

## DELIVERABLE D 3.2:

### Action plan for EDUC events to raise awareness for science among the citizens

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## 1. General Information

The engagement between citizens and the university and the civic engagement of members of the university (students, scholars, management, etc.) is a crucial factor when it comes to the acceptance and accountability of science and research on the one hand and political decisions (often based on scientific and scholarly advice) on the other. Citizen engagement goes forward in introducing the active participation of citizens in research and teaching. Scientific interaction with civil society (communication, consultation and application) forms a major European policy focus and is likewise a major task for the newly founded European universities. EDUC addresses this mission within EDUC-SHARE via work package 3 (WP3) “Citizen Engagement”.

Based on an extensive mapping process throughout the first year of EDUC-SHARE, WP3’s “Action plan for EDUC events to raise awareness for science among the citizens” identifies suitable and successful events within the alliance to include citizens more prominently in our universities and in the processes of science.

The WP3 working group has identified a broad number of events and has decided to include a first selection in the following action plan for the WP3, to be carried out until 31 January 2024. Taking into account the experiences made throughout 2022 and 2023, our action plan will be continuously adapted and aims at forming a basis for future tasks within the European Digital UniverCity, contributing to the long-term implementation of EDUC’s strategic goals.

## 2. Mapping process

The extensive mapping of our institution’s services and existing events involved in citizen engagement forms the basis of this action plan.

Our mapping was carried out during two workshops on 24 June 2021 and 4 May 2022, organised by the University of Potsdam and its unit “Innovative Hochschule” and refined in individual working sessions at the partner level.



Figure 1: Kick-Off Workshop 24 June 2021 “Task Force Citizen – The UniverCity we build together”

Based on the joint meetings and workshops, all partners collected the existing services involved in citizen engagement and public outreach, including existing events, event descriptions, categories and contacts. In addition to this data collection, WP3 assessed the potential of the events (and/or services) to tackle societal challenges in EDUC’s strategic focus areas.

A joint analysis of our mapping allowed us to identify several good practices at different partner universities on which to build our exchanges. Three of them will be brought to the EDUC level until 31 January 2024.

### 3. Selected events

The WP3 group, comprised of representatives from all partner universities, provides a vast collection of events (and service units) contributing to citizen engagement. The collected events and services adhere to different levels – the **university level**, the **city level**, and the **regional level**.

Furthermore, the events are of different **impact quality** when it comes to the level of engagement of citizens. For the action plan, we have decided to offer a mix of these impact depths as they are reflective of the different offers the universities and their respective ecosystems provide.

WP3 has assessed the impact quality based on six impact categories: 1. *Informing/Inspiring*, 2. *Stimulating/Thinking*, 3. *Understanding/Thinking*, 4. *Informing Decision-Making*, 5. *Collaborating*, 6. *Co-Producing*. In addition, as mentioned above, all events were assessed in terms of their potential to contribute to the societal challenges the European Digital UniverCity aims to tackle.

The following events were identified as especially suitable for the alliance context. In a first step, we provide the overview of good practice events per partner (action 1) which will form a basis for EDUC events (action 2) even beyond the project duration:

### **Action 1: Identification and monitoring events of special interest at the partner universities**

#### **1. University of Potsdam (UP)**

- **Podcasts – Audio Chairs**, Open Hardware project with Extavium (link to the Open Science initiatives within EDUC-SHARE, WP2, D.2.4., D.2.5.)
- **Better World Award**
  - Finalists presentation and podcast
- **Science Slams** (interactive, local audience participates)

#### **2. Events of special interest at the University Rennes 1 (UR1)**

- **Ma thèse en 180 secondes (MT 180s)**
  - Aim of WP3 during 2022-23: Cooperation with respective graduate schools within EDUC and the Falling Walls foundation (associated partner of EDUC) to bring this format to an EDUC-level

#### **3. Events of special interest at the University of Cagliari (UNICA)**

- European Researchers Night/ Sep. 2022 (UNICA), Sep. 2023
- Gender Equality Plan as a basis for a joint EDUC statement and discussion round (2023, link to EDUC-SHARE WP5)

#### **4. Events of special interest at the University Paris Nanterre (UPN)**

- Training for researchers on soft skills and science communication: Resulting in Outreach Action (2023)
- Festival planned by the VP Research Coordinating Team on the work of young researchers for the public (2024)

**5. Events of special interest at the University of Masaryk (MU)**

- **Science Slam** (every year)
- Open Garden (2022)
- Observatory/ Science Lectures in Brno (field of environment and health)

**6. Events of special interest at the University of Pécs (PTE)**

- **Practice exchange with citizen involvement**
  - Examining drying rivers (Institute of Biology)

**Action 2: Selection and further development of events to be brought to the EDUC level**

We have decided to bring three formats to the EDUC level, focusing on fostering science communication and citizen science within our alliance:

- **Focus 1: Science Communication by training and engagement (2022-2023)**
  - **My thesis in 180 seconds**
    - Role model: [Le concours - Ma thèse en 180 secondes \(mt180.fr\)](https://www.mt180.fr/)
  - **Science Slams**
    - Similar events at different EDUC partners – joint edition with a focus on youth
- **Focus 2: Citizen Engagement and Citizen Science tackling Social Challenges (2023-24)**
  - Aim: Creating Scientific Communities in EDUC, including new stakeholders
  - Planned event formats: **Innovation Challenges**, including the targeted engagement of young people and a focus on building sustainable campuses

We have narrowed down the events to bring to the EDUC-level based on a joint workshop and discussion on 4 May 2022 and, with the three formats indicated, provide a synthesis of the respective alliance member's expertise.

To implement the events, WP3 continues its meetings with an in-depth planning workshop between all partners in September 2022. The WP3 expert group will continue to monitor events on the alliance level and provides this overview to new EDUC members. The events will be carried out during October 2022-January 2024.

#### 4. Additional actions for citizen engagement and community building: Strategic dialogue

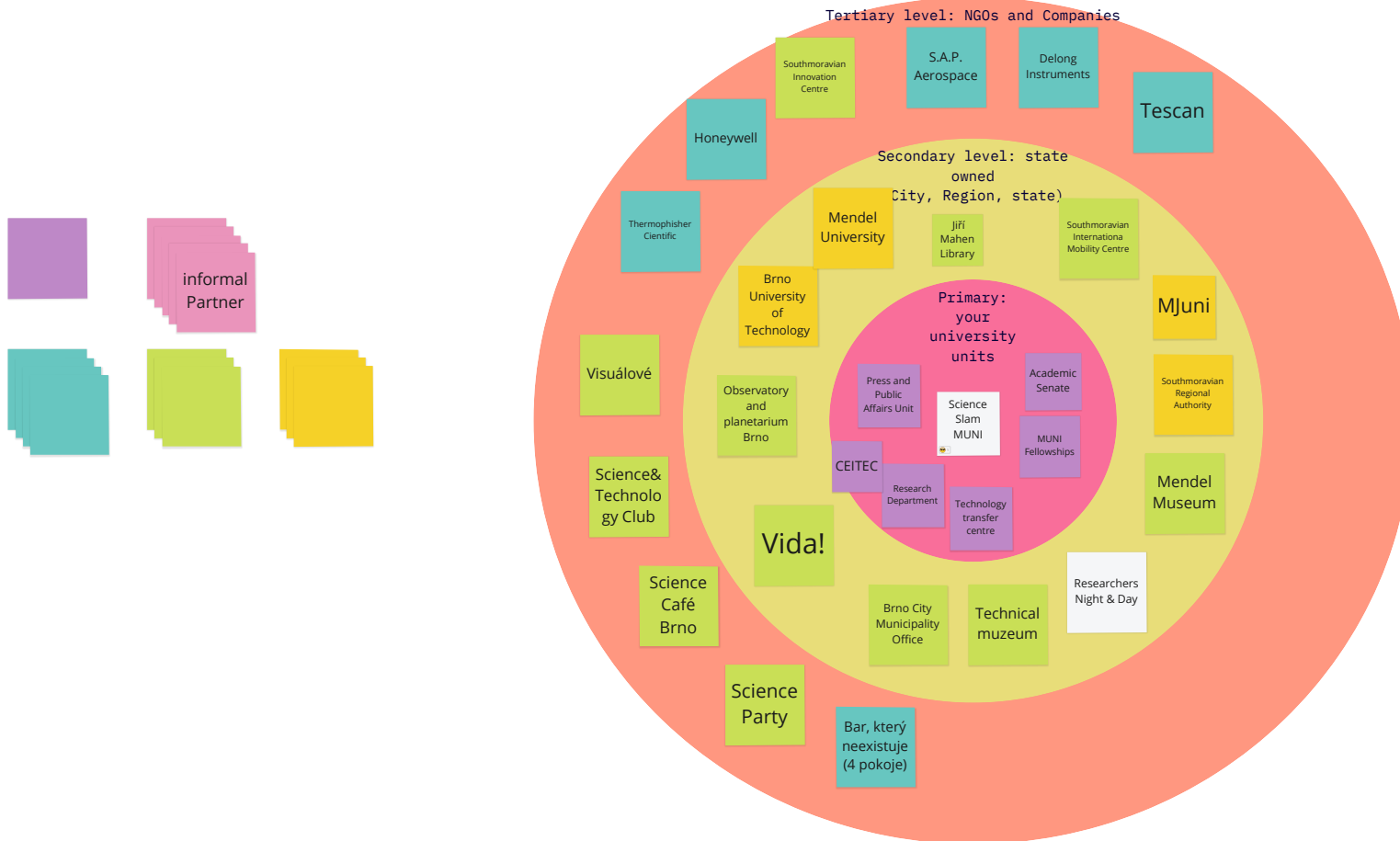
- Strategic dialogue with the **Falling Walls Foundation** in autumn 2022 (Sep-Nov.), collaboration routes identified:
  - YES-format for transfer skills building
  - Strategic exchange and possible engagement on the International Year of Science Engagement in 2027: <https://iyse2027.org/>

#### 5. Additional actions supporting events action plan

- All events will be accompanied by
  - An informative social media campaign (lead: UP)
  - Interviews with core practitioners (link to WP8 EDUC-SHARE)
- Working Group formation (WP3): Communities of practice and general information on the alliance's OpenUp-platform
- Suggestions of a targeted library exchange as result of the WP3 workshops:
  - To be taken up by T.2.4 and T.2.5 as well as during the EDUC roll-out

# MUNI - Masaryk

Who works on public outreach and citizen engagement in your regional ecosystem?

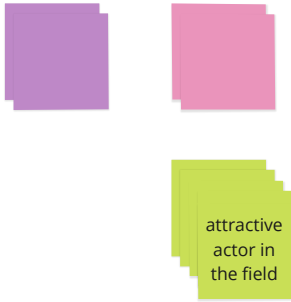


# UNICA - Cagliari

Who works on public outreach and citizen engagement in your regional ecosystem?



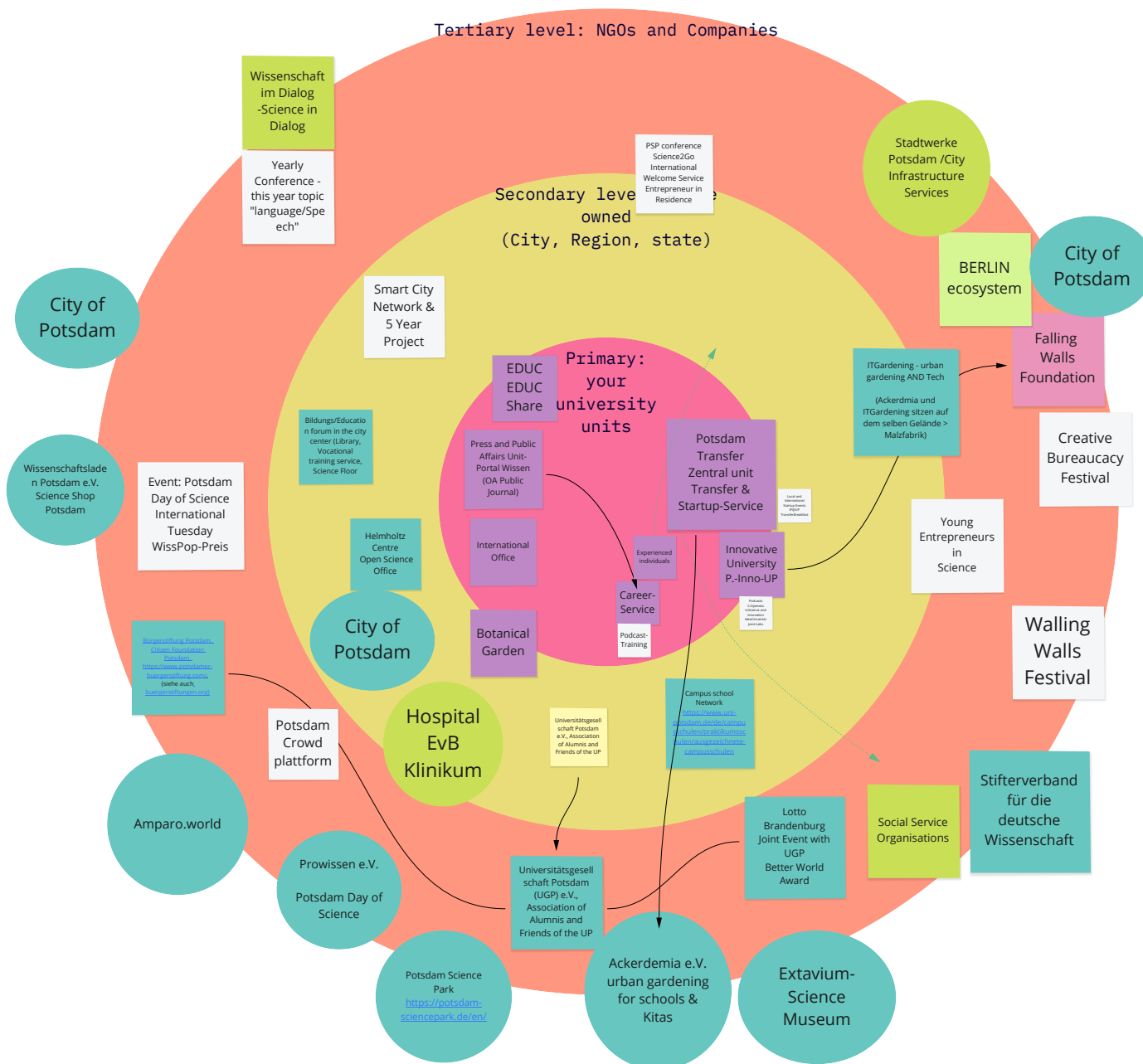
informal Partner





# UP Potsdam

Who works on public outreach and citizen engagement in your regional ecosystem?



# UP - Pécs

Who works on public outreach and citizen engagement in your regional ecosystem?

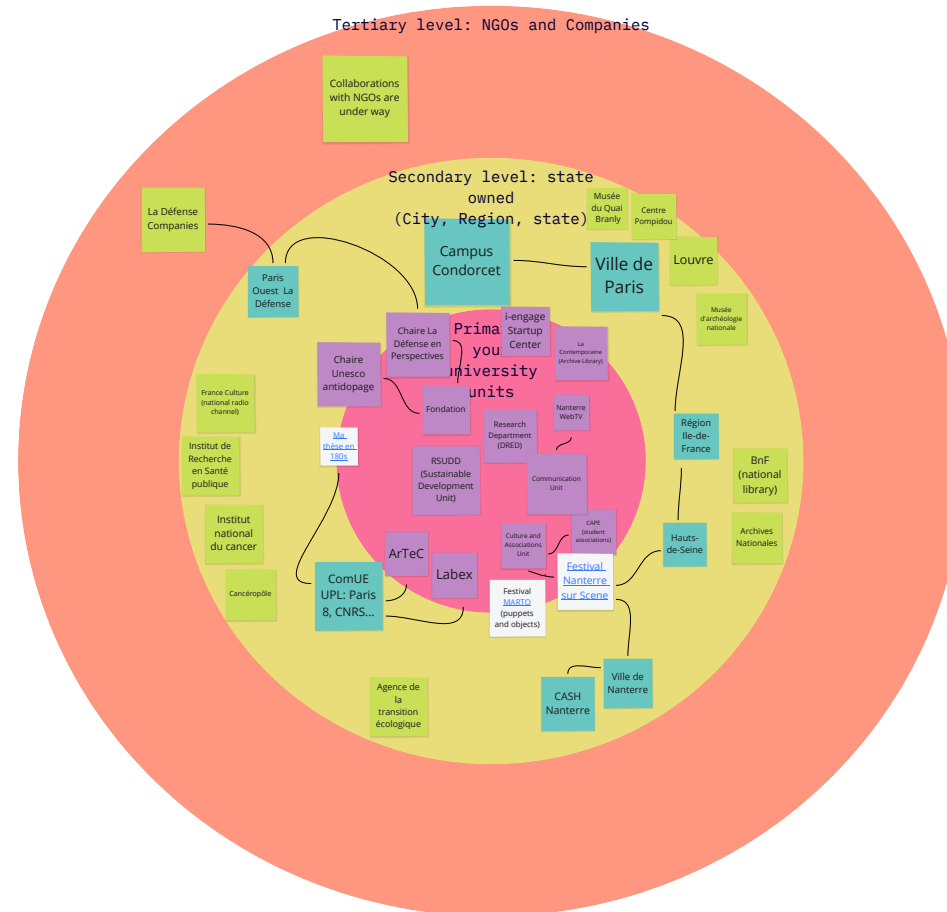


attractive actor in the field



# UPN Paris Nanterre

Who works on public outreach and citizen engagement in your regional ecosystem?



## UR1 - Rennes

Who works on public outreach and citizen engagement in your regional ecosystem?

