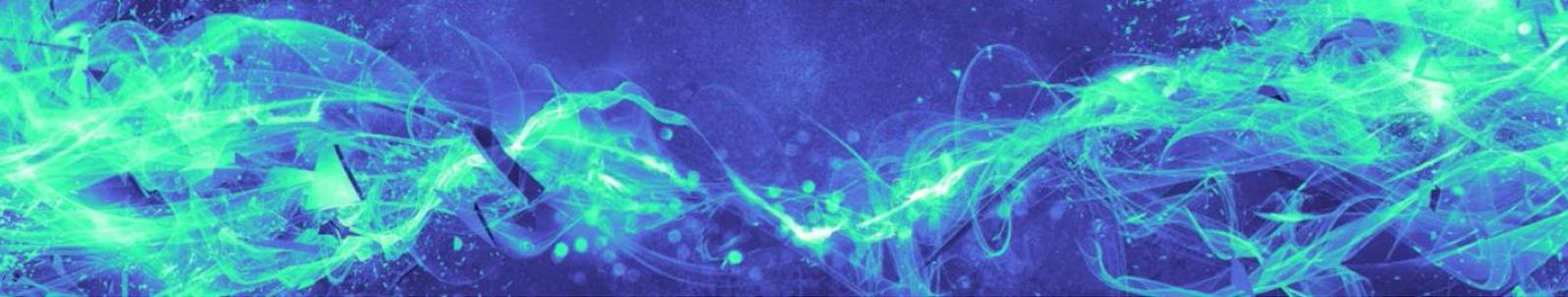
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This document reports the Q&A session of the second EFFECT webinar. The webinar focused on stakeholder engagement strategies to be developed in FET projects. It took place on 15th November 2018 with the Adobe Connect tool. Participants could pose questions by posting them in the event's common chat. These were copied from the chat and pasted unchanged in this document by the webinar's organisers. The answers reported below were prepared by the speakers who gave the presentations.

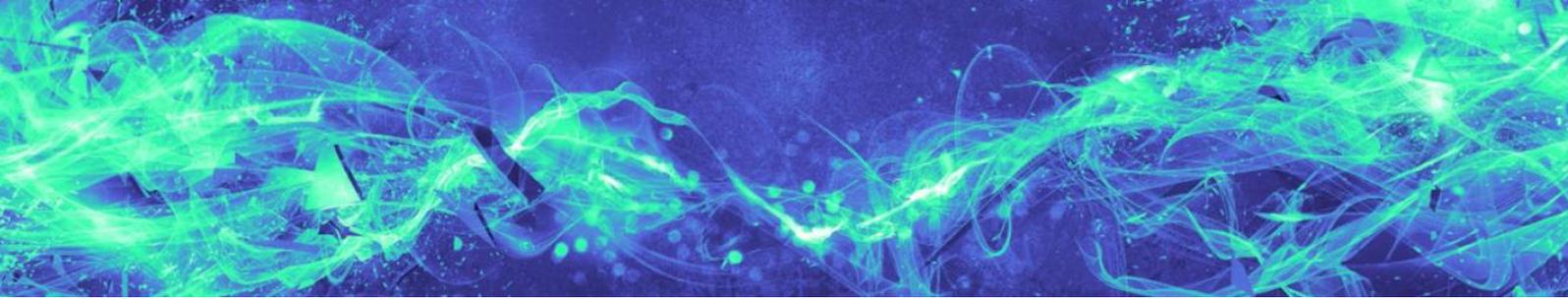
Presentations and recorded version of the webinar are available at: <http://www.fetfx.eu/event/stakeholder-engagement-fet/>

SCOPE question: In SCOPE project, the main challenge we face is that most of the research results we communicate to society come from fundamental research in very technical topics, for example, graphene and new materials. Jargon and specific definitions as part of a technological research process makes very difficult to grasp the novelty and the benefits for society. Any suggestions from the colleagues in FET projects communicating fundamental research are very welcome!

APRE NCP Answer, Marta Calderaro: High Risk research, such as the one developed in FET, is hard to communicate, especially at the very beginning. However, if you talk about the main benefits for citizens, as well as the vision behind these projects, the public could be engaged in a properly manner.

APRE Answer, Chiara Buongiovanni: We need to understand how public engagement can help make our research be felt as something our stakeholders "own", something they are affected by and they can contribute to a certain extent to shape. When preparing the value proposition, it is important to already engage in a strategic way some stakeholder groups from which to extract useful information. This is important as we see that some potentially great communication campaigns are not engaging as they do not involve people in the creation of the proposal. In general, the more we see there is a distance between us and the publics we want to (and should!) engage, the more we have to design activities focusing on listening. Public engagement is a principle to be embedded within the entire project - cycle and should not be considered a nice-to have to be put on top of our researches, once the entire job has been done.

youris.com Answer, Elisabeth Schmid: This is a very difficult task, which we directly experience in EFFECT. It is hard to communicate technical research or very basic research, also because sometimes we do not know if we will reach the expected results and impacts, which are often the most interesting part to our main targets (the general public, as well as other societal players such as policy makers and investors). This is the reason why we should make sure that we define a value proposition for each target. Scientists should think since the very beginning, which impact their research can generate on society one day, they should look at the bigger picture. There is also sometimes the fear to communicate a possible unsuccess, as we are not sure if our research will effectively deliver the expected outcomes. However, we should always make an effort to communicate also in case of possible failures, as we can learn



and improve from them. In addition, do not forget that we have a duty towards society, as our projects are publicly funded, and we have to communicate how public money is spent and how our research is performing. And this must be done in a language that is understandable for everybody.

youris.com Answer, Giulio Mazzolo: I share some practical tricks when it comes to publications for the general public. We invest lots of time to find nice banner images and catchy titles not including technical words. The target should not be scared and decide to access the news. Always choose very carefully the words for the title and the first paragraph, which is where you should put most of your effort. Of course, it's often hard to find nice images, but you search for pictures showing nice associations between the key elements of your research and everyday life. The same applies to the distribution of your news: you need to touch the needs of the person in his/her everyday life and inspire him/her, in order to establish a first link.

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