



An Introduction to Public Engagement

Presentation at the Science Communication Conference

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London, 22 June 2009



Agenda

9:00-9:45

Introduction

What is it?

Why do it?

Who does it?

Q&A



Sustainable Development Commission



Cabinet Office
Office of the Third Sector



City of Westminster



Camden Lambeth



Ipsos MORI



SCOTTISH EXECUTIVE



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Welcome to People and Participation.net - your gateway to better participation.

The site provides practical information for those working to involve people. By registering you can upload case studies, ask questions of our experts and add events. This is a 'beta' site, which may change in response to your feedback. Click on a link below to get started.

What is
Participation?

Who is
this site for?

How can
this site help me?

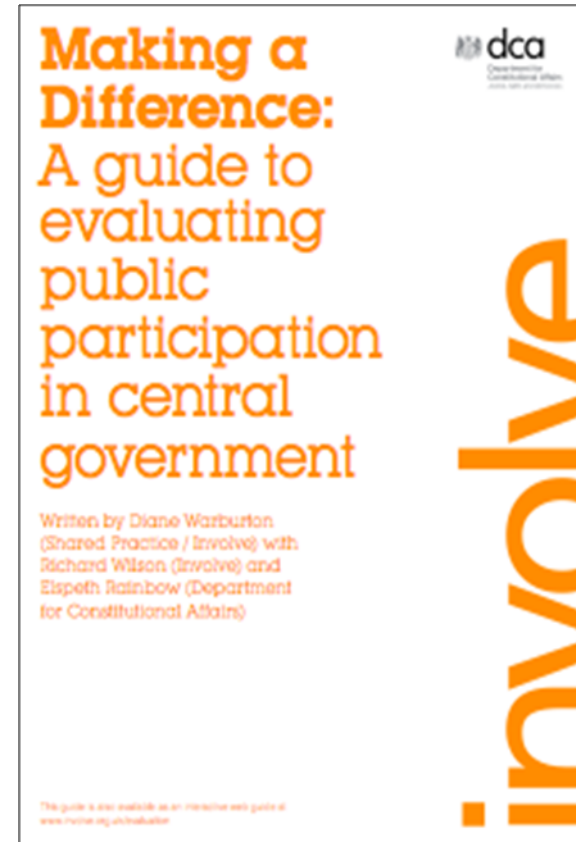
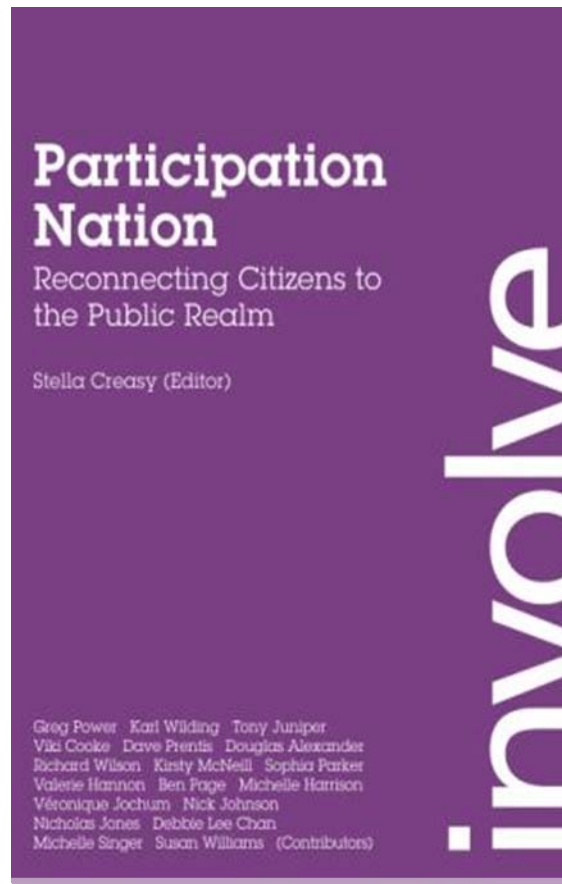
How can
I contribute?

 16 October

Romania taking it consultation

I have just returned in Bucharest, organised principally on the... was very apparent from parts of the... use of effective co particularly at a lo framework of mor well-constructed r

Posted at 16 Oct
[Potter](#) |  [0 comments](#)



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Icebreaker



Exercise

Turn to your neighbour and find out:

- Who they are
- Where they are from
- How they would describe public engagement in one sentence



Public engagement -What is it?

Can be:

- Science Communication
- Education (e.g. scientists talking in schools)
- New Media (e.g. Twitter to update people)
- Science festivals
- Policy consultations
- 2 way dialogue
- Collaborative research
- University outreach

How many do you recognise?

User Panels Citizens' juries Future Search

Open Space

Deliberative Polling™ Neighbourhood Forums

Participatory Appraisal Local Involvement Networks
Focus Groups

Planning for Real™

Public Engagement

E-Petitions Citizens' Summits Participatory Budgeting

Online forums Wikis

World Cafe Forum Theatre

Democs™

Citizens' Panels

Opinion Polls

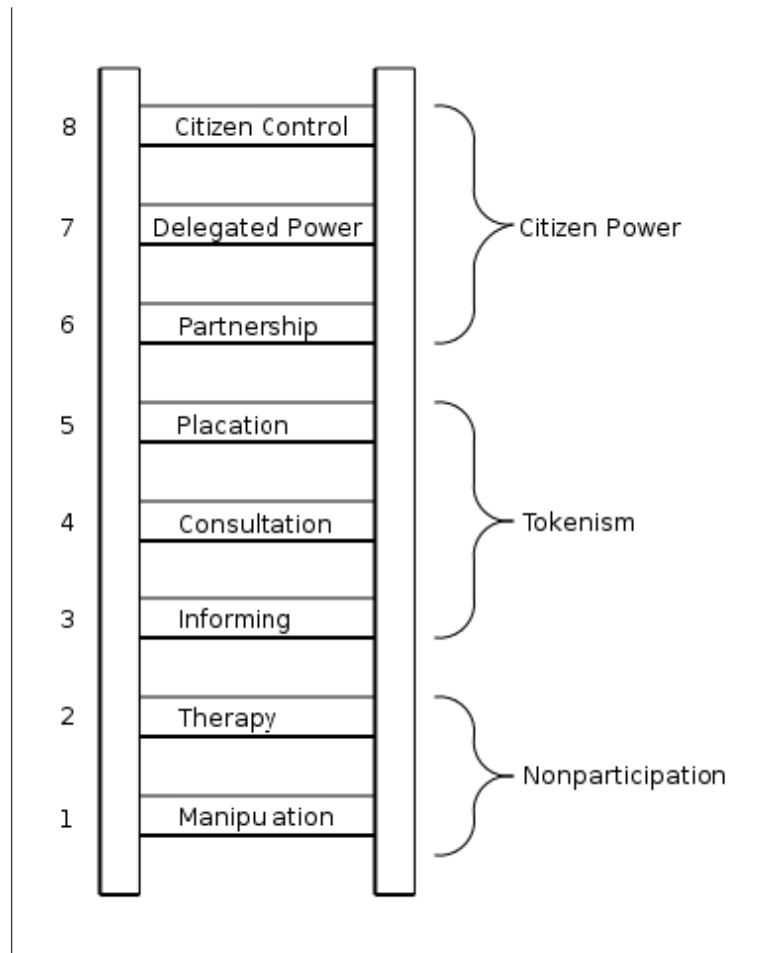
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Spectrum of engagement



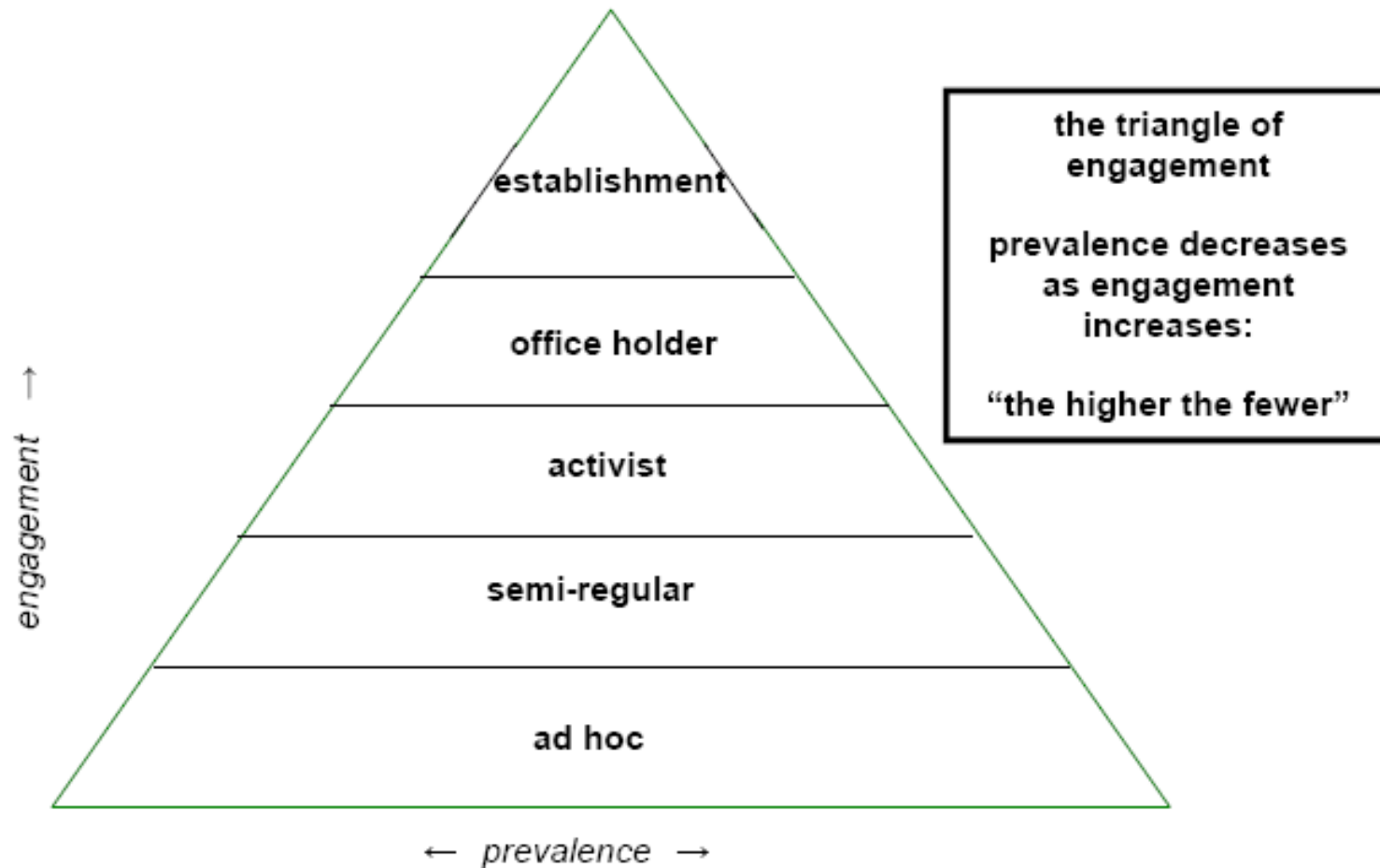
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Arnstein's Ladder (1969)



What's wrong with the ladder?

Triangle of engagement



(John May, 2005)

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Not just science...

Public engagement also happens in:

- Local government
- National policy making
- Health
- Youth services
- Policing and criminal justice

Public engagement -Why do it?



Different reasons

- Increasing trust and legitimacy
- Better decisions and outcomes
- Building understanding of trade offs
- Contributing to civic engagement
- Increasing public ownership of science
- Increasing public participation in science
- Increased public knowledge
- Policy influence

Thinking about the benefits

- Engagement as an end in itself
- Engagement as an means to an end
- Engagement as an external requirement

- Engagement to benefit institution
- Engagement to benefit participants
- Engagement to benefit society

Public engagement -Who does it?



Key players

- Research Councils
- Universities
- Museums (e.g. Dana Centre)
- Third Sector
- Private Sector

Lessons learned

- Don't engage unless you mean it
- Resource properly
- Support staff to develop the skills
- Understand your participants
- Communicate clearly



Where to go for more information

- **British Science Association**
www.britishscienceassociation.org
- **Wellcome Trust** www.wellcome.ac.uk
- **Beacons for Public Engagement**
www.publicengagement.ac.uk
- **Sciencewise ERC** www.sciencewise-erc.org.uk

www.involve.org.uk

PeopleandParticipation.net

If you want to:	
Number of participants:	50
Level of deliberation:	High
Time requirements:	Series of events
Participants are:	Self-selecting

You could use:

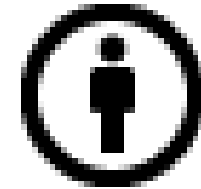
- Conversation Cafes
- Deliberative Workshops
- Design Charrettes
- Online Consultations
- E-petitions
- Area Forums
- World Café
- Online Forums
- Mystery shopper
- Planning for Real
- Participatory Appraisal –
- Open Space Dialogue -
- Democs -
- Appreciative Inquiry

Questions and Answers



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Thanks to:



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- lepiaf.geo
- Ezioman
- Xurple
- Burningkarma
- Chris Campbell
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