

Project Impact through Communication and Stakeholder Engagement

All across Europe scientific institutions and innovative companies face the demands of a challenging new research framework: HORIZON 2020, the strategic EU programme for science and innovation strives to overcome the European crisis by boosting competitiveness through smart, inclusive and sustainable growth. Research and innovation are supported as key engines in European knowledge societies. In a joint effort, scientific institutions and innovation-oriented companies are expected to develop innovative products, to deliver jobs, to raise prosperity and to enhance the quality of life in cities, regions and nations.

The new strategic focus is challenge- and impact-driven, compared to the topic-oriented preceding FP7. In addition to scientific innovation, proposals will have to meet European policy goals and foster critical dialogue on scientific, technological and innovation issues with all stakeholders, including policy makers and the public. This approach leads to a strong focus on the implementation of research and innovation within European societies – a step from “Science in Society” towards “Responsible Research and Innovation”.

Let us face this challenge together in a two-day European strategy workshop. Experts from the fields of science communication and EU funding programmes and strategies will give an understanding of the specific demands of HORIZON 2020. The workshop focus will be on how to maximise a project's impact, by designing an effective communication and dissemination strategy and by creating cross-disciplinary alliances with policy makers and stakeholders in a HORIZON 2020 project. With this workshop we address participants from scientific institutions, innovative small and medium sized companies as well as cities and regions who see science and innovation as driving forces in their socio-economic development strategies.

We are looking forward to meeting you in Berlin!

Dr. Anette Klinkert
CEO city2science

Rita Clancy
CEO Eurida Research Management

Workshop Programme

Day 1

09.00 a.m. Registration & Reception

10.00 a.m. Welcome, Introduction of Participants

10.30 a.m. Session 1
HORIZON 2020 & Underlying Strategies

11.30 a.m. Session 2
HORIZON 2020 and Science Communication

- From “Science in Society” to Responsible Research and Innovation

13.00 p.m. Lunch & networking

14.00 p.m. Session 3
HORIZON 2020 & Policy Making

- Decision making and sustainability in research and innovation

16:00 p.m. Session 4 (tbc)
Seeing is Believing – Maximizing Impact through Audio-Visual Messages
Speaker: Andrew Millington, Founder of OMNI Communications and EuroPAWS

16.00 p.m. Coffee break

17.00 p.m. Open Session
Open discussion on HORIZON 2020 and ways to maximise a project's impact

18.00 End of Day 1

Workshop Programme

Day 2

09.00 a.m. Session 1
Project Types and Rules of Participation within HORIZON 2020

10.30 a.m. Coffee break

10.45 a.m. Session 2
**HORIZON 2020 and “European Science Cities”
Growing the Knowledge Economy from the Ground up - Citizen Engagement and the Nottingham Growth Plan**
Speaker: Jon Rea, Engagement and Participation Led, Nottingham City Council

12.30 p.m. Lunch & networking

13.30 p.m. Session 3

Part 1 - Best Practice

Designing HORIZON 2020 work packages for science communication, dissemination and knowledge transfer

Part 2 - Networking & Proposal Planning

Selected short presentations by workshop participants introducing their ideas and fields of expertise for future partnerships in HORIZON 2020

16.00 p.m. Workshop-Summary and Feedback

16.20 p.m. Coffee break

16.30 p.m. Consultancy

Upon request all participants will have the opportunity for individual consultancy with the experts from city2science and EURIDA Research Management.

18.00 End of Day 2

The Workshop at a Glance

Speakers:

Rita Clancy, CEO EURIDA Research Management

Dr. Annette Klinkert, CEO city2science, Science Communication and Strategy Consulting

Jon Rea, Strategy Officer Nottingham City Council

Dr. Mark Edwards, Research and Development Director, Ethical Medicines Industry Group EMIG

Venue, Participation Fee and Registration:

The participation fee for the 2-day workshop is EUR 550.- (excl. of VAT).

There is an Early Bird fee of EUR 500.- for all participants who register until 28th March 2014.

Fees include comprehensive workshop material and meals during the workshop (hotel and dinner are not included).

The workshop will take place at the Quadriga-Forum in Berlin, Germany.

To register, for further information and updates please go to our workshop website at

www.eu-scicomm.com

Organisation:

city2science

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Responsible Research and Innovation (RRI)

RRI is an inclusive approach to research and innovation (R&I), to ensure that societal actors work together during the whole research and innovation process.

It aims to better align both the process and outcomes of R&I, with the values, needs and expectations of European society.

In general terms, RRI implies anticipating and assessing potential implications and societal expectations with regard to research and innovation.

In practice, RRI consists of designing and implementing R&I policy that will:

- Engage society more broadly in its research and innovation activities
- Increase access to scientific results
- Ensure gender equality, in both the research process and research content
- Take into account the ethical dimension, and promote formal and informal science education.

Horizon 2020

The EU Framework Programme for Research and Innovation

HORIZON 2020 PROJECT IMPACT THROUGH COMMUNICATION AND STAKEHOLDER ENGAGEMENT



EUROPEAN STRATEGY WORKSHOP ON RESPONSIBLE RESEARCH AND INNOVATION

28th - 29th April 2014
Berlin, Quadriga-Forum