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Societal Interaction Plans In Research Projects



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Why Societal Interaction Plans?

- Carrots and sticks – a practical change format
 - Incentive but mandatory
- A novel approach shown in the process
 - An "upside-down" selection of projects
 - Follow-up
- You get what you measure!
 - Public engagement as the CSR of science
- A mindset, approach and working method – no task

“We are not in a bubble”

- Interaction is part of scientific excellence
 - Skills development for researchers
 - Science education for stakeholders
- Strategic thinking
- Goal-orientation
- Challenge
 - Equality of needs vs. independence
 - Open science vs. quality of science
- Process, process, process – not just the outcomes

What's in it for us?

- Advancement of resources and capacities
- "Product development"
- Co-creation through mutual exchange

- Can we afford NOT to bring scientific knowledge?
 - Who fills the space?

- Outsourcing? Or facilitation and matchmaking?
 - Effects on how research(ers) are perceived in society

Shared goals, shared interests



What makes a consortium?

- Role of existing contacts, previous work experiences
- Mutual trust – with a creative twist

- Strategic posts of researchers
- Which individuals represent stakeholders

- Inner and outer circles?
 - Effect on the dynamics of collaboration

- Internal and external communications?



Thank you!

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