



Research and Innovation Dimension of the European University on Responsible Consumption and Production

Citizen Engagement and Societal Knowledge

Welcome to Germany
Mittweida University of Applied Sciences (HSMW)



OVERVIEW

Work package 2 is one of 9 work packages of RE-EURECA-PRO and is supervised by HSMW. It is about citizen engagement and societal knowledge. The aim is to make research approaches, results and the knowledge created visible and accessible to the general public.

Communicating science and current research results in an entertaining, target group specific and accessible way will ensure that people better understand the importance of research and how it is related to everyday life. This can in turn lead to citizens of every age group being more engaged, active and motivated to help solve societal problems.

DELIVERABLES AND MILESTONES

To achieve this goal, a strategy concept paper to increase citizen engagement will be developed within the work package. The proposed activities will be tested and refined through different science communication formats in order to create a suitable and helpful guide.

Planned activities include several science communication events such as a Science Slam, Project Weeks in 2023 as well as a Kids/Citizens University in 2024.



THE FINISHING TOUCH: GUIDEBOOK

At the end of work package 2 all insights from the events as well as observations are gathered and incorporated into a final strategy on increasing citizen engagement.

The resulting guidebook will be presented to all partner universities and is meant to serve as a cross-national strategy on knowledge transfer.

WHAT DO WE FOCUS ON?



Public accessibility and interaction



Low-threshold communication of sustainability topics



Support participation in social life

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