



**Empowering societal actors  
through responsible Research and Innovation**



## **Keynote: Making societal engagement second nature for R&I?**

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## One example of societal engagement: participatory epidemiology



PNAH Participatory Epidemiology  
Network for Animal and Public Health

<https://penaph.net/>

**PNAH Togo fieldwork, matrix scoring**

Photo ILRI, @SusanMacMillan

Flickr: [www.flickr.com/photos/ilri/4266550960/in/album-72157623186684246](http://www.flickr.com/photos/ilri/4266550960/in/album-72157623186684246)

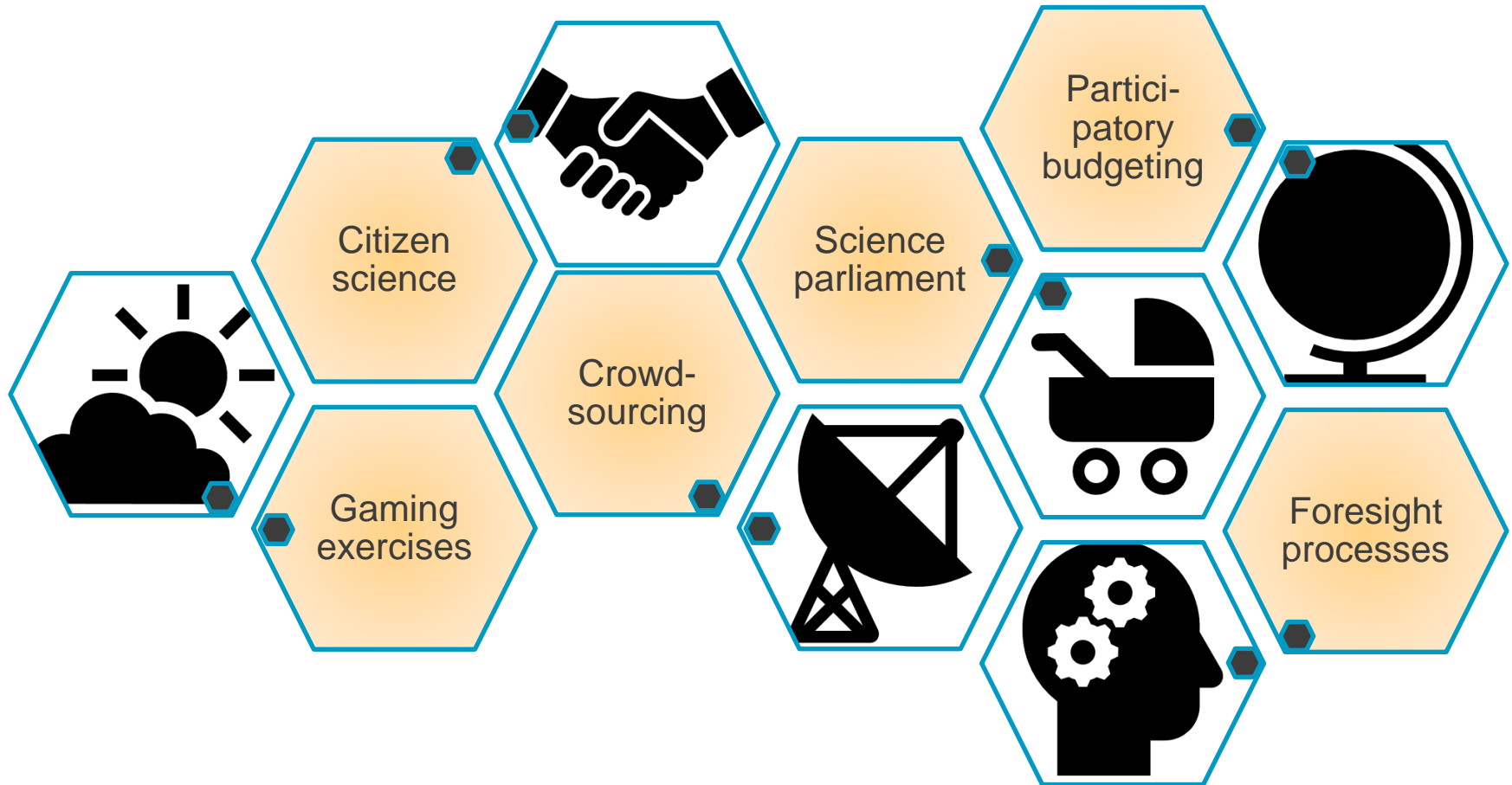
# Making societal engagement second nature for R&I?

**1. Why?**

**2. How?**

**3. Conclusions**

# Societal engagement concepts and approaches are developing



## Both possibilities and challenges increase



***“If neoliberalism required academics to make their case to the government in terms of impact requirements, neopopulism demands that academics make their case to the people.”***

J. Britt Holbrook, *Palgrave Communications* 3, 39 (2017).

[www.nature.com/articles/s41599-017-0041-0](http://www.nature.com/articles/s41599-017-0041-0)

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## Societal engagement already has traditions we can build on

- Dissemination of research results via publications, talks, seminars ...
- Science education Public understanding
- Data curation
  - Genealogical research Dialogue
- Data collection
  - Reporting data from bird populations, weather and lake water quality
  - Participating in archaeological excavations
  - Providing DNA samples and continuous health information about my dog
- Developing areas of research and close interaction throughout the project
  - Strategic research funding\* Engagement

## Support by Academy of Finland for openness and engagement

| <b>Key questions</b>               | <b>Open science principles</b>   | <b>Thematic strategic research</b>                                    |
|------------------------------------|--|---|
| <b>Idea/area of research</b>       | Public descriptions of all funded research projects                              | Open development of research themes by the Strategic Research Council |
| <b>Conducting research</b>         | Data management plans of projects and open policies for infrastructures required | Interaction plans required together with research plans               |
| <b>Sharing research results</b>    | Open publication required  | Interaction throughout the project with leadership required           |
| <b>Supportive funding included</b> | Gold or hybrid publication costs eligible  | Funding specially allocated to engagement                             |



# Making societal engagement second nature for R&I?

**1. Why?**

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## Conclusions: What's needed to make societal engagement second nature for R&I?

- Increasing awareness and interest
- Acknowledging and building on existing models
- Sharing best practices, great ideas and examples
- Developing concepts, methods, infrastructures and training
- Providing balanced portfolio of resources and enhancing merits
- Acknowledging diversity between and within disciplines and actors
- Enhancing trust in both the research community and societal actors