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# Citizen Science

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## NEWSLETTER

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Science Marketing  
Science-to-Business Marketing Research Centre



bespoke



UNIVERSITY  
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# 03

## ABOUT THE PROJECT:

*Citizen Science NOW aims to identify the competencies citizens need to successfully engage in Citizen Science (CS) and explore future opportunities for broader citizen participation. Our findings will help us develop resources to empower citizens in building their CS capacities!*

Citizen Science **NOW** is an Erasmus+ Cooperation Partnership in Adult Education, co-funded by the European Commission. In four European countries, three higher education institutions, a Future Foresight Institute, and a globally-operating quality assurance organisation focused on recognising engagement and entrepreneurship in Higher Education are collaborating to expand citizen participation in Citizen Science (CS). The project will help equip adult citizens with essential CS skills and competencies by digitalising their CS training experiences.



# 04



## THE FUTURE FORESIGHT REPORT IS HERE!

Citizen Science is uniquely positioned to help generate responsible research, innovations, and policies concerning societal challenges. However, how can we build a bridge between science, society, and policy?

While resources are provided to researchers and practitioners to tap into the potential of Citizen Science, the knowledge and skills needs of the citizens, citizen science practitioners and many other social actors to achieve, such participation should be considered.

Therefore, the Citizen Science NOW partners are pleased to share the [“Needs assessment and future foresight report on Citizen Science”](#), which addresses this gap by providing insights concerning citizens’ behaviours, motivations, and change signals on Citizen Science at the European level. In addition, the report captures and delivers on the needs assessment research and findings generated through future design principles.

The report can be accessed from our [website](#) or downloaded it [here](#).



# 05

## FORESIGHT AND USING THE COLLECTIVE BRAIN

Within the Citizen Science NOW project, Bespoke’s scanning and futures research focused on exploring and understanding contemporary and future developments of Citizen Science, using the following research questions as a guideline:

- + What drivers will change the future landscape of Citizen Science?
- + What are current and emerging behaviours and technologies in Citizen Science projects and Citizen Science digital training that can inform future direction and create a better understanding of needs?

Following the previously discussed desk research, the partners came together for three sense-making workshops, an inspiring session to find patterns and articulate findings from the study. This workshop consisted of three steps.

To start with, each consortium member illustrates one of the scan cards created based on their research, which they map out on a board. Next, another member finds a scan card that correlates to the first one. As each member posts their findings, clusters are naturally formed, and patterns emerge. Finally, these clusters lead us to synthesize the collected information, creating ‘Insights’.

Once these insights are created, the consortium comes together to name them according to what they see as the underlying connection between them. This step lets Bespoke know how the partners see the insights, facilitating foresight-building. After the collaborative workshop, the Bespoke team takes another loop of making sure that each scanned card fits where it deems best.



Photo Credit by Bespoke & ACEEU

# 06



Through this process, 17 insights have been identified through our research, followed by critical signals that support them, distributed in three domains of interest: **1. Local Network and Resources**, **2. Shifting Values, Attitudes** and **3. Citizen Competencies and Online & Offline Capacity Building Platforms**.

The insights that we have extracted from the signals demonstrate the status quo of the Citizen Science sector as well as examples that lead the way of the industry. The findings would help the university partners to take these findings into the development of PR3, a digital training program that equips citizens with the capacity for Citizen Science projects.



The details about the insights can be found in the Future foresight report on Citizen Science, to be shared soon! In the meantime, for further information about the final report, please visit the project's website and do not hesitate to email us.

## CO-DESIGNING CITIZEN SOCIAL SCIENCE FOR COLLECTIVE ACTION



Designing Citizen Social Science for Col



CoAct is a project funded by the European Union's Horizon 2020 research and innovation programme coordinated by Universitat de Barcelona.



## 07

CoAct proposes a new understanding of Citizen Social Science as participatory research co-designed and directly driven by citizen groups sharing a social concern, in which they become co-researchers in processes commonly dominated by academic researchers. CoAct aims to bring together and develop methods to give citizen groups an equal 'seat at the table' through active participation in research, from the design to the interpretation of the results and their transformation into concrete actions.

Citizen Social Science combines equal collaboration between citizen groups (co-researchers) that share a social concern and academic researchers. Such an approach enables addressing pressing social issues from the bottom up, embedded in their social contexts, with robust research methods. The project ends next December 2022 and has produced relevant materials for the progress of Citizen Science NOW. They mention one of them here, but they encourage us to dive into the website project to discover other materials.

The project organised the "Citizen Social Science School – Enhancing social dimensions of citizen science" with participants from different parts of the planet online. The school offered academic researchers a common space and a shared time to reflect, discuss, learn, and receive practical guidelines to explore social dimensions behind a comprehensive set of Citizen Science practices related to social issues in September 2021 and when involving groups and persons in a vulnerable situation acting as co-researchers.

Do you want to learn more about the project? Then, please visit the [Citizen Science NOW website](#) to read the complete article!



# 08

## INCENTIVE PROJECT

THE H2020 INCENTIVE PROJECT (GA. 101005330) ADDRESSES THE NEED FOR UPSTREAM CITIZEN PARTICIPATION IN RESEARCH AND INNOVATION.



Photo Credit 1 & 2 by INCENTIVE

In the project, climate coaches act as intermediaries between scientists from the Karlsruhe Institute of Technology and the community partners and citizens. Monika Seelmann, one of the climate coaches in the research project, shared with us her role and responsibilities and her perspectives on Citizen Science.

The project strives to achieve this by institutionalising Citizen Science in 4 European universities: the Autonomous University of Barcelona, the University of Twente, Aristotle University of Thessaloniki, and Vilnius Gediminas Technical University.

To meet its objectives, INCENTIVE co-creates and operates four pilot Citizen Science Hubs: spaces within the pilot universities' premises where citizens and local stakeholders can connect with researchers and scientists and become empowered to identify societal challenges co-define solutions through Citizen Science.

The final aim of INCENTIVE is to ground the principles of Responsible Research and Innovation in the regional ecosystem of the pilot universities, showcasing a sustainable example of how research institutions can engage citizens in a meaningful way.





# 09

The project kicked off in February 2021, rallying nine partners from 7 European countries. So far, the project has mapped the institutional profile thoroughly and the needs of each pilot university, as well as of external Quadruple Helix stakeholders. It has also performed a series of co-creation workshops with local stakeholders to conclude the Hubs' structure, values and activities. In addition, the INCENTIVE has identified tools to incentivise citizens to participate in the Hubs, defined the practical activities of Hubs, and created a methodological roadmap for replicating the Hubs across Europe. INCENTIVE is now entering the most crucial phase, during which the Hubs are becoming operational and populated by local stakeholders. To evaluate the success of pilot outcomes, the INCENTIVE team has created and tested a robust Monitoring and Evaluation Framework.

Please follow them on their social media channels:



# 10

## WELCOME TO MÜNSTER!

The second transnational partner meeting of the project took place on 10-11 November 2022 at the premises of the Science-to-Business Marketing Research Center.

The two-day meeting focused on the finalisation of the first project output, the Future Foresight Research Report on the widening of participation in Citizen Science, as well as on the planning of the development of digital capacity-building resources for and with citizens.



Photo Credit 1: MUAS | Photo Credit 2: ACEEU

## COMING UP NEXT

During 2023, the consortium will work on developing digital training resources for citizen social science that would be taken up by higher education institutions, NGOs, and public organisations in their engagement with the community for joint knowledge development.



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## Meet the consortium

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