Deliverable D7.8

Video of project results

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Project Acronym	PROSO
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Content

1. Introduction

The main objective of PROSO is to foster the involvement of society under the terms of Responsible Research and Innovation (RRI) in research and innovation systems in Europe. To this end, the Project has produced a support tool for promoting engagement of citizens and third sector actors in research and in research and innovation policy. Guidance is based on a comprehensive investigation of the views of citizens and third sector actors and other actors in relation to three example research and innovation domains (nanotechnology, food & health, and bio-economy). A range of open meetings and events have been organised to capture the insights and expertise of a range of actors including Third Sector Organizations (such as NGOs), policy makers and programme funders in science and technology, researchers, and also citizens.

In the Project, dissemination activities have a very high relevance as a means to lower barriers to RRI implementation through awareness-raising, the sharing of experiences and the improvement of transparency with regard to RRI activities. In this sense, dissemination activities have the following objectives:

Objective (1): Maximise the overall impact of the Project, ensuring high level of effectiveness, reach and scope of dissemination and exploitation.

Objective (2): Provide pertinent information on project goals, processes and results to the primary target groups of third sector organisations and citizens, as well as stakeholders such as researchers, research fund programme managers and policy-makers.

Objective (3): Contribute to the successful development of project events and tasks such as the planned workshops, panels and conferences

The information and communication materials to be developed included a "short animated video, presenting the project results. The video uses the same references and branding as the first video, and follows the guidelines provided in the Dissemination and Communication Plan (Deliverable 7.1).

2. Subcontracting process

As the partnership lacked once again the expertise to develop the video themselves, the service was subcontracted to an external entity. Given the good results obtained in the previous video, Umsegundofilmes – a video and animation producing companies, was contacted.

The subcontracting process was regulated by a Services Contract that carefully defined the nature and the timing of the services to be developed - a Short Animated ("motion graphics") Project Video, with no less than two minutes duration, for the purpose of disseminating project results. The video would provide final results in accessible form, and include the following content:

- o   Introduction to RRI – a continuation of video #1.

- o   Views of citizens and third sector actors.
- o   Examples of barriers to engaging with citizens and third sector actors.
- o   Examples of options to overcome the barriers.
- o   Final infographic: "policies and barriers building bridges"
- o   Logos of project partners and the EU.

The invitation was originally made by email by SPI on 21st of December 2018. The company Umsegundofilmes responded and the contract was awarded once again to this company.

3. Production process

A first meeting between SPI and the producing company decided the contents and structure of the video. The ensuing process took a collaborative and iterative approach. Under the coordination of SPI all the partnership was summoned to participate in early script definition and give feedback to the first cut. Dialogik and Optimat participated heavily on script preparation. Optimat kindly provided the narration of the video (Mark Morrison).

4. Final result

The several iterations resulted in the following script, universally agreed by all. The script has a simple but accurate nature to allow non-research actors to understand the barriers to societal engagement and policy and practice options that where developed and that are a part of the PROSO Support Tool. This script was used in the final version.

ANIMATION	NARRATION
− *1st frame: Project name and logo: "PROSO – Promoting Societal Engagement under the Terms of Responsible Research and Innovation (RRI)"* − *EU + H2020 logos*	−
− *Show people and scientists together in the science lab (from 1st video)*	− Responsible Research and Innovation calls for the engagement of society in research and innovation. − A lot of progress has been made over the last few decades.
− *Show people raising hands in a meeting next to the science lab*	− A number of methods have been developed, such as participatory agenda-setting and research that involves citizens.

− *Show scientists calling and citizens not wanting to interact with scientists (or something with the same meaning)*	− However, challenges remain. − For example, those organizing engagement processes often have difficulty in recruiting sufficient numbers of participants and ensuring the level of diversity desired. − How can we address this?
− *Show list:* **Key barriers to engagement** Lack of relevance Lack of impact Lack of trust and critical views of others Lack of knowledge and skills Lack of time and financial resources Lack of legitimacy	− First of all, we need to consider what we already know about barriers to engagement. − In PROSO we have identified 6 barriers to the engagement of NGOs and individual citizens.
− *Show a toolbox* − *Place barriers, and show different runners in the starting line - include able-bodied and disabled athletes and a range of body sizes/shapes, gender, age and ethnicity – some of this can be represented in the audience watching as well*	− Secondly, we need to make effective use of available methods and create supportive conditions for engagement. − PROSO has identified policies and practices to create such conditions and overcome barriers.
− *Start making the citizen runner jump through obstacles.* − *As they approach the barrier the potential solution appears, leading to the barrier being overcome* − **#1 Provide open calls for research and innovation** − *Place "Create relevance" at the upper right corner* − *Pass the baton to the next runner*	Some examples are: **#1 Provide open calls for research and innovation**
#4 Provide funding for engagement processes the results of which directly feed into policy − *Place "provide for impact" at the upper right corner* *Pass the baton to the next runner*	**#4 Provide funding for engagement processes, the results of which directly feed into policy**
#6 Provide opportunities for informal encounters and networking among researchers, citizens, civil society organisations and other relevant actors − Place "*Build trust and mutual understanding*" at the upper right corner *Pass the baton to the next runner*	**#6 Provide opportunities for informal encounters among actors**
#7 Combine dialogue and information in engagement processes − Place "*Build knowledge and skills*" at the upper right corner *Pass the baton to the next runner*	**#7 Combine dialogue and information in engagement processes**

#9 Work with citizens in their "natural habitats", e.g. targeting schools, contacting people in the streets − Place "*Provide and save resources*" at the upper right corner *Pass the baton to the next runner*	**#9 Work with citizens in their normal environment**
#12 Commit to societal engagement through national and European strategies and guidelines − Place "*Build legitimacy*" at the upper right corner	**#12 Commit to societal engagement through strategies and guidelines**
− *See the baton being passed from groups of citizens to white collar person (ie, policy-makers)*	− If we deliver these (and other) policies and practices then we would boost citizens' engagement in research and innovation
− *Baton transforming into a book with the title "PROSO Support Tool"* − *Show crowd made up of scientists (lab coats for natural scientists/ social scientists with notepads), business people (suits), NGOs (could be wearing Trade Union or environmental badges), and ordinary citizens (different ages of adults and children) coming together, not in a circle, but to welcome and talk with each other, then look to the horizon and then move together towards it (and the sun) – thus signifying a coming together and onward journey into the (brighter) future together*	− Eventually, we would have better alignment between what society needs and what research and innovation deliver.
− *Show the PROSO Support Tool for Societal Engagement* − For more information download the "**PROSO support tool for promoting societal engagement**" at www.proso-project.eu.	− For more information download the "PROSO Support Tool" available from our website.

The following screen captures show some scenes used in the first cut version.
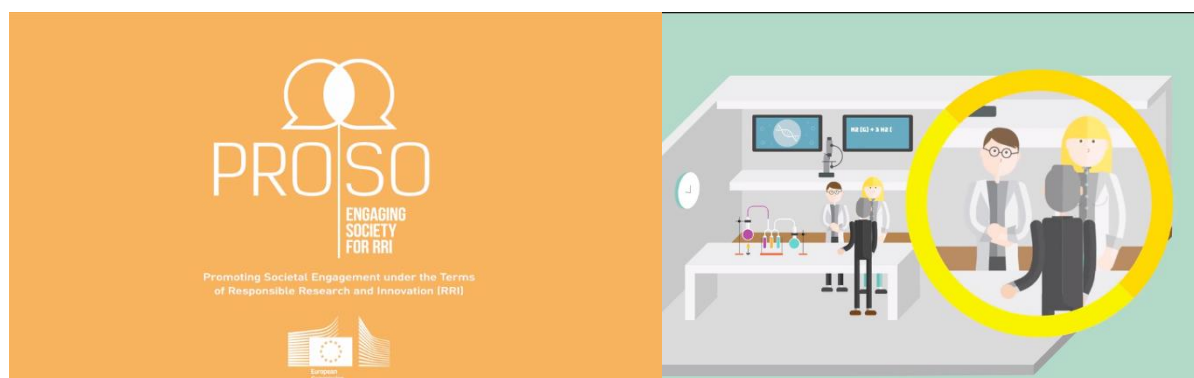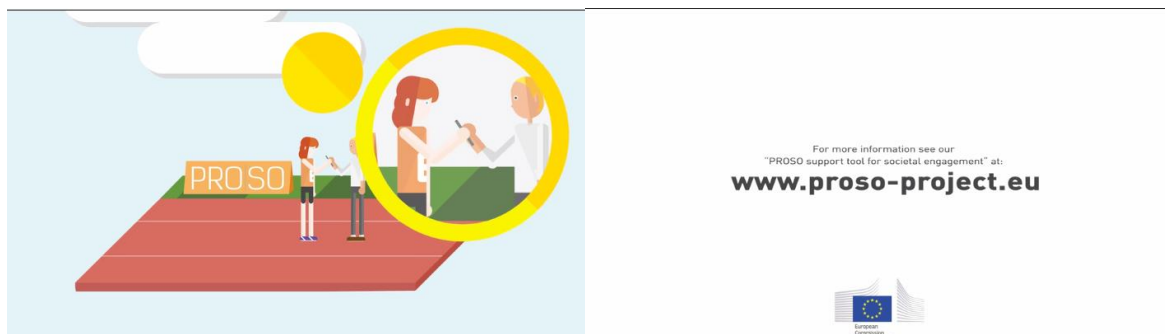
The video will be lodged in the project website, as soon as it is validated by all partners.

5. Video dissemination

The video will be broadly disseminated to the target audience and stakeholders.

The channels to disseminate the video will be PROSO's website (www.proso-project.eu), as a direct link and a downloadable file, on Youtube (PROSO-Project), and on twitter (@proso_eu). Targeted emails will be also be disseminated to main stakeholders and representatives of the target audience.

Furthermore, a High Definition version will be kept in SPI's archives to be used in the events planned after project conclusion.