

EFFECT PROJECT

Creating effects through communication
and engagement in Future and Emerging
Technologies

Deliverable 4.5 Report on Civil Society engagement activities

Authors: Marta Calderaro, Alessia Rotolo (APRE), Elisabeth Schimd (youris.com)

31 October 2017



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 737301.

Technical references

Project Acronym	EFFECT
Project Title	Creating effects through communication and engagement in Future and Emerging Technologies
Project Coordinator	Elisabeth Schmid youris.com (YOURIS) elisabeth.schmid@youris.com
Project Duration	January 2017-December 2018 (24 months)
Deliverable No.	D4.5
Dissemination level*	PU
Work Package	WP 4 - Community Building and Engagement
Task	T4.3 - European Researchers' Night
Lead beneficiary	2. APRE
Contributing beneficiary/ies	1. Youris.com
Due date of deliverable	31 October 2017
Actual submission date	31 October 2017

PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

v	Date	Beneficiary	Author
1.0	26/10/2017	APRE	Marta Calderaro, Alessia Rotolo
2.0	31/10/2017	YOU	Elisabeth Schmid

Disclaimer

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 737301.

The sole responsibility for the content of this report lies with the authors. It does not necessarily reflect the opinion of the European Union. The European Commission is not responsible for any use that may be made of the information contained therein.

Executive Summary

In the framework of the EFFECT project, several activities aim at enhancing the visibility and public awareness on FET-funded projects. One of the EFFECT objectives, among others, is to support the capacity building of the FET research and innovation community in communicating project results in a strategic and successful way and in engaging the civil society through different tools and services.

The goal of WP4 is to stimulate public debate, collaborative learning and networking among multiple players of the FET domain: researchers, scientists, policy makers, business community and the broader public. The present Deliverable 4.5 “Report on Civil Society engagement activities” describes the methodology adopted by EFFECT consortium to enhance the FET R&I community capability to approach the broader public in the framework of the well-known European Researchers’ Night, in order to foster visibility and awareness on FET-funded research.

By providing a first analysis on FET-funded projects able to organize an engagement activity during the European Researchers’ Night, the Deliverable describes the approach used by EFFECT to engage FET-funded researchers and the support provided by the “EFFECT Practical Guide for public engagement in Future and Emerging Technologies”.

The activities and feedback of the LinaBioFluid project, which actively participated in the European Researchers’ Night, are described in the present deliverable.

Based on the feedback received on EFFECT support and related conclusions, EFFECT will design the 2018 support to engagement activities of FET projects in a more customized and direct way.

Table of Content

1	About EFFECT	7
1.1	Objectives	7
1.2	Engagement strategy	8
2	Facilitating the engagement of civil society	9
2.1	European Researchers' Night: a general perspective.....	10
2.2	Approach and methodology for the assessment of FET funded projects and ERNs	11
2.3	A practical guide for public engagement in Future and Emerging Technologies	12
3	Engagement of FET Projects.....	16
3.1	LINABIOFLUID Support	16
3.2	Communication Tools.....	17
3.2.1	Social Media campaign	17
3.2.2	FETFX web platform	20
4	Evaluating the action	22
4.1	Feedback analysis	22
4.2	Conclusions	23
5	Annexes	24
5.1	A practical guide for public engagement in Future and Emerging Technologies	24
5.2	Annex 2. Invitation sent to FET project coordinators	34
5.3	Annex 3. Dissemination through FETFX project Mailing.....	35

1 About EFFECT

EFFECT is a H2020 FET-funded CSA aiming to enhance visibility and impact of FET research in a wide variety of actors (researchers, industry, policy makers, civil society organisations, citizens etc.) and to stimulate debate and collaboration among multiple stakeholders through dedicated community building and public engagement activities.

1.1 Objectives

As part of the EFFECT strategic goal, two objectives are specifically related to the engagement of civil society and general public at large:

1. support the creation of a collaborative research and innovation framework by a set of public engagement activities by:

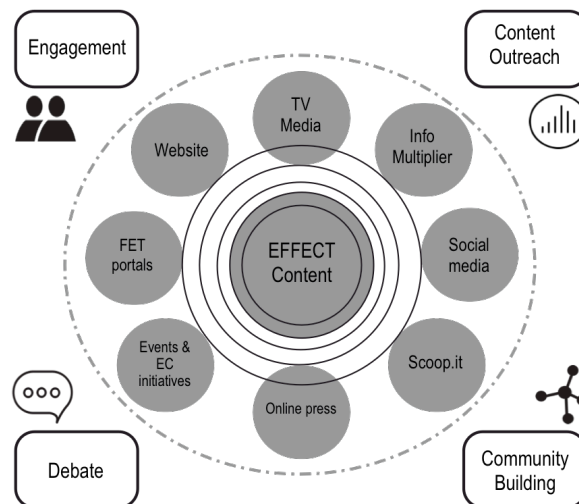
- **enhancing public engagement by online public campaigns** in order to improve readiness and acceptance across Europe on FET funded research, with the specific aim of involving the civil society in a participatory approach
- **developing a dedicated video strategy** to be disseminated via social, online and TV media with the specific target group of civil society
- **enhancing awareness and interest on FET funded research** during European Researchers' Nights

2. enhance communication strategies of high risk research by:

- **identifying and share best practices on effective communication measures and strategies of novel and high risk research** and enhancing individual skills through a set of thematic webinars to on-going FET projects, funded from 2014 onwards
- **providing a practical good practices communication kit** to be shared and used for future and on-going FET projects
- **exploring communication opportunities and promoting topics to support FET research governance** by organizing workshops and elaborating a set of recommendations in order to suggest future FET themes for dissemination and communication activities to the European Commission - FET Unit and policy makers as a whole

1.2 Engagement strategy

EFFECT aims at identifying and selecting the stories that are most interesting to be communicated in videos, articles and interviews and to be used as an inspiring baseline for the debate and participation of the stakeholders involved in EFFECT communication and engagement activities.



A set of different capacity building activities targeting FET funded research as primary target group and civil society and the public at large as secondary group, is being developed by EFFECT and is summarized below:

- webinars on communication and engagement activities
- practical good practices communication kit

EFFECT engagement strategy is based on online and onsite engagement activities, through the elaboration of a different set of activities, aimed at stimulating public debate, collaborative learning, networking and engagement among multiple players of the FET domain, through:

- Onsite activities: organization of Meet & Match and brokerage events, dedicated to R&I community; policy-oriented workshops; general public campaigns (European Researchers' Night).
- Online activities: videos, articles, interviews and social media engagement to be used as a source of debate and participation on the basis of the most interesting items for the targets of EFFECT communication and engagement activities.

2 Facilitating the engagement of civil society

The creation of a fertile ground for responsible and dynamic collaboration on future and emerging technologies is one of the major goals of the FET programme. FET aims at enhancing scientific collaboration and fostering knowledge transfer, dialogue and engagement about new and future scientific achievements and technological outcomes. Thus, Communication and Outreach activities, complemented by dissemination of research results, play a fundamental role on the future development of FET funded research and technologies, by fostering public acceptance and innovation opportunities and contributing to the co-creation of policy agendas to effectively tackle societal challenges.

In this framework, EFFECT is acting as facilitator for FET coordinators in order to organize public engagement activities that involve citizens of different ages during the European Researchers' Night hosted within their own organizations.

The European Researchers' Nights is in fact a useful opportunity to involve civil society in science communication activities. The European Researcher Nights have been organised every September since 2005. About 1.1 million citizens and 18,000 researchers have so far taken part in the scientific events organised in over 300 cities in Europe and neighbouring countries.

By establishing synergies and fostering the exploration of new ideas and concepts of public engagement, EFFECT inspired the FET on-going and future coordinators through a useful set of guidelines focused on the use of engagement methods in research and innovation, to be implemented during citizen engagement events such as the European Researcher Night.

In view of the European Researcher Night 2017 (which took place on September 29), EFFECT support was first of all addressed to the beneficiaries of FET funded projects. To this purpose, the activity was implemented on the basis of the following steps:

- Identification of the European Researchers' Nights' funded projects;
- Identification of the FET funded projects with a beneficiary organization that won a European Researchers' Night project;
- Production of the Guidelines on Engagement activities in research and innovation for FET coordinators;
- Invitation to organize an engagement activity during the European Researchers' Night;
- Remote support on the organization of the FET project engagement activity.

EFFECT offered a standard set of communication services to be implemented for each participating FET project:

- Communication of the organized activity through FETFX channels (FETFX Online Hub; FETFX Twitter account);
- Communication of the FET funded project through a dedicated press release.

The Guidelines, developed to be a useful tool for current FET projects and future ones, provide a brief overview of the methods to be used for engaging society in research and innovation and detailed factsheets on the collected methods, providing information such as objectives, background, different level of research and innovation activity, and practical examples of use. The guidelines have been made available to the FET coordinators, in order to explore possible synergies and actions to be implemented during the next European Researchers' Nights and are

currently available through FETFX web platform (www.fetfx.eu/wp-content/uploads/2017/06/EFFECT-Guide-on-Public-Engagement.pdf).

2.1 European Researchers' Night: a general perspective

The European Researchers' Night (NIGHT), funded under the Marie Skłodowska-Curie actions, is a Europe-wide public event to enhance researchers' public recognition and to stimulate interest in research careers, especially amongst young people.

It is a big event that takes place every year simultaneously in several cities all over Europe and beyond, typically on the last Friday of the month of September, involving in its last edition almost 30 countries and more than 340 cities. In the 2017 edition all the events took place - simultaneously- on Friday 29 September*, in over 300 cities across Europe and in neighboring countries, with the exception of Israel where the ERN took place on 19 September. It is the occasion for a Europe-wide public and media event for the promotion of research careers, aimed in particular towards young people, and of research impacts on society. The principal aim of this event is motivating and inspiring common citizens trying to involve them on science and technology themes.

"The European Researchers' Night aims to bring researchers closer to the general public and to increase awareness of research and innovation activities, with a view to supporting the public recognition of researchers, creating an understanding of the impact of researchers' work on citizen's daily life, and encouraging young people to embark on scientific careers."

Guide for Applicants Marie Skłodowska-Curie Actions Individual Fellowships

Engagement activities performed during the NIGHT, combine at the same time education, science and informal aspects related to European-funded projects results, with entertainment activities, especially when addressing a young audience, through experiments, science shows, simulations, debates, games, competitions, quizzes.

During the European Researchers' Night, interdisciplinarity plays an important role and public engagement activities are considered a pathway to potential economic and societal impacts for researchers results generating mutual benefit through the knowledge sharing, expertise and skills. Ideally, public engagement should be thought about in parallel with the design of the research objectives and activities. The aim should be to prioritize those engagement activities that will enhance the quality or impact of research.

*“In the Marie Skłodowska-Curie actions, the primary goal of public engagement activities is to create awareness among the **general public** of the **research** work performed and its implications for **citizens and society**. The type of outreach activities could range from press articles and participating in **European Researchers’ Night** events to presenting **science, research and innovation activities** to students from primary and secondary schools or universities in order to develop their interest in research careers.”*

Guide for Applicants Marie Skłodowska-Curie Actions Individual Fellowships

Activities range from experiments and maker spaces to demonstrations, shows and exhibitions, as well as science cafés, participatory workshops, story telling, and talks in small groups. This kind of activities allow public engagement and meetings with researchers in informal environments. The events are aimed at showing that researchers are ordinary people with extraordinary jobs and that research is also about communication and international cooperation.

The European Researchers’ Night addresses visitors of all ages and professions and gives them an understanding of research projects and their researchers in an innovative, informative and entertaining way. The European Researchers’ Night underlines the central role of research for society, development and innovation for Europe’s society.

2.2 Approach and methodology for the assessment of FET funded projects and ERNs

Every year hundreds of events take place simultaneously in Europe and neighbouring countries.

EFFECT approach on engaging the different FET stakeholders has been based on the assumption that if a European Researchers’ Night was organized within the legal entity who is coordinating the FET funded project, the FET research team might be more interested in organizing an engagement activity involving civil society to be held during the ERN on Friday 29th September.

On the basis of the above mentioned assumption, the following approach has been followed:

1. Identify the European Researchers’ Nights based on the Cordis website results. As the European Researchers’ Night is a biannual call for proposal, we looked for projects funded in the last Call for Proposal MSCA-NIGHT-2016, available at the following [link](#).
2. The 42 different projects funded under the latest call for proposal MSCA-NIGHT-2016 have been analysed in order to identify the European Researchers’ Nights organized in the framework of 2017. This analysis gave as output 35 European Researchers’ Nights in 2017.
3. The 149 legal entities involved in the 35 European Researchers’ Nights have been catalogued in order to identify the organizations coordinating both a European Researchers’ Night and a FET funded project.
4. According to the results of the first analysis, this has been extended also to the FET funded beneficiaries at large, as the numbers of coordinating organizations of both ERNs and FET projects gave less than 5 organizations.
5. Thanks to the flexible approach we used, 34 organizations have been identified as hosting a European Researchers’ Night and a FET on-going project, as coordinator or partner.

Therefore, 42 email addresses have been identified with respect to stakeholders suitable for being interested in EFFECT support for the organization of an event during the European Researchers' Night.

The analysis has taken into account the results of the following call for proposals:

- MSCA-NIGHT-2016;
- H2020-FETOPEN-2014-2015;
- H2020-FETOPEN-2016-2017 (Only regarding 2016 evaluation outcomes);
- H2020-FETPROACT-2016;
- H2020-FETHPC-2014;
- H2020-FETHPC-2016-2017 (Only regarding 2016 evaluation outcomes).

The 34 legal entities identified in this process, were contacted through a direct communication addressed to the FET funded beneficiary (coordinator or partner). The invitation to organize an engagement activity with the support of EFFECT was sent together with a suggestion on the possible engagement activities to be organized during the European Researchers' Nights, as identified in the "Practical Guide for public engagement in Future and Emerging Technologies", described in the following paragraph.

2.3 A practical guide for public engagement in Future and Emerging Technologies

With the aim of providing a general overview of methodologies, models and examples on engagement activities targeting the civil society, a guide for public engagement with a particular focus on Future and Emerging Technologies has been developed. Main beneficiaries of this Guide are the Coordinators and Researchers of FET funded projects who have the possibility to promote their results, disseminating them to a wide range of public, involving in particular young people. Original and compelling but at the same time structured actions are presented in the Guide having as main focus the purpose to involve as many stakeholders as possible, trying to share knowledge in the best efficient way and getting more people involved in societal decisions.

"Public engagement in Horizon2020 implies the establishment of participatory multi-actor dialogues and exchanges to foster mutual understanding, co-create research and innovation outcomes, and provide input to policy agendas. It is about bringing on-board researchers, policy makers, industry and civil society organisations and NGO, and citizens, to deliberate on matters of science and technology.

Public engagement also creates the space for ethical value-laden issues to be explored, while bringing inclusiveness, transparency, diversity, and creativity into the research and innovation process."

Public Engagement in Research & Innovation, European Commission

The Guide has been divided into three different sections:

1. The first section based on the Horizon 2020 Future and Emerging Technologies programme (FET) and the communication of FET funded projects;
2. The introduction to public engagement, detailing a general perspective of the method;
3. Ten Methodologies providing useful guidelines and ideas on engagement activities to be performed to promote the projects in an unconventional way.

The set of methodologies for the implementation of engagement activities (point 3) has been organized on the basis of the FET project needs and the target stakeholders to be approached - such as SMEs, civil society, citizens and policy makers.

The table below provides a summary of the methodologies described in the “Practical Guidelines on public engagement in Future and Emerging Technologies”.

Methodology	Brief Description
Science Café	It is an event organized in an informal setting as a place of dialogue with participants coming from all walks of life and academia. Creating an informal forum discussing interesting and relevant scientific issues are discussed. The goal is to encourage public engagement with science
Participatory Workshop	A meeting that enables people to analyze, share and enhance their knowledge to plan, manage and evaluate development projects and programmes
Story Telling	This method helps to capture the audience, enhancing their imagination in a way that they can understand easily what the project is based on.
Appreciative Inquiry	This type of “survey” is useful when the aim consists of comparing different perspectives trying to find a new and different point of view on the problem
Fish Bowl	It is a simple, effective alternative to a plenum discussion. In combining large group facilitation with small group discussions, fishbowl creates a vivid and spontaneous discussion format. It also reduces distinctions between the speakers and the audience
Solution Focus	It is a goal-oriented method, targeting the desired outcome of the session as a solution rather than focusing on the symptoms or issues that brought the participants to the session. This technique emphasizes present and future circumstances and desires over past experiences and turns problems into solutions
Dynamic Facilitation	It is a method for group discussions in a high emotionally supercharged environment. The method is grounded on the creativity and energy of a group without constraining it or to follow traditional, linear, moderation structures like agendas or exercises.

Five-to-Fold	It is a method for effective, holistic group decision-making. It invites, honors and integrates all individual perspectives. It is a process for genuine decision-making, rather than for gathering feedback or informing a decision to be made elsewhere.
Open Space Technology	This method relies strongly on self-organisation of the group of participants. It is a purpose driven approach, focused on a specific and important purpose or task – but beginning without any formal agenda, beyond the overall purpose or theme.
Circle Process	Circle process facilitation explores many sides of an issue, identifies areas of agreement and disagreement and brings in points of views that haven't been thought of. It creates opportunities for everyone to participate and is very adaptable to a variety of groups, issues and time frames

The identified communication activities and engagement strategies will produce both immediate and long-term effects, by involving groups of different size in strategic conversations and raising awareness and consciousness on particular research and innovation themes.

Activities have been described, with the aim of eliminating or softening the FET project complexity, decreasing as much as possible “givens” or “boundary conditions”, in order to establish the best set for results introduction, focusing on solutions generated and outcomes, allowing the participants to contribute to the activity with a responsible engagement, fostering the research project implementation, the exploitation of projects’ results, and public acceptance and awareness about FET research.

The main features on which the Public Engagement Guide activities have been proposed are:

- Built on a simple structure→ to allow conversation around the specific project results;
- Based on dialogue techniques → involving intentional speaking and attentive listening;
- Based mostly on meetings in circles → inspiring peer discovery and learning;
- Aimed at creating strategic conversations→ serving real needs and clear purpose.

The methodologies explained in the Public Engagement Guide help the FET projects on the organization of successful mutual learning activities, trying to convert the complexity of project results in simpler and efficient outcomes, achievable also by less specialized audiences.

Each methodology helps the FET community to communicate its projects’ results.

The main interlocutors of public engagement activities described in the Guide are the citizens and civil society at large. The proposed tools allow the researcher to choose the best one that fits with various factors: time, type of project results, meaning of the project to be communicated, number of participants. Obviously the researcher will be “free” to consider the most suitable public engagement method, in order to reach the audience in the best way, raising the attention on new future technologies.

Each method has been described following a precise scheme:

- Brief definition of the method
- Concise but efficient method application. First overview on the proposed technique.

- Objective of applications of the method

This part considers the aims of each method. In particular the effects that are supposed to be reach through the activity.

<input type="checkbox"/> Dialogue	<input type="checkbox"/> Consulting	<input type="checkbox"/> Involving
<input type="checkbox"/> Collaborating	<input type="checkbox"/> Empowering	<input type="checkbox"/> Direct decision
<input type="checkbox"/> Research (analytics)	<input type="checkbox"/> Ethics (acceptance)	<input type="checkbox"/> Exploitation of project results (awareness)

The Guide is available on FETFX (<http://www.fetfx.eu/event/european-researchers-night/>)

3 Engagement of FET Projects

Different communications were sent to the FET R&I community in order to establish synergies and offer support via the EFFECT project.

Beyond the 32 organizations where the European Researchers' Night was organized, several target groups were contacted, in particular:

- EFFECT engaged community, as part of the previous Work Package 2 activities and the related engagement strategy established through the EFFECT overall activities.
- Ideal-ist ICT NCP Network, serving also the FET National Contact Points by providing information on useful activities and tools available for the FET community.
- Specific beneficiaries and stakeholders' groups.

An EFFECT communication campaign was also developed in order to promote the availability of the Guide on public engagement, as well as EFFECT dedicated support on the organization of an engagement activity during the European Researchers' Night, as follows:

- Separate invitation to the FET funded project located in the same organization participating to the European Researchers' Night (see Annex 2)
- EFFECT project Mailing (see Annex 3)
- Online engagement campaign launched through FETFX social media (as described in Section "Social Media campaign").

Despite the effort previously described in the above mentioned activity, the sole LinaBioFluid project asked for the support from the EFFECT project.

3.1 LINABIOFLUID Support

LiNaBioFluid project (www.laserbiofluid.eu) is a Research and Innovation Action funded by the European Community's Horizon 2020 - FET Open Programme, related to the analysis and inspection of Laser-induced Nanostructures as Biomimetic Model of Fluid Transport in the Integument of Animals. It involves together seven partners from four different countries, with a strongly interdisciplinary consortium, combining experts from zoology, physics, mechatronics, life sciences, materials sciences, laser-matter interaction, production technology, tribology, and biomimetics.

LINABIOFLUID Project - in the person of Dr. George Tsibidis, Institute of Electronic Structure & Laser of Foundation for Research and Technology, answered positively to the dissemination activities related to the Public Engagement Guide publication. The Coordinator of the LinaBioFluid expressing interest in the Guide and EFFECT support, noted the goal of the EFFECT project which aims to "enhance the visibility and impact of FET research by assisting FET projects in developing an adequate communication and engagement plan that will support their sustainability".

In particular the Linabiofluid Coordinator, IESL FORTH asked support in order to improve their performance during the local NIGHT, disseminating activities to the public, focusing particularly on the project research domain, and in particular on the demonstration of the wetting behavior of laser induced biomimetic surfaces with water repellent properties. The audience had the

opportunity to examine and evaluate the response of water droplets when they interact directly with superhydrophobic solid surfaces exhibiting extreme wetting properties. The demonstration was performed in an interactive way (i.e. games) so as to make the experience more interesting and educational.

EFFECT supported LINABIOFLUID with different actions, in order to communicate results and advise on further measures to influence public interest, debate and knowledge around the project:

- First approach to LinaBioFluid→ to understand the general communication needs of the project and to create a customized approach on its engagement activities;
- Definition on EFFECT communication activities→ different set of channels (Website; Social media); specific press release;
- Skype call→ to enter deeper in the project discussing the right approach;
- Press release fulfillment → short description produced in collaboration with LinaBlofluid to present in a simpler way the main activities performed by the project during the European Researchers' Night.

Specifically, dissemination activities were performed through the following methodologies:

The exhibition on the European Researchers Night (September 29th, 2017) presented to the public the biomimetic research activities of the Ultrafast Laser Micro and Nano-processing Laboratory (<http://stratakislab.iesl.forth.gr/>) at IESL-FORTH (<http://www.iesl.forth.gr/>).

- The wetting behavior of laser induced biomimetic surfaces with water repellent and super-oleophilic properties, metal surfaces treated with ultrashort laser pulses was made available for the audience to examine and evaluate;
- The participants had the opportunity to experiment with the response of water droplets when they interacted directly with superhydrophobic solid surfaces exhibiting extreme wetting properties and to remove oil droplets from the aquatic environment simply by using the oleophilic properties of laser-fabricated surfaces;
- Optical challenges/games (such as techniques to enable beam-alignment, etc) has been also organize in order to involve the audience.

3.2 Communication Tools

Different communication channels and tools were used to promote the European Researchers' Night (ERN): the FETFX social media (Twitter) and the FETFX web platform.

3.2.1 Social Media campaign

The ERN was promoted on the EFFECT Twitter account @FETFX_EU. Five tweets were posted between 20th July and 27th September 2017. Three of them focused on original EFFECT products: one on the Guide on Public Engagement and two on dedicated pages on the FETFX web platform.

One Tweet promoted the participation of the LiNaBioFluid project. The remaining tweet pointed to a ERN presentation video on the YouTube EU Science & Innovation channel.

The five tweets are reported below, together with relevant data from Twitter analytics. The Engagement Rate is defined as the ratio between the Total Engagement and the number of impressions.



#EuropeanResearchersNight On which side will you be: with the researchers or with the visitors getting inspired? fetfx.eu/story/the-nigh...

Date: 27th September 2017

Impressions: 790

Total interactions: 17 (7 retweets, 5 likes, 3 hashtag clicks, 1 link click, 1 profile click)

Engagement Rate: 2.2%



#EuropeanResearchersNight: scientists of FET project LiNaBioFluid will present their research in an interactive way! laserbiofluid.eu/index.php
pic.twitter.com/1QlvdKPGIP

Date: 26th September 2017

Impressions: 1663

Total interactions: 12 (2 retweets, 4 likes, 6 link clicks)

Engagement Rate: 0.7%

D4.5 Report on Civil Society engagement activities



What is [#EuropeanResearchersNight](https://www.youtube.com/watch?v=YvApkG...)? Have a look at what happened during the past editions: [youtube.com/watch?v=YvApkG...](https://www.youtube.com/watch?v=YvApkG...)
pic.twitter.com/PEGOvqTi9n

Date: 21st September 2017

Impressions: 588

Total interactions: 12 (1 retweet, 2 likes, 7 link clicks, 1 hashtag click, 1 detail expand)

Engagement Rate: 2%



Discover how to organize the best event during researchers' night!
buff.ly/2uBLmWY
pic.twitter.com/TSQi0ohdVN

Date: 24th July 2017

Impressions: 423

D4.5 Report on Civil Society engagement activities

Total interactions: 9 (3 retweets, 3 likes, 2 link click, 1 profile click)
Engagement Rate: 2%



Are you a researcher? Do you want to spread your discoveries? This guide is just what you need:
bit.ly/2tJg4sRpic.twitter.com/45cJBTPJEr

Date: 20th July 2017

Impressions: 578

Total interactions: 8 (2 retweets, 1 like, 4 link clicks, 1 detail expand)

Engagement Rate: 1.4%

3.2.2 FETFX web platform

Two pages were dedicated to the ERN on the FETFX web platform. One was published in July to start raising awareness on the event. The other page was created few days before the 2017 ERN as an event reminder and to advertise the engagement event organized by the LiNaBioFluid project.

The links to the two pages are listed below, together with main data from google analytics.

Link: <http://www.fetfx.eu//story/the-night-is-coming/>

Publication date: 26th September 2017

Pageviews: 23

Unique Pageviews: 15

Average Time on Page: 1 min 56 s

Entrances: 6

Bounce Rate: 50%

% Exit: 26,09%

Page: <http://www.fetfx.eu/event/european-researchers-night/>

Publication date: 5th July 2017

Pageviews: 121

Unique Pageviews: 109

Average Time on Page: 3min 38 s

Entrances: 52

Bounce Rate: 64,29%

% Exit: 62,81%

Entries above are defined as follows (texts from support.google.com/analytics except for Average Time on Page):

- **Pageviews**: total number of pages viewed. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.
- **Unique Pageviews**: it aggregates pageviews that are generated by the same user during the same session. A *unique pageview* represents the number of sessions during which that page was viewed one or more times.
- **Average Time on Page**: average amount of time users have spent viewing a given page.
- **Entrances**: it is incremented on the first pageview or screenview hit of a session
- **Bounce rate**: a *bounce* is a single-page session on the website. The Bounce rate is single-page sessions divided by all sessions, or the percentage of all sessions on the site in which users viewed only a single page and triggered only a single request to the Analytics server.
- **% Exit**: for all pageviews to the page, *Exit Rate* is the percentage that were the last in the session.

4 Evaluating the action

A feedback interview was carried out with the LinaBioFluid project, giving an overall positive feedback on the approach used by EFFECT consortium before, during and at the final phase of the implemented activity.

Different conclusions are summarized below on the effectiveness of the task and related concerns on the further approach to be used.

4.1 Feedback analysis

“Thank you for the nice collaboration and the public release of our activities concerning the researchers night”

Dr. Evangelos Skoulas, Foundation for Research and Technology-Hellas FORTH) Institute of Electronic Structure and Laser (IESL)

In order to get feedbacks related to the support to LinaBioFluid project, EFFECT carried out a remote interview based on relevant questions in order to evaluate the activities performed:

1. **EFFECT Question:** Did your expectations have been met?
Proposer Answer: Yes, our expectations have been satisfied and fulfilled adequately.
2. **EFFECT Question:** What could have been improved from your point of you?
Proposer Answer: Considering that LinaBioFluid has been developed by one of the 7 Institute of [Foundation for Research and Technology-Hellas](#) (IESL-FORTH) , composed by other 6 entities (Micro/nano-electronics, Polymer Science, Materials Science and Astrophysics) , and considering the peculiarities of the project, a more extended description related to our laboratories activities would be better for the public in order to better understand how the laboratory works.
3. **EFFECT Question:** Did you find useful the Public Engagement Guide? Can you explain briefly your answer? Which element or aspect would you expected to find in the Guide?
Proposer Answer: Yes! The Guide was very useful and allowed us to observe the impact of our work on the public and the local community in general.
4. **EFFECT Question:** How many users (approximately) have been involved during the IESL-FORTH European Research Night and in particular how many of them did you “engage” with your activity?
Proposer Answer: Actually, we organized by ourselves the activities to perform during the European Researchers’ Night, preparing games and practical activities for the public. The European Researchers’ Night took place on 29th September at IESL-FORTH and involved a number of around 200 people. In particular, we try to engage different types of audience, who will have the chance to observe and examine different effects on disparate types of surfaces, thanks to an interactive demonstration. Kids in particular had the chance to draw some paintings, used than for the exhibition.

5. *EFFECT Question:* Have you been previously involved in such engagement activities?
Proposer Answer: No, it was the first time.
6. *EFFECT Question:* Did you feel enough prepared to perform engagement activities in the European Researchers' Night?
Proposer Answer: We felt prepared enough.

Based on this feedback a few considerations have been taken into account in order to better perform in the future implementation of the engagement activities during the European Researchers' Night and similar initiatives.

4.2 Conclusions

Task 4.3 "European Researchers' Night" has been implemented following a first analysis based on merging organizations hosting the European Researchers' Night and a FET funded projects.

The first relevant result obtained through this analysis provided a higher rate on the "Widening Countries" involved in the organization of a European Researchers' Night, despite the lower rate of presence of the same countries participating in FET funded projects.

This different rate of participation provided a lower rate of organizations involved in the same European Researchers' Night and FET funded projects.

Due to the lower rate, a corrective measure has been adopted including also the analysis of partner countries involved in FET-funded research, despite the Technical Annex mandate to analyse the organization coordinating the FET funded project and the European Researcher' Night.

Thanks to this corrective measure, 32 organizations have been identified and received a targeted communication mailing on the support provided by EFFECT.

The low number of organizations and the difficulty to find the beneficiaries' email addresses, made through the analysis of FET-funded project websites, has affected the results of this activity with a lower success rate in engaging participants. In the end only one project participated to the activity and received support from EFFECT.

The support given to the engaged project has been implemented following the procedure described in the Technical Annex and in the present deliverable, also taking into account the specific communication needs of the project.

To further support the communication of LinaBioFluid acting as a best practice example also for other FET projects in terms of engagement with the civil society, the EFFECT team will produce additional news focusing on their positive experience during the European Researchers' Night.

The "Practical Guide for Public Engagement in Future and Emerging Technologies" will be further on promoted as useful and sustainable online tool to be used in order to plan, define and organize engagement activities targeting civil society.

An online engagement campaign will be planned in future to target future FET funded projects in order to enhance visibility of the developed guidelines and involve more FET projects and FET beneficiaries in this engagement activities also with the support of the EFFECT project.

5 Annexes

5.1 A practical guide for public engagement in Future and Emerging Technologies



• Promote high level interaction (inputs from researchers and engagement with stakeholders, citizens, policy-makers, etc.)

The project communication strategy will aim at identifying the target audiences and the key messages for each of them. This can be done only by establishing in advance the communication objectives and the impacts to be achieved. The choice about the messages to be conveyed should take into account different steps:

- at the beginning of the project: explain what the project is about and the main purpose, finding the most important ideas;
- during the project the message will change. A good technique should highlight the research results and main achievements on a regular basis;
- after the project: it is important to explain what the project's overall contribution to society is and its potential future applications (e.g. how could it improve people's lives).

FETFX

Communicating your project

```

graph TD
    PCC[PROJECT COMMUNICATION CHANNELS  
Newsletters, Videos, Brochures & leaflets, Twitter, LinkedIn, Facebook, Website] --> Launch
    PCC --> Events
    PCC --> Results
    PCC --> Reviews
    Launch --> EC[EC COMMUNICATION CHANNELS]
    Events --> EC
    Results --> EC
    Reviews --> EC
    EC --> Lifetime
    Lifetime --> EC
    
```

Figure 1* Communicating your project in Digital Excellence & Science infrastructure*

FETFX

Introduction

The Guide provides a brief overview of methodologies to be used for engaging society in research and innovation and detailed factsheets on the collected methods, providing information such as objectives, background, different level of research and innovation activity, and examples of use. It is addressed to coordinators and researchers involved in FET funded projects.

The aim of this Guide is to involve as many stakeholders as possible, in the best efficient way, to share knowledge and engage with them; getting more people involved in decisions gives society a better sense of how "things work".

It has been structured into 3 different chapters:

1. The first section is dedicated to the Horizon 2020 Future and Emerging Technologies programme (FET) and the communication of FET funded projects. The relevance of projects visibility and major tools for an online engagement campaign are explained in order to foster the community-building and public awareness around the FET funded projects. A brief description about the European Researchers' Night, as a successful example of an initiative aimed to the outreach and engagement of the general public, is also explained as an easy to access opportunity for FET funded projects communication activities;
2. the introduction to public engagement gives a general perspective of the method, describing its main characteristics and purposes as well as rational aspects of the techniques;
3. the chapter on "Methodologies" provides an overview of the proposed strategy and a useful "toolkit" of engagement activities, having as principal aim the spread of results and the involvement of different stakeholders, in order to stimulate debate and allow the right communication of their projects.

By providing a useful set of communication and engagement tools for researchers, the Guide fosters awareness and engagement around FET projects. This is a way to reduce the gap between citizens, stakeholders and researchers and to generate an opportunity for partnership.

This Guide, developed by the EFFECT project, takes into account the impact of the European Researchers' Night event and the effects on the European landscape, giving evidence of what research can do for the benefit of society. Researchers are invited to use "alternative" and unconventional ways to promote their results, trying to disseminate them to a wide range of public, involving in particular young people. A series of methodologies provide a set of knowledge sharing techniques with clear information on: objectives, description, means and materials to communicate their results.

FETFX

1. Engagement in Future and Emerging Technologies

"FET actions are expected to initiate radically new lines of technology through unexplored collaborations between advanced multidisciplinary science and cutting-edge engineering, trying to reinforce competitiveness and growth, making a difference for society in the decades to come".

The Future and Emerging Technologies (FET) programme, as part of Horizon 2020 – the European Framework Programme for research and innovation from 2014 through 2020, supports the creative and visionary thinking around radically new technologies by fostering interdisciplinary collaborations between Europe's best research teams. The explored scientific ideas bring Europe to new research and technological frontiers by opening promising futures for the Researcher, the Entrepreneur and the Citizen of Tomorrow.

FET Horizon 2020 funding scheme aims to support the very first phase of development of radically new technologies and ideas. FET projects specific objective is consequently the promotion of new technologies based on new and high-risk ideas, researches and studies, on scientific bases. A key aspect concerning FET is the interdisciplinary collaboration between different aspects and roles: science with researchers, industry with SMEs, professionals and investors, society with citizens and policy makers.

The creation of a fertile ground for responsible and dynamic collaboration on future and emerging technologies is one of the major goals of the FET programme. FET aims at enhancing scientific collaboration and fostering knowledge transfer, dialogue and engagement about new and future scientific achievements and technological outcomes. Thus, Communication and Outreach activities, complemented by dissemination of research results, play a fundamental role on the future development of FET funded research and technologies and the creation of a critical mass around them, by fostering public acceptance and innovation opportunities and contributing to the co-creation of policy agendas effective in tackling societal challenges.

Thanks to flexible, results-oriented, multi-disciplinary, operational and interdisciplinary research, and through the adoption of innovative research practices, FET projects aim to identify and perceive long-term opportunities for economy and society as a whole. Thus the engagement of a larger audience in future and emerging technologies represents a necessary step in stimulating new thinking, new practices and new collaborations.

Ideally the communication strategy in FET projects aims at two main objectives:

- Ensure the visibility of the project through public communication (project's announcements, achievements, impacts, etc.);

FETFX

During the FET Project implementation, an online engagement campaign might support the creation of a critical mass around the FET technological breakthrough. Different channels available from the European Commission might be used for targeting selected stakeholders more used on the Horizon 2020 and Future and Emerging Technologies programme. Each of them contributes to spread projects results and potentialities.

Communication Channels managed by the European Commission		
Digital Agenda - Future & Emerging Technologies	Website	https://ec.europa.eu/digital-single-market/en/policies/future-and-emerging-technologies
FET Newsletter	Magazine	https://ec.europa.eu/digital-single-market/newsletters-list
Digital Single Market	Facebook	https://www.facebook.com/DigitalSingleMarket/
Europe's Digital Agenda Initiatives	LinkedIn	https://www.linkedin.com/groups/Europe-Digital-Agenda-Initiatives-3791690
@DSMeu	Twitter	https://twitter.com/DSMeu
@FET_EU	Twitter	https://twitter.com/fet_eu
@FETFlagships	Twitter	https://twitter.com/FETFlagships
FUTURIUM	Online Forum	https://ec.europa.eu/futurium/en

1.2 EFFECT project and its support

The EFFECT project main purpose is to "foster dialogue among scientists, general public, decision makers and researchers attracting their interest and attention towards FET culture and projects".

EFFECT proposes an innovative and customized communication strategy in order to enhance visibility and impact of FET research in society and marketplace and to stimulate debate and engagement in a wide diversity of actors (researchers, industry, policy makers, civil society organizations, citizens, etc.). EFFECT communication approach exploits web, social and TV media as well as different community building and public engagement initiatives (www.fetfx.eu).

Besides the direct involvement of EFFECT project in communicating FET research, EFFECT develops tools and online trainings to FET researchers in order to foster their communication potential during the implementation of the research and innovation project. The present Guide is one of the tools specifically developed by EFFECT to support FET projects in engaging with the general public.

The EFFECT approach consists of a model integrating public communication and engagement based on a content centric approach exploiting the convergence of multiple distribution channels.

EFFECT aims at communicating stories about FET research via multiple channels, developed under the FETFX Identity (www.fetfx.eu) and at engaging different societal players through on-line and offline activities.

Figure 2: EFFECT model

1.3 The European Researchers' Night

Besides on-line engagement opportunities, major events where the general public is the target audience might be the best option for enhancing the project impact.

The European Researchers' Night is the right opportunity to perform public engagement activities through which new synergies can be established, spreading at the same time a new vision of public engagement, involving citizens from different ages.

The European Researchers' Night, financed by the EU's Horizon 2020 programme Marie Skłodowska-Curie actions, "is a Europe-wide public event dedicated to popular science and fun learning. It takes place each year on the last Friday in September, involving more than 30 countries and over 300 cities."¹

It is an occasion to explain the importance of the researchers' work and their careers and to raise interest, by stimulating public and political awareness about scientific and technological concerns related to European funded projects. It is an open forum based on experiences, sharing and communication techniques thanks to which scientists and experts can inspire and make people trust in science and research developments.

Activities focus on the general public, addressing and attracting people regardless of the level of their scientific literacy, with a special focus on students. Educational aspects can be combined with entertainment, especially when addressing the younger audience, by organizing hands-on experiments, science shows, simulations, debates, games, competitions, quizzes, etc.

An event organised during the European Researchers' Night will make the general public better understand the central role of researchers and the key benefits that their research can bring to society. They are a unique opportunity to meet researchers, talk to them, and find out what they really do for society, via interactive and engaging ways.

The European Researchers' Night is a successful example of outreach and public engagement. In 2015 about 1.1 million citizens attended the scientific events organised in over 280 cities within Europe and neighbouring countries. The number of researchers directly involved in the arranged science activities counted 18,000 individuals in 24 countries².

Bridging the gap between citizens and stakeholders who attend events such as the "European Researchers' Night" using an approach that stimulates a reflexive and responsive society participation is a perfect and suitable example of effective Public Engagement.

¹ According to EC official definition
² European Researchers' Night, official website

2. Introduction to Public Engagement

The key is to engage the right people on the right issues at the right time, rather than asking people to attend lots of meetings or provide input that is not used. Engagement that is not skilfully done can do more harm.

In the context of Research and Innovation, Public engagement (PE) concerns activities that involve researchers and the public together. It is more than just meeting an audience and communicating research. Effective public engagement is a two-way communication, with the researchers listening to and learning from participants and vice versa.

It is fundamental in raising public awareness and opinions on a particular science project/issue or a new technology, as it allows to assess new technological applications, helps researchers gathering data of their projects and makes it possible for both the public and the experts to collaborate in the creation of knowledge and innovation.

It is believed that engaging public with research helps people empowerment, strengthening their attitudes towards science and ensuring that the research work performed in universities and institutes is relevant to society and to meet wider social concerns. Indeed research brings benefits to individuals and society and through a sustained engagement between researchers and their targets it is possible to bring researchers closer to the public beyond their peer-to-peer dissemination activities. In particular public engagement is grounded on accountability and transparency that should be transferred to civil society. This is one of the keys in order to create a wider experience and consciousness on researchers' activities, lighting up future scenarios³.

Moreover, it is an effective way of stimulating interest in new subjects and encouraging citizens to consider research results in a more concrete way, feeling and experiencing them directly. This benefits above all individual students and society as a whole - young people are likely to become more skilled and engaged citizens. The concrete involvement of society, thanks to the organization of specific activities devoted to policies definition and acceptance, might foster the interest of policy makers around a specific item related to the research and innovation project.

Public engagement has been recently subject to a relevant development. Starting with the aim of promoting science towards the general public using one-way communication of scientific findings, it has

³ Economic and Social Research Council, "Why public engagement is so important", 2017

Inputs	Participants & Activities	Short-term Outcomes	Medium-term Outcomes	Long-term Outcomes	Vision
<ul style="list-style-type: none"> Research Education Participation Partnership programs Support to scientists Communication & engagement training Additional support for scientists and public Funding (including research projects and other funding opportunities) Strategic of communication 	<ul style="list-style-type: none"> Scientists Public Facilitators Activities Public dialogue Participatory approaches Knowledge co-production approaches University-led, corporate engagement approaches Everyday engagement Form: new topics for science-related events 	<ul style="list-style-type: none"> Scientist facilitated public involvement Positive effect Increased sense of public engagement identity Increased trust in science Increased accessibility to engage in civil society Increased self-efficacy 	<ul style="list-style-type: none"> Build trust between public and scientists Longer term positive effect about science Shared expectations of public & science in a co-created engagement space and co-developed Build understanding in civil society engagement with science Act on knowledge from engagement Increased willingness to consider science-related interactions Increased ability to choose science-related interactions 	<ul style="list-style-type: none"> Long-term positive effect about science Engagement impact of work and the engagement space in strategy and reflective view Shared scientific or social content and understanding of civil society Improved goals or focus of research Increased understanding of science-related issues More evidence for science to public Sharing knowledge resources for use by scientists and facilitators 	<ul style="list-style-type: none"> Sound, evidence-informed public decision-making on policy-related issues Dialogue on critical science society issues embedded in public discourse Influence individual and collective action and behaviour Influence policy Research that is responsive to societal needs and interests Resilient STEM workforce Science embedded in daily life

Fig. 4 "Public engagement with/in science model"

* American association for advancement of science, Center of Public Engagement with Science & Technology

FET/EX

14

2.1 Public Participation in Scientific Research

When we think about public engagement, two meanings arise in our minds: "engagement" as an aspect of learning, and "engagement" as part of participatory democracy (including public participation in scientific research, or citizen science).

The term "public participation in scientific research" (PPSR) was introduced in 2009 in order to deal with confusion over "citizen science," which refers to at least three things: participatory democracy involving science, participation of working scientists in civic issues, and public participation in research. Actually the PPSR term refers only to the last item, although many people engaged in PPSR are motivated by concerns about democratic access to scientific knowledge, which constitutes only one strand of the broader PPSR community.

The key element of the PPSR are:

- Contributory projects designed by scientists, with participants involved primarily in collecting samples and recording data;
- Collaborative projects in which the public is also involved in analysing data, refining project design, and disseminating findings;
- Co-created projects are designed by scientists and members of the public working together, and at least some of the public participants are involved in all aspects of the work.

FET/EX

15

been followed by standard modules and initiatives focused on the education of the lay public with low literacy in science.

During the past few years, Public Engagement has become more ambitious, looking at an idea of publicly engaged science mixed with an open and inclusive R&I process that catches input from relevant participants. Thanks to this approach it has been possible to assist to a strengthened combination between the experts' opinions and the citizens' inputs enabling the development of a more open and transparent science approach.

Figure 3 "Public Engagement as an "umbrella term"

Perceived as an "umbrella term", it suits any activity that engages the public with research, focusing on intentional, meaningful interactions and providing opportunities for mutual learning between scientists and members of the public. The principal meaning of mutual learning consists not only acquisition of knowledge, but also on increased familiarity with a breadth of perspectives, frames, and worldviews².

Efficient public engagement, means in this way, enhancing and improving the quality or impact of each research project and should involve two-way process of listening and interacting.

"Public engagement describes the myriad of ways in which the activity and benefits of higher education and research can be shared with the public. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit" as stated by UK National Co-ordinating Centre for Public Engagement.

² RRI Toolkit project (<http://www.rri-toolkit.eu>)

FET/EX

12

Benefits and risks are shared between scientist and public, analyzing science and technology impacting our daily lives. Thanks to this, questions and concerns are better understood. At the same time public engagement allows to involve a wide range of interested stakeholders connecting just apparently unrelated viewpoints. Scientists can expand the reach of their work, and make it more relevant to society.

Thanks to the Public Engagement devoted to research and innovation purposes, the acquisition of knowledge, an increased familiarity and a comprehensive overview of different perspectives and frames are enhanced.

The "American association for advancement of science" has underlined through various studies that scientists get more and more benefits from engaging activities with the citizens who otherwise might not participate in societal discussions surrounding emerging technologies or issues³. Scientists can discover alternative ways to make their work more relevant to society, taking advantage of two-directional dialogues with the public. Moreover, it is commonly shared that scientists' participation in public communication, particularly social media, can really increase scientific impact. Focusing on science and in particular on future and emerging technologies, public engagement is needed for different reasons. Just consider the relevance of scientific achievements in all facts of our lives and the different ways to approach it or the suspicion that frequently goes with news discoveries and the complex science-society relationship. Exactly for this, public engagement can help to consider the relationship as something constructive, tension-free and productive. Moreover public engagement can provide a constructive platform for public perception to be combined with scientific expertise in decision-making contexts.

The logic model proposed below summarized the different set of goals and the short, medium and long terms outcomes achievable by an effective engagement strategy:

- Sound, evidence-informed public decision-making on science-related issues;
- Dialogue on critical science-society issues embedded in public discourse;
- Influence individual and collective action and behaviour;
- Influence policy;
- Influence research agendas;
- Research that is responsive to societal needs and interests;
- Resilient STEM workforce;
- Science embedded in daily life.

³ Public Engagement Research and Major Approaches - Matthew C. Nisbet, Ph.D., and Ezra Markowitz, Ph.D., November 15, 2015

FET/EX

13



3.Methodologies

As supporting tools for researchers and innovators, the following chapter provides a set of methodologies for the implementation of engagement activities, organized on the basis of the FET project needs (e.g. the results we would like to achieve) and the target stakeholders we are going to approach - such as SMEs, civil society, citizens and policy makers.

As a common basis, the communication activity and engagement strategy will produce both immediate and long-term effects by involving groups of different size in strategic conversations and trying to raise awareness and consciousness on particular themes.

The FET project should firstly eliminate or decrease as much as possible "givens" or "boundary conditions", in order to establish the best set for results introduction, focusing on solutions generated and outcomes.

This will allow the participants to contribute to the activity with a responsible engagement, fostering the research project implementation, the exploitation of projects' results, and public acceptance and awareness about FET research.

The methodologies explained as follows will help the FET project on the organization of successful mutual learning activities.

The main methodologies are:

- Built on a simple structure → to allow conversation around the specific project results;
- Based on dialogue techniques → involving intentional speaking and attentive listening;
- Based mostly on meetings in circles → inspiring peer discovery and learning;
- Aimed at creating strategic conversations → serving real needs and clear purpose.

Thus, complexity of project results will be converted in simpler and efficient outcomes, achievable also by less specialized audiences.

Each methodology will help researchers to spread their projects results. Actually, public engagement activities showed below consider citizens and civil society as their main interlocutor, allowing the researcher choosing the best one that fits with various factors: time, type of project results, meaning of the project to be disseminated, number of participants etc. Obviously the researcher will be "free" to consider the most suitable public engagement method, in order to reach the audience in the best way, raising the attention on new future technologies.

FETFX

16



The Methodologies explained are based on the following structure:

Brief definition of the method

Concise but efficient method application. First overview on the proposed technique.

Objective of applications of the method

This part considers the aims of each method. In particular the effects that are supposed to be reached through the activity.

<input checked="" type="checkbox"/> Dialogue	<input checked="" type="checkbox"/> Consulting	<input checked="" type="checkbox"/> Involving
<input checked="" type="checkbox"/> Collaborating	<input checked="" type="checkbox"/> Empowering	<input checked="" type="checkbox"/> Direct decision
<input checked="" type="checkbox"/> Research (analytics)	<input checked="" type="checkbox"/> Ethics (acceptance)	<input checked="" type="checkbox"/> Exploitation of project results (awareness)
<input checked="" type="checkbox"/> Story telling		

Engaged actors in the process of method application

Participants needed/suggested for the best activity performance.
Minimum required number of participants (to be specified if needed).

Timeframe for the application of the method

Duration estimated (that could change considering the variation of participant number and other factors).

Long description

Specific strengths and weaknesses of the method vis-à-vis the challenge[s] addressed and issues of concern that organizers need to take into account when applying the method.

Material needed

Specific material required in order to perform the activities. Please consider that the majority of the activities are thought to be realized with simply "reachable" material.

FETFX

17



SCIENCE CAFÉ

Brief definition of the method

A Science Café is an event organized in an informal setting as a place of dialogue with participants coming from all walks of life and academia. This is an informal forum for discussing interesting and relevant scientific issues. The goal is to encourage public engagement with science by inviting members of the scientific community to present topics for a casual evening of conversation.

An expert presents a subject directly connected with its project, in a concise and open manner in order to stimulate a subsequent discussion. The moderator facilitates the sharing of a wide range of views on the subject at hand. Questions by the audience are always to be encouraged both during and after the discussion.

Objective of applications of the method

<input checked="" type="checkbox"/> Dialogue	<input checked="" type="checkbox"/> Consulting	<input checked="" type="checkbox"/> Involving
<input checked="" type="checkbox"/> Collaborating	<input checked="" type="checkbox"/> Empowering	<input checked="" type="checkbox"/> Direct decision
<input checked="" type="checkbox"/> Research (analytics)	<input checked="" type="checkbox"/> Ethics (acceptance)	<input checked="" type="checkbox"/> Exploitation of project results (awareness)
<input checked="" type="checkbox"/> Story telling		

Engaged actors in the process of method application

Generally one expert speaker is needed, but there are also models with multiple experts. A key ingredient is the presence of a moderator who should also train the experts to ensure there are lively and useful discussions.

Timeframe for the application of the method

Total session: 1 hour (maximum) including presentations by speakers. These could be around 3 minutes, even if some facilitators prefer presentations without slides to encourage a more informal interaction.

Long description

FETFX

18



Worldwide, science cafés continue to rise in popularity. Since 1998, when the first science café were organized both in the UK and France, all over the world science cafés have been set up with an estimation of about 700 science cafés in 2014. In science cafés, both scientists and the public can meet in an informal environment and participate in discussions about science issues.

Through this method, for the price of a cup of coffee or a cup of tea, anyone can come to explore the latest ideas in science and technology. In this way, the academic context becomes a bar where scientific experts are invited to give a short talk and then the floor is open for discussion.

The café format is very flexible and adapts to many different purposes, information sharing, relationship building, deep reflection and action planning. This method is particularly effective in surfacing the collective wisdom of large group of diverse people.

Participants in science café events can gain new knowledge and perspectives on a certain topic through their interaction with the experts and the rest of the attendees. In addition, participants, can also get informed on alternative views and relevant narratives, especially when the events focus on controversial issues, often raise new questions.

Key features

1. This method is suitable for "every subject under the sun"
2. Inexpensive to plan and run
3. Topics provoke reactions among the audience
4. Impact on people's life
5. Create ethical dilemmas

Tips for organizers

1. Organizers may consider an informal setting and approach during the evening
2. Selection of the location
3. The venue should be large enough to accommodate a consistent number of attendees and at the same time small enough to allow the participants to hear each other and the presenters
4. Make sure to leave ample time for both moving through the rounds of questions

Material needed

1. Small tables
2. Chairs for participants and presenters
3. Flip chart paper
4. Markers
5. Larger paper for harvesting collective knowledge
6. Posters showing the "Café Etiquette"

FETFX

19

PARTICIPATORY WORKSHOP

Brief definition of the method

Participatory workshops are meetings that enable people to analyse, share and enhance their knowledge to plan, manage and evaluate development projects and programmes.

Visual aids – such as mapping, videos, illustrations, timelines, card sorting and ranking, Venn diagrams, seasonal calendar diagramming and body maps are often used in participatory workshops to engage participants and capture knowledge.

Objective of applications of the method

<input type="checkbox"/> Dialogue	<input type="checkbox"/> Consulting	<input type="checkbox"/> Involving
<input type="checkbox"/> Collaborating	<input type="checkbox"/> Empowering	<input type="checkbox"/> Direct decision
<input checked="" type="checkbox"/> Research (analytics)	<input type="checkbox"/> Ethics (acceptance)	<input checked="" type="checkbox"/> Exploitation of project results (awareness)
<input checked="" type="checkbox"/> Story telling		

Enacted actors in the process of method application

The session will be organized in a non-formal and relaxed atmosphere. A cup of coffee or a soft-drink for all can relax the situation. There are no right or wrong answers, let the participant talk freely. Do not stop or guide them, even if they are presenting ideas that you consider irrelevant. Still, give everyone a chance to speak and encourage quiet participants to express their opinion to make sure that no one dominates the discussion.

2 researchers/designers, 3-6 students (minimum to create 3 groups)

The group divides into threes, with two as speakers and one as a saboteur, each of them in representation of one small group. The speakers discuss a topic of their choice. The saboteur then interrupts, disrupts and distracts in any way. The speakers do not necessarily know that the third person is meant to sabotage their discussion. The group is then asked to reflect and discuss the experience.

Timeframe for the application of the method

You can arrange your time session as you prefer, regarding your needs and the responsiveness of the participants.

FET4X 20

Long description

- Getting the ball rolling
 - Introduce yourself and the project.
 - Tell participants that you are going to record the session and take pictures, but that the material will be used only for research and design purposes.
 - Tell that you have some scenarios that you want the teachers and students to read and talk about together after the reading.
 - Press "record" on your digital audio recorder.
- Talking about the scenarios
 - Give the first scenario to the teachers and students (one copy for each) to read.
 - Questions: Has the story generated any thoughts? Is this a possible story? Is there something they would like to change in it? Could they imagine themselves in the role of the teacher/learner? What part would they find most difficult to manage if they were in the role of the teacher/learner? How would the story continue?
 - Make sure that each participant replies to each question.
 - Take pictures of the participants talking about the scenarios.
 - Repeat the steps above with all scenarios.
- Gathering specific design ideas
 - Ask the teachers and students what kind of technology they think we will develop in the project. Can they explain what the system should be able to do and be like?
 - Encourage them to illustrate their explanation with drawings or diagrams of it. Use pen and paper.
 - Take pictures of the teachers and students explaining their stories.
- Wrapping up
 - Ask the teachers and students for their email addresses and ask if we may ask them more questions later.
 - Take pictures of everyone.
 - Thank everyone for their effort.

FET4X 21

5. After the session

- At the end of the session you should have an audio recording of about 2 hours and 10-20 pictures of the session.

Material needed

- Note book and pen for your notes
- Blank paper and pens for all participants
- Digital camera and digital audio recorder + microphone for documentation (a video camera is a possible alternative)
- Printouts of the scenarios related to the project theme (same amount as total amount of participants, including you)
- Chairs and tables for writing and possible drawing

FET4X 22

STORY TELLING

Brief definition of the method

If you want to capture the audience, enhancing their imagination in a way that they can understand easily what your project is based on, storytelling is the right method to choose.

Objective of applications of the method

<input checked="" type="checkbox"/> Dialogue	<input type="checkbox"/> Consulting	<input type="checkbox"/> Involving
<input type="checkbox"/> Collaborating	<input type="checkbox"/> Empowering	<input type="checkbox"/> Direct decision
<input type="checkbox"/> Research (analytics)	<input type="checkbox"/> Ethics (acceptance)	<input checked="" type="checkbox"/> Exploitation of project results (awareness)
<input type="checkbox"/> Story telling		

Enacted actors in the process of method application

Moderator plus a group of minimum 4/5 people

Timeframe for the application of the method

Minimum 20 minutes

Long description

Thanks to storytelling it is possible to translate scientific concepts and data in order to be easily understandable for audiences that would not normally reach them in an automatic way. This technique allows to bridge the gap between science and general public.

Tips for the moderator

- Give the story a beginning, a middle and an end
- Introduce the characters and set the stage at the beginning
- Introduce conflict – without conflict you have no story. Conflict can take many forms (i.e. human vs human; human vs society; human vs nature; human vs himself/herself)

FET4X 23



4. Create a turning point which leads to a resolution.

5. Conclude – make sure that all conflicts are resolved and that all the loose ends are tied up

Material needed

No specific material is required, the moderator should remember to prepare the right schedule for his story.

FETFX

24

APPRECIATIVE INQUIRY

Brief definition of the method

This type of "survey" is useful when the aim consists of comparing different perspectives trying to find a new and different point of view on the problem.

Objective of applications of the method

<input checked="" type="checkbox"/> Dialogue	<input checked="" type="checkbox"/> Consulting	<input type="checkbox"/> Involving
<input checked="" type="checkbox"/> Collaborating	<input type="checkbox"/> Empowering	<input type="checkbox"/> Direct decision
<input type="checkbox"/> Research (analytics)	<input type="checkbox"/> Ethics (acceptance)	<input checked="" type="checkbox"/> Exploitation of project results (awareness)
<input type="checkbox"/> Story telling		

Engaged actors in the process of method application

This method can be used with individuals, partners, small or big groups. The group size is a function of the scope of the inquiry. In the European Researchers' Night landscape, it may have a more narrow focus that is of interest only to a small group.

Timeframe for the application of the method

30 minutes minimum (depends of the group size)

Long description

Cooperider and Drivstuv defined this method as "a strategy for intentional change that identifies the best 'what is', to pursue dreams and possibilities of 'what could be': it involves systematic discovery of what gives 'life' to a living system when it is most alive, most effective, and most constructively capable in economic, ecological, and human terms.

It involves, in a central way, the art and practice of asking questions that strengthen a system's capacity to apprehend, anticipate, and heighten positive potential.

FETFX

23



Exploring the Appreciative Inquiry method, one best definition is the following "It is the coevolutionary, cooperative search for the best in people, their organizations, and the relevant world around them ... AI involves the art and practice of asking questions that strengthen a system's capacity to apprehend, anticipate and heighten positive potential ... AI practice focuses on the speed of the imagination and innovation. Instead of negative, critical, and spiraling diagnoses commonly used in our organizations ... there is discovery, dream, design and destiny."

The process goes along five steps:

1. Discover high-point experiences and identify strengths and capabilities—all of which add up to the "positive core"
2. Dream→imaginatively and collectively envision what else is possible
3. Design→co-construct what can be done to build capacity (practically) and what should be done (morally)
4. Destiny→commit to the iterative exploration of learning, innovation, and delivering results all stakeholders care about.
5. Delivery→implementing the proposed design

Starting from a positive topic (related for example for one solution proposed by your projects) the process should follow the above mentioned steps, appreciating what is the proposed solution consisting of, imagining what it could be (for example possible future scenarios), determine what should be, creating what will be.

Material needed

Flip chart paper and markers extensively. (If you prefer, you can use a whiteboard)

FETFX

26

FISH BOWL

Brief definition of the method

Fishbowl facilitation is a simple, effective alternative to a plenum discussion. In combining large group facilitation with small group discussions, fishbowl creates a vivid and spontaneous discussion format. It also reduces distinctions between the speakers and the audience. The fishbowl facilitation got its name from the way the participants are seating. The chairs are placed in two circles: the inner circle ("fishbowl") and one or more outer circle(s).

This method is alternative to traditional debates. It could be a valid substitute for panel discussions, allows to foster dynamic participation and address controversial topics.

Objective of applications of the method

<input checked="" type="checkbox"/> Dialogue	<input checked="" type="checkbox"/> Consulting	<input type="checkbox"/> Involving
<input type="checkbox"/> Collaborating	<input type="checkbox"/> Empowering	<input type="checkbox"/> Direct decision
<input type="checkbox"/> Research (acceptance)	<input type="checkbox"/> Ethics (awareness)	<input checked="" type="checkbox"/> Exploitation of project results (analytics)
<input type="checkbox"/> Story telling		

Engaged actors in the process of method application

Fishbowls involve a small group of people (usually 3-8) seated in the inner circle, having a conversation in full view of a larger group of listeners. The participants in the inner circle discuss the topic(s) while all other participants seating in the outer circle(s) listen and observe the discussion.

Timeframe for the application of the method

20-30 minutes are suggested

Long description

Main rules

1. Every participant can sit on the empty chair until he finishes his contribution or another member from the outside wants to join.
2. Member of the inner circle can leave whenever they want to.

FETFX

27



3. Avoid talking aside (with your neighbour).

It is possible that a participant from the outer area wants to join the discussion in the inner circle. For this several options should be considered by the facilitator:

1. Open fishbowl with "guest chair": there is an empty chair in the inner circle. Any member of the audience can, at any time, occupy the empty chair and join the fishbowl. When this happens, an existing member of the fishbowl must voluntarily leave the fishbowl and free his chair. The new one can participate in the discussion until he finishes his contribution or another member from the outside wants to join.
2. Open fishbowl without "guest chair": when someone in the audience wants to join the discussion, he comes forward and taps the shoulder of the person he wants to replace, at some point when they are not talking. The tapped speaker must then return to the outer circles, being replaced by the new speaker, who carries on the discussion in their place.
3. Close fishbowl: the initial participants speak for some time. When time runs out, they leave the fishbowl and a new group from the audience enters the fishbowl. This continues until many audience members have spent some time in the fishbowl.

Material needed

Chairs (minimum 3-8 for the inner circle)

FETFX

28



SOLUTION FOCUS

Brief definition of the method

Solution focus is goal oriented, targeting the desired outcome of the session as a solution rather than focusing on the symptoms or issues that brought the participants to the session. This technique emphasises present and future circumstances and desires over past experiences and turns problems into solutions. Suggested to be used when the Project Coordinator is interested in problem solving (focusing in this way different possible solutions).

Objective of applications of the method

<input checked="" type="checkbox"/> Dialogue	<input checked="" type="checkbox"/> Consulting	<input checked="" type="checkbox"/> Involving
<input checked="" type="checkbox"/> Collaborating	<input checked="" type="checkbox"/> Empowering	<input checked="" type="checkbox"/> Direct decision
<input checked="" type="checkbox"/> Research (analytics)	<input checked="" type="checkbox"/> Ethics (acceptance)	<input checked="" type="checkbox"/> Exploitation of project results (awareness)
<input checked="" type="checkbox"/> Story telling		

Engaged actors in the process of method application

1 moderator; 1 group of at least five people

Timeframe for the application of the method

20/30 minutes minimum

Long description

Solution Focus facilitation strongly relies on the way how the facilitator asks questions and talks to the audience:

1. The miracle questions: invite the auditor to anticipate and describe in detail how the future will be different when the problem is no longer present ("problem is gone" question).
2. Exception-seeking questions: encourage the auditor to identify those situations where the problem did not occur and to maximise their frequency.

FETFX

29



3. Coping questions: elicit information about auditor resources that will have gone unnoticed by them. True curiosity and admiration can help to highlight strengths without appearing to contradict the auditor perception of "the problem".
4. Scaling questions: invite audience to employ measuring and tracking of their own experience, in a non-threatening way.
5. Time-out: a short "break" to reflect and summarize what has been discussed or worked on so far in the session. Time-out allows both clients and facilitator to reflect on conversations they have just concluded.
6. Accolade: accolades take many forms, including compliments and cheerleading. Simple statements are intended to reflect back to clients positive observations about something they have said or done. The effect of accolades is multiple: it validates any progress that auditor make; it encourages audience by reminding them of personal power over their well-being; it emphasizes strengths and abilities; it sets up the expectation that past success is an excellent indicator of future possibilities; it fosters confidence; and it facilitates relationship building and maintains rapport.
7. Task: facilitator and auditor agree on the next steps the auditor should take moving in the desired direction to achieve the goal.

Material needed

Chairs (eventually pens and papers to take notes)

FETFX

30



DYNAMIC FACILITATION

Brief definition of the method

It is a method for group discussions in a high emotionally supercharged environment. The method is grounded on the creativity and energy of a group without constraining it or to follow traditional, linear, moderation structures like agendas or exercises. It was founded by Jim Rough. Suggested to be used when ethical issues are involved in the project.

Objective of applications of the method

<input checked="" type="checkbox"/> Dialogue	<input checked="" type="checkbox"/> Consulting	<input checked="" type="checkbox"/> Involving
<input checked="" type="checkbox"/> Collaborating	<input checked="" type="checkbox"/> Empowering	<input checked="" type="checkbox"/> Direct decision
<input checked="" type="checkbox"/> Research (analytics)	<input checked="" type="checkbox"/> Ethics (acceptance)	<input checked="" type="checkbox"/> Exploitation of project results (awareness)
<input checked="" type="checkbox"/> Story telling		

Engaged actors in the process of method application

From 8 to 20 participants (flexible)

Timeframe for the application of the method

Long description

1. Set up the environment: 4 flipcharts or poster walls with the headlines: "Challenges / Questions", "Solutions / Ideas", "Concerns / Objections", "Information / Perceptions".
2. Collect under "Challenges / Questions" all statements phrased as questions how to solve the given issue(s).
3. Collect under "Solutions / Ideas" all possible solutions independent to which problem statement they belong.
4. Collect under "Concerns / Objections" all concerns raised to given solutions and ideas.
5. Collect under "Information / Perceptions" all other statements, facts, or data the participants speak out independent they are true or false.
6. The facilitator protocols everything by taking notes on the posters.

Material needed

4 flipcharts or posters, pens, markers, post-it notes

FETFX

31

FIVE-TO-FOLD

Brief definition of the method

Five-to-Fold is a method for effective, holistic group decision-making. It invites, honours and integrates all individual perspectives. Five-to-Fold is intended as a process for genuine decision-making, rather than for gathering feedback or informing a decision to be made elsewhere.

Objective of applications of the method

■ Dialogue	✗ Consulting	■ Involving
■ Collaborating	■ Empowering	✗ Direct decision
■ Research (analytics)	✗ Ethics (acceptance)	✗ Exploitation of project results (awareness)
■ Story telling		

Engaged actors in the process of method application

Group composed by 3 people minimum plus one facilitator/moderator.

A major strength of Five-to-Fold is that it invites, honours, and integrates all individual perspectives, including intuitive "minority" perspectives, into practical decision-making in clear, effective ways grounded in individual responsibility. Five-to-Fold fosters open and honest communication, and continuous contact between individual and organisational purpose/essence.

Timeframe for the application of the method

30 minutes (consider by the way the fact that the group should reach a final decision in a democratic way)

Long description

- the participants are seated in a circle, with no table or other obstacles in the centre. Flipchart paper is available to support different learning styles
- the facilitator welcomes the participants and values their diversity
- check participants
- the grounds for the meeting, and/or for the organisation, are shared with all participants

FETFX 32

- the facilitator introduces the proposal sponsor(s)
- until a proposal becomes a decision, it "belongs" to the Sponsor, and it is only the sponsor who can choose to make any revisions to the proposal during the process. The sponsor is free as well to withdraw the proposal during the process, perhaps to develop further and present at a later date
- The sponsor(s) presents the proposal to the group
- The sponsor shares the proposal draft, both verbally aloud and in writing on flip-chart paper
- When all clarifying questions have been asked and responded to, the facilitator invites the Sponsor(s) to make any revisions they wish to make to the proposal as written
- The facilitator invites the participants to share any thoughts or feelings on the proposal and how it relates to the group and its purpose, even if they are not fully formed
- When the talking circle is complete, the facilitator shares that it is time to transition to the Five to Fold finger-vote
- The facilitator shares the directions for the finger-vote: each person in the circle will demonstrate their support for the proposal as presented with their hands, by holding up a number of fingers on one hand, or by showing a folded fist.

Material needed

Flipchart paper, pens

FETFX 33

OPEN SPACE TECHNOLOGY

Brief definition of the method

Open Space Technology relies strongly on self-organisation of the group of participants. It is a purpose-driven approach, focused on a specific and important purpose or task — but beginning without any formal agenda, beyond the overall purpose or theme.

Objective of applications of the method

■ Dialogue	✗ Consulting	■ Involving
✗ Collaborating	■ Empowering	■ Direct decision
■ Research (analytics)	✗ Ethics (acceptance)	✗ Exploitation of project results (awareness)
■ Story telling		

Engaged actors in the process of method application

Not defined.

Timeframe for the application of the method

time boxed sessions: 30min, 45min, or 60min

Long description

- All participants sit in a circle. In the middle are post-it notes, index cards and pencils placed.
- The facilitator provides an overview of the process and explains how it works.
- The facilitator invites people with issues of concern to come into the circle, write the issue on a post-it or index cards and announce it to the group. These people are "session hosts" or "conveners."
- The session hosts place their paper on the wall and chooses a time and a place to meet. This process continues until there are no more agenda items.
- The participants cluster and prioritise the agenda items on the wall.

After the marketplace, the group then breaks up and heads to the agenda wall, by now covered with a variety of sessions. Participants take note of the time and place for sessions they want to be involved in.

During the sessions, the host takes notes and captures the important points of the session. At the end of each session, the notes are published on a shared news wall.

FETFX 34

The participants then finish the open space meeting with a closing circle where people are invited to share comments, insights and commitments arising from the process.

Open Space operates under four principles

- Whoever comes are the right people
- Whatever happens is the only thing that could have happened
- When it starts is the right time
- When it's over it's over

Material needed

post-it notes, index cards and pencils

FETFX 35

CIRCLE PROCESS

Brief definition of the method

Circle process facilitation explores many sides of an issue, identifies areas of agreement and disagreement and brings in points of views that haven't been thought of. It creates opportunities for everyone to participate and is very adaptable to a variety of groups, issues and time frames.

Objective of applications of the method

<input checked="" type="checkbox"/> Dialogue	<input type="checkbox"/> Consulting	<input checked="" type="checkbox"/> Involving
<input type="checkbox"/> Collaborating	<input type="checkbox"/> Empowering	<input type="checkbox"/> Direct decision
<input type="checkbox"/> Research (analytics)	<input type="checkbox"/> Ethics (acceptance)	<input checked="" type="checkbox"/> Exploitation of project results (awareness)
<input type="checkbox"/> Story telling		

Forecasted actors in the process of method application

A group of minimum 3 people plus a facilitator

Timeframe for the application of the method

20/30 minutes

Long description

The moderator starts the activity giving group members the opportunity to briefly introduce themselves, the group establishes their own ground rules for how they want to behave together. After this the discussion takes place; participants summarise the most important results of their discussion and finally there is the debriefing activity.

Tips for the facilitator

- Guides through the process, helps the discussion stay focused
- Helps the group set its ground rules and keep to them
- Moderates in case of conflict and disagreement

36

- Helps the group exploring many sides of the issue
- Shifts focus – moves from one speaker or topic to another
- Helps group members identifying areas of agreement and disagreement
- Brings in points of view that haven't been talked about
- Focuses and helps clarifying the discussion
- Summarises key points in the discussion

Material needed

Chairs, papers, pens

37



OUR FUTURE, TODAY

www.fetfx.eu

5.2 Annex 2. Invitation sent to FET project coordinators



Dear FET researcher,

EFFECT Coordination and Support Action is delighted to inform you regarding the new publication "[A practical Guide for Public Engagement in Future and Emerging Technologies](#)".

EFFECT project is here to enhance the visibility and impact of FET research by assisting FET projects in developing an adequate communication and engagement plan that will support their sustainability.

The first publication on public engagement is available at:

<http://www.fetfx.eu/wp-content/uploads/2017/06/EFFECT-Guide-on-Public-Engagement.pdf>

Through this tool and dedicated one-to-one support, EFFECT will help in the organization of an engagement activity during the next European Researchers Night, on September 29th in more than 300 cities and over 30 countries in Europe and beyond.

Check the European Researchers Night organized by your institution:

http://ec.europa.eu/research/researchersnight/events_en.htm

For more information and support, please contact: calderaro@apre.it; rotolo@apre.it

Thank you for your interest.

Best regards,

Marta Calderaro, as part of EFFECT project

Creating effects through communication and engagement in Future and Emerging Technologies

The **EFFECT** project will support all FET projects in increasing their influence and impact among science, industry, policy makers and society. Acting as a communications hub across various media, EFFECT will foster the communication, dissemination and exploitation of FET funded projects through easy-to-access tools and techniques and FET dedicated events.


Follow us at: www.fetfx.eu



EFFECT project has received funding from the European Union's Horizon 2020 Future and Emerging Technologies programme under Grant Agreement n. 737301.



5.3 Annex 3. Dissemination through FETFX project Mailing



FETFX new website is online

Discover the latest FET stories!

The new FETFX website is online with the most inspiring stories on Future and Emerging Technologies (FET).

Whether you are a researcher or a tech & future enthusiast you're in the right place.


On FETFX you will find stories, ranging from biotech and green technologies to quantum physics, robotics and new materials.

Are you a brilliant researcher with smart ideas for new technologies which could change our lives? On FETFX you will find useful tips on how to get funded, interesting networking events and a guide that will help you successfully communicate your research. And, why not, if you have an interesting FET story you may want to submit it to be published on FETFX e-magazine.

Among the next events don't miss the first FETFX webinar "Your effective FET communication strategy" on October 19. Our experts will guide you through H2020's dissemination and communication requests.

What are you waiting for? Start exploring the fascinating world of FET research!

[Visit FETFX website](#)




Webinar

Your effective FET communication strategy

October 19th 2017 - 12:00 CEST


Communication experts will help you develop an effective communication strategy



Next event

European Researchers' Night

September 29th 2017
300+ Cities all across Europe
Imagine the opportunity to inspire and raise tomorrow scientists.
Where? At the researchers night!



Past event

From research to innovation

Enghien Les Bains
Nine FET projects have joined the Meet & Match event. The results? Connections, visibility and new ideas for the market