



## Deliverable D7.4

# Poster and Brochure

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## 1. Introduction: Poster and brochure as expressions of PROSO's visual identity

It is one of PROSO's main objectives to continuously disseminate and communicate project related information to the project's different target groups. For this aim a *visual identity* for the project has been developed (see also Deliverable 7.1 "Communication and Dissemination Plan"). Having a strong and clear visual identity is important in allowing direct recognition of a project within different media such as the worldwide web, policy briefs, newsletters, social medial channels, scientific publications etc.. It also plays an important role in positioning PROSO within those research communities that are concerned with science with and for society and with RRI. It is particularly important for exposing the project to a broad audience which goes beyond these research communities and also includes non-research actors.

The PROSO visual identity is based mainly on an appealing and meaningful logo and defined colour standards.

This deliverable presents the *poster* and *brochure* that have been developed for presenting PROSO's objectives and basic research design to a broad audience. The project logo, colour standards (using grey, orange and black colours), formatting standards (such as double arrows used as bullet points) are important elements of both, poster and brochure.

## 2. PROSO logo

The development of logo, poster and brochure was subcontracted to the design provider *Nehemedia*. *Nehemedia* offered the best value for money of three offers that were invited by DIALOGIK.

The designers first developed the logo:



These are the ideas behind the logo:

- PROSO stands for **P**romoting **S**ocietal Engagement in Research and Innovation (R&I).
- The vertical line between PRO and SO marks the barriers of engaging society in R&I, which the project aims to lower.
- The two speech bubbles at the top mark the objectives of overcoming the barriers and achieving exchanges on R&I among various actors.

### 3. PROSO poster

After the logo, the PROSO poster was developed (see Annex I). The poster informs about:

- The core ideas of Responsible Research and Innovation (RRI)
- The main goals of PROSO
- The basic research design of PROSO
- The main outcome of PROSO
- The PROSO partners
- The program (Horizon 2020) under which the project is funded.

### 4. PROSO brochure

The brochure deals with the same basic project aspects as the poster, but provides more information on these different aspects (see Annex II). In particular, it provides a better idea about the questions that PROSO is concerned with and the instruments it will use to study these questions.

### 5. Dissemination of poster and brochure

Both poster and brochure are written in a language which shall be accessible and appealing also to non-research actors.

Poster and brochure will be disseminated through the project's website (made available as downloads), targeted mailing as well as during project workshops and conferences, the national citizen panels, and other multiplier events relevant to the topics dealt with under PROSO.

It is envisaged to produce a second version of the brochure with information on the R&I issues and cases that PROSO will use for researching into engagement barriers and incentives once these have been selected in the context of the work of work packages 2, 3, and 4 and provided that the costs for a second version of the brochure are within the limit of the intended budget (this second version is not part of the Description of Action).

## 6. Annex I: PROSO poster



# PROMOTING SOCIETAL ENGAGEMENT IN RESEARCH AND INNOVATION

» Moving Towards Responsible Research and Innovation (RRI)

### » CHOOSE TOGETHER!

Mutual learning and agreed practices in research and innovation: these are the core ideas of Responsible Research and Innovation (RRI), the European Union's approach to good governance in research and innovation.

RRI seeks to align the processes and outcomes of research and innovation with the values, needs, and expectations of European society. This requires the engagement of all actors in society, including civil society organizations (CSOs) and citizens.

### » PROSO'S GOALS

PROSO aims to foster the engagement of third sector organizations (like CSOs) and citizens as part of Responsible Research and Innovation. The project will provide guidance on policy and governance measures for advancing the use of inclusive participatory approaches in research and innovation processes in Europe.

### » THREE DOMAINS OF RESEARCH AND INNOVATION

PROSO's guidance will be underpinned by a review of three domains of research and innovation: nanotechnology, food and health, and bio-economy. We will carry out a range of meetings and events with multiple actors to learn what hinders or encourages third sector organizations and citizens to engage into research and innovation in these fields.

### » PROSO'S MAIN OUTCOME

PROSO's key insights will be condensed in a policy and practice guide, which will include:

- » An overview of the barriers and incentives for engaging with third sector organizations and citizens in different research and innovation contexts.
- » Best case examples of societal engagement for RRI.
- » Policy and governance options for encouraging societal engagement for RRI.

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## 7. Annex II: PROSO brochure – Outer pages – Inner pages

### » OBJECTIVES

Societal engagement is an important element of Responsible Research and Innovation (RRI). However, there is a lack of clarity about what societal engagement actually involves, and to what extent it should be pursued for RRI. There is also insufficient insight in regard to the diverse approaches taken by major institutions contributing to RRI.

The main objective of PROSO is to foster the engagement of third sector organizations (like NGOs) and citizens under the terms of RRI in research and innovation systems in Europe. To this end, the project will produce a policy and practice guide for advancing the use of inclusive participatory approaches in research and innovation processes. Guidance will be based on a comprehensive investigation within three domains that include nanotechnology, food and health, and bio-economy. A range of meetings and events will be organized to capture the insights and expertise of third sector organizations, policy makers and programme funders in science and technology, researchers, industry/businesses, and citizens.

PROSO is carried out within a European-wide consortium comprised of four research organizations, a research-oriented civil society organization, two strategy consulting firms, and a European industry association. An advisory panel will guide the consortium in any research and policy related issues.

**"THE MAIN OBJECTIVE OF PROSO IS TO FOSTER THE ENGAGEMENT OF THIRD SECTOR ORGANIZATIONS AND CITIZENS."**

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**PROMOTING SOCIETAL ENGAGEMENT  
IN RESEARCH AND INNOVATION**

» Moving Towards Responsible Research and Innovation (RRI)

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### » CHOOSE TOGETHER!

Mutual learning and agreed practices in research and innovation: these are the core ideas of Responsible Research and Innovation (RRI), the European Union's approach to good governance in research and innovation.

RRI seeks to align the processes and outcomes of research and innovation with the values, needs, and expectations of European society. This requires multi-actor and public engagement initiatives in research and innovation.

### » 5 KEYS OF RRI

#### » Engagement

- » Science education
- » Open access
- » Ethics
- » Gender

### » WANT TO JOIN IN?

What must be done to involve third sector organizations, such as NGOs and civil society organizations (CSOs), and citizens in research and innovation activities?

PROSO will carry out an analysis that cuts across three domains of research and innovation: nanotechnology, food and health, and bio-economy. We will deal with some fundamental questions such as:

- » What encourages or hinders citizens to contribute to research and innovation in these fields?

We will carry out citizen panels in five European countries.

- » What encourages or hinders third sector organizations such as consumer organizations or environmental organizations to contribute to research and innovation in these fields?

We will interview these and other relevant stakeholders.

- » What encourages or hinders stakeholders in research (researchers, programme funders, managers) to co-operate with third sector organizations and citizens in these domains of research and innovation?

We will interview actors across the board.

- » What does this mean in terms of policy and governance approaches for promoting engagement of society in research and innovation in these and other fields?

We will use a wide-ranging European conference and expert-workshops to identify incentives and barriers to societal engagement and to discuss policy and governance solutions.

### » MAINSTREAMING

PROSO's conclusions will be condensed into a policy and practice guide. This will offer:

- » An overview of incentives and barriers for the engagement of third sector organizations (NGOs, CSOs and others) and citizens in different research and innovation contexts.

- » Best case examples of societal engagement for Responsible Research and Innovation.

- » Policy and governance options for encouraging societal engagement for Responsible Research and Innovation.

