Impact, Communication & RRI

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SCS-UPF is a university centre that aims at bringing closer together science and society. It promotes and fosters the scientific culture and knowledge. It works for a better alignment between R+D+I and society’s needs, values, and expectations.
Teaching and training
✓ Science Communication
✓ Responsible Research and Innovation – RRI

Research
✓ Public Attitudes and Opinions
✓ Impact of SC
✓ RRI definition & measurement

Public Engagement
✓ Science Communication
✓ Public participation
Aims

• Science Communication (and impact and RRI) is a good thing for researchers and their organizations

• Science communication (and impact and RRI) adds value to a Marie Sklodowska Curie Action proposal and it could represent the difference between to get it or not
Scientific researchers have a duty to engage with society. To be a responsible researcher, reach out and listen to citizens — and they should receive credit.
Communication skills and experience contribute to a better researcher’s CV

• Research (output and peer-reviewed publications)
• Research (leadership/network/funding)
• Teaching and **scholarly outreach**
• Corporate and public sector co-operation
• Additional skills
Scientific Communication and Public Engagement Ladder

- Citizen Science, Community Based Research, Science Shops
- Public Consultation (surveys, focus groups) & Formal Engagement and Participation (Citizens Panel, referendum)
- Informal settings of Public Engagement: Science Cafés, World Café, Decide Game, Roll Play MML, Makers and DIY actions, Real Time Voting...
- Some participation: social media (Twitter, FB, blogs...)
- Information and one direction Science Communication: media actions, website and newsletters, talks, open days, books, exhibitions...
- No info
Objective of application of the method 🌟
- Policy formulation
- Programme development
- Project definition
- Research activity
- Political empowerment of people

Level of stakeholder/public involvement, i.e. objective of public participation through the method’s application 🌟
- Dialogue
- Consulting
- Involving
- Collaborating
- Empowering
- Direct decision

Geographical scope of application 🌟
- International
- EU
- National
- Regional
Responsible Research and Innovation (RRI)

• “Responsible Innovation is a process that seeks to promote creativity and opportunities for science and innovation that are socially desirable and undertaken in the public interest” (EPSRC-UK, 2015).

• “Responsible Research and Innovation means that societal actors work together during the whole research and innovation process in order to better align both the process and its outcomes, with the values, needs and expectations of European society” (EC, 2012).
The origin of RRI

- Technology assessment
- Public engagement
- ELSA research
- Corporate social responsibility
- Research approaches
  - Participatory
  - Transdisciplinary
- Deliberative governance

Source: RRITools
Desirability ≥ Acceptability
Beyond mandatory

Higher Ethical standards

Higher quality results

SV

Bibliometric Indicators Risk Assessment Basic Ethics

SV

SV

Particular SV: Sustainability. Gender equality. Inclusiveness. Open Access...
RRI is about including all actors, considering specific key issues and integrating some process dimensions in the R&I practice.

Working together towards ethically acceptable, socially desirable and environmentally sustainable products and services.
Rome Declaration on Responsible Research and Innovation in Europe

Responsible Research and Innovation (RRI) is the on-going process of aligning research and innovation to the values, needs and expectations of society.

Decisions in research and innovation must consider the principles on which the European Union is founded, i.e. the respect of human dignity, freedom, democracy, equality, the rule of law and the respect of human rights, including the rights of persons belonging to minorities.
Indicators for promoting and monitoring Responsible Research and Innovation

Report from the Expert Group on Policy Indicators for Responsible Research and Innovation

Chair: Roger Strand
Rapporteur: Jack Spaapen
Members: Martin W Bauer, Ela Hogan, Gema Revuelta, Sigrid Stagl
Contributors: Lino Paula, Ângela Guimarães Pereira

June 2015
Ten governance principles and requirements for responsibilisation
To integrate the concept of Responsible Research and Innovation (RRI) at all stages of higher education of scientists and engineers, as well as other fields of professions working on or affected by R&I
The Responsible Research and Innovation framework consists of 6 keys:

1. Public engagement
2. Gender equality
3. Science education
4. Open access
5. Ethics
6. Governance
Public engagement

“Choose together”

The first key is Engagement of all societal actors – researchers, industry, policymakers and civil society – and their joint participation in the research and innovation process, in accordance with the value of inclusiveness, as reflected in the Charter of Fundamental Rights of the European Union.
“Unlock the full potential”

The second key is **Gender Equality**. Engagement means that all actors – women and men – are on board. The under-representation of women must be addressed. Research institutions, in particular their human resources management, need to be modernized. The gender dimension must be integrated in research and innovation content.

- Underrepresentation of women
- Research Institutions HHRR management
- CHANGE
- Gender dimension in R&I content
"Creative learning fresh ideas"

Our third key is **Science Education**. Europe must not only increase its number of researchers, it also needs to enhance the current education process to better equip future researchers and other societal actors with the necessary knowledge and tools to fully participate and take responsibility in the research and innovation process. There is an urgent need to boost the interest of children and youth in maths, science and technology, so they can become the researchers of tomorrow, and contribute to a science-literate society. Creative thinking calls for science education as a means to make change happen.
“Share results to advance”

In order to be responsible, research and innovation must be both transparent and accessible. Our fourth key is to make Open Access a reality. This means giving free online access to the results of publicly-funded research (publications and data). This will boost innovation and further increase the use of scientific results by all societal actors.
Open Innovation
Open Science
Open to the World
—a vision for Europe
Priorities of Commissioner Moedas

- Open innovation
- Open Science
- Open to the world
The Part B is the core part of the proposal; it contains the details of the proposed research and training activities along with the practical arrangements planned to implement them. The document will be used by the independent experts to undertake their assessment. Therefore, please address each of the award criteria as outlined in the following sections. Please note that the explanatory notes below serve to explain the award criteria without being exhaustive.

**Part B-1:**

*The maximum total length for this document is 13 pages. It should be composed as follows (detailed description below):*

<table>
<thead>
<tr>
<th>Element</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Start Page</td>
<td>1 whole page</td>
</tr>
<tr>
<td>- Table of Contents</td>
<td>1 whole page</td>
</tr>
<tr>
<td>- List of Participating Organisations</td>
<td>1 whole page</td>
</tr>
<tr>
<td>- Section 1: Excellence</td>
<td>10 pages MAX</td>
</tr>
<tr>
<td>- Section 2: Impact</td>
<td></td>
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<tr>
<td>- Section 3: Implementation</td>
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</tbody>
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*Of the maximum 10 pages applied to sections 1, 2 and 3, applicants are free to decide on the allocation of pages between the sections. However, the overall page limit will be strictly applied, excess pages will be watermarked and experts will be strictly instructed to disregard them.*
1. Excellence

1.1 Quality and credibility of the research/innovation action (level of novelty, appropriate consideration of inter/multidisciplinary and gender aspects)

You should develop your proposal according to the following lines:

- Introduction, state-of-the-art, specific objectives and overview of the action.
- Research methodology and approach: highlight the type of research / innovation activities proposed.
- Originality and innovative aspects of the research programme: explain the contribution that the action is expected to make to advancements within the action field. Describe any novel concepts, approaches or methods that will be implemented.
- The gender dimension in the research content (if relevant).

In research activities where human beings are involved as subjects or end-users, gender differences may exist. In these cases the gender dimension in the research content has to be addressed as an integral part of the proposal to ensure the highest level of scientific quality.

- The interdisciplinary aspects of the action (if relevant).
- Explain how the high-quality, novel research is the most likely to open up the best career possibilities for the experienced researcher and new collaboration opportunities for the host organisation(s).
1.2 Quality and appropriateness of the training and of the two way transfer of knowledge between the researcher and the host

Describe the training that will be offered.

Outline how a two way transfer of knowledge will occur between the researcher and the host institution(s):

- Explain how the experienced researcher will gain new knowledge during the fellowship at the hosting organisation(s).
- Outline the previously acquired knowledge and skills that the researcher will transfer to the host organisation(s).

For Global Fellowships explain how the newly acquired skills and knowledge in the Third Country will be transferred back to the host institution in Europe (the beneficiary) during the incoming phase.

Typical training activities in Individual Fellowships may include:

- Primarily, training-through-research by the means of an individual personalised project, under the guidance of the supervisor and other members of the research staff of the host organisation(s)
• Hands-on training activities for developing scientific skills (new techniques, instruments, research integrity, "big data"/"open science") and transferrable skills (entrepreneurship, proposal preparation to request funding, patent applications, management of IPR, project management, task coordination, supervising and monitoring, take up and exploitation of research results)

• Inter-sectoral or interdisciplinary transfer of knowledge (e.g. through secondments)

• Taking part in the research and financial management of the action

• Organisation of scientific/training/dissemination events

• Communication, outreach activities and horizontal skills

• Training dedicated to gender issues
Part B-1 Section 2 – Impact

2. Impact

2.1 Enhancing the potential and future career prospects of the researcher

Explain the expected impact of the planned research and training on the future career prospects of the experienced researcher after the fellowship.

Describe the added value of the fellowship on the future career opportunities of the researcher.

Which new competences and skills will be acquired? How should these make the researcher more successful?

2.2 Quality of the proposed measures to exploit and disseminate the action results

Background – Dissemination and exploitation of results

Dissemination and Exploitation strategy is about the results of the action and it is targeted at peers (scientific or the action's own community, industry and other commercial actors, professional organisations, policymakers) and to the wider research and innovation community - to achieve and expand the potential impact of the action. The proposal should describe the foreseen dissemination and exploitation activities and their expected impact.

All researchers should ensure, in compliance with their contractual arrangements, that the results of their research are disseminated and exploited, e.g. communicated, transferred into other research settings or, if appropriate, commercialised. Senior researchers, in particular, are expected to take a lead in ensuring that research is fruitful and that results are either exploited commercially or made accessible to the public (or both) whenever the opportunity arises.

Please refer also to the "Dissemination & exploitation" section of the H2020 Online Manual.
Dissemination & Exploitation of results

Under Horizon 2020, it’s more important than ever to disseminate and exploit the results of your research and innovation project.

This applies to every stage of the programming cycle. It means:

- maximising the take-up of the new knowledge, both for commercial purposes and for policy making
- boosting research & innovation among participants in our programme and others who could benefit from the research conducted
- being accountable for expenditure and making sure that EU citizens benefit.

Experience shows it’s not always easy to meet these goals. As an applicant, it’s useful to keep the following in mind.

There’s a close link between dissemination and exploitation. **Dissemination** (sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers) - feeds into **exploitation** (using results for commercial purposes or in public policymaking).
Communicating Your Project

Communicating and promoting your project: The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange (Article 38 of the model grant agreement).

What does communication involve?

The communication activities must already be part of the proposal (either as a specific work package for communication or by including them in another work package). They are taken into consideration as part of the evaluation of the criterion 'impact'.
2.3. Quality of the proposed measures to communicate the action activities to different target audiences

Background - Communication

Communication of the action aims to demonstrate the ways in which the research, training and mobility contribute to a European "Innovation Union" and account for public spending. It should provide tangible proof that the funded action adds value by:

- showing how European and international collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and, where relevant, solving societal challenges;

- showing how the outcomes are relevant to our everyday lives, by creating jobs, training skilled researchers, introducing novel technologies, bringing ideas from research to market or making our lives more comfortable in other ways;

- promoting results, which may possibly influence policy-making, and ensure follow-up by industry, civil society and by the scientific community.

In the MSCA, public engagement is an important part of communication. The primary goal of public engagement activities is to create awareness among the general public of the research work performed under these projects 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.
Thank you very much!

If you need further information, please email us at projectes.recerca@upf.edu