



SciShops

ENHANCING THE RESPONSIBLE AND SUSTAINABLE EXPANSION OF THE SCIENCE SHOPS ECOSYSTEM IN EUROPE

D7.2

Dissemination Package 1



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 741657.

Project

Acronym: **SciShops.eu**

Title: Enhancing the Responsible and Sustainable Expansion of the Science Shops Ecosystem in Europe

Coordinator: SYNYO GmbH

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Program: HORIZON 2020

Theme: Participatory research and innovation via Science Shops

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Duration: 30 months

Website: project.scishops.eu

Consortium: **SYNYO GmbH (SYNYO)**, Austria
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KPMG Limited, Cyprus
The National Unions of Students in Europe, Belgium
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Katholieke Universiteit, Belgium
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Universitatea Politehnica Din Bucuresti, Romania
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International Center for Numerical Methods in Engineering, Spain
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Executive summary

This report presents information on three of the communication channels being used to disseminate information about the SciShops project. First, SciShops' electronic newsletter of which there have been two editions to date. Second, project factsheets and flyers that have been produced to promote the project, particularly at external events and conferences. Third, specific social media content that is being produced by the project to promote project outcomes and activities via social media.

The report contains examples of these materials and how they are being used in conjunction with other communication channels, such as social media and the project website.

The cut-off date for information in this report is 31 July 2018. These materials are part of the first step of the project's communication and dissemination activities. The newsletter and social media content will continue to be published throughout the project, and new leaflets and factsheets produced as further outcomes become available.

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1 Introduction

SciShops.eu (Enhancing the Responsible and Sustainable Expansion of the Science Shops Ecosystem in Europe) is a Horizon 2020 project involving 18 partners in 13 European countries aimed at promoting the growth of socially responsible community-based research in Europe. The project explores how different types of research organisations, such as research institutes, large enterprises, SMEs, NPOs and universities can develop sustainable Science Shops with the ambition of establishing ten new Science Shops during the course of the 30-month project. The project runs from September 2017 until February 2020.

Work Package 7 of the project is dedicated to Project Communication, Publications, Networking and Exploitation. This report, deliverable 7.2, presents information on three of the communication channels being used to disseminate information about the SciShops project. First, SciShops' electronic newsletter of which there have been two editions to date. Second, project factsheets and flyers that have been produced to promote the project, particularly at external events and conferences. Third, specific social media content that is being produced by the project to promote project outcomes and activities via social media.

The report contains examples of these materials that have been produced in the first six months of the project and how they are being used in conjunction with other communication channels, such as social media and the project website. All communication channels use SciShops branding, developed at the start of the project.

The cut-off date for information in this report is 31 July 2018. These tools are part of the first step of the project's communication and dissemination activities. The newsletter and social media content will continue to be published throughout the project, and new leaflets and factsheets produced as further outcomes become available.

More specific detail about the structure of SciShops' project website and its content can be found in deliverable report 7.1 Project website, social media channels and communication activities.

2 Newsletters

The SciShops consortium has produced two informative newsletters to date (March, July 2018). The intention is to publish the newsletter every three months i.e. quarterly throughout the duration of the project.

The purpose of the newsletter is the dissemination of project activities, findings and outcomes to interested parties. It is primarily designed for a broad range of stakeholders interested in science shops and community-based participatory research, including researchers, science shop coordinators, civil society representatives, as well as those involved in related projects in this field.

People can sign up to receive the newsletter via a form on the home page of the SciShops' platform <https://www.scishops.eu/> as well as on the project website <https://project.scishops.eu/>. By building up a subscription base for the newsletter throughout the duration of the project, the project will develop a database of people interested in the project to which it can regularly disseminate information about the project via the newsletter.

The newsletters focus on the latest news from the consortium including information on results and findings, new resources and materials, as well as project activities. Short items link to full articles on the SciShops' web platform www.scishops.eu, helping to drive visitors to the project website too. To make the content of the newsletter as informative as possible, information is extracted from the deliverables and presented in accessible formats on the project website. For example, the collection of RRI Tools and case studies contained in deliverable report 2.2 on 'Existing RRI Tools and successful participatory community-based research case studies' has been published separately in a user friendly and accessible format on the SciShops' web platform and promoted via the newsletter.

Content in the newsletter to date includes:

- Reports on SciShop's activities, such as events organised and attended by partners at which SciShops has been represented.
- Findings from deliverable reports
- Resources that have been produced by the project e.g. the collection of RRI Tools
- The latest publicly available deliverable reports
- Featured case studies of science shops taken from deliverable 2.2
- Meet the team - interviews with project partners in which they answer questions related to their participation in the project
- A resource of the month highlighting external resources of interest
- Did you know? Interesting facts relating to science shops and community-based participatory research
- Forthcoming events and activities

Consortium members have been promoting the newsletter at conferences and events and to their own networks in order to build the subscription base. Visitors to the SciShops website and web platform are also encouraged to subscribe to the newsletter using the subscription facility.

To date, the newsletter has 245 subscribers (target >1000 until the end of the project timeframe). The newsletter will continue to be promoted and the subscription base is expected to grow as the project progresses. Consortium members are also encouraged to adapt articles and text to use in their own organisations' newsletters.

Newsletter published in March 2018

March 2018

Welcome to the first edition of the SciShops newsletter!

18 partners • 12 countries • 10 new science shops

SciShops is an ambitious new Horizon 2020 project promoting the growth of community-based participatory research and science shops across Europe. Here you can read about our results and findings so far, find out about new resources, and keep up-to-date on project activities and developments. To find out more about the project, take a look at our **project leaflet** and read more on the **SciShops platform!**



NEWS

Awareness of science shops varies across Europe and between stakeholders, according to SciShops survey

Awareness of science shops and community-based participatory research is much higher in Western Europe, than in other parts of Europe. Researchers are more likely to be familiar with these concepts than community organisations, the main beneficiaries, too. These are some of the results of our recent survey, which included respondents from 34 countries around the world.

Read more.



SciShops' first co-creation event held in Lithuania

Researchers and representatives of local NGOs and communities in Lithuania came together to find new ways of making research more participatory and responsible at SciShops' first co-creation event on 22 March 2018 in Vilnius. The event was designed to build bridges between different stakeholders and explore new ideas and partnerships between research and civil society. Participants could also learn from some of the key thinkers and practitioners in the area of community based research and science shops. [Read more](#).

Did you know?

The Science Shop movement originated in the Netherlands, where the first science shops were established at Utrecht University and the University of Amsterdam in the early 1970s.

Inspirational case studies #1 Liverpool Interchange

In the first of our featured case studies, read about the work of the UK-based science shop, Interchange, a registered charity that has been running since 1993. Interchange acts as a broker between Voluntary Community Organisations (VCOs) who have research and/or work project needs, and students at the University of Liverpool, who wish to conduct applied social research as part of their degrees. [Read more](#).

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New resource: A Responsible Research and Innovation (RRI) tool set for science shops

SciShops has collated a set of RRI (Responsible Research and Innovation) tools and methodologies to help science shops make their research even more participatory and responsible. The tools are categorised according to key dimensions of RRI (such as ethics, gender equality, open access etc.) as well as the various activities undertaken by science shops, including project definition and implementation, evaluation and dissemination. [Read more.](#)

MEET THE TEAM

Interview with Carmen Munteanu



In the first of our interviews with members of the SciShops project team, meet Carmen Munteanu, who works for the Austrian research institute SYNIO and is Project Coordinator of SciShops. Read about the motivation behind the project and Carmen's views on the challenges and ambitions of the project. [Read more.](#)



HOT OFF THE PRESS

The latest SciShops deliverable reports now available to download:

D2.1 Baseline research and best practice report on participatory and community-based research

D2.2 Existing RRI tools and successful participatory community based research case studies report

D2.3 Stakeholder survey summary report

D3.1 European synergy status report

D3.2 Stakeholder and engagement strategy on participatory community-based research



UPCOMING EVENTS



SciShops at the 8th Living Knowledge Conference

Meet members of the SciShops team at the **Living Knowledge Conference** in Hungary in May. We will be presenting the results from our work so far in a session on *'How experiences and knowledge from the past will guide us into the future - studies from the SciShops project.'* The SciShops' Project Coordinator will also be participating in a roundtable on *'The role of Science Shops in processes to support the social commitment and the cooperation of various groups of actors.'*

ISEKI Food Conference

3-6 July **ISEKI food conference** Stuttgart, Germany. In the framework of the SciShops project, the University of Hohenheim, will be running a World Café on Strengthening Farm Direct Marketing - From Farmer to Consumer to explore issues with key stakeholders in the short food supply chain domain.



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This newsletter contains news and information about activities relating to the SciShops project.
The newsletter is issued four times a year and you can
subscribe or unsubscribe at any time.

This project has received funding from the European Union's H2020 Research and Innovation Action
under Grant Agreement No 741657.

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Newsletter published in July 2018

July 2018

Welcome to the second edition of the SciShops newsletter!

18 partners • 12 countries • 10 new science shops

Read more about our participation in the 8th Living Knowledge conference and our findings in a new study investigating the impact of science shops in the community. Plus meet two more members of the SciShops' consortium and be inspired by the next in our series of science shop case studies.



NEWS

SciShops' experiences at LK8

Budapest was the location of the [8th Living Knowledge conference](#) that took place at the end of May 2018. The conference provided SciShops partners with an opportunity to present some of the project's work so far and gain inspiration from others in the [Living Knowledge network](#). [Read more.](#)

Understanding the impact of science shops

Over the past months, SciShops has been investigating the impacts of science shops and the benefits that are brought to stakeholders by undertaking research in response to questions raised by civil society. A new SciShops report contains an analysis of the impacts of 31 science shops. Improved knowledge, increased awareness and new/strengthened relationships are three of the main types of impacts that science shops are having on their communities. [Read more.](#)



Trends in scientific activity on citizen science

Trends in scientific activity on citizen science. A recent bibliometrics study by SciShops' partner Carlos III University of Madrid, identified 3,096 documents on citizen science in Web of Science since 1967. More than 50% of these were concentrated in the last 5 years. Despite the USA being the highest producer with 47% of publications in this field, other countries such as South Africa, Australia and New Zealand are intensive. This can be explained because they have open policies in their countries.

Meet the team

In interviews with two of SciShops' project partners, meet Katalin Kalai from the Hungarian non-profit research organisation Bay Zoltán and Elías Sanz Casado from the Carlos III University of Madrid in Spain and learn more about their participation in the project.

Katalin Kalai



Elías Sanz Casado



HOT OFF THE PRESS

The latest SciShops deliverable reports now available to download:

D2.5 Existing Science Shops Assessment

D4.1 Science shops scenarios collection

Resource of the month

The Engage2020 Action Catalogue is packed full of engagement tools to help those wanting to conduct inclusive research. Of particular relevance to science shops are participatory methodologies that can be used during the project definition stage. A comprehensive search facility helps you find the methods best suited to your project or problem. [Read more.](#)

About SciShops

SciShops (Enhancing the Responsible and Sustainable Expansion of the Science Shop Ecosystem in Europe) is an ambitious Horizon 2020 project promoting the growth of community-based participatory research and science shops across Europe. To find out more visit the [SciShops platform](#).



KEEP INFORMED



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Examples of articles on the SciShops web platform

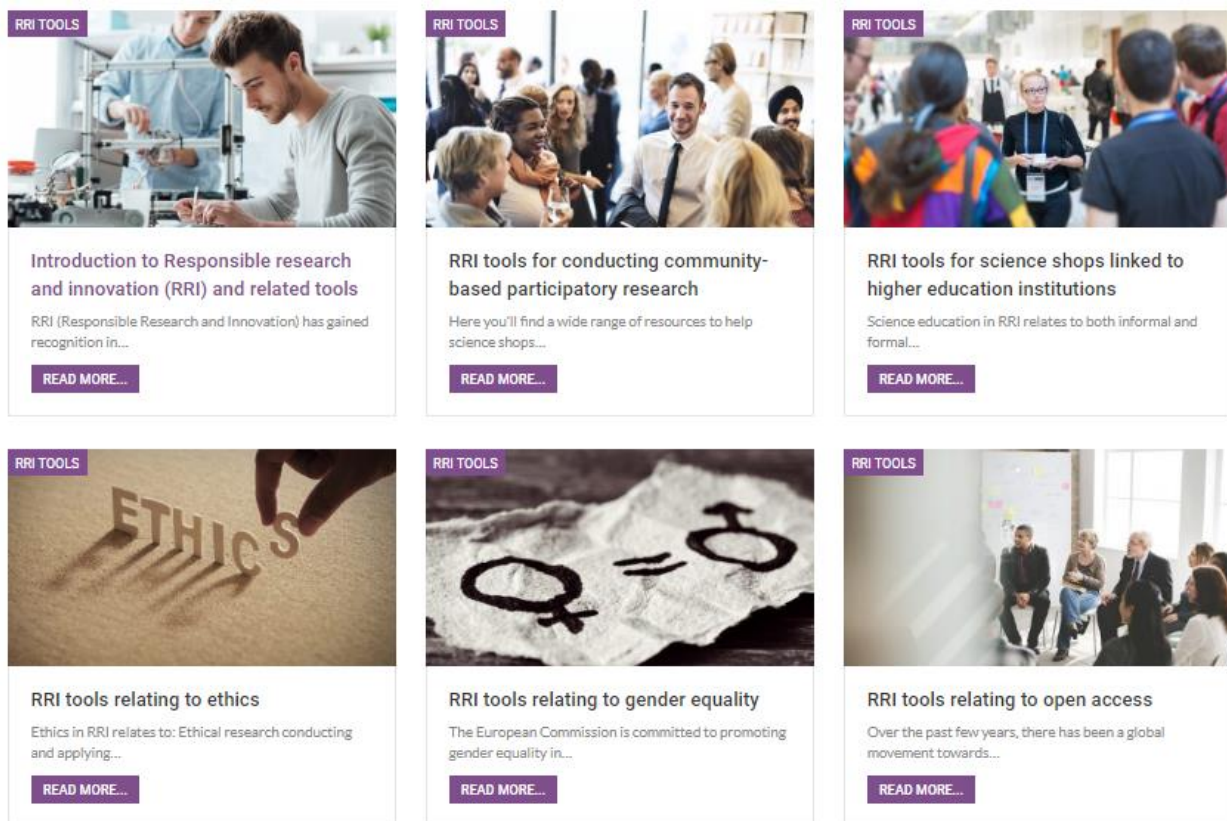


Figure 1 Screenshot showing an overview of part of the RRI Tools collection published on www.scishops.eu which are promoted via the newsletter.

Understanding the impact of Science Shops – new SciShops.eu report



Improved knowledge. Increased awareness. New/strengthened relationships. These are the three main types of impacts that Science Shops have on their communities, identified in a new report by the EU Horizon 2020 SciShops.eu...

SciShops' experiences at the 8th Living Knowledge conference



Budapest was the location of the 8th Living Knowledge conference that took place at the end of May 2018. The conference provided SciShops partners with an opportunity to present some of the project's work so far and gain...

Exploring ways to make research more participatory and responsible in Lithuania



Researchers and representatives of local NGOs and communities in Lithuania came together to find new ways of making research more participatory and responsible at SciShops' first co-creation event. The event, held on 22 March...

Figure 2 Screenshot showing an overview of some of the articles published on www.scishops.eu which are promoted via the newsletter

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Budapest was the location of the 8th Living Knowledge conference that took place at the end of May 2018. The conference provided SciShops partners with an opportunity to present some of the project's work so far and gain inspiration from others in the Living Knowledge network.

The conference gathered 260 delegates from 33 countries for three days of informative workshops, discussions and sharing of experiences around the theme of *Enriching Science and Community Engagement*. Delegates represented a broad spectrum of knowledge, including science shops, community-based participatory research, participatory action research, public engagement and citizen science.

SciShops' Project Coordinator, Carmen Munteanu from SYNIO, contributed to a panel discussion exploring the future place and role of science shops in the civil society – research – education – business – policy interaction. Panelists included Norbert Steinhaus from Bonn Science Shop and Coordinator of the Living Knowledge Network; Dr Henk Mulder, from the University of Groningen; and Anne-Sophie Gresle from SciShops' sister project, InSPIRES.

Four other SciShops partners also ran a session in which they presented some of SciShops' findings, including science shop case studies; the results of its world-wide online survey on awareness and experience of community-based participatory research; a literature study; and impact analysis. Many delegates expressed interest in the new science shops that SciShops will be setting up, particularly those based at non-university organisations, such as SMEs and private research institutes, and there were a number of interesting discussions about the future direction of science shops. Impact evaluation and how to measure the impact of science shops' work was also a topic that stimulated discussion.

"The Living Knowledge conference was a great opportunity to meet and learn from others in the science shop community from right across the world as well as to introduce SciShops to a broader audience," said Project Coordinator, Carmen Munteanu. "We all left feeling inspired and motivated, and discussions will certainly inform the next stages of the project as we start developing new types of science shops," she added.



Colleagues from four of SciShops' partners – SYNIO, the Institute of Social Innovations, Carlos III University of Madrid and the University of Oxford, also joined the summer school held on the two days prior to the conference. This was an opportunity to participate in a crash course on how to set up and run a science shop led by key experts in the field. Participants also presented posters during the main conference.

As the three days were drawing to an end, it was also announced that the next Living Knowledge conference would be returning to the birthplace of the science shop movement, the Netherlands, and be held at the University of Groningen in June 2020.

Figure 3 Screenshot of an example of an article published on www.scishop.eu which is promoted via the newsletter

3 Factsheets and leaflets

Another effective way of reaching relevant stakeholders is through the use of materials such as factsheets, leaflets and flyers that can be printed out and handed out at events and conferences. To date, the consortium has produced three different materials that serve as an introduction to the project.

These are available to download on the SciShops' project website at <https://project.scishops.eu/dissemination/>

Additional factsheets and leaflets will continue to be produced throughout the project with customised information targeted at specific stakeholders that we wish to directly engage in the project e.g. civil society organisations, researchers, policy makers etc. Materials are also produced for specific conferences and events, as required.

Factsheet 1

A factsheet containing an introduction to the project.



Enhancing the Responsible and Sustainable Expansion of the Science Shop Ecosystem in Europe

SCISHOPS VISION AND OBJECTIVES

SciShops aims at expanding and further building on the capacity of the science shops ecosystem in Europe and beyond. In the frame of the SciShops project, at least ten new university- and non-university-based science shops are being established in Europe by project partners. The non-university science shops are affiliated to different types of organizations, such as SMEs, LEs, NGOs/NPOs and research institutes. The SciShops team has as a top priority to prove the benefits of starting a science shop for every type of organization, but also the advantages the civil society gains from collaborating with science shops in community-based participatory research.

PROJECT OBJECTIVES



ASSESS

Assess European and international science shops characteristics and players, drivers and barriers of establishing a new conceptual science shop for the community.



IDENTIFY

Identify and engage relevant community based research and knowledge transfer from science shops to society for the benefit of the community.



ELABORATE

Elaborate a strategy for community based research and knowledge transfer from science shops to society for the benefit of the community.



BUILD

Build an online platform with best practices in the field, guidelines and recommendations for networking between science shops activities and exchange and matchmaking.



CONCEPTUALIZE

Conceptualize and organize summer schools and knowledge cafes with students and trainers from the same field but from different geographical areas.



ESTABLISH

Establish new science shops within different types of research organizations, based on the acquired knowledge, best possible experience, best practices and overall guidelines.

PROJECT FACTS

DURATION:
01.09.2017 - 29.02.2020

COORDINATION:
SYNYO GmbH

PROGRAMME:
H2020 SwafS-01-2016

REFERENCE:
741657



Leaflet

A leaflet containing an overview of the project. This has been used to promote SciShops at conferences e.g. the EuroScience Open Forum in Toulouse in July 2018. Copies were available at the Horizon 2020 National Contact Points exhibition stand plus handed out by members of the SciShops consortium to interested people and at relevant sessions.



EXPANDING THE EUROPEAN SCIENCE SHOP ECOSYSTEM

SciShops is a EU-funded Horizon 2020 project aimed at promoting the growth of community-based participatory research and science shops across Europe.

The project will explore how different types of research organisations, such as SMEs, research institutes, large enterprises, NGOs and universities can develop sustainable Science Shops. The target is to establish ten new Science Shops in Europe.



WHAT IS A SCIENCE SHOP?

A Science Shop is a university or non-university-based entity that performs or **facilitates research and knowledge transfer with and for society.**

Science Shops are a mode of community-based participatory research (CBPR), an open, inclusive and often interdisciplinary process in which researchers work together with non-governmental organisations, community groups and citizens to create new knowledge or understanding about societal issues. This new knowledge can be used to attain change in the community.

Research can be a powerful tool to help communities better understand and solve societal issues. The process empowers citizens to tackle problems in their community and actively participate in science, whilst providing scientists with new perspectives and competences. Science Shops can also help to build trust and better understanding between society and academia, democratizing science, and ultimately assist policy makers to make evidence-based decisions.



KEEP INFORMED

Website	www.scishops.eu
Twitter	@SciShops_eu
Mail	office@scishops.eu
Facebook	@scishops

If you'd like to hear about our results and findings, receive new resources and keep up-to-date on project development, sign up for our quarterly newsletter via the SciShops website.

PROJECT DURATION

September 2017 - February 2020



MAIN PROJECT OUTCOMES

- » Guidelines and toolkits on how to establish and run a science shop
- » Knowledge exchange roadmap
- » Case studies and best practices
- » RRI (Responsible Research and Innovation) tools set for science shops
- » Networking and knowledge sharing platform
- » Twinning scheme to enable new Science Shops to learn from existing ones
- » Knowledge cafés and co-creation events to bring Science Shops together with local communities to discuss issues and needs
- » Training and summer schools for new Science Shops staff
- » Establishment of ten university- and non-university-based Science Shops



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 741657



Flyer 1

This flyer was initially produced for use at the Living Knowledge conference held in May 2018 with the specific aim of promoting SciShops' communication channels, but can also be used by partners for promoting SciShops at other events.



promoting the growth of community-based participatory research and Science Shops across Europe

WE ARE DEVELOPING

Guidelines, toolkits, training and other resources to support Science Shops

Networking and knowledge sharing platform, including a twinning scheme to enable new Science Shops to learn from existing ones

Ten new university- and non-university-based Science Shops

Science Shops are entities that carry out independent participatory scientific research on behalf of citizens and local civil society



www.scishops.eu

VISIT OUR NEW PLATFORM!



This project has received funding from the European Union's H2020 Research and Innovation Action under Grant Agreement No 741657.



WE ARE ALSO HERE:

mail office@scishops.eu

facebook /scishops.eu

twitter @scishopseu



4 Social media content

Social media is an important communication channel for SciShops.eu that is being used to disseminate current information about the project throughout the whole project duration. The objective is to build a strong social media presence and develop a community of people and organisations interested in science shops and the SciShops.eu project, who engage by liking, sharing and commenting on SciShops.eu content.

We are currently using two well-established social media channels: Twitter and Facebook.

SciShops' social media accounts are actively managed by a Social Media Manager at SYNNO, who ensures a regular flow of news is published via Twitter and Facebook. Content from deliverable reports is extracted and repackaged into informative and visually attractive news items designed to interest and engage.

In addition, all SciShops partners are encouraged to further promote SciShops and its social media content using their organisations' own social media accounts. To support partners a number of internal documents have been produced including Social Media Guidelines, Social Media Planner and a Message Playbook.

Twitter

SciShops' twitter account can be found at: https://twitter.com/SciShops_eu

To date SciShops has 433 followers.

Examples of SciShops' twitter posts can be seen below.



Figure 4 Example of tweet promoting participation at the Living Knowledge 8th Conference



Figure 5 Example of tweet promoting research outcomes



Figure 6 Example of tweet promoting research outcomes



Figure 7 Example of tweet promoting research outcomes



Figure 8 Example of tweet promoting Science Shops (also part of the SciShops case studies)

Facebook

SciShops' Facebook account is available at <https://www.facebook.com/scishops/>

To date SciShops has 78 followers.

Examples of SciShops' Facebook posts can be seen below.



Figure 9 Example of Facebook post promoting the concept of Knowledge cafe



Figure 10 Example of Facebook post promoting research outcomes

5 Conclusion

The SciShops' project newsletter, social media accounts and promotional materials such as factsheets and leaflets serve as important dissemination tools. The next focus will be to promote the channels more widely in order to reach and engage more stakeholders in the project. The newsletter will continue to be published on a quarterly basis and promoted to stakeholders in order to increase the number of subscribers. Social media content will continue to be produced to disseminate project activities and outcomes. New factsheets and leaflets for use by project partners at events will be produced, as required.

Each of these dissemination channels work in conjunction with the SciShops' web platform, helping to direct interested parties to further information in the form of articles, resources and deliverables on the web platform and project website.