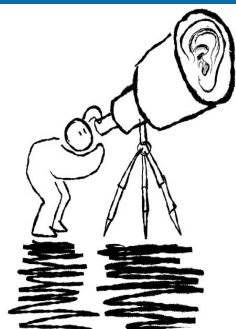


# SUCCESS STORIES

No. 1

## PROJECT DETAILS

<b>Project title:</b>	ENGAGING SOCIETY IN HORIZON 2020
<b>Project acronym:</b>	ENGAGE2020
<b>Project URL:</b>	<a href="http://www.engage2020.eu">www.engage2020.eu</a>
<b>Project coordinator:</b>	Lars Klüver (Danish Board of Technology, DK) / <a href="mailto:lk@tekno.dk">lk@tekno.dk</a>
<b>Project contact:</b>	Marie Louise Jørgensen (Danish Board of Technology, DK) / <a href="mailto:mlj@tekno.dk">mlj@tekno.dk</a>
<b>Project duration:</b>	09/2013 to 11/2015
<b>EU contribution:</b>	998.123 EUR
<b>No. of partners:</b>	6
<b>Type of activity:</b>	Small or medium-scale focused research project
<b>Programme:</b>	Science in Society, EU's seventh Framework Programme for Research (FP7)
<b>Area:</b>	Public Engagement



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## Engage2020: Deepening and broadening public engagement in Horizon 2020

**Public engagement is about involving citizens and societal actors in the decision-making process or in the research process itself – strengthening societal support of innovations**

Public engagement is at the core of the Science with and for Society programme (SwafS) in the EU Framework Programme for Research and Innovation, Horizon 2020, and its predecessor Science in Society in the EU's Seventh Framework Programme for Research, FP7. Public engagement is not taken up in the SwafS programme only but as a cross-cutting issue it shall be implemented within the approach of Responsible Research and Innovation (RRI) across the priorities of Horizon 2020. In order to support this ambitious challenge the research project **Engage2020 – “Engaging Society in Horizon 2020”** – funded by the Science in Society programme in FP7 – started in 2013.

**Engage 2020 – creating an impact through ambitious objectives**

The consortium of six partner institutions, coordinated by Lars Klüver from the Danish Board of Technology, investigates how, where and why so-

cial actors are engaged in research processes, from early policy development to the delivery of research activities, whether as consumers, employees, or lay persons and – perhaps more importantly – how they could be involved in the future in research and innovation. The core objective is to support the use of engagement methods by mapping current practice and raising awareness about engagement opportunities among researchers, policy makers and other interested parties. The development of tools and introductions to engagement in research and innovation is a central part of the projects work, too. And by engaging closely with policy makers within the European Commission the consortium aims for the results of **Engage2020** to directly help to strengthen the implementation of public engagement in Horizon 2020. Edward Andersson, project partner from The Involve Foundation in the United Kingdom, states that the response to the current project reports has been very good and that a conference held in Brussels in early 2015 reached almost a hundred of policy makers from across the various parts of the European Commission. “It is very

gratifying to work with policy makers and researchers directly because we can see a growing enthusiasm and interest in this area” he adds.

**Engagement is an innovative experience and it is through practical experience that the field moves forward**

**Engage2020** surveys genuine engagement forms, which go beyond traditional one-way communication of scientific findings. Public engagement is about bringing on board the widest possible diversity of actors and it is different from simple ‘communication’ or ‘consultation’, Andersson explains. Traditionally science has been seen as a closed activity, carried out by experts far removed from ordinary citizens. But there is a shift away from this elitist model of science because the insight grows that if research and innovation remains in an ivory tower, it will be unable to meet the big challenges Europe faces today. Across Europe – and many other parts of the world – a growing push towards ‘democratising expertise’ can be seen. As a result many new ways to engage members of the public in research and innovation activities have been developed. Today

Get more information about the Horizon 2020 programme part Science with and for Society **here**.

Read further Success Stories **here**.

Find more projects on the different SwafS areas such as RRI, gender equality or science education on **Cordis**.

many policy makers, researchers or administrators are either carrying out public engagement or considering it. Project findings underline that public engagement in European research and innovation activities is relatively high by international standards, but it is unevenly distributed, both geographically and in terms of issues. [Engage2020](#) has disseminated information on state-of-the-art participative processes, maximising learning from best practice. The aim of inspiring examples, accessible reports and policy briefs by the project is to help lower the barriers to entry in this growing field.

### The benefits of public engagement in research and innovation

Public engagement brings significant benefits to research institutions, policy makers and the public and there are a number of reasons for it. Andersson explains that engaging the public in research and innovation processes promotes more legitimate, sustainable, responsive and relevant decisions. It also demonstrates accountability and transparency and increases public trust. Public engagement helps to ensure that research and innovation activities are relevant in a rapidly changing world. European research must focus on the grand challenges of our time, from global warming to tightened supplies of energy, water and food, to ageing societies and public health pandemics and security. The public can offer different types of expertise, as they express their values, aspirations and represent broad societal interests. And finally the public as taxpayers invests in public research and innovation and therefore they need to be confident that this investment is worthwhile and responding to

citizens' interests and societal needs. Innovations which are developed without input from the intended end users can easily become expensive failures.

### How to get started with public engagement in research and innovation

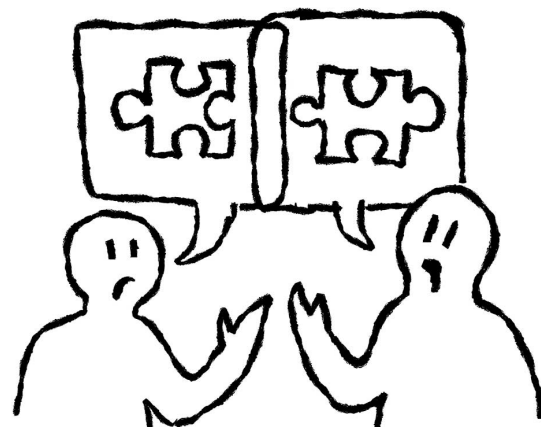
Researchers and research policy makers often feel overwhelmed by engagement because it is a new field

parts from the public hold.

- Be clear about the extent to which participants will be able to influence outcomes.
- Find an area where engagement can help and start doing it.
- Use the tools developed by the project [Engage2020](#).

Currently the project partners are finalising some of their core deliverables, including an introduc-

*Public engagement brings significant benefits to research institutions, policy makers and the public.*



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for them and many mistakes are being made. Andersson has some important recommendations for scientists and science policy makers who would like to engage societal actors in their research and innovation activities:

- Be clear in your purposes and objectives from the start.
- Begin as early as possible in the policy/decision/research process.
- Allocate sufficient resources in terms of time, skills and funding.
- Consider what aspirations and concerns your intended partici-

tory anthology on engagement, an action catalogue with over 40 different methods of engagement, as well as preparing for a free final conference on 9-10 November 2015, in Brussels, Belgium (<http://engage2020.eu/enroll>).

More Information on the project, its tools and publications are available on the project website <http://engage2020.eu>. Visit it and learn more about how the outcomes of [Engage2020](#) support public engagement in research and innovation.