

CONCISE's Public Consultations



Communication Role on Perception and Beliefs of
EU Citizens about Science

Carolina Moreno-Castro, Isabel Mendoza-Poudereux &
Empar Vengut-Climent (Coords.)

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The Research Institute on Social Welfare Policy (Polibienestar)
Campus de Tarongers
C/ Serpis, 29. 46009. València
E-mails: scienceflows@uv.es and cdciencia@uv.es

Design, edition and layout: Ana Serra-Perales
Design of the CONCISE Project logo: Lorena Cano-Orón
English editing and style correction: Thomas MacFarlane
Editorial revision: Natalia Pérez-Galdós
Photographs and infographics: Danmar Computers and FyG consultores
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01. Introduction

The CONCISE project consortium was extremely fortunate to have been able to lead five public consultations, held in the EU Member States of Italy, Poland, Portugal, Slovakia and Spain, before the SARS-CoV-2 coronavirus pandemic was declared by the World Health Organisation (WHO) on 11 March 2020. The consortium partners managed to register a total of 1,297 citizens from the five countries where the consultations were held to participate in face-to-face discussion groups. Finally, 497 citizens were selected by the consortium members, who went to great lengths to reflect the diversity and representativeness of the society of each participating country. The citizens volunteered their time for one day to participate in these public consultations.

The five public consultations, representing the first step in the collection of research data,

formed the core of the EU project entitled, 'Communication role on perception and beliefs of EU Citizens about Science', which received funding from the European Union's Horizon 2020 research and innovation programme, under grant agreement No. 824537. Its primary research objective was to investigate how European citizens shape their opinions and ideas about science and technology, and what or who can influence them in their decision-making on such topics. Likewise, the consortium members were also interested in researching aspects such as the validity of information sources, the role of public institutions in the dissemination of information and that of the media and social networks in the treatment of information pertaining to science and technology.

This book describes that first stage of the research, namely, how each one of the public

consultations was carried out in the different countries, as well as providing data on the pilot consultation held in Barcelona, six months prior to the main consultations. The pilot consultation allowed the consortium members to identify what issues and considerations should be taken into account when organising and holding the public consultations per se. For example, how to manage the citizen recruitment, the schedule to be developed and how scripts should be drafted, in order that the moderators of the citizen discussion groups should replicate them in their respective countries. Besides, the pilot consultation made it easier to determine the agreements that citizens should sign before participating, such as their informed consent to take part in the research, image rights and documents of confidentiality.

Following the five public consultations, the teams of the consortium members drafted a preliminary report to be submitted to the

European Commission. This book, which is based on those preliminary reports drawn up by each partner, also includes images taken by the partner company Danmar Computer, whose representatives were present at all the public consultations to record and photograph them, plus the infographics provided by the partner company FYG Consultores. The media impact of the public consultations were also gauged by the Spanish Association of Science Communication. Finally, the coordinators of the book, together with the graphic designer, have been working for months to offer a visual representation, as realistic as possible, of how the public consultations were held in each country.

In this book, readers will find useful guidelines for developing similar activities involving the citizenry, while the data that it presents may influence future public policies designed and implemented by the European Commission with

a view to promoting science and technology communication in a proactive fashion. Furthermore, it also includes descriptions of how each one of the consultations was organised and staged, in addition to the scripts used in the different activities and the informed consents signed by both the participating citizens and the facilitators.

I would like to take this opportunity to thank the members of the CONCISE consortium, ethical advisor, expert advisory board and supporting associations, plus the book's translator and designer. Heartfelt thanks should also go to the citizens because without their voluntary participation this positive experience would not have been possible. Finally, I am also

much obliged to the external expert Martin Bauer of the London School of Economics (LSE) for sharing his expert knowledge and for offering me advice on organising the public consultations during the spring of 2019.

Carolina Moreno
CONCISE Coordinator
University of Valencia



Danmar Computers. © First Project Meeting. December 2018. Valencia

02. Public consultation in numbers



FyG Consultores ©

5 countries, 497 citizens, 58 debate tables

4
topics

Climate change
Vaccines

Genetically modified organisms
Alternative and complementary medicine

3
research
questions

What are citizens' beliefs and attitudes towards science?
What information channels do citizens use to get scientific information?
What influences citizens' opinions and decisions about science?

20
citizens
nationalities

174
staff
involved

500
hours
recorded

194
municipalities
represented



Danmar Computers ©. A debate table in Italy. September 2019. Vicenza.



Danmar Computers ©. A debate table in Poland. September 2019. Łódź.



Danmar Computers ©. A debate table in Spain. October 2019. Valencia.



Danmar Computers ©. A debate table in Slovakia. October 2019. Trnava.



Danmar Computers. © A debate table in Portugal. November 2019. Lisbon.

Chapter 1. Barcelona Pilot Public Consultation (Spain)

Gema Revuelta and Carolina Llorente



Danmar Computers ©. 1st group of citizens during the pilot public consultation. March 2019. Barcelona.

This action responds to the aim of organising a pilot consultation, previous to the five public meetings carried out in autumn of 2019. The main objective was to test the proposed methodology, learn from experience and contribute to the development of the guidelines. This consultation took place on March 21 and 22 2019 in Barcelona. Seventeen citizens attended the meeting (eight women and nine men), coming from 14 different cities over Spain. The event was celebrated in the Campus Mar of the Pompeu Fabra University (UPF), and we offered free tickets to various exhibitions and events held on Barcelona during those days.

Two members of the advisory board, Jose Pío Beltrán and Cissi Askwall were invited by the UVEG to attend the pilot consultation and the consortium meeting that was held afterwards. Both submitted a short report with exciting suggestions.

The citizen consultation was carried out in two groups. The duration of each session with citizens was three hours in which two of the main topics were discussed: vaccines and climate change. The UPF team was actively involved in the design, recruitment and conduction of these pilot discussions.

Danmar Computers ©. CONCISE partners following the 2nd group of citizens during the pilot public consultation . March 2019. Barcelona.





Danmar Computers. © 2nd group of citizens during the pilot public consultation. March 2019. Barcelona.

- 1st group of citizens: The average age was 26 years old, and there were more men (n = 5) than women (n = 3). Most participants had completed higher education (n=6). Two UPF team members participated in this focus group; a moderator and an observer (taking notes, attending to the needs of the participants, etc.). A member of the UVEG team attended as an external observer to have a complete view of the dynamics.
- 2nd group of citizens: The average age was 50 years old, and there were more women (n=5) than men (n=4). All participants had completed higher education. Also, two UPF team members participated in this focus group as moderator and observer. CONCISE partners were able to follow up on the discussion in streaming from another room. The methodology used and best ways of implementation during CONCISE public consultations were discussed during the Consortium Meeting the same day in the afternoon.

This activity was achieved on time, without any deviation. The most important thing about the pilot citizen debate is that it tested on all nuances and needs that we would need to improve to carry out the five citizen consultations, successfully.

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 Cissi Askwall (Advisory board member)



Danmar Computers. © Debate tables during the pilot public consultation. March 2019. Barcelona.

Chapter 2. The public consultation held in Vicenza (Italy)

Sara Fattori, Andrea Rubin and Giuseppe Pellegrini



Danmar Computers ©. Welcoming speech at the consultation. September 2019. Vicenza.

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1. Before the consultation

1.1 Organisation of the consultation

The Observa research group consulted the materials provided by the Łódź University group, verifying the various points discussed. Some preferential communication channels were identified: websites, social media, email and a newsletter to keep Observa's contacts in Italy informed.

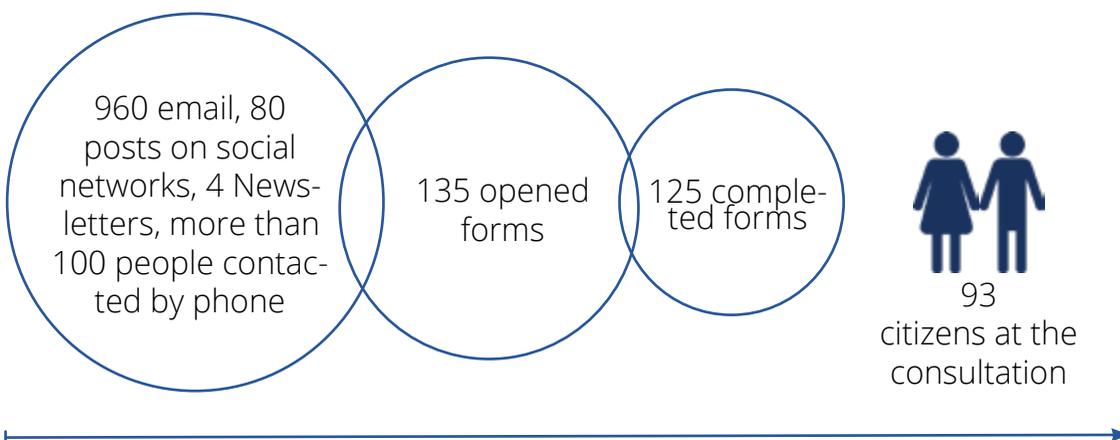
The most used channels were websites and emails. An attempt was made to interact with as many participants as possible, who over time became interested in the public consultation. As of May 2019, all of

the interested parties (almost 200 people) were contacted by email and more than 100 potential participants were phoned.

The greatest difficulties arose in maintaining permanent contact with the potential participants. In many cases, due to the summer holidays, it was difficult to obtain correct information and to be certain whether or not the people contacted would be able participate. In some cases, they had to be called several times.



Figure 1





Danmar Computers ©. Discussion table during the consultation in Italy. September 2019. Vicenza.



Danmar Computers ©. Villa Valmarana ai Nani. September 2019. Vicenza.

1.2 The venue

The decision about the consultation venue was made following a series of prerequisites. First and foremost, it had to be spacious enough to host over 100 people and sufficiently close to the hotel chosen for the participants' accommodation. And, ideally, both had to be easily accessible by public and private transport for guests and staff,

alike. Secondly, the need to work in groups required sufficient space for a round table set-up, as opposed to the typical conference set-up. Lastly, as it was necessary to provide food for the guests and staff, a kitchen was required or enough space to install a temporary one.

The organisers first approached Vicenza City Council. Due to commitments and also to the excessive cost, it was not possible to use any public building to host the consultation. So, bearing in mind that Vicenza is a UNESCO heritage site, it was decided to sound out the owners of some of the city's world-famous Palladian villas, many of which are used as wedding venues. Since mid-September, particularly Saturdays, is the wedding season, it was necessary to move quickly. Several villas in the Vicenza area were contacted and, fortunately, it was possible to hold a meeting with the managers of Villa Valmarana ai Nani, the venue that was subsequently booked. Following this, the local and national press were duly informed.

The venue's different spaces were customised to adapt them to the requirements of the public consultation. Due to the fact the discussions had to be recorded and to the

large number of people, in addition to a table for the staff, the rooms adjacent to the main one were used for setting up the catering service, among other things.

Another of these rooms was used for storing the guests' luggage, which was organised by place of origin to facilitate the departure of those returning home the same evening.

Different spaces were chosen for the catering service, depending on the weather, and the parking lot behind the villa was made available to guests arriving by car. The registration desk was also placed next to the main entrance for the sake of convenience.

In order to ensure that all of the activities ran smoothly, the aperitif and lunch were served in the main area of the villa, separated from the area used for the discussions.

1.3 Recruitment of the participants

Different channels were used to recruit the participants. Information on the public consultation was posted on the organisers' website and on social media, and also distributed via newsletter. This resulted in direct contact with around 200 people who, it was believed, might be interested in participating. Specifically, using the 2018 Annual Report released by the Italian National Statistics Institute (hereinafter ISTAT) as a basis, an attempt was made to create a representative target sample.

The organisation of the public consultation got underway in May 2019. Thanks to the replies to the newsletter, there were as many as 200 people from whom to choose. Du-

ring July and August, they were contacted via email and by phone.

The recruitment process was not without its problems and it was necessary to keep in touch with many of the potential participants. The recruitment campaign concluded a week before the consultation, with even a couple of people who had been invited confirming their attendance the day before it was held.

Initially, a target sample of 150 participants, based on the ISTAT official statistics, was created. Subsequently, an attempt was made to recruit those who met the sociodemographic criteria as much as possible.



Danmar Computers ©. Citizens arriving to the consultation. September 2019. Vicenza.

Table 1.1. Target sample by age and sex (n = 150)

	Male	Female	Total
<19	15	14	29
20-39	19	18	37
40-69	30	31	61
70+	9	14	23
Total	73	77	150

Table 1.2. Target sample by age and sex (%)

	Male	Female	Total
<19	10	9	19
20-39	12	12	24
40-69	20	21	41
70+	7	9	16
Total	49	51	100

Table 2.1. Target sample by place of residence (n = 150)

Northwest	Northeast	Centre	South	Island
41	27	33	33	16

Table 2.2. Target sample by place of residence (%)

Northwest	Northeast	Centre	South	Island
27	18	22	22	11



Figure 2. Italy divided into macro areas.

Table 3.1. Target sample by education level (n = 150)											
Primary education (ISCED 1)*						Lower secondary diploma (ISCED 2)*					
	North west	North east	Centre	South	Island	North west	North east	Centre	South	Island	
Female	5	3	4	5	2	6	4	4	6	3	
Male	4	3	2	3	2	7	5	5	6	3	
Total	9	6	6	8	4	13	9	9	12	6	
					33						49
Upper secondary diploma (ISCED 3)						University degree (ISCED 4-5)					Total
	North west	North east	Centre	South	Island	North west	North east	Centre	South	Island	
Female	6	5	5	5	3	3	3	2	2	1	77
Male	7	5	5	6	2	2	1	2	2	1	73
Total	13	10	10	11	5	5	4	4	4	2	150
					49						19
										19	150

Table 3.2. Target sample by educational level (%)											
Primary education (ISCED 1)*						Lower secondary diploma (ISCED 2)*					
	(ISCED 1)*	(ISCED 2)*	Centre	South	Island	North west	North east	Centre	South	Island	
Female	4	2	2	3	1	4	3	3	4	2	
Male	2	2	2	2	1	5	3	3	4	2	
Total	6	4	4	5	2	9	6	6	8	4	
					21						33
Upper secondary diploma (ISCED 3)						University degree (ISCED 4-5)					Total
	North west	North east	Centre	South	Island	North west	North east	Centre	South	Island	
Female	5	4	3	3	1	1	2	2	2	0	51
Male	4	3	4	4	2	2	1	1	1	1	49
Total	9	7	7	7	3	3	3	3	3	1	100
					33						13
										13	100

*International Standard Classification of Education

Table 4. Target sample by sex (n = 93)

	Male	Female
%	48.66	51.34
N	73	77

Table 5. Demographic data of participants (n = 93)

	Male	Female	Total
<19	4	6	10
20-39	20	13	34
40-69	24	22	45
70+	2	2	4
Total	50	43	93

Table 6. Participants by sex (n = 93)

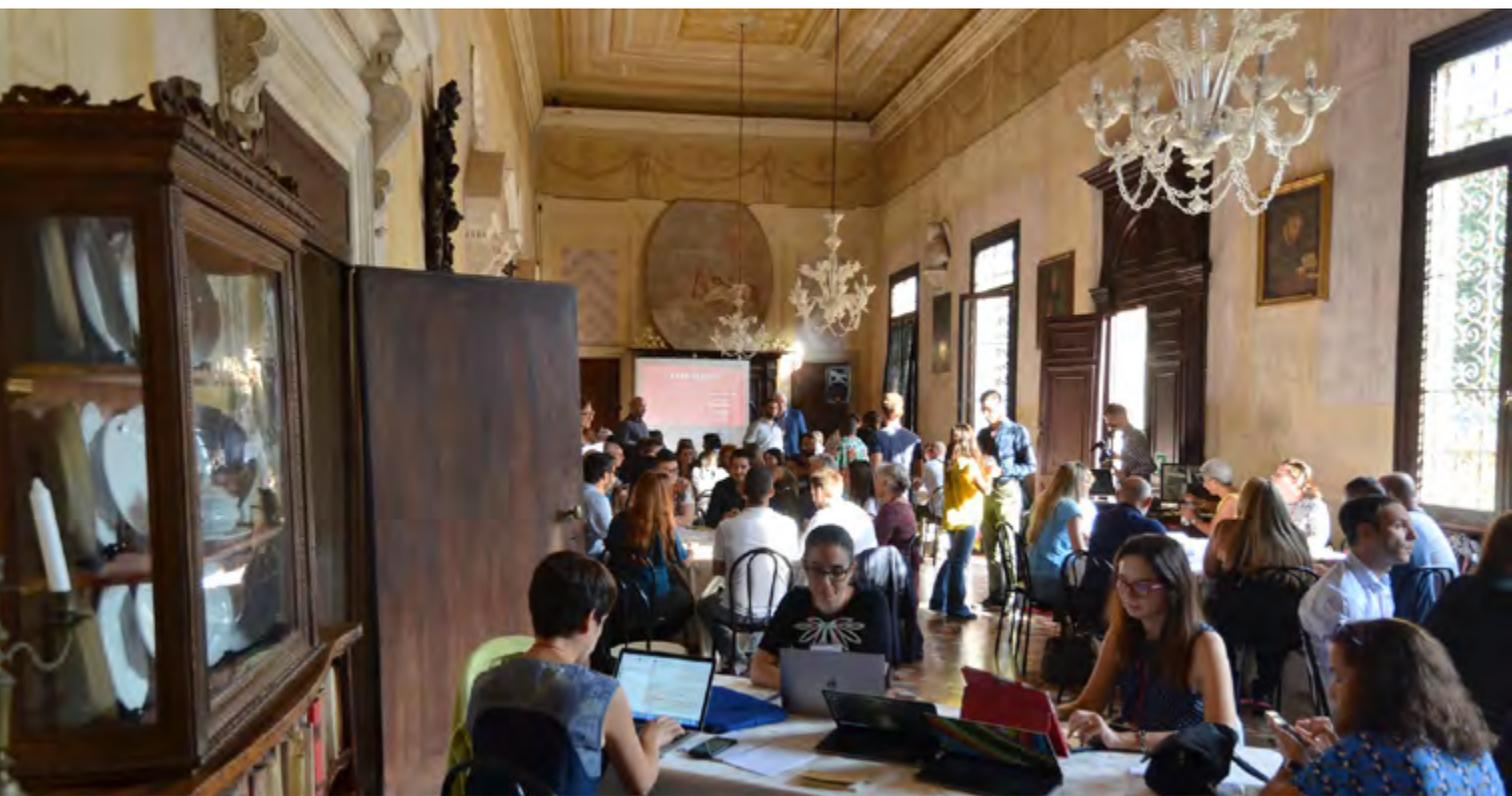
Sex	N
Male	50
Female	43

Table 7. Educational level of participants (n = 93)

Educational level	N
Primary education	1
Lower secondary diploma	14
Upper secondary diploma	36
University degree	42

Table 8. Area of residence of participants (n = 93)

Area	N
Northeast	45
Northwest	12
Centre	17
South	14
Island	5



Danmar Computers ©. One of the sessions of the public consultation. September 2019. Vicenza.

Compared to the target sample based on the ISTAT official statistics, the final sample of participants was fairly representative as regards age and gender.

Unexpectedly, seven women had unforeseen commitments the day before or on the same day as the public consultation, which affected the representativeness of the final sample. So, instead of a sample of 51.3 per cent of women and 48.7 per cent of men, this was 46 and 54 per cent, respectively.

As to age, there was an over-representation of young people aged between 20 and 39, and an under-representation of people over 70. This was due to the difficulty in recruiting people from very distant places, especially the elderly.

As to the educational level of the participants, it was difficult to recruit people with basic education, because in Italy they are mostly to be found in older age groups. Italy has a considerable population of elderly people, who live above all in badly-connected remote areas. Due to this, there were problems in engaging people in certain age groups or with certain academic qualifications because, by and large, neither were they interested in this kind of event, nor were they willing to travel.

The same goes for the over-representation of people with a high level of education. Many of those who become involved in par-

ticipatory activities relating to science have high academic qualifications and are mainly graduates with ages ranging from 25 to 65.

Finally, moving on to the area of residence, those participants living in Southern Italy or the islands travelled by plane to Vicenza, were less represented, due the distance involved. As few were willing to make the journey, the target number was not reached. Accordingly, there were more participants from the northeast, half of them being able to reach the venue on the same day. Quite a few participants travelled the day before from neighbouring regions such as Emilia Romagna and the eastern part of Lombardy.

For the most part, there was an over-representation of citizens from the northeast of the country due to its proximity to the public consultation's venue.

Finally, this initial target sample was used to draw up a backup list. As far as possible, whenever there was a cancellation, an attempt was made to find a substitute with a similar sociodemographic profile.

Even when it was uncertain whether or not someone would be able to make it, two or three participants with similar profiles were invited in an attempt to guarantee the sample's representativeness as much as possible. A summary of the target and final samples is shown below in Table 9.

Table 9. Target versus final samples

Target samples n =100		Final sample n = 93	
Gender	%	Gender	%
Female	51.30%	Female	46.30%
Male	48.70%	Male	53.70%
Age ranges	%	Age ranges	%
16-24	6.12%	16-24	16.13%
25-34	13.46%	25-34	16.13%
35-44	16.89%	35-44	23.66%
45-54	19.71%	45-54	19.35%
55-64	16.28%	55-64	15.05%
65+	27.54%	65+	9.68%
Studies	%	Studies	%
No formal education	0%	No formal education	0%
Primary education + lower secondary	54.66%	Primary education + lower secondary	16.13%
Upper secondary	32.67%	Upper secondary	38.71%
University degree	12.67%	University degree	45.16%
Rural/urban background	%	Rural/urban background	%
Rural	20%	Rural	24.20%
Urban	80%	Urban	75.80%
Nationality	%	Nationality	%
Non-local	7.7%	Non-local	4.30%
Local	93,3%	Local	95.70%
Disability	%	Disability	%
Disability	6.7%	Disability	1.08%
No disability	93.3%	No disability	98.92%
Minority **,***	%	Minority **,***	%
Romany	0%*	Romany	0%*
Non-Romany	100%	Non-Romany	100%

* In Italy, the Romany, who are classified as RSC (Rom, Sinti and Caminanti, ISTAT 2017), account for around 0.23 per cent of the overall population, one of the lowest percentages in Europe. In view of this, it was impossible to include a quota in the target sample and, consequently, in the final sample.

** For public consultation activities, ethnic minorities were included with the participation of some foreigners identified as 'non-local'.

*** In Italy, there are a number of religious, ethnic and linguistic minorities.

The ISTAT categorises minority groups by analysing the typology of foreigners present in Italy, accounting for the largest minority (8.7 per cent, ISTAT 2019). As to other minority groups, they were not included in the sample because they are rather marginal.

As mentioned above, it was easier to recruit young people with high academic qualifications. Since travel was also a decisive factor, an attempt was made to find participants with the most troublesome sociodemographic profiles who lived nearby. It should also be noted that there was a very low proportion of disabled people in the final sample. Taking into account their reduced mobility, especially those disabled people coming from more distant regions were discouraged from participating in the public consultation.

There were also timing issues. As some of the participants confirmed their attendance well in advance and, subsequently belie-

ved that there was plenty of time to make arrangements, it was sometimes difficult to get them to provide all of the necessary information and documents in order to book their tickets. Bearing in mind that the public consultation was held in mid-September, soon after the summer holidays, all the necessary arrangements had to be made before August. The participants were kept informed with constant updates in this respect.

Owing to a number of eventualities, particularly the fact that seven participants cancelled their attendance for various reasons (illness and family issues) without giving reasonable notice, it was impossible to find an immediate replacement on the backup list. It was thought to be impractical to draw up a contingency plan involving, for example, a group of participants in a focus group. It was believed, however, that 93 people out of a total of 100 from all over Italy and with the aforementioned sociodemographic profiles was still a good result.

1.4 Recruitment and training of the facilitators

Since Observa has been organising moments of public participation and research activities for many years now, it has a network of heterogeneous and multidisciplinary collaborators among whom it was possible to find professional facilitators working in academia or in private organisations or research institutes. All the facilitators involved in the public consultation had the necessary socio-organisational preparation and held a degree or PhD.

In a couple of cases, the date of the public consultation clashed with their professional commitments. Since some of the candidates were unavailable, 10 professional facilitators with a suitable profile were selected

from an initial group of 18. They were chosen for their specific skills, particularly for their ability to involve the public in scientific issues and for having at least five years of experience in similar initiatives.

Due to a sudden cancellation, a person initially selected as an observer was assigned the role of facilitator. The facilitators continuously requested clarifications even after the meetings held with them to discuss their tasks and to distribute materials among them.

The materials developed by the University of Łódź were used for the training of the facilitators. They were contacted personally by



Danmar Computers ©. Discussion table during the consultation in Italy, September 2019, Vicenza

an Observa researcher to perform an introductory interview. They were then given an online training session and received the materials for preparing the discussions.

An Observa staff member (Andrea Rubin) was responsible for training the facilitators. After agreeing on a date via Doodle, a two-hour conference call was held. During the training, the objectives of the consultation were reiterated and any critical issues (timing, composition of the groups, etc.) were discussed. Similarly, a detailed agenda of the day, the materials relating to the activities and the script for managing the groups were reviewed and commented on. This also served to dispel any doubts that the facilitators might have had. A group discussion was also briefly simulated during the conference call.

A week before the public consultation, the facilitators were again contacted to discuss the final details. A briefing was also held on Friday, 13 September, for the same purpose. At the end of the public consultation, the facilitators completed two questionnaires: one developed by the CONCISE consortium and another by the University of Łódź. In addition, the facilitators all drafted a brief report on the event.



Danmar Computers ©. Giuseppe Pellegrini, hoster of the Italian consultation, talking to the participants. September 2019. Vicenza

1.5 Gaining sponsors and patronage for the event

Unfortunately, the organisers were unable to engage any sponsors.



Danmar Computers ©. Discussion table during the consultation in Italy. September 2019. Vicenza

1.6 Issues

The most pressing problems that arose were organisational ones.

Transport and logistics were particularly problematic since the participants came from all over Italy. As noted above, an attempt was made to recruit them well in advance (as of May) in order to cope with any unforeseen circumstances.

One of the most important in this regard was the choice of accommodation for more than 80 people. The Hotel Tiepolo, located very close to the public consultation venue, was finally chosen. For local transport, an experienced coach and car rental firm was engaged.

With regard to travel, groups from five areas of Italy were created, providing them with train or plane tickets and, where appropriate, coaches and taxis.



Danmar Computers ©. Discussion table during the consultation in Italy. September 2019. Vicenza

2. Consultation meeting: organisational aspects

The public consultation was held at the Villa Valmarana ai Nani in Vicenza (Via dei Nani, 8, 36100 Vicenza VI) on Saturday, 14 September, as established during the consortium meeting in Valencia.

The public consultation, beginning at 9.00 am and ending at 5.15 pm, lasted 8 hours and 15 minutes. Although taking into account the journeys to and from the venue in the shuttles, room preparation, collection of materials, the aperitif and lunch, etc., it lasted 11 hours, beginning at 7.45 am and ending at 18.45 pm.

Two participants did not show up due to health problems. Furthermore, during the morning one of the female participants felt indisposed. Even though an Observa staff member accompanied her to a nearby chemist's, unfortunately she was unable to continue and was taken back to the hotel. Another four failed to turn up without any clear explanation for this, two of whom referring to family issues. In the afternoon, there were some problems with the coffee dispensers.

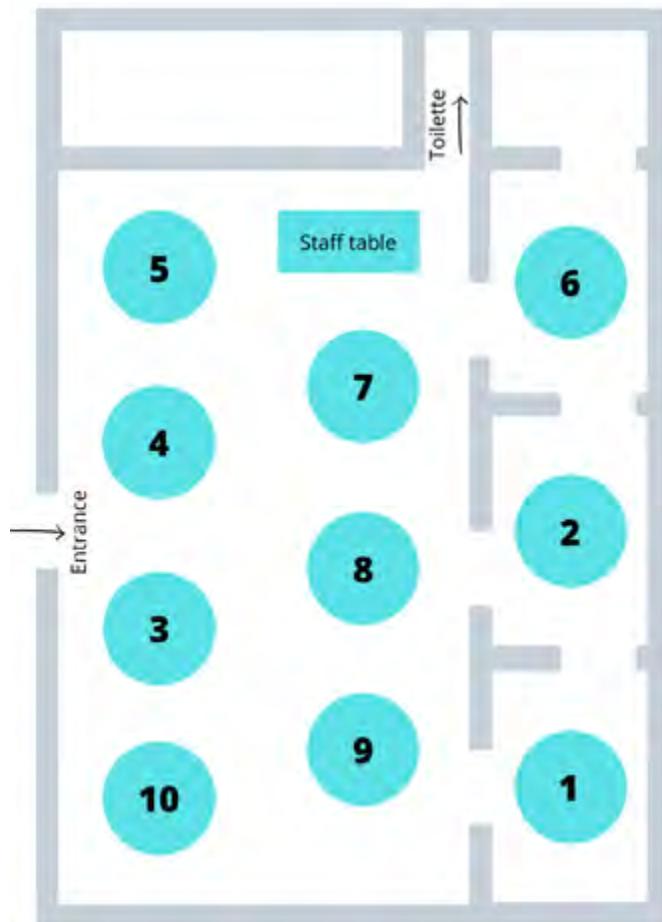
Apart from the woman who felt indisposed, there were only a couple of eventualities that were satisfactorily handled by the staff. For example, as one gentleman warned that he would be arriving late, it was decided to start without him.

The shuttle that was supposed to take the guests coming from Naples back to the airport was delayed. Nonetheless, since such an eventuality had been foreseen and the schedule had been organised with a margin of error, they reached the airport in time to catch their flights.

The public consultation was held in a large hall, with three other adjoining rooms. Lunch and coffee were served in the garden, on the terraces and in the main building of the villa. The discussion table set-up is shown below in Figure 3.

2.1 Discussion rooms

Figure 3. Discussion table set-up in the Villa Valmarana Foresteria



2.2 Agenda

PUBLIC CONSULTATION AGENDA	
8.30-9.00	Registration and welcome
9.10-9.20	Introduction
9.20-9.35	Presentations (ice breaking activity)
9.35-10.35	Focus group discussion 1
10.35-10.50	Semi-quantitative activity 1
10.50-11.20	Coffee break (provided by Observa)
11.20-12.20	Focus group discussion 2
12.20-12.40	Semi-quantitative activity 2
12.45-13.45	Lunch break (provided by Observa)
13.45-14.00	Presentations (ice breaking activity)
14.00-15.00	Focus group discussion 3
15.00-15.15	Semi-quantitative activity 3
15.15-15.35	Coffee break (provided by Observa)
15.35-16.35	Focus group discussion 4
16.35-17.00	Semi-quantitative activity 4
17.00-17.15	Final questionnaires
17.15-17.30	Closing ceremony

In order to facilitate the return journey of the participants leaving on the same day, the time allotted to some of the activities and breaks had to be reduced.

Nevertheless, the participants and the staff were efficient and the public consultation finished slightly earlier than planned.



Danmar Computers ©. Discussion table during the consultation in Italy. September 2019. Vicenza



Danmar Computers ©. Discussion table during the consultation in Italy. September 2019. Vicenza



Danmar Computers ©. Discussion table during the consultation in Italy. September 2019. Vicenza

2.3 The media impact of the public consultation held in Italy

The following documents and images are some examples of the public consultation's media impact in Italy.

28 Cronaca

ISTRUZIONE. Il report sui risultati ottenuti dai corsi presenti tra San Nicola e viale Margherita

Oltre 4 mila universitari Metà da fuori provincia

A economia il 4,8 per cento arriva da altre regioni
Ingegneria si conferma l'indirizzo più attrattivo
Negli ultimi due anni in calo sicurezza alimentare

Alessia Zorzan

Cinema tra le aule, ma anche nelle piazze, contribuendo a vivacizzare la città. È il popolo degli universitari, in costante crescita negli ultimi anni. Ingegneria, economia e sicurezza alimentare sono i tre indirizzi che, a giudizio diverso, aiutano a portare avanti il progetto di Venezia città universitaria. Le iscrizioni degli ultimi tre anni parlano di numeri in costante incremento, trend che potrebbe rafforzarsi anche per l'anno accademico 2019/2020, anche se prima dei report ufficiali bisogna attendere la chiusura delle matricolazioni.

Tra la sede di San Nicola e quella di viale Margherita, l'ultimo bilancio disponibile parla complessivamente di

4.386 iscritti per l'anno accademico 2018/2019 (con 1.593 immatricolati, l'11,3 per cento in più rispetto all'anno precedente), rispetto ai 4.109 del 2017/2018 (1.431 immatricolati) e 4.096 del 2016/2017 (1.327 immatricolati). Degli iscritti, il 53 per cento arriva da fuori provincia. La parte del lavoro spetta ancora una volta alla facoltà di ingegneria, che registra una crescita del 7,1 per cento tra il 2018/2019 (2.783 iscritti) contro i 2.597 dell'anno precedente, mentre nel 2016/2017 erano 2.312. Segue economia, con 1.306 iscritti, con un incremento del 5,2 per cento rispetto a due anni di sostanziale stabilità (1.237 studenti nel 2016/2017 e 1.241 nel 2017/2018). Andamento negativo invece per l'indirizzo

di sicurezza alimentare, passato da 348 iscritti di tre anni fa, a 331 fino al 299 dello scorso anno «ma si tratta di una riduzione di poche unità», chiarisce Carlo Terzo, direttore della fondazione Studi universitari di Venezia e aggiunge la tendenza di medicina e veterinaria. Inoltre è un corso a numero programmato. Nel complesso i settori sono in crescita e questo, associato ai risultati, attesta il buon lavoro dell'ateneo, «i profili preparati sono ad alta qualificazione e lo lascia non le esigenze del territorio, da qui la buona spendibilità nel mercato del lavoro, con inserimenti molto veloci». Secondo un'elaborazione effettuata da AlmaLavoro nel 2017 e basata sull'andamento del 2016, l'ingegneria si conferma un'eccezione, abbassando a 2,3 mesi il tempo medio per l'inserimento in azienda dopo la laurea. Si sa infatti da 3,8 mesi per la magistrato e in generale a 1,2 per l'economista e 0,9 per il laureato di perfezionamento in lavorazione del prodotto. Resta sotto i 2-3 anni di media a livello nazionale e nei mesi si scala europeo anche la media di as-

I numeri

4.386

GLI UNIVERSITARI NELLA SEDE DI VICENZA fanno il pieno all'anno accademico 2018/2019 (in tabella tra più universitari della città, tra gli indirizzi di ingegneria, economia e sicurezza alimentare)

51%

GLI STUDENTI RICEVONO FUORI PROVINCIA il 51% degli iscritti nel 2018/2019 (rispetto al 50,3 per cento nel 2017/2018 e 49,4 per cento nel 2016/2017)

2.781

GLI ISCRITTI AL CORSO DI INGEGNERIA Nel 2018/2019 gli studenti ingegneri nella sede di vicenza sono 2.781 (rispetto ai 2.597 del 2017/2018 e 2.312 del 2016/2017)



In avaria gli iscritti ai poli universitari di Venezia di strada San Nicola e viale Margherita.

IL GIORNALE DI VICENZA
Sabato 14 Settembre 2019



Conta anche la spendibilità del titolo, oltre che la vicinanza ai mezzi pubblici

CALTECH

colazione per laureati economici o in sicurezza igienico-sanitaria degli alimenti, per questi ultimi il tempo indicativamente 4,7 mesi per assicurarsi un contratto, per gli altri di direzione aziendale se hanno tre, che scendono a 2,6 per quelli di "International economics and business management". Risultati che stanno migliorando la fama dell'ateneo vicentino, con un aumento degli iscritti che progredisce da altre province. Come detto, lo scorso anno il 51 per cento degli iscritti non era residente nel Vicentino, mentre 13,4

per cento arrivano da fuori regione (in questo caso è economico ad essere maggiormente attrattiva, con il 4,8 per cento da fuori Veneto). Numeri che possono essere tradotti anche in una maggiore presenza, anche ideativa, in città. «Penso che attirano la città», precisa Terzo. «Anche se a volte è più complesso raggiungere l'ateneo per chi vive in zone della provincia poco servite dai mezzi pubblici, rispetto a città limitrofe come Verona o Padova». Utile invece l'impatto potrebbe arrivare dal completamento del polo di viale Margherita, ormai in

diretta d'arrivo. «La disponibilità di quelle aule», sottolinea Terzo, «non apre la strada solo ad una maggiore presenza di studenti, ma anche a spazi per la ricerca e l'impulso alla didattica. Sia l'ateneo stesso, dunque, a beneficiarne. Confidiamo di poter contare gli entro pochi anni accademici». Il bilancio registrerà circa 1.400 studenti. L'investimento è di 11 milioni: 290 mila euro, divisi tra fondazione Studi universitari, Provincia e Camera di Commercio, con contributo della fondazione Carverona.

L'INDAGINE. Oggi in villa Valmarana la sessione di un progetto europeo che coinvolge il centro studi vicentino Observa

Scoprire i meccanismi della post-verità

Cento persone di tutte le categorie dialogano su credibilità delle fonti

Come misurare la falsità? Come si stabilisce se una notizia è vera o falsa? Quali sono gli accorgimenti da adottare per riconoscere l'affidabilità di una fonte? Questi alla base di un progetto europeo, chiamato Civitas, che è coordinato dall'Università di Valencia e coinvolge altri tre atenei in Portogallo, Slovacchia e Polonia. Per l'Italia il partner è il

centro studi Observa, con sede a Verona, che da anni si occupa di investigare i rapporti tra scienza e società. Oggi in villa Valmarana è in programma una delle cinque consultazioni pubbliche che si svolgeranno nei cinque paesi europei coinvolti. «Abbiamo ritenuto la disponibilità a un centinaio di persone, rappresentative di tutte le categorie della popolazione», spiega

Giuseppe Pellegrini di Observa, referente per il progetto Civitas - «Saranno divise a gruppi per riflettere su quattro temi: gli Ogm, il cambiamento climatico, i vaccini e le tecnologie osservative». Tutti argomenti sui quali l'opinione pubblica, soprattutto sui social, tende a dividersi in posizioni molto nette, spesso contrastanti e poco incline al dialogo. «Chiederemo ai partecipanti», continua Pellegrini, «di spiegare quali siano i propri canali informativi, e perché siano credibili, a una forte rispetto a un'altra».

A questa consultazione seguirà un'analisi dei testi, che poi coinvolgeranno con gli altri centri di ricerca. L'obiettivo è comporre una sorta di mappa della fiducia, che verrà poi sottoposta alla Commissione europea quale spunto di riflessione sulle politiche da intraprendere. «Consideriamo a quanto si può arrivare», nota Pellegrini, «le persone», a quanto risulta dalle varie indagini condotte da Observa sull'argomento: non sono disposte ad accettare una falsa notizia al volo. «Non c'è una fiducia in-

condizionata, sempre di più ricerca di distinguere tra fonti attendibili e fonti di fake news. Quindi l'idea che i social media siano dominanti, nella formazione delle opinioni, è largamente superata. Per quanto riguarda le notizie scientifiche, in particolare, è ancora la televisione il mezzo informativo più utilizzato. Sul diverso atteggiamento influisce il livello di scolarità, mentre non c'è differenza tra uomini e donne. È comunque un mondo in continua evoluzione». ■



La giornata di studi si svolge oggi in villa Valmarana a Nani

News published at Il giornale di Vicenza



Report broadcasted at TVA



News published at micron

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Mauro Rossin
Christian Sperotto
Sara Madussi
Noemi Crescentini
Lara Vozella
Nadia Gasparella
Gianluca Liva

Sara Benetti
Carlotta Tomba
Giacomo Marcon

Staff and guests

Sara Fattori
Giuseppe Pellegrini
Andrea Rubin
Camilla Brandao
Maria Luisa Dall'Alba
Patrizia Cazzaro
Martina Sesso
Alessia Terzo
Luisa Massarani (Advisory board member)
Isabel Mendoza
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Chapter 3. The public consultation held in Łódź (Poland)

Izabela Warwas, Małgorzata Dzimińska and Aneta Krzewińska



Danmar Computers. © Welcoming ceremony before the start of the public consultation in Poland. September 2019. Łódź.

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1. Before the consultation

1.1 Organisation of the consultation

The project team implemented a number of measures to promote the public consultation in Łódź, including the following: sending out letters, posters, flyers, emails and posting information online in the form of articles, tweets, notes on websites, etc. Specifically, these information measures included the following:

- **Sixty-nine letters** informing about the project and encouraging active participation sent to communal cultural centres in the Łódź region.
- **Forty letters** informing about the project and encouraging active participation addressed to the associations of village housewives in the Łódź region.
- **Fifteen emails** informing about the project and inviting members of senior citizens' clubs in Łódź to participate.
- **One email to Greenpeace** Polska.
- Providing **students of sociology and urban revitalisation** with information about the project (three groups, ca. 80).
- Providing **members of the 'Pomost' Association** with information about the project during an 'information meeting' (one meeting with eight people).
- Ongoing distribution of **promotional materials (posters and flyers)** at events, meetings, family gatherings or friends' meetings with the attendance of project team members (ca. 80).
- **Thirty emails** informing about the project sent to the **administration offices** of housing estates located in Łódź.
- **Twenty letters and emails** informing about the project sent to local action groups in the Łódź region.
- Ca. **30 promotional letters sent to various sponsors** to inform them about the project, to disseminate the call for registration and to encourage them to provide gifts for the participants, i.e. the Office of the President of Poland, Ptak Outlet, Manufaktura, Saltos, Charlie Cinema, Fit Fabric, Rossman, Medicover, Toya TV, Cinema City, EC1- Museum in Łódź, Mikolaj Kopernik Centre, Łódź

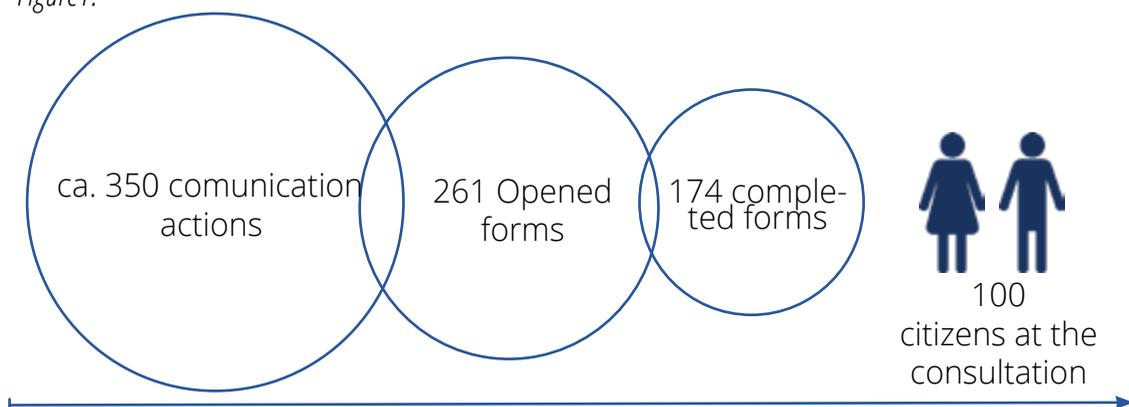
Tourist Office, Fala (a swimming pool), etc. Nine organisations ultimately provided gifts for the participants: the Office of the President of Poland, the National Institute for Local Governments, the Responsible Business Forum, the Museum of Polish Jews, Łódź Airport, City of Łódź, the Łódź Philharmony, the Regional Development Office in Kutno and Vienna House Andel's Łódź Hotel.

- **Twenty-one emails** informing about the project sent to local media outlets in the Łódź region.
- **Three online articles** (portals: Tu Łódź; Youth in Łódź; and Many Letters, Miasto Ł).
- **Two press article** (Dziennik Wschodni

and Gazeta Wyborcza).

- **Three online articles** (portals: Science in Poland; Pharmacy Market; and Health Market).
- **Online media promotional campaign** (SEE TABLE)
- **Two scientific walks** at the University of Łódź.
- **Two radio interviews** (on Tok FM Radio and Melody Radio).
- One **television interview** (Telewizja Kutno)

Figure 1.



	Medium	Programme/article/ section	Date
1	Uniwersytet Łódzki	Link	27/09/19
2	Nauka w Polsce	Link	26/09/19
3	Młodzi w Łodzi	Link	22/09/19
4	Tu Łódź	Link	26/08/19
5	Nauka w Polsce	Link	21/08/19
6	Biuro prasowe	Link	22/08/19
7	Rynek Zdrowia	Link	21/08/19
8	Wiele liter	Link	22/08/19
9	Rynek aptek	Link	22/08/19
10	Nauka w Polsce	Link	21/08/19
11	Biuro prasowe	Link	21/08/19
12	Twitter	Link	21/08/19
13	Uniwersytet Łódzki	Link	24/09/19
14	Gazeta Wyborcza	Link	20/09/19



100 Polaków powie co myśli o szczepionkach i zmianach klimatu..

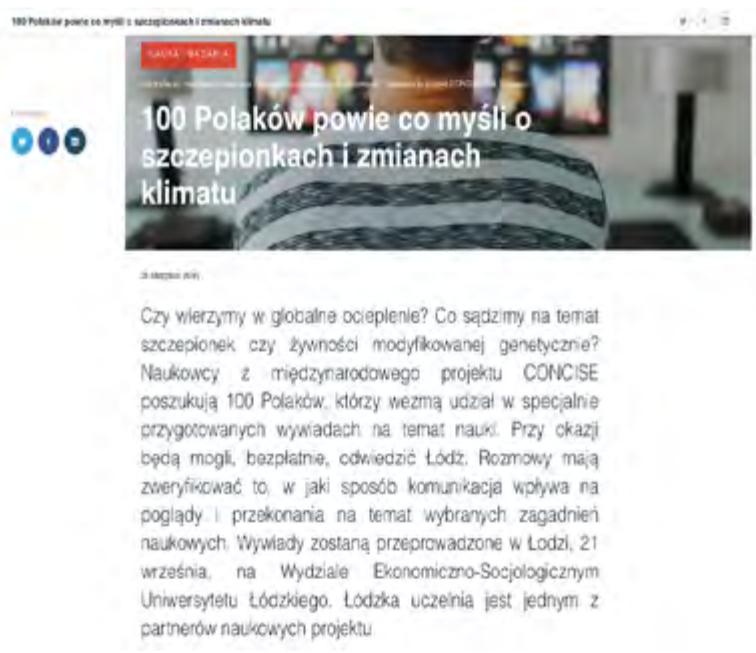
22 WRZEŚNIA 2020 KATOWICE, WARSZAWA, PRAGA, UKAZELNE, SZYBKA ARTYSTYCZNA

Czy wierzymy w globalne ocieplenie? Co sądzimy na temat szczepionek czy żywności modyfikowanej genetycznie? Naukowcy z międzynarodowego projektu CONCISE poszukują Polaków, którzy wezmą udział w specjalnie przygotowanych wywiadach na temat nauki. Przy okazji będą mogli, bezpłatnie, odwiedzić Łódź. Rozmowy mają zweryfikować to, w jaki sposób komunikacja wpływa na poglądy i przekonania na temat wybranych zagadnień naukowych. Wywiady zostaną przeprowadzone w Łodzi, 21 września, na Wydziale Ekonomiczno-Socjologicznym Uniwersytetu Łódzkiego. Łódzka uczelnia jest jednym z partnerów naukowych projektu.

Szczepionki, GMO, globalne ocieplenie

Konsultacje, w ramach projektu CONCISE, obejmą kilka warsztatów, które przeprowadzimy w jednym dniu. W ich trakcie uczestnicy będą wymieniać się uwagami o wybranych zagadnieniach naukowych: szczepionkach, zmianach klimatu, medycynie alternatywnej czy genetyczności i modyfikacji żywności.

News published at [młodziwlodz website](http://młodziwlodz.pl)



100 Polaków powie co myśli o szczepionkach i zmianach klimatu

22 WRZEŚNIA 2020

Czy wierzymy w globalne ocieplenie? Co sądzimy na temat szczepionek czy żywności modyfikowanej genetycznie? Naukowcy z międzynarodowego projektu CONCISE poszukują 100 Polaków, którzy wezmą udział w specjalnie przygotowanych wywiadach na temat nauki. Przy okazji będą mogli, bezpłatnie, odwiedzić Łódź. Rozmowy mają zweryfikować to, w jaki sposób komunikacja wpływa na poglądy i przekonania na temat wybranych zagadnień naukowych. Wywiady zostaną przeprowadzone w Łodzi, 21 września, na Wydziale Ekonomiczno-Socjologicznym Uniwersytetu Łódzkiego. Łódzka uczelnia jest jednym z partnerów naukowych projektu

News published at [Biuroprasowe web from University of Lodz](http://biuroprasowe.uni.lodz.pl)

Polacy o szczepieniach i zmianach klimatu

Co sądzimy na temat globalnego ocieplenia, szczepionek, medycyny alternatywnej czy żywności modyfikowanej genetycznie? Naukowcy poszukują 100 Polaków, którzy wezmą udział w wywiadach na temat nauki. Do międzynarodowego projektu można zgłaszać się poprzez stronę internetową. Udziału nie mogą brać w nim naukowcy. Rozmowy mają zweryfikować to, w jaki sposób komunikacja wpływa na poglądy i przekonania na temat wybranych zagadnień naukowych. Wywiady zostaną przeprowadzone

w Łodzi, 21 września, na Wydziale Ekonomiczno-Socjologicznym Uniwersytetu Łódzkiego. Wszelkie koszty dojazdu, wyżywienia i zakwaterowania w Łodzi pokrywają organizatorzy badania. Konsultacje obejmą kilka warsztatów. Zostaną one przeprowadzone jednego dnia. Uczestnicy będą wymieniać się uwagami o wybranych zagadnieniach naukowych: szczepionkach, zmianach klimatu, medycynie alternatywnej czy genetyczności modyfikowanej żywności. Organizatorzy spotkania poszukują setki Polek i Polaków,

którzy zawodowo nie zajmują się nauką. - Zapraszamy do naszego badania osoby, które mogą nam opowiedzieć, w jaki dokładnie sposób wiedza naukowa trafia do ich domów oraz jakie media, kanały i źródła informacji są dla nich wiarygodne - mówi Carolina Moreno, profesor dziennikarstwa z Uniwersytetu w Walencji, koordynator-ka międzynarodowego projektu CONCISE. Uczestnicy projektu muszą być pełnoletni, mieszkać na stałe w

polskim językiem. - Zapraszamy osoby, które oprócz pomagania nam w projekcie, będą mogły spędzić miły weekend w Łodzi, poznać miasto i jego historię - mówi profesor Izabela Warwas z Wydziału Ekonomiczno-Socjologicznego UL, regionalny koordynator projektu CONCISE. Wśród uczestników konsultacji zostaną rozlosowane ponadto nagrody i upominki. Badacze zamierzają zweryfikować, w jaki sposób i w jakiej formie wiedza naukowa trafia do społeczeństwa. Podkreślają, że nie

dział. Najważniejszy jest świadomy udział w zajęciach i przekazanie jak najbardziej wiarygodnych opinii. Projekt CONCISE ma zgromadzić opinie pięćset osób z Polski, Włoch, Szwajcarii, Hiszpanii i Portugalii. Organizatorzy zapewniają, że choć badanie ograniczone jest do kilku zagadnień i krajów, wyniki będzie można przedstawić w skali ogólnoeuropejskiej. Zgłoszenia do projektu można wysłać poprzez stronę internetową: concise-h2020.eu/pl/public-consultations.

News informig about Poland public consultation at [dziennik_wschodni](http://dziennik_wschodni.pl)

The University of Łódź used a variety of channels to promote the project, including Twitter, Facebook, the university's and faculty's websites, the websites of the consortium members, radio stations, the distribution of promotional materials, by word of mouth and using several relationship marketing techniques.

The information campaign was launched in March 2019 and stepped up from June to August, directly before the public consultation held in Łódź on 21 September 2019. The recruitment officer contacted the participants registering online for the event at least three times by phone to confirm their attendance, to provide them with logistical information and to answer any queries.

Głównym celem projektu CONCISE jest poznanie jaką rolę pełni komunikacja w kształtowaniu postaw, opinii i wiedzy dotyczącej zagadnień naukowych.

Zespół projektowy CONCISE zaprasza do wzięcia udziału w konsultacjach społecznych, które będą mieć miejsce w Łodzi.

Jednolitarne konsultacje odbędą się
21 września 2019 roku,
w godzinach 9:00-17:00

SPOTKAJ SIĘ Z NAMI W ŁODZI!

na Wydziale Ekonomiczno-Socjologicznym Uniwersytetu Łódzkiego
 ul. Rewolucji 1905 roku nr 39/41 Budynek T

W JAKI SPOŚÓB OSOBY PODEJMUJĄ DECYZJE DOTYCZĄCE SZCZEPIEŃ? JAKIE MAJĄ OPINIE NA TEMAT ZMIAN KLIMATU? JAKIE ŹRÓDŁA INFORMACJI SĄ WYKORZYSTYWANE DO POSZUKIWANIA WIEDZY NAUKOWEJ?

ZBIERZEMY TWOJE OPINIE NA CZTERY TEMATY NAUKOWE:

- #1 ZMIANY KLIMATYCZNE
- #2 ŻYWNOSĆ MODYFIKOWANA GENETYCZNIE
- #3 SZCZEPIONKI
- #4 MEDYCINA ALTERNATYWNA

ZAREJESTRUJ SIĘ JUŻ TERAZ!

Zgłoszenia przyjmujemy:
 e-mailowo: concise@uni.lodz.pl
 telefonicznie: 668 341 557
 przez formularz rejestracyjny na <https://concise-h2020.eu/pl/>

FyG consultores © Promotional brochure in Poland.



Danmar Computers © Faculty of Economics and Sociology of the University of Łódź.

1.2 The venue

The facilities of the Faculty of Economics and Sociology of the University of Łódź were chosen as the venue for the public consultation. The decision was made by the CONCISE local leader in consultation with the project team members.

The reasons for this choice were numerous:

- The faculty building is located in the centre of Łódź (15 minutes by foot from the train station), which was convenient for those participants who had to travel to the

city. There are also plenty of hotels in the city centre, as well as tourist attractions for those interested in sightseeing (Piotrkowska Street, Manufaktura, the EC1 complex, the Museum of Cinematography, etc.).

- The faculty building's spacious facilities allow for hosting a large number of participants (150+). The venue has an ample lecture hall where the participants could gather for the opening and closing ceremonies, large halls where the tables and chairs for the group discussions could be placed, a comfortable lunch and coffee break area, toilets, a cloakroom, extra rooms for special needs, e.g. childcare, guests, facilitators, media representatives, the storage of materials, etc. The hall area has a glass wall, looking on to the garden, which offers plenty of natural light. The venue is well-suited to the needs of people with disabilities, with most of the facilities on the ground floor or the first floor, where the eating area was arranged, which could be easily reached by lift. The facility also has a large car park, which was free of

charge for the participants.

- The project team members already had plenty of experience in organising major events on the faculty's premises (i.e. conferences, seminars, workshops, etc.), as well as public consultations at other places. After performing a walk-through to visualise the organisation of the public consultation at the academic venue, they recommended it for the event.

- Since the faculty's administrative staff also have experience in supporting the organisation of numerous major events, like conferences, symposia and holiday celebrations, they could put it to good use during the organisation of the public consultation.

- The project team also considered that holding the consultation at the faculty would give the event kudos and an academic feel, thus emphasising its scientific aspects, something that it was believed could appeal to the participants.

The space available in the faculty building, which normally hosts students and lecturers, was adapted to suit the purpose of the public consultation held on 21 September.

- The faculty building was equipped with signage to help participants and guests to find their bearings.
- The halls and one lecture room, furnished with 12 tables and over 130 chairs, were used for the group discussions. Light beige tables and light grey chairs were chosen to strike a good aesthetic balance.
- The reception desk was placed in the passage under the windows, close to the cloakroom. This had four tables with two chairs apiece, thus allowing to attend eight people simultaneously.
- All the areas used by the participants had adequate lighting, both natural and artificial. The plants were re-arranged, placing them in between the tables and in the registration area to give the premises a cozy feeling. Plenty of benches and tables were available outside the discussion area for the coffee breaks, with candles on the tables to help the participants to relax.
- The cafeteria was re-arranged and furnished with additional tables in order to host over 130 people at the same time. The catering service, chosen by public tender, brought all the necessary equipment to serve two coffee breaks and lunch to such a large number of people with different dietary needs.
- Extra rooms were booked and arranged to meet the needs of children, facilitators, guests and media representatives: providing board games, toys, a beamer and a laptop with an Internet connection to screen films for the children; and a wi-fi connection and extension cords for the media representatives and guests.
- Bottles of water were made available for all the participants throughout the public consultation.



Danmar Computers © Participants during the consultation. September 2019. Łódź.

1.3 Recruitment of the participants

Recruitment was carried out using a variety of formal and informal communication channels. As to the informal ones, project team members provided professional colleagues (working at research centers and universities located all over Poland), family and friends detailed information about the project. They asked them to get in touch with people who might be interested in participating in the public consultation by phone, via email, on social media and by word of mouth at different types of professional and informal meetings.

As to the formal recruitment process, the following promotion methods were used:

- Meetings at which the public consultation was discussed, e.g. lectures with students and meetings with members of non-governmental organisations (Stowarzyszenie Pomost, Stowarzyszenie Społecznie Zaangażowani and Klub Sąsiedzki w Domu Wielopokoleniowym).
- Letters sent to a selection of organisations and institutions informing them about the project.
- Emails sent to selected organisations and institutions.
- Distribution of flyers.
- Distribution of posters.
- Preparation and publication of articles in the press and on a variety of online portals.



Danmar Computers © Participants during the consultation. September 2019. Łódź.

As part of the above actions, the following activities were carried out:

May 2019. Sending letters to associations of village housewives in the Łódź voivodeship informing them about the public consultation and inviting them to participate in it.

June 2019. Sending emails to housing estate councils, local action groups (these groups, aimed at the integration of local communities, are a good source of information on residents), senior citizens' clubs, Greenpeace Polska (the suggestion of one participant) and local media in the Łódź voivodeship.

July 2019. Sending letters to communal cultural centres in the Łódź voivodeship informing them about the public consultation and inviting them to participate in it.

Posting **four articles** on the online portals Tu Łódź (August 2019), Młodzi w Łodzi (August 2019), Wiele Liter (August 2019) and Miasto Ł (September 2019).

Two articles in the newspapers Dziennik Wschodni (August 2019) and Gazeta Wyborcza (September 2019).

Posting **three articles** on the science portals Nauka w Polsce (August 2019), Rynek Aptek (August 2019) and Rynek Zdrowia (August 2019).

Distribution of posters and flyers (an activity carried out throughout May).

Two samples were created on the basis of a number of sociodemographic characteristics (gender, age, level of education, etc.): a target sample with 100 participants and a final and backup sample with 150 (see Tables 1-10).

The recruitment campaign was run continuously as of May 2019. Those citizens registering for the event received a 'thank you email' with detailed information on the consultation. The organisers made an effort to remain in contact with the registered participants (messages or phone calls at least once a month) in order to maintain their interest in the consultation and to provide them with further organisational details.

A total of 174 people registered online for the public consultation. As some cancelled their participation before the event or failed to turn up on the day, 115 ultimately attended, including three people who had not completed the online registration form. A hundred people participated in the eight-hour consultation, while 15 on the backup list, including those who had not registered online, participated in an informal focus group (hereinafter IFG) lasting about 1.5 hours.

The sample size and its composition are shown in the following tables:



Danmar Computers © Discussion tables during the consultation. September 2019. Łódź.

Table 1. Number of people registering online by age and sex

Age	n=174		
	Total	Male	Female
18-34	68	25	43
35-49	45	14	31
50-64	37	13	24
65+	24	11	13
Total	174	63	111

Table 2. Participants' place of residence (n = 100)

Łódź voivodeship	Urban area	Rural area
	59	14
Other parts of the country	Urban area	Rural area
	21	6



Danmar Computers © Discussion tables during the consularion. September 2019. Łódź.

Table 3. Target versus final sample (n = 100)

Target samples		Final samples	
Gender	%	Gender	%
Female	52%	Female	63%
Male	48%	Male	37%
Age ranges	%	Age ranges	%
18-24	10%	18-24	13%
25-34	18%	25-34	17%
35-44	19%	35-44	18%
45-54	15%	45-54	16%
55-64	17%	55-64	17%
65+	21%	65+	19%
Age ranges %		Age ranges %	
18-34	28%	18-34	30%
35-49	27%	35-49	25%
50-64	24%	50-64	26%
65+	21%	65+	19%
Studies	%	Studies	%
No formal education	0%	No formal education	0%
Primary school	12%	Primary school	8%
Secondary school	62%	Secondary school	44%
University degree	26%	University degree	48%
Rural/urban background	%	Rural/urban background	%
Rural	40%	Rural	20%
Urban	60%	Urban	80%
Nationality	%	Nationality	%
Non-Polish	0,6%	Non-Polish	0%
Polish	99,4%	Polish	100%
Disability	%	Disability	%
Disability	12%	Disability	2%
No disability	88%	No disability	98%
Minority	%	Minority	%
Romany	0.044%	Romany	0%
Jewish	0.019%	Jewish	0%
Silesians	1%	Silesians	1%
Kashubians	1%	Kashubians	1%



Danmar Computers © Citizens at the lecture hall. September 2019. Łódź.

Table 4. Backup list: number of people participating in the IFG by age and sex

Age	n = 15		
	Total	Male	Female
18-34	4	1	3
35-49	6	0	6
50-64	3	0	3
65+	2	1	1
Total	15	2	13

Young and middle-aged people with a higher education level were relatively easy to recruit, while people with lower academic qualifications, including senior citizens, posed a greater challenge. This was met by sending information about the project and the public consultation to senior citizens' clubs, country housewife clubs (groups and

associations) and local action groups. These organisations have good access to people from all walks of life, including those with low academic qualifications and senior citizens. Moreover, the project team members used their informal contacts to promote the consultation and to recruit participants especially among these underrepresented groups.

Table 5. Backup list: number of people participating in the IFG by level of education

Level of education	n=15		
	Total	Male	Female
No formal education, primary and lower secondary education (levels 0-2)	0	0	0
Upper secondary and post-secondary non-tertiary education (levels 3-4)	6	2	4
Tertiary education (levels 5-8)	9	0	9

The majority of people (12) participating in the IFG (n = 15) (the backup group) came from Łódź, while the rest (3) resided in Zgierz.

Danmar Computers © A discussion table. September 2019. Łódź.



1.4 Recruitment and training of the facilitators

The facilitators were recruited mostly from among former students, PhDs, and academic staff and researchers of the University of Łódź. Although the project itself was organised by the Faculty of Economics and Sociology, to which most of the facilitators were connected in one way or another, an attempt was also made to engage staff from other faculties, like anthropology, history and ethnology.

The snowball effect was observed during the recruitment of the facilitators, with some people accepting to take part sometimes recommending colleagues, thus expediting the process enormously.

The facilitators were mostly recruited using personal communication methods such as via email and by phone, meaning that the members of the research team often met them for the first time during the training sessions.

The public facilitation method employed was fairly similar to the focus group interview technique. For which reason it was easier to recruit people due to their previous experience, whose suggestions during the training and preparation stages were also very useful.

Because the main stage of the recruitment campaign concluded almost four months before the event, some of the facilitators who had confirmed their participation withdrew before the training sessions scheduled to be held one month before the public consultation, owing to other commitments. This was mainly due to the fact that September is a popular month for holding scientific conferences. This problem could have been resolved by staging the public consultation on a different date, although this was impossible owing to time constraints.

Some of these problems were resolved by organising additional training sessions for those who could not make it to the scheduled ones. In some cases, however, the facilitators' professional obligations also coincided with the date of the public consultation, for which reason it was necessary to find a number of substitutes.

Some substitutes were proposed by those who could not attend, while others were found by the facilitator recruiter by broadening the scope of the campaign and checking the availability of people working at the Institute of History or the Institute of National Remembrance in Łódź (this proved to be successful insofar as it was possible to recruit three additional people before training started).

One of the problems arising during this stage of the recruitment campaign was that a final decision on the exact amount of remuneration that should be paid to the facilitators, and which for some people was an important aspect, had yet to be made.

All the facilitators were trained by the facilitator coordinator in sessions held two and a half weeks before the public consultation. This gave facilitators sufficient time to clear up any doubts and issues regarding the consultation formula, script and tasks planned for the participants.

The facilitators worked in pairs during the public consultation (as a facilitator/observer duo) and afterwards (helping each other in the transcription process). In this way, all of the facilitators had someone with whom to consult and exchange ideas. Moreover, this made it possible to assign only one topic to the facilitators, which they were supposed to master, thus making the process more efficient and less burdensome for them.

Danmar Computers © Facilitator handig out questionnaires to citizens attending the public consultation. September 2019. Łódź.



The training materials, which were prepared by the local coordinator, were based on the guidelines produced under WP1. Materials were divided into several sections:

- Context of the CONCISE project.
- Facilitation (its goal, work organisation, traits of a good facilitator/observer and facilitator/observer responsibilities).
- Discussion moderation techniques.
- Public consultations – an overview:
 - Agenda.
 - Script (with a full explanation for each section).
 - Work summary.
- Annexes: script, tasks, additional information on scientific topics, transcription template and observation sheet.

During the first training session, the facilitators familiarised themselves with all the necessary materials (including the scripts and tasks), which were explained and discussed in further detail. They then participated in a practical exercise with the aim of showing them how to use all the tools in ‘real situations’, before concluding with a round of Q&A.

The facilitators were encouraged to clear up any doubts that they might have during one-on-one sessions with the facilitator coordinator, both via email and by phone. Some of them availed themselves of this option and asked more questions closer to the date of the public consultation.

A rehearsal was organised two days before the public consultation, during which all of the facilitators had the chance to see the discussion room set-up, the final packages of materials for each one of them and the rest of facilities, and to share their opinions on whether or not attention should be paid to additional aspects so as to ensure the participants comfort and well-being. It was also the last chance to ask questions about the public consultation and to make final comments and requests.



Danmar Computers © One of the discussion tables during the Public Consultation in Poland. September 2019. Łódź.

1.5 Gaining sponsors and patronage for the event

At the beginning of July, seven letters were sent to potential sponsors, including a famous local restaurant, a small local cinema, a gym, a trampoline park, a swimming pool, a shopping mall and a major cosmetics company, all located in Łódź. Answers were obtained from two of them, although no contracts were signed.

In the second half of July, another seven letters were sent to two shopping malls, two

gyms, a local restaurant, a clothing store and a clothing company. Unfortunately, nor in this case did any of the companies reply.

At the beginning of September, emails were again sent to some of these potential sponsors, although to no avail.

Following additional efforts, the following gifts to be distributed among the participants were received:

Sponsor	Material provided
The Office of the President of Poland	100 bags with the 'Niepodległa' logo
National Institute of Local Governments (Narodowy Instytut Samorządu Terytorialnego, NIST)	100 gadgets
Łódź Philharmony	20 tickets and CDs from the Łódź Philharmony.
Museum of the Polish Jews in Warsaw (POLIN)	40 tickets for the Museum
The forum Odpowiedzialnego Biznesu and Agencja Rozwoju Regionu Kutońskiego	100 publications
Łódź Airport	10 gadgets
Andel's Hotel in Łódź	30 gadgets.
Łódź City Council	25 gadgets
University of Łódź	50 mugs and bags

The gifts were raffled during the final part of the public consultation.

1.6 Issues

The following issues posed some organisational challenges:

- Despite the large number of applications and completed online forms (174), a significant number of participants subsequently informed the organisers that they would not be able to attend. To solve this problem, contacts with participants were stepped up in August and September to remind them of the upcoming consultation and to confirm their participation. At the same time, an attempt was made to select people completing the online form who matched the target sample's sociodemographic profile.
- A final preparation stage had to be organised during the holiday season. This resulted

in small delays in communication between the partners and some last-minute changes right before the public consultation.

- Because it was impossible to engage additional facilitators (due to budget restraints)—there was just the right number, plus an extra one for a less structured focus group discussion with additional participants—it was ensured that at least two people from the organiser's staff could take on the responsibilities of the absent facilitators (which was risky because it meant that they could not undertake other tasks). In the end, all of the facilitators turned up on the day, so there was no need for switching roles.



Danmar Computers © Gifts for the citizens. September 2019. Łódź.

2. Consultation meeting: organisational aspects

The public consultation was held at the Faculty of Economics and Sociology of the University of Łódź (41, Rewolucji 1905 Street, Building 'T' in Łódź, Poland), on 21 September 2019 (Saturday).

This day was chosen on purpose, because it fell before the official start of the academic year (1 October), which meant that the venue was available. By that date the administrative staff and facilitators had also returned from their summer holidays.

Additionally, organising the event on a Saturday allowed for the participation of those citizens not working over the weekend.

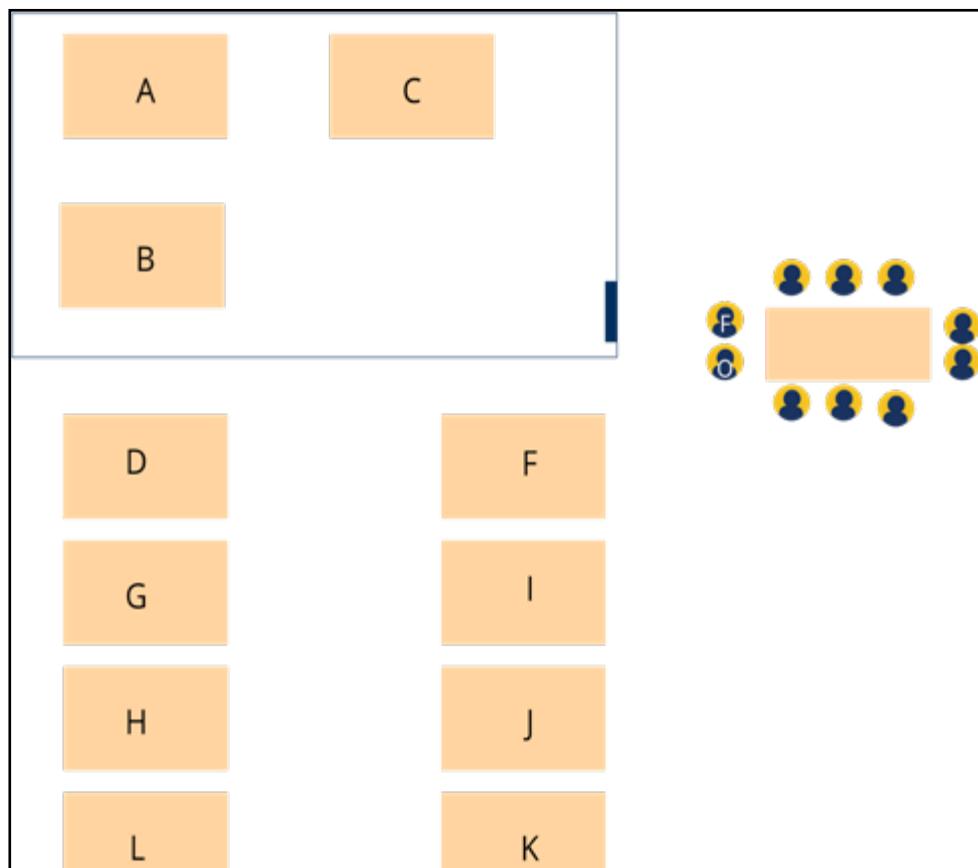
Registration commenced at 8 am and the event ended at around 5 pm.

Danmar Computers © Discussion tables during the consultation. September 2019. Łódź.



2.1 Discussion rooms

Figure 2. Discussion table set-up



Four tables (A-D) had 11 chairs for seating nine participants, one facilitator and one observer. The remaining nine tables (E-L) had 10 chairs for seating eight participants, one facilitator and one observer.

The discussion rounds were held on the

ground floor of the building. Nine tables were placed in the hall and three in a large lecture hall nearby.

There were 24 facilitators who were divided into 12 pairs, each pair being assigned two topics to facilitate at one table.

2.2 Agenda

AGENDA 21 September 2019 (SATURDAY)	
8.00-9.00	Registration
9.00-9.30	Welcome, T1 lecture hall
9.30-10.45	Discussions – round 1
10.45-11.15	Coffee break
11.15-12.15	Discussions – round 2
12.15-13.15	Lunch
13.15-14.30	Discussions – round 3
14.30-15.00	Coffee break
15.00-16.00	Discussions – round 4
16.00-16.30	Final evaluations
16.30-17.00	Closing ceremony and lucky draw (gifts for the participants) in the T1 lecture hall

Due to the fact that registration was extended until 9.30 am, the welcome presentation started 30 minutes late, as with the rest of the items on the agenda. Nevertheless, the final part of the public consul-

tation—i.e. the evaluations and the closing ceremony—ran so smoothly that it was possible to recuperate the lost time and to bring the event to a close at 5 pm, as initially envisaged.

2.3 Participants

As already noted, of the 174 people registering online 115 attended the consultation, including three who had not completed the online form. Of this group (115), 100 people took part in the eight-hour public consultation, while the other 15 participated in the IFG. This meant that 62 people failed to attend. Most of these people had previously informed the organisers that they would not be able to make it. The main reasons given for non-attendance were as follows:

- Change of personal plans.
- Professional commitments.
- Personal health reasons or sick children.
- Difficulties in travelling to Łódź (for people from more distant regions of Poland).

On the day of the consultation, a few of the participants (about five) who did not appear were replaced by people on the backup list. These people had been chosen carefully so as to match as much as possible the socio-demographic profile of those who could not attend.

Some of the older participants had difficulties in reading the relatively small font used to print the materials. This problem was resolved by the facilitators who provided them with individual support during the task stage.

Sometimes, when certain groups ended their rounds earlier, they caused some disturbance that was noticed by other participants (which distracted them and also made them impatient for a break). This problem was resolved by asking the facilitators to pay more attention to this issue at the end of the following rounds (they were asked to take their groups outside the facilities used for the discussion rounds).

It was reported that the person at the hotel reception desk was a foreigner and it was difficult to communicate with him in Polish.

2.4 The media impact of the public consultation held in Poland

The following documents and images are some examples of the public consultation's media impact in Poland.



Aneta Krzwinska interviewed by Telewizja Kutno. [Link](#)



News published at Uniwersytet Łódzki about the public consultation [Link](#)

Acknowledgements

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Facilitators

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 Marcin Gońda
 Agnieszka Gralińska-Toborek
 Andrzej Kacprzak
 Agnieszka Kretek-Kamińska
 Aleksandra Krupa-Ławrynowicz
 Anna Kubczak
 Iwa Kuchciak
 Iwona Kudlińska-Chróścicka
 Łukasz Kutyło
 Sebastian Latocha
 Alicja Łaska-Formejster
 Katarzyna Orszulak-Dudkowska
 Krzysztof Pękala
 Michał Przybylski
 Jagoda Przybysz
 Justyna Przywojska
 Janusz Reichel
 Agata Rudnicka-Reichel
 Cezary Strąkowski
 Tomasz Toborek
 Justyna Wiktorowicz
 Magdalena Zapolska-Downar

Project staff&guests

Izabela Warwas
 Aneta Krzewińska
 Małgorzata Dzimińska
 Monika Wolska-Bryl
 Piotr Oleksiak
 Monika Gzik
 Michał Banaś
 Łukasz Kozar
 Anna Rogozińska-Pawełczyk
 Agnieszka Jaśkiewicz
 Paweł Śpiechowicz
 Konrad Wiśniewski
 Sebastian Pietraszek
 Isabel Mendoza
 Edurne Gastón

Chapter 4. The public consultation held in Trnava (Slovakia)

Peter Guráň, Martin Fero and Ľubomír Šottník



Danmar Computers ©. A discussion table during the Public Consultation in Slovakia. October 2019. Trnava.

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1. Before the consultation

1.1 Organisation of the consultation

The research team of Trnava University decided to use various information measurements in order to promote the CONCISE project, the upcoming public consultation in Trnava and the recruitment of the participants.

Additionally, our information measure involved the creation of a short brochure (see next page), which contained all the necessary information on the project and the upcoming consultation. To promote the consultation, the research team of Trnava University used various information channels, the most im-

portant being social media, especially Facebook, which is the most popular in Slovakia.

The main channel employed to promote the public consultation was the Facebook page of the Department of Sociology of Trnava University.

We used one primary post, which included all the necessary information and a link to the registration form. This particular post was shared on relevant social media accounts, while its reach was repeatedly boosted by resorting to sponsored posts.

We also used Twitter as part of the promotional campaign agreed on by all the members of the CONCISE consortium. Nevertheless, we arrived at the conclusion that managing and customising content for Twitter was a waste of time, since it is not used as much as other social media in Slovakia. Whereby we focused our efforts mainly on Facebook and other more traditional forms of recruitment.



Danmar Computers ©. Discussion tables during the Public Consultation in Slovakia. October 2019. Trnava.

Information actions included the following:

- An **information brochure** distributed among the potential participants.
- **Press releases** sent to local media outlets and Slovakia's national news agency (TASR).
- **Social media** posts on the accounts of Trnava University and those of the Faculty of Philosophy and Arts and the Department of Sociology, among others.
- **Articles** in the local press.
- A dedicated **page on the website** of the Faculty of Philosophy and Arts of Trnava University.

Recruiting channels included the following:

- **Social media**
Facebook: Four posts on the Facebook profile of the Department of Sociology.
Twitter: Six posts on the Twitter profile of the Department of Sociology.
- **Press**
Trnava-live.
- **Broadcast media**
Trnavské rádio.
- **Websites**
Dedicated page on the website of the Faculty of Philosophy and Arts of Trnava University.
- **Information brochure**
Distributed by the research team, affiliated colleagues and students of the Department of Sociology.

Projekt CONCISE

Projekt CONCISE je medzinárodný vedecký projekt, ktorého hlavnou úlohou je zistiť ako občania EÚ vnímajú aktuálne a rozporné témy očkovania, klimatickej zmeny, alternatívnej medicíny a geneticky modifikovaných potravín.

CONCISE má v úmysle vytvoriť celoeurópsku diskusiu o vedeckej komunikácii a verejnými konzultáciami chce poskytnúť poznatky o spôsoboch akými občania EÚ získavajú informácie, a ako tieto poznatky ovplyvňujú ich presvedčenia, názory a vnímanie.

Katedra sociológie FF TU

Katedra sociológie patrí k zakladajúcim pracoviskám Filozofickej fakulty Trnavskej univerzity. Základnou úlohou Katedry sociológie na FF TU je poskytovanie vysokoškolského vzdelávania v študijnom odbore sociológia na bakalárskom a magisterskom stupni štúdia a rozvoj sociologického poznania prostredníctvom publikačných a vedecko-výskumných aktivít pracovníkov katedry, medzi ktoré sa radí aj projekt CONCISE.

Projekt CONCISE

Ako si občania Európskej únie vytvárajú názory o najpálčivejších vedeckých oblastiach súčasnosti?



More than 200 printed copies of the brochure were distributed among people without regular access to the Internet (senior citizens, people living in remote parts of Slovakia, etc.).



Verejné konzultácie

Verejné konzultácie sa uskutočnia za účasti 100 občanov z celého Slovenska s ohľadom na vek, vzdelanie, etnickú príslušnosť, zamestnanie a región.

Radi by sme Vás na našu verejnú konzultáciu pozvali a poskytlí Vám priestor na vyjadrenie svojho názoru na témy očkovania, klimatických zmien, alternatívnej medicíny a geneticky modifikovaných potravín.

O každej zo štyroch tém sa bude diskutovať jednu hodinu v desaťčlennej skupine pod vedením skúseného moderátora.

Z priebehu konzultácií bude vyhotovený odborný video záznam.

Verejné konzultácie sa uskutočnia v Španielsku, Portugalsku, Taliansku, Poľsku a na Slovensku.

Kedy

19. októbra 2019

Od 9:00 do 15:00

Kde

Hotel Holiday Inn Trnava

Filozofická fakulta Trnavskej univerzity v Trnave

Čo vám poskytneme

Ubytovanie na 2 noci

Stravu a občerstvenie

Uhradenie cestovných nákladov

Vstupenku na podujatie „Deň vinnych pivníc v Trnave“

Vstup do akvaparku Relax v Trnave

Hlavné výhody zapojenia sa:

- Možnosť vyjadriť svoj názor na témy očkovania, klimatických zmien, alternatívnej medicíny a geneticky modifikovaných potravín
- Spoznanie práce akademických výskumných tímov
- Strávenie jesenného vikendu v historickom centre Trnavy

Viac informácií o projekte nájdete na

<http://ff.truni.sk/concise>

<https://concise-h2020.eu>

Alebo nás môžete kontaktovať na



sociol@truni.sk



Katedra sociológie FF TU Trnava



Trnava University - Sociology

Fortunately, no specific problems arose during the promotional and information campaigns, except for the low number of registered participants until early September.

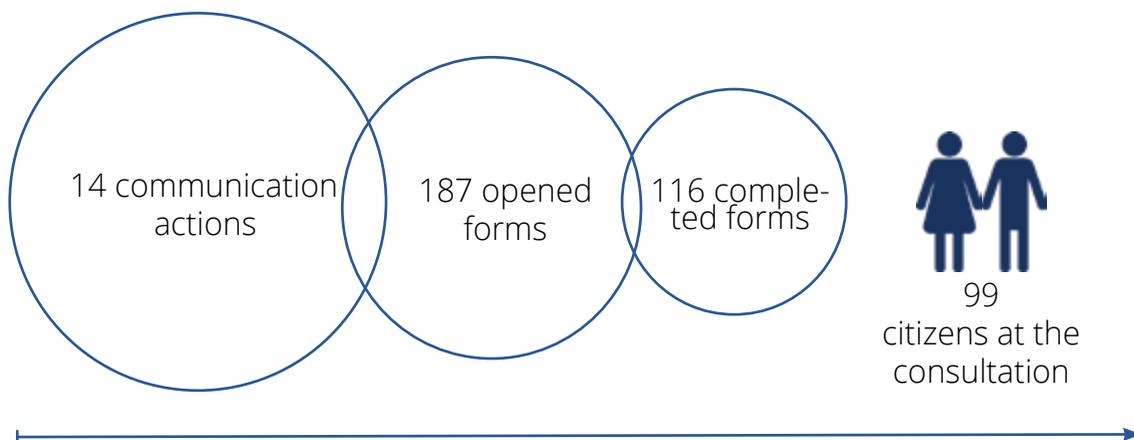
This was due to the late launching of the recruitment campaign, which started at the turn of May and June and because of the aim of strictly meeting the recruitment quotas established by the research team beforehand.

As from mid-August, we stepped up our recruitment efforts through sponsored posts on social media and by sending out press releases and contacting regional media outlets. Relaxing quota limits also played an important role in achieving the necessary number of participants.

We also engaged potential participants through those who had already registered, our colleagues and professional acquaintances, faculty members and staff.

As regards reaching the necessary number of registered participants, students played a crucial role, being involved in the project as of the last half of the summer semester. In addition to being given periodic updates, they participated in a number of meetings held by the research team. For the students, the project's recruitment stage was a valuable experience in practical sociological research. For their efforts, they were awarded academic credits.

Figure 1





Danmar Computers ©.Faculty of Philosophy and Arts of Trnava University. September 2019. Trnava.

1.2 The venue

The research team of Trnava University assessed several possible venues for the public consultation, including a spa resort, a conference hotel, a university conference hall and a faculty building, before finally opting for the Faculty of Philosophy

and Arts of Trnava University. This venue was chosen because it was close to the participants' hotel (the Holiday Inn Trnava is just across the street), which offered favourable accommodation and F&B rates, satisfactory spaces and convenience.

The faculty building was also chosen because of its location in the town centre, which was convenient for participants arriving by train, bus or car. Trnava is also geographically well placed, with good road and train connections with other Slovak cities and regions. As the hall and rooms in which the discussions were to be held are primarily used for teaching, they had to be reorganised to meet the needs of the public consultation.

The standard setup of the halls and rooms was changed by arranging a number of tables and chairs in hollow square setup in the middle. All the remaining furniture was placed against the wall, so as to make it easier

for faculty staff to revert to the default setup. During the consultation, the faculty's halls and rooms were visibly colour coded in order to help the participants to find their bearing. Since there are classes for external students in the faculty on Saturdays, due the consultation these were cancelled so as to avoid any unnecessary disruptions. A temporary childcare room was set-up, as some of the participants decided to attend the consultation with their children. Childcare was provided by professionals and the room was on a different floor in order to prevent possible disruptions. The research team was expecting six children, but on the day of the consultation only three turned up.

1.3 Recruitment of the participants

The research team of Trnava University implemented several participant recruitment strategies including the following:

- Personal face-to-face interviews
- The distribution of information brochures
- Sponsored posts on social media
- Press articles
- An email campaign

Danmar Computers ©. Discussion table during the public Consultation in Slovakia. September 2019. Trnava.



From the experience of the research team of Trnava University, personal interviews and sponsored social media posts were the most effective recruitment strategies.

From the beginning of the project, the research team was firmly committed to involving students of the Department of Sociology. This decision proved to be effective in all of its stages, as well as offering those students valuable experience.

After being given recruitment quotas (see Table 1), the department's students started to approach potential participants in their social circles. Due the fact that they came from all over Slovakia, this allowed the research team to engage participants nationwide.

Unfortunately, several weeks after the recruitment campaign had been launched, the research team concluded that the quotas

were too strict and informed the students that meeting them was no longer a priority. Notwithstanding this, the final sample of participants was as representative as possible.

Meanwhile, the research team focused on preparing the necessary documents and organising the consultation.

In mid-August, the second stage of the recruitment campaign, consisting of sponsored posts, an email campaign and press releases, was launched.

In this second stage, the most successful recruitment strategy were the sponsored social media posts. By optimising them (targeting people from specific regions and with specific interests), the research team was able to engage a number of participants with no previous information on the consultation.

The final stage of the recruitment campaign was launched two weeks before the consultation. During this stage, potential participants were approached via email and personal interviews.

As already noted, the recruitment campaign began at the turn of May and June. During the first stage, recruitment tasks were mostly undertaken by students of the Department of Sociology. They were given regional quotas (see Tables 1 and 2) and then asked to approach potential participants from

their region. For example, students from the Bratislava region only contacted potential participants from that region.

As of the middle of August, the research team contacted the media and sent out press releases, emailed those participants who had already registered and posted sponsored social media posts, all of which went a long way to increase the number of registered participants. The backup sample was not entirely used due to time constraints.



Danmar Computers ©. Discussion table during the public Consultation in Slovakia. September 2019. Trnava.

Table 1. Example of a recruitment quota by region

Region	Gender	Settlement	Education	Age	Nationality	Physical disability	Unemployed
1	Bratislava	Male	City	Higher	<39	1 non-Slovak	1
2	Bratislava	Male	City	Higher	40-59		
3	Bratislava	Male	City	Secondary	39		
4	Bratislava	Male	City	Secondary	39		
5	Bratislava	Male	City	Secondary	40-59		
6	Bratislava	Male	Village	Elementary	60+		
7	Bratislava	Female	City	Secondary	40-59		
8	Bratislava	Female	City	Higher	60+		
9	Bratislava	Female	City	Higher	<39		
10	Bratislava	Female	City	Secondary	40-59		
11	Bratislava	Female	City	Secondary	60+		
12	Bratislava	Female	Village	Secondary	39		

From the experience of the Trnava research team, it was significantly easier to recruit participants living in nearby cities and regions and those with higher education.

In contrast, it was harder to recruit participants living in more peripheral regions of Slovakia, like Košice and Prešov. Another group of participants who were reluctant to participate in the public consultation were older people with lower academic qualifications. This was probably due to the fact that the recruitment campaign failed to reach

them or, if it did, they felt discouraged by their lower self-esteem. However, the older people with lower academic qualifications participating in the consultation were as active as their younger and higher educated counterparts.

The number of registered participants was increased by stepping up the recruitment campaign, especially on social media and through personal interviews with people showing an interest in the project.

Table 2. Expected frequencies by region (compact version) calculated on 150 respondents

Region	Count	Men	Women	City	Village	Primary school	Secondary school	University degree	18-39	40-59	60+	Slovaks	Minorities	Disabled	Unemployed
Bratislava	18	9	9	15	3	1	10	7	8	6	4	16	2	1	0
Trnava	15	7	8	7	8	3	9	3	6	4	5	11	4	1	0
Trenčín	17	9	8	9	8	2	12	3	6	6	5	15	2	1	1
Nitra	18	9	9	7	11	3	12	3	7	6	5	12	6	1	1
Žilina	19	9	10	9	10	3	12	4	8	7	4	18	1	1	1
Banská Bystrica	18	9	9	9	9	3	12	3	7	6	5	13	5	1	2
Prešov	23	11	12	12	11	3	15	5	9	8	6	20	3	1	2
Košice	22	10	12	12	10	3	15	4	9	8	5	17	5	1	1
TOTAL	150	73	77	80	70	21	97	32	60	51	39	122	28	8	8



Danmar Computers ©.Citizens during the public Consultation in Slovakia. September 2019. Trnava.

1.4 Recruitment and training of the facilitators

The facilitators were recruited mostly through recommendations made by the members of the research team. Most of the facilitators were academics with experience in sociology and political science. They also had plenty of experience in leading focus groups, teaching and providing professional training for high-profile companies.

The research team of Trnava University considered whether it was better to recruit facilitators with experience in the discussion topics or those with experience in moderating structured group discussions.

Due to a possible lack of impartiality during the ensuing debate, the research team decided to recruit facilitators with experience in leading structured group discussions.

The only problem arising in the recruitment of the facilitators was that two of them were unable to attend the consultation owing to

their professional obligations. Fortunately, they notified the research team in advance, thus giving its members enough time to replace them with lecturers from the Department of Political Science of Trnava University.

Since drawing up the final list of facilitators, the research team were frequently in contact with them via email. Initially, they were provided with basic organisational information, a short description of the project and a link to the project website. In subsequent emails, they were sent the consultation agenda and scripts, educational materials and discussion instructions and rules.

The week before the consultation, the facilitators were sent detailed schedules for their discussion groups. The research team of Trnava University also organised several meetings with the facilitators. From late August to the beginning of October, individual

meetings were held with each one of them.

Finally, a two-hour long meeting was held the day before the consultation with both the facilitators and observers, during which the research team presented the project and its main objectives, plus the scientific, theoretical and organisational details of the consultation.

During this meeting, the facilitators were assigned observers (who were recruited from among the students of the Department of Sociology). The facilitators and observers introduced themselves, exchanged contact details and got to know each other, in order that their cooperation during the consultation should be more fluid and to avoid any unnecessary misunderstandings.



Danmar Computers ©. Citizens before the start of the public Consultation in Slovakia. September 2019. Trnava.

1.5 Gaining sponsors and patronage for the event

The research team of Trnava University decided to approach regional sponsors as of late August. The main strategy largely involved contacting regional and local sponsors. It was considered that it would be easier to gain the support of local sponsors, mainly due to lower logistical requirements.

The first sponsor to be contacted was Trnava City Council, which provided information brochures with a brief history of Trnava and a map of the city's most important attractions. The research team also approached several manufacturers who provided the gifts that were given to the participants after the consultation. In addition, regional wine producers, typical of the Carpathian region, were also sounded out.

One of the most important sponsors was Relax Aqua and Spa Trnava, which gave the participants one-day entrance tickets to their spa facilities.

Lastly, the Faculty of Philosophy and Arts provided promotional materials about the faculty, in order that the participants might forward them to potential applicants.

Refreshments during the consultation were sponsored by a catering firm that had already provided catering services for various academic events in Trnava.

Fortunately, there was no problem in drumming up support for the Trnava consultation.

1.6 Issues

There were no major issues during the preparation stage, except for the low number of registered participants before mid-September, which was largely down to the strict quotas that were initially established. This problem was resolved by stepping up the recruitment campaign, supported by sponsored posts on social media, and relaxing quota requirements.

Doronenko, CC BY 3.0, via Wikimedia Commons.Trnava Old University



2. Consultation meeting: organisational aspects

The public consultation was held at the Faculty of Philosophy and Arts of Trnava University (Hornopotočná 23. 917 01 Trnava, Slovakia) on the 19 October 2019.

Scheduled from 9 am to 4 pm, the public consultation per se lasted seven hours. Although it officially ended at 4 pm, the research team held a joint meeting with the facilitators, observers, faculty staff and CON-CISE consortium guests afterwards.

The main goal of this meeting was to evaluate the consultation and the methods employed, thus providing the organisers with feedback and recommendations for similar activities in the future.

Fortunately, there were no factors negatively affecting the consultation. Moreover, the warm and sunny weather had a positive

effect on attendance figures, there being a practically full turnout.

The discussions were held in eight rooms, six for one group of participants and the remaining two rooms for two groups of participants. These two rooms were spacious enough to allow the two groups to hold their discussions without interrupting each other.

The rooms were located on the third and fourth floors of the faculty building. Due to the fact that the participants included older people and some with walking difficulties, all of the building lifts were made available during the consultation.

Danmar Computers ©. Welcoming speech to citizens participating in the consultations in Slovakia. September 2019. Trnava.



2.1 Discussion rooms

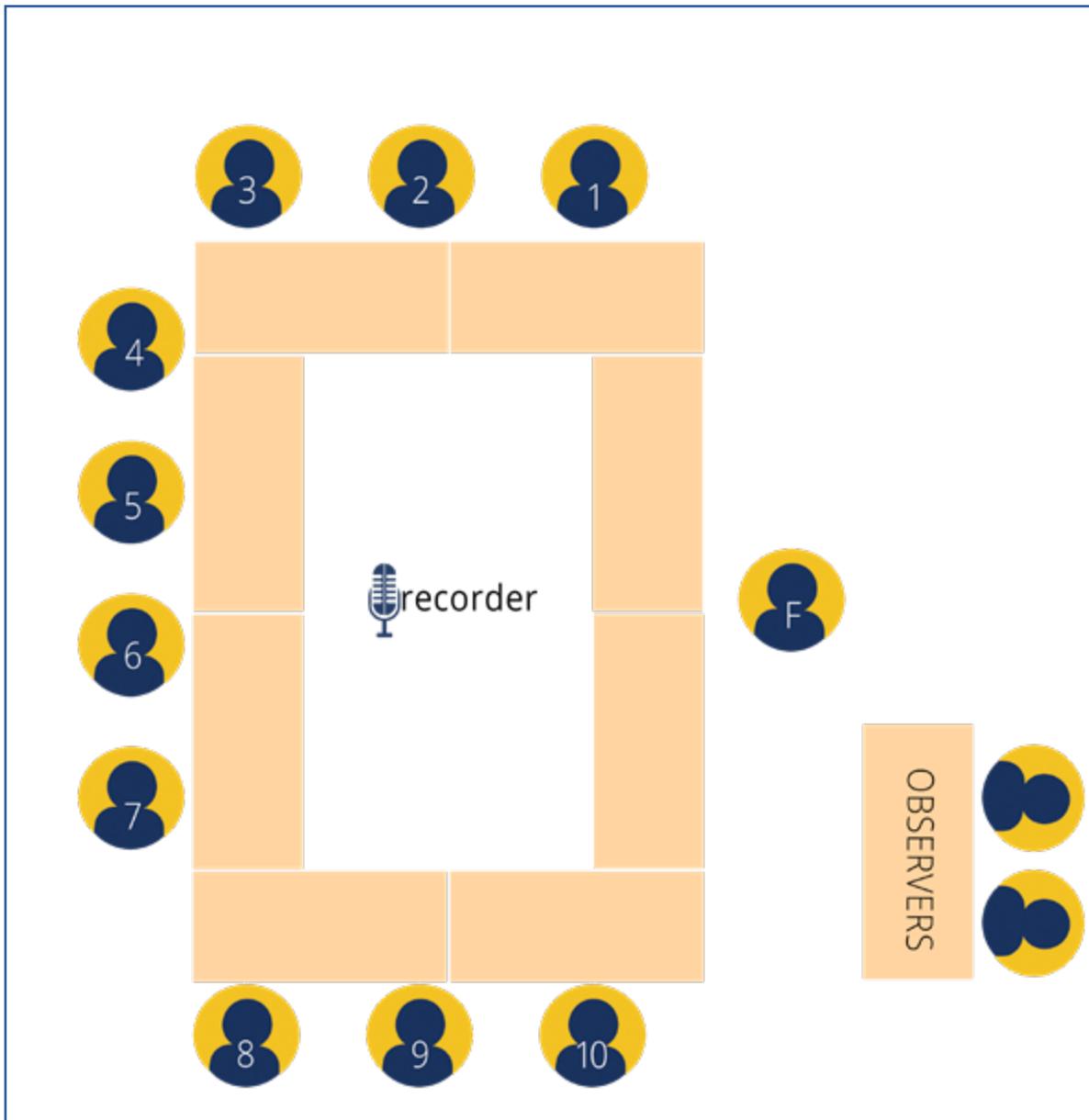


Figure 2. Discussion table set-up

Besides the discussion rooms, the consultation used other venues in the faculty:

- One room for childcare.
- One room for the CONCISE consortium partners.
- One room for recording interviews with the participants.
- One room for reimbursing travel costs.
- The faculty lobby for the welcome speech.
- The faculty canteen for serving lunch.

2.2 Agenda

There were no serious deviations from the agenda, with all of its established objectives being met during the consultation. The only minor deviation involved a slight time adjustment in the second half of the consultation.

PUBLIC CONSULTATION AGENDA	
7:30-9:00	Arrival and registration
9:00-9:10	Welcome speech
9:10-10:10	Discussion 1
10:10-10:30	Semi-quantitative activity 1
10:30-10:45	Coffe-break
10:45-11:45	Discussion 2
11:45-12:00	Semi-quantitative activity 2
12:00-12:40	Lunch
12:40-13:40	Discussion 3
13:40-14:00	Semi-quantitative activity 3
14:00-14:15	Coffee-break
14:15-15:15	Discussion 4
15:15-15:35	Semi-quantitative activity 4
15:35- 16:00	End of public consultation
19:00-20:30	Dinner (Holiday Inn)

The order of topics was established based on the personal preferences of the facilitators. The research team offered them the opportunity to select their preferred topic. Thanks to this fluid and proactive communication approach, each facilitator was prepared to address two topics.

Based on this selection, each discussion group started with a different topic and the facilitators, together with their assigned observers, all worked with the different groups throughout the day.

Thanks to this rotation-based approach, all of the groups held each discussion with different facilitators and observers. The research team believed that this helped to keep participants engaged in the discussions and the facilitators and observers mentally fresh and alert. The only exceptions were the discussion groups 9 and 10, which were led by two facilitators instead of four.

2.3 Participants

There were a total of 99 participants in the different discussion groups. The research team phoned those participants who alleged unexpected health problems, professional obligations or family issues as reasons for not attending the public consultation, so as to discuss this with them and to offer them possible solutions.

Notwithstanding the aforementioned problems, the final sample of participants was as representative as possible. Things did not obviously go as planned, but this was understandable due to the limitations of the recruitment campaign. Most importantly, this in no way undermined the reliability of the results.

The target and final samples were similar in

terms of gender, while the latter had a slightly higher number of female participants. This was due either to the fact that more women were approached during the recruitment campaign or to the assumption that women are keener and more open to volunteering than men.

As to age groups, there were slightly more participants aged from 18 to 39. Similarly, there were less older participants in relation to the target sample. As before this was either due to the aforementioned limitations of the recruitment campaign or possibly to their lower self-esteem and/or interest in the discussion topics.

As regards education, the final sample had a significantly higher number of participants

holding a university degree and a lower number with primary or secondary education, versus the target sample. This was down to the fact that citizens with higher education were easier to recruit than those with lower academic qualifications, who may suffer from lower self-esteem.

The final sample of participants was racially homogenous. Notwithstanding the fact that the target sample included representatives of the country's minority groups, this was not achieved in the final sample, presumably because the recruitment campaign did not engage them as it should have done. As to participants with disabilities, the target and final samples were practically identical. In contrast, this was all but impossible to achieve with respect to the geographical

provenance of the participants. This led the research team to relax the selection criteria. As a result, there were more participants from the Bratislava, Trnava and Trenčín regions in the final sample. The reason for this were the numerous contacts in these regions, which resulted in a more efficient distribution of the recruitment campaign materials. Conversely, there were less participants from the Nitra, Žilina and Košice regions because of the lower number of contacts there, which led to difficulties in distributing those materials.

Finally, with respect to the number of unemployed participants, the target and final samples were very similar (see Table 4).

Danmar Computers ©. Discussion table. September 2019. Trnava



Table 4. Comparison between the target and final sample of participants

Population universe		Target samples		Final samples	
Gender	%	Gender	%	Gender	%
Female	51%	Female	51%	Female	57.6%
Male	49%	Male	49%	Male	42.4%
Age ranges	%	Age ranges	%	Age ranges	%
18-24	7%	18-24	8%	18-24	18%
25-34	14%	25-34	19%	25-34	31%
35-44	16%	35-44	21%	35-44	15%
45-54	14%	45-54	16%	45-54	17%
55-64	13%	55-64	17%	55-64	11%
65+	17%	65+	19%	65+	8%
Studies	%	Studies	%	Studies	%
No formal education	0%	No formal education	0%	No formal education	0%
Primary school	15%	Primary school	14%	Primary school	3%
Secondary school	52%	Secondary school	65%	Secondary school	40.5%
University degree	14%	University degree	21%	University degree	56.5%
Disability	%	Disability	%	Disability	%
Disability	15%	Disability	5%	Disability	3%
No disability	85%	No disability	95%	No disability	97%
Nationality	%	Nationality	%	Nationality	%
National minorities	18%	National minorities	19%	National minorities	3%
Slovak	82%	Slovak	81%	Slovak	97%

Table 4. Comparison between the target and final sample of participants

Population universe		Target samples		Final samples	
Region	%	Region	%	Region	%
Bratislava	12.27%	Bratislava	12%	Bratislava	19%
Trnava	10.35%	Trnava	10%	Trnava	16.2%
Trenčín	10.71%	Trenčín	11%	Trenčín	22.2%
Nitra	12.35%	Nitra	12%	Nitra	4%
Žilina	12.67%	Žilina	13%	Žilina	6.1%
Banská Bystrica	11.82%	Banská Bystrica	12%	Banská Bystrica	12.2%
Prešov	15.14%	Prešov	15%	Prešov	15.2%
Košice	14.68%	Košice	15%	Košice	5.1%
Unemployment	%	Unemployment	%	Unemployment	%
Unemployed	5%	Unemployed	5%	Unemployed	6.2%

The participants were punctual, except for one who arrived 30 minutes later, because he had to drive a family member elsewhere. Other than that, everything went smoothly.

Nevertheless, several days before the consultation, the research team received emails from a few participants cancelling their attendance. Although this was bad news, the research team had contingency plans in place, thus ensuring the success of the public consultation.

The communication in the discussion groups was peaceful, respectful and constructive.

The only serious unexpected problem arose 30 minutes before the start of the consultation. Owing to a mutual misunderstanding between the research team and their project colleagues from Danmar Computers, it was necessary to find a last-minute solution for audio recording.

Since it was an issue that could have possibly led to the total failure of the consultation, it was resolved by using the smartphones of the student observers and recorders provided by faculty. Thanks to the advances in mobile telephone technology, the quality of the recordings was high.

2.4 The media impact of the public consultation held in Slovakia

The following documents and images are some examples of the public consultation's media impact in Slovakia.

MY Trnava

Na Trnavskej univerzite diskutovali o vedeckých informáciách

Verejná diskusia v Trnave bola tretou z piatich konzultácií, ktoré CONCISE uskutočňuje.

22. okt 2019 o 10:38 TASR



(Zdroj: Trnavská univerzita v Trnave)

TRNAVA. Zistiť, akú úlohu zohráva vedecká komunikácia pri vedomostiach a presvedčeniach Európanov o vybraných vedeckých témach si dala za cieľ októbrom verejná diskusia na Trnavskej univerzite (TU).

Ako uviedol dekan Filozofickej fakulty Erik Hrnčiarik, bola súčasťou európskeho projektu CONCISE.

Media impact of the Public Consultation in Trnava

TERAZ.SK



Ako uviedol dekan Filozofickej fakulty Erik Hrnčiarik, diskusia bola súčasťou európskeho projektu CONCISE.

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Moderators

Dagmar Horná
Vladimíra Kosorinská
Lucia Szorád
Marianna Mrva
Ondrej Trangoš
Lenka Diener
Ludmila Malíková
Ladislav Mihálik
Tomáš Jahelka
Pavol Krištof
Marcel Martinkovič

Observers

Michaela Pílová
Katarína Kulichová
Bianka Rehtoríková
Branislav Blažek
Karin Bobáková
Hana Hlobeňová
Lenka Štafurová
Petra Synaková
Danyil Zubro
Dáša Ryšavá
Daniela Gurišová
Martina Porubčinová
Saša Szilágyiová
Vanesa Prnová
Oleksandra Serebrii

Facilitators

Peter Guráň
Martin Fero
Silvia Miháliková
Erik Hrnčiarik
Ľubomír Šottník

CONCISE team supporters

Izabela Warwas
Malgorzata Dzimińska
Aneta Krzewińska
Isabel Mendoza
Edurne Gastón
Konrad Wiśniewski
Sebastian Pietraszek

Chapter 5. The public consultation held in Valencia (Spain)

Aleksandra Staszynska, Nieves Verdejo, Isabel Mendoza, Carolina Moreno and Empar Vengut



Danmar Computers ©. Citizens at the auditorium before the start of the Public Consultation. October 2019. Valencia.

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1. Before the consultation

1.1 Organisation of the consultation

The public consultation held in València was organised according to the tools and methodology developed by the project partners. These were applied in order to develop a similar organisational structure in all of the partner countries. In Spain, two Valencian partners (UVEG and FyG) were responsible for organising the public consultation, with the collaboration of UPF and AECC in dissemination and promotional actions.

The following measures were adopted:

- Preparing **promotional materials** and devising a strategy for the promotional and recruitment campaigns.

- **Active promotional campaign on the social media** accounts of the Spanish partners and the project (Facebook, Twitter and LinkedIn).

- **Email campaign** with consultation promotional materials.

- Phone calls to organisations/institutions and individuals interested in promoting or participating in the public consultation.

- **Contacting the local and national press.**

- **Online articles.**

- **Website and blog posts.**

- **Radio** interviews.

- Promotional **activities in seminars, events, meetings, etc.**

- Mobile **messaging apps.**

- **Word of mouth** and several relationship marketing techniques.



Danmar Computers ©. Opening ceremony. October 2019. Valencia.

Specifically

- **Four press releases** were sent to Spanish local and national media to promote and to announce the opening of registrations for the Spanish consultation (ca. 200 actions). These press releases were also sent to all (ca. 500) AECC members through the members' mailing list.
- **Two radio interviews** providing information on CONCISE and the consultation in València on À Punt radio during the programme 'La Tertúlia de la Ciència' and on Radio Galega's show 'Efervesciència'.
- **Social media posts on the Facebook, LinkedIn and Twitter** accounts of the project, partners and stakeholders (ca. 100 actions as a result).
- Thirty **emails informing about the consultation** were sent to different associations located in València, including the Association of Young Entrepreneurs of Valencia (AJEV), with more than 2500 members, Valencia Innohub, GO EUROPE! and Trevol (ca. 30 actions as a result).
- **Five newsletters** sent to companies, entrepreneurs and start-ups in the Valencian Community (ca. 30 actions as a result).
- **Interview** with Carolina Moreno in Mètode.
- Ongoing **distribution of promotional materials**, such as flyers and posters, at local and national events and meetings, and among family and friends (ca. 80 actions).
- **Active campaigning via messaging apps** like Whatsapp, Messenger and Instagram Chat (ca. 50 actions as a result).
- Promoting the Spanish public consultation in online **newspapers articles** (ca. 17 actions as a result).

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FyG consultores ©. Informative poster for the public consultation in Spain.

The promotional campaign was launched in May 2019, and stepped up between July and August and especially in September, directly before the public consultation held in València on 26 October 2019.

During the promotional campaign, before the recruitment stage, no major problems arose. The efforts of all the partners to use the proper channels to engage potential participants was essential, since this resul-

ted in the recruitment of 527 participants by the end of August 2019 and 662 at the end of the recruitment and promotional campaigns.

In order to assure the presence of the required number of participants, which was the most challenging task of all, the implementation of suitable strategies and methods was essential.

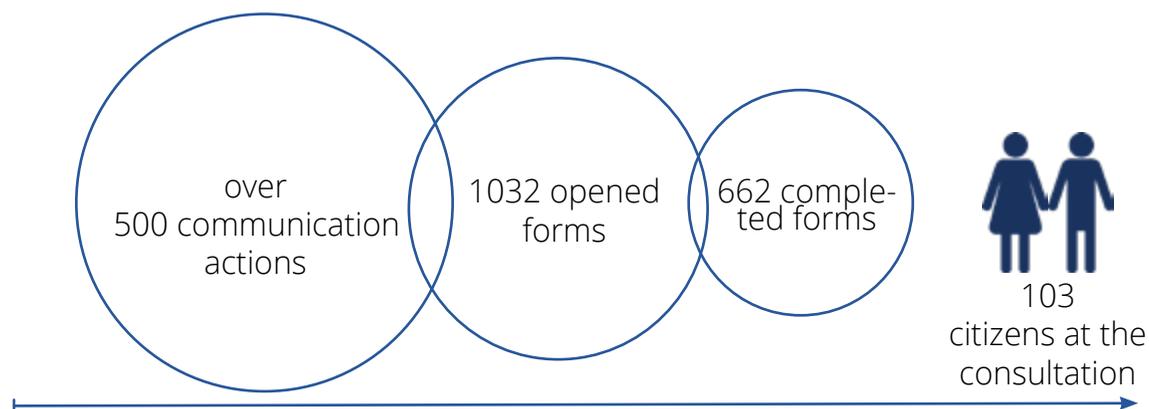


Figure 1

Jardí Botànic Universitat de València





Danmar Computers ©. Botanical Garden of the University of Valencia. October 2019. Valencia.

1.2 The venue

The venue chosen by the coordinators (UVEG) for the Valencian public consultation was the Jardín Botánico de la Universitat de València (Botanical Garden of the University of Valencia, <http://jardibotanic.org>). Due to the fact that it belongs to the University of Valencia, the different areas (rooms and the auditorium) used for the public consultation came partially free of charge, since only the maintenance, cleaning, security and ligh-

ting and sound equipment for the opening and closing ceremonies had to be paid for. It also meant that the organisers could rely on the university's continual support, which was one of the keys to the public consultation's success.

As there were other possible venues (such as the Museum of Science in the City of Art and Science and the University of Valencia's

Faculty of Philology, Translation and Communication), it took a couple of weeks to reach a final decision. The first option to be explored was the Museum of Science in the City of Art and Science, specifically its hall, also with the idea of obtaining complimentary entrance tickets to the Oceanogràfic for

the citizens participating in the consultation. However, after much negotiation and despite the good offices of the UVEG, this option was finally discarded. Following this, the University of Valencia's central services agreed to allow CONCISE to use the facilities of the Botanical Garden.

Some special arrangements had to be made to adapt the venue to the needs of the public consultation. The FyG and UVEG teams visited the garden a few times, as well as meeting with the garden's administrative staff and the catering firm:

- **Two garden rooms** were chosen for the discussion rounds, 'Estufa Fría' and 'Sala Tramoieres', the latter located close to the Botanical Garden's main entrance, each furnished with seven tables.

Since these rooms were located in different parts of the garden, the facilitators had to be constantly on hand to guide the participants and to ensure that they were in the right rooms. To help them with this task, posters displaying the numbers of the tables and the participants' IDs and names were hung outside the auditorium and the two discussion rooms. Although organisationally speaking it did not seem like such a good idea to split the participants into two groups, in the end it proved to be an advantage. The fact that the two groups got to use both rooms, ei-

ther in the morning or the afternoon, meant that it was less monotonous for them and that they were also afforded views of the garden from two different perspectives, a detail that was much appreciated.

- **The Botanical Garden's auditorium**, with a seating capacity of 220, was used for the opening and closing ceremonies of the Valencian consultation. For receiving the participants, staff and guests, two tables were set up with plenty of space between them and three facilitators apiece, which sped up registration and badging.

- In view of the fact that some of the participants and guests were accompanied by their children, **a childcare service was laid on during the consultation.**

- A **makeup artist** was also engaged. As some of the participants were somewhat reluctant to be videoed or interviewed, the availability of this service helped to convince them.
- The coffee breaks, lunch and the final toast with orange juice and cava took place in a different area of the garden. The provider was chosen by FyG from a list of catering companies that had already worked with the Botanical Garden. FyG got in touch with a number of catering firms to request quotes and further information, considering the special dietary needs of some of the participants and staff. On the day of the consultation, the provider brought all the necessary equipment to serve the coffee breaks, lunch and final toast.
- The participants were provided with a constant supply of water.
- A plan of the Botanical Garden showing the location of the two discussion rooms was made available in different places.
- The consultation poster was hung at the main entrance to the Botanical Garden and outside the discussion rooms.
- Restroom signage was displayed in different areas.



Danmar Computers ©. Citizens at the end of the Public Consultation, October 2019, Valencia.

1.3 Recruitment of the participants

The Spanish partners used a combination of external and internal communication channels to recruit the participants, which allowed them to reach people matching the sociodemographic profile of the target sample from all over the country.

More specifically, the informal channels included the partners' own professional or personal contacts—e.g. colleagues working at other Spanish universities, institutions not directly related to education and family and friends. As to the formal channels, the-

se included the preparation of promotional materials and the design of a recruitment strategy. Additionally, the CONCISE project and the public consultation were presented at events, seminars and meetings, as well as during university lectures.

These actions can be summarised as follows:



Danmar Computers ©. Discussion during the public consultation. October 2019. Valencia.

- **Active social media promotional campaign** on the Spanish partners' and the project accounts (Facebook, Twitter and LinkedIn).
- **Email campaign** with promotional materials.
- **Calls to organisations/institutions and individuals interested in promoting** or participating in the public consultation.
- Contacting the **local and national press**.
- **Contacting** relevant local authorities.
- **Online articles**.
- **Website posts**.
- **Thirty emails informing about the consultation sent to different associations** located in Valencia, i.e. the Association of Young Entrepreneurs of Valencia (AJEV), with more than 2500 members, Valencia In-
- nohub, GO EUROPE! and Trevol (ca. 30 actions as a result).
- **Five newsletters** sent to companies, entrepreneurs and start-ups in the Valencian Community (ca. 30 actions as a result).
- **Twelve online articles** about the consultation in the local and national press.
- **Four press releases** sent to local and national media outlets to promote and to announce the opening of registrations for the Spanish consultation (ca. 80 actions as a result).
- **Active campaign via messaging apps** like WhatsApp, Messenger and Instagram Chat (ca. 50 actions as a result).
- **Summary of the consultation's online presence** in La Vanguardia, 20minutos, El Periodic, Europa Press, Cope, Gente digital, Diario Siglo XXI, El Heraldo de Aragón, and on the consortium partners' websites.

Table 1. Communication and dissemination actions for recruiting citizens for the public consultation, including their media impact

	Medium	Programme/article/ section	Date
1	Radio Galega, Radio Station	Efervescencia do día	06/06/2019
2	AECC website	News	23/07/2019
3	FyG website	News	23/07/2019
4	Scienceflows website	News	23/07/2019
5	UVEG website	UCC	23/07/2019
6	UVEG website	News	23/07/2019
7	20 minutos, newspaper	València	23/07/2019
8	El Periodic, newspaper	València	23/07/2019
9	Europa Press, news agency	C Valenciana	23/07/2019
10	Diario Siglo XXI, newspaper	Ciencia	23/07/2019
11	Cope, radio station	Sociedad	23/07/2019
12	Gente digital, newspaper	València	23/07/2019
13	La Vanguardia, newspaper	Management	26/07/2019
14	Heraldo de Aragón, newspaper	Tercer Milenio	29/08/2019
15	AECC website	News	22/10/2019
16	El Periodic, newspaper	València, Ciencia y Tecnología	22/10/2019
17	20 minutos, newspaper	València	22/10/2019
18	La Vanguardia, newspaper	Ciencia y comunicación	23/10/2019
19	AECC website	News	26/10/2019



News published at 20 minutos digital newspaper before the Consultation



News published at Heraldo de Aragón digital newspaper before the Consultation



News published at La Vanguardia digital newspaper before the Consultation

1.3a When was the recruitment carried out?

A final sample, based on the 150-participant target sample, was created, taking into account the country's socio-demographics. The distribution of the individual characteristics of the target and backup samples is presented below in Table 2.

Due to the high number of applicants (by the end of August, more than 500 people had registered), a first preselection was made during August on the basis of the target sample. This was especially important because a large number of ineligible post-graduates had registered.

After this initial screening, recruitment was carried out via email and by phone. Those participants who had registered online for the event were contacted by phone by the FyG recruitment officer in order to confirm their attendance, to request and provide logistical information (accommodation, travel and any other requirements) and to answer any queries. Meanwhile, FyG created a specific address for the consultation (consulta.concise@fygconsultores.com) for contacting the participants by email.

At the same time, as registration was still open, all new potential candidates were evaluated to decide whether or not they were eligible to participate in the consultation. To this end, a list of approximately 150 candidates, who matched the socio-demographics of the sample, were directly contacted by phone to make sure they were still interested in participating. Those who were still willing were once again fully informed of the aim of the project and the consultation by email.

The pool of potential candidates (reaching more than 660 people) was updated continuously whenever a selected candidate could not participate in the consultation. Furthermore, the confirmed participants were contacted via email at least once a month, to ensure that they were still available.

In total, 662 people registered to participate, and on 26 October, 102 attended the public consultation, all of whom had previously completed the online registration form.

1.3b Structure of the citizen sample

The target sample (see Table 2) was created on the basis of data retrieved primarily from the database of the Spanish Statistical Office (Instituto Nacional de Estadística, INE). Nevertheless, rural/urban distributions were obtained from World Bank Open Data. Data on the minority Romany population were gathered from the Social Policy

and Equality report published by the Spanish Ministry of Health in 2011¹.

The backup list included over 50 volunteers, all of whom with a university education and living close to València, thus ensuring their participation in such an eventuality

¹ http://www.mscbs.gob.es/ssi/familiasInfancia/inclusionSocial/poblacionGitana/docs/diagnosticosocial_autores.pdf

Table 2. Socio-demographics of the target and final samples for the Spanish consultation

Population universe		Citizen samples (103 citizens)	
Gender	%	Gender	%
Female	51%	Female	57%
Male	49%	Male	43%
Age ranges	%	Age ranges	%
18-24	11%	18-24	11%
25-34	21%	25-34	17%
35-44	20%	35-44	13%
45-54	15%	45-54	22%
55-64	13%	55-64	23%
65+	20%	65+	16%
Studies	%	Studies	%
No formal education	9%	No formal education	2%
Primary school	14%	Primary school	10%
Secondary school	47%	Secondary school	32%
University degree	30%	University degree	58%
Rural/urban background	%	Rural/urban background	%
Rural	20%	Rural	28%
Urban	80%	Urban	72%
Nationality	%	Nationality	%
Non-Spanish	10%	Non-Spanish	13%
Spanish	90%	Spanish	87%
Disability	%	Disability	%
Disability	8%	Disability	5%
No disability	92%	No disability	95%
Minority	%	Minority	%
Romany	2%	Romany	2%
Non-Romany	98%	Non-Romany	98%

The participants were recruited from a pool of candidates which, initially, included all the required profiles. According to the demographics used to create the sample, the easiest participants to recruit were as follows:

- Females
- Between 45 and 64 years old
- University graduates

The main problems arising during the recruitment campaign had to do with engaging specific sectors of the population who were more reluctant. Specifically, it was fairly difficult to find people with no formal education or primary school education, plus those aged between 25 and 34. In light of this problem, further informal channels were employed in an attempt to recruit people with these profiles, such as Facebook posts

and informal contacts with institutions with potential access to these groups. The participants with these profiles who had been previously selected also helped in this respect by promoting the consultation by word of mouth.

Another problem that had to be dealt with during the recruitment campaign had to do with the availability of the participants. Many of the people registered to participate could not devote the entire day to the consultation and were thus unsuitable. Furthermore, in some cases, finding adequate transport for participants coming from other regions of Spain was also a challenge. Lastly, some of the people registering for the event provided false information (email addresses, phone numbers, etc.), for which reason they were automatically excluded.



Danmar Computers ©. Citizens during the opening ceremony in Valencia. October 2019. Valencia.



Danmaq Computers ©. Facilitators, observers, moderators and organisers at the end of the public consultation. October 2019. Valencia.

1.4 Recruitment and training of the facilitators

Twenty-eight facilitators/observers, plus several volunteers for handling the participants' queries, were recruited from a network of personal contacts provided by the UVEG and the AECC.

The academic qualifications of the facilitators and observers was significantly different. The latter were selected from among volunteers with a STEM background, many of them coming from the School of Biology and Biochemistry. However, since they had to perform a more proactive role, the facilitators required a social science background and were selected accordingly.

Many of the facilitators were recruited from among UVEG personnel, while the rest were science communicators and members of the AECC. All of them volunteered to participate in the public consultation and those coming from other cities were accommodated at the same hotel as the participants.

The facilitators were trained by Carolina Mo-

reno, from the UVEG, using the materials prepared by the Łódź University team, at the University of Valencia's Faculty of Philology, Translation and Communication, on the morning of 5 and 19 October. Two separate days was chosen so as to allow all of the facilitators to attend either in person or remotely via the Adobe Connect platform. These training sessions included two hours of preparation for the 14 facilitators, during which the discussion rules and script, the questionnaires that the participants were expected to complete, and their role and attitude were explained to them, plus another two hours for the observers and volunteers.

At the public consultation held in Valencia, there were a total of 14 observers whose job it was to take notes on the participants' behaviour and level of participation. As already observed, there was also a team of volunteers tasked with supporting the facilitators and observers at the tables, attending to the participants, and handing out and collecting the questionnaires.

1.5 Gaining sponsors and patronage for the event

The team members made every effort to gain sponsors and support for the public consultation (see Table 3).

The first institutions to be approached were the Oceanogràfic and the Science Museum, two of Valencia's top tourist attractions both closely related to science. The communication officers of both venues were contacted to obtain complimentary tickets for the participants. However, after weeks of negotiation, this idea had to be finally discarded.

More successful had the negotiation with the University of Valencia, with different areas deciding to collaborate. The chancellor of the University of Valencia, María Vicenta Mestre Escrivà, lent the initiative her institutional support (unfortunately, she could not attend on the day for personal reasons), while the vice-chancellor of research, Carlos Hermenegildo, and the vice-chancellor of innovation and transfer, María Dolores Real

García, both attended. Likewise, Jorge Garcés, director of the Welfare Policy Institute (Polibienestar) of the University of Valencia, was constantly on hand to help with preparations. He was also able to attend the opening ceremony of the public consultation, where he welcomed the participants, facilitators, observers, volunteers and guests from different institutions, as one of the people in charge of the research institute where the CONCISE project is registered.

Moreover, the Language Policy Service of the UV provided 32 voice recorders, the University of Valencia allowed the Spanish partners to use the facilities of the Botanical Garden partially free of charge, the Scientific Culture and Innovation Unit provided staff to help with the organisation and staging of the consultation, and UVChairs and Polibienestar provided their support and gifts for all of the attendees.

Table 3. Summary of sponsorship

Sponsor	Material provided
Language Policy Service (UV)	32 voice recorders
University of Valencia (UV)	Facilities of the Botanical Garden
UVChairs (UV)	50 bags, 30 pen drives, 50 notebooks, 50 pens
Polibienestar (UV)	120 folders, 120 pens, 120 notebooks
Council of Citizen Participation of Valencia City Council	Free tickets for the following museums: Casa Museo Benlliure Casa Museo Concha Piquer L'almoïna Centro Arqueològic La Llotja i Consolat de Mar Museo de Ciencias Naturales Torres de Quart Torres de Serrano

1.6 Issues

A number of issues arose during the preparation stage of the consultation. Although its organisational aspects were a major challenge because of the numbers of applications (662), selecting the participants with the right sociodemographic profiles was an even greater one.

As observed above, it was fairly difficult to find participants with no formal education or just primary education and those aged between 25 and 34, a problem that was resolved by resorting to informal channels (e.g. Facebook and informal institutional contacts) and word of mouth.

The fact that the summer holiday period coincided with the recruitment campaign made it difficult to reach people. To resolve this problem, the campaign was stepped up in July and September.

The availability of the participants was another complication and it was sometimes difficult to arrange suitable transport for those

coming from other regions of Spain. Nonetheless, the FyG recruitment team managed to resolve both of these issues.

The training of the facilitators, observers and moderators organised by the UVEG also posed a number of problems. So that everybody could attend, the sessions were held on two Saturdays and could also be followed remotely (via the Adobe Connect platform).

There were also a few organisational issues with the Botanical Garden due to its characteristics, for which reason the FyG and UVEG teams visited the venue several times to meet with the staff.

When all of the participants were contacted on the eve of the consultation, some of them said that they were unavailable, which brought the list down to 89. Finally, after resorting to the backup list, 102 attended on the day of the consultation.

2. Consultation meeting: organisational aspects

The public consultation was held at the Botanical Garden of the University of València (C/ Quart 80, 46008 València) on 26 October 2019 (Saturday). A number of factors had to be taken into account when choosing the date, such as the availability of the participants and staff and the need to avoid local holidays (9 and 12 October) and exam periods.



Danmar Computers ©. Participants queuing at the entrance to the Botanical Garden. October 2019. Valencia.



Danmar Computers ©. Citizens at the public consultation in Valencia. October 2019. Valencia.

2.1 Discussion rooms

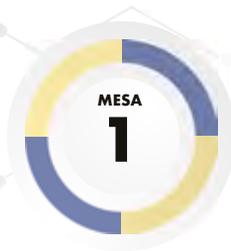
During the consultation, four different spaces were used: two rooms with seven tables apiece for the discussions, the auditorium for the opening and closing ceremonies and the Umbracle for the lunch break (see Figure 2).



FyG consultores © Figure 2. Botanical Garden plan for the consultation.

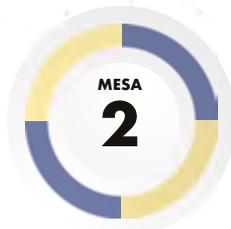
SALA ESTUFA FRÍA TURNO MAÑANA

DISTRIBUCIÓN DE LAS MESAS DE DEBATE



1. ÁFRICA ID: 64
2. CRISTINA ID: 16
3. ESTELA ID: 102
4. ISABEL MARÍA ID: 9
5. MARÍA ISABEL ID: 62
6. JOSÉ ANTONIO ID: 32
7. JULIÁN ID: 27
8. JOAQUÍN ID: 89

MODERADOR: EMILIA
OBSERVADOR: LORENA
FACILITADOR: YOLANDA



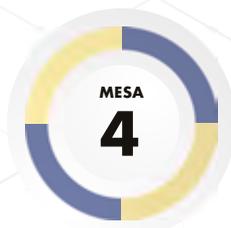
1. INMACULADA ID: 112
2. MANOLI ID: 31
3. MARÍA JOSÉ ID: 41
4. MARÍA PAZ ID: 20
5. JOSUÉ ID: 45
6. MIGUEL ÁNGEL ID: 22
7. SALVADOR ID: 73
8. VÍCTOR ID: 36

MODERADOR: JAVIER ALONSO
OBSERVADOR: ELÍAS
FACILITADOR: MAVI



1. EMILY ID: 28
2. MANUELA ID: 53
3. MAYTE ID: 83
4. BIENVENIDO ID: 10
5. ISMAEL ID: 55
6. PABLO ID: 70
7. RAFAEL ID: 38

MODERADOR: SOLEDAD
OBSERVADOR: EMILIA
FACILITADOR: ANA S.



1. ISABEL ID: 25
2. LORENA ID: 117
3. SOFÍA ID: 49
4. ALFREDO ID: 8
5. RAFAEL ID: 71
6. JAVIER ID: 110
7. CAROLINA ID: 51

MODERADOR: GERMÁN
OBSERVADOR: ISMAEL
FACILITADOR: ANA S.



1. CARMEN ID: 56
2. MARÍA TERESA ID: 46
3. PILAR ID: 30
4. TERESA ID: 21
5. CRISTÓBAL ANDRÉS ID: 65
6. GABRIEL ID: 98
7. JOSÉ FERNANDO ID: 114
8. PEDRO ID: 66

MODERADOR: MERCEDES
OBSERVADOR: JULI
FACILITADOR: AMAIA



1. CRISTINA ID: 43
2. AMPARO ID: 79
3. MAGDALENA ID: 57
4. MIRIAM PILAR ID: 104
5. CRISTÓBAL ID: 78
6. JUAN ID: 86
7. QI-HENG ID: 52

MODERADOR: ADOLFO
OBSERVADOR: LUCÍA
FACILITADOR: AMAIA

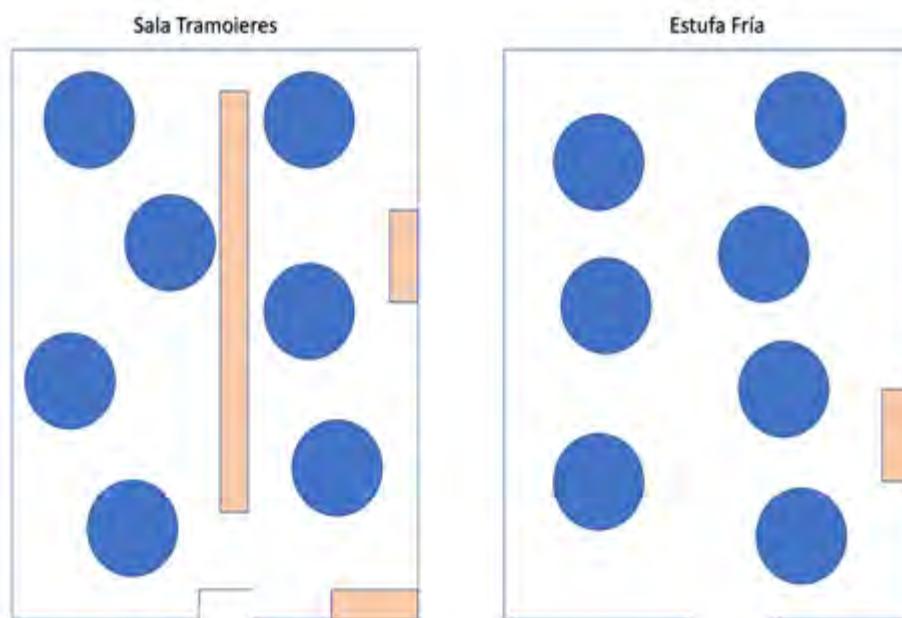


1. CLAUDIA ID: 48
2. ISABEL ID: 90
3. MARINA ID: 100
4. MARINA ID: 50
5. MIRIAM ID: 85
6. NURIA ID: 69
7. ARGEO ID: 29
8. RUBÉN ID: 14

MODERADOR: OLGA
OBSERVADOR: JAVIER
FACILITADOR: AMAIA

FyG consultores © Figure 3. Poster showing the distribution of the participants among the seven tables in the Sala Tramoieres room (a similar poster was hung outside the Estufa Fría room)

FyG consultores © Figure 4. Table set-up



After lunch, the participants switched rooms for the afternoon discussion rounds.

Danmar Computers ©. A discussion table during the public consultation. October 2019. Valencia.



2.2 Agenda

Registration began at 8.30 am and the event ended around 5 pm. The first discussion round began at about 10.45 am and the last one at 15.15 pm. After each discussion round, there was time for activities and a short break. Lunch was served at 13.00 pm. There were no major modifications to the agenda.

Table 4. Public consultation agenda

PUBLIC CONSULTATION AGENDA	
8:30-9:15	Arrival and registration
9:15-9:30	Welcome speech
9:30-9:45	Presentation
9:45-10:45	Climate change discussion
10:45-11:00	Activity 1
11:00-11:30	Coffe-break
11:30-12:30	Discussion topic 2
12:30-12:45	Activity 2- health
12:45-13:00	Nutrition questionnaire
13:00-13:45	Lunch
13:45-14:45	Discussion topic 3
14:45-15:00	Activity 2 environment
15:00-15:15	Coffe-break
15:15-16:15	Discussion topic 4
16:15-16:30	Activity 3
16:30-17:00	Closing ceremony

All the discussion rounds followed the same order, starting with climate change and followed by vaccines. After lunch, the topics discussed were genetically modified organisms (hereinafter GMOs) and complementary and alternative medicine (hereinafter CAM), in that order.

2.3 Participants

As already mentioned, 114 people were selected to participate in the public consultation (100 participants per se, plus 14 from the backup list). Both the people informing the organisers that they would not be unable to attend during the last week before the consultation and those who could not be contacted to confirm their participation were replaced by candidates on the backup list of 50. On 12 October, 103 participants turned up.

The main reasons given by people to justify their absence were as follows:

- Last-minute change of plans or eventualities.
- Professional commitments.
- Illness.
- Unexpected travel.

Evidently, as before, it was practically impossible to replace those people cancelling with others with the same sociodemographic profile, especially when they belonged to the most difficult groups to recruit, i.e. people with no formal primary (or even secondary) education and those aged between 25 and 34 and in the 65+ age bracket. As a result, some had to be covered with university graduates.

The only unforeseen problem during the Valencian consultation took place after lunch when two citizens left the venue to go sight-seeing with no intention of returning. Albeit an unpleasant surprise for the organisers, this did not have any negative impact on the organisation of the tables or the afternoon discussion rounds.

2.4 The media impact of the public consultation held in Spain

Química y Sociedad website	Blog	27/10/2019
Polibienestar	News	27/10/2019
UVEG website	UCC	28/10/2019
UVEG website	UCC	28/10/2019
El País, newspaper	Ciencia	29/10/2019
El País, newspaper	Ciencia	03/11/2019
Mètode, website	Noticias Castellano	07/11/2019
Mètode, website	Noticies Catalán	07/11/2019
Ciemat, website	Sala de prensa	10/12/2019
RNE	Ciencia	09/01/20

The following documents and images are some examples of the public consultation's media impact in Spain.



News published at Mètode



News published at El País

Acknowledgments

Moderators

Emilia Lopera
 Javier Alonso
 Lucía Sapiña
 Anna Mateu
 Adolfo Carratalá
 Dolores Palau
 Soledad Rubio
 Agustín Hernández
 María Iranzo
 Mercedes Navarro
 Germán Llorca Abad
 José Gamir
 Olga Denia
 Victoria Toro

Observers

Juli Peretó
 Ana Cros
 Rosario Gil (Sari)
 María Antonia García-Benau
 Lucía Hipólito
 Ismael Mingarro
 Emilia Matallana
 Francisco Dasí
 Carmen Agustín
 Elías Sanz Casado
 Paz Ruiz
 Ana Muñoz Van Den Eynde
 Javier Ordóñez
 Lorena Cano

Facilitators

Eric Úbeda Mompó
 Nicolas Dopazzo
 Nieves Verdejo
 Yolanda Cabrera
 Mavi Corell
 Ana María Serra Perales
 Montserrat Hervás
 Bibian Rodríguez
 Bárbara Deltoro

Daniel Valmaña
 Amaia Crespo
 Arantxa Carrasco
 Esther Hernández

Staff

Aleksandra Staszynska
 Fabián Gómez
 Empar Vengut
 Isabel Mendoza
 Carolina Moreno
 Edurne Gastón
 Jorge Garcés
 Óscar Menéndez
 Rafa Crespo
 Jaimes Güemes
 Konrad Wiśniewski
 Sebastian Pietraszek

Guests

Pampa García Molina (Agencia SINC)
 Diana Barbosa (Comcept - Comunidade Céptica Portuguesa)
 Antonia de Oñate (ARP- Sociedad para el Avance del Pensamiento Crítico)
 Manuel Herrador (Círculo Escéptico)
 Javier Salas (El País)
 David Ibáñez (FeVaDic- Federación Valenciana de Divulgación Científica)
 Toni Calvo (AECC- Asociación Española de Comunicación Científica)
 Fernando Cervera (APETP- Asociación para proteger al paciente de las terapias pseudocientíficas)
 Martí Domínguez (Mètode)
 José Pío Beltrán (Advisory board)
 Jens Degett (EUSJA- European Union of Science Journalists' Associations)
 Fabien Medvecky (University of Otago)
 Lars Ulriksen (Advisory board)
 Carlos Hermenegildo (UVEG Vice-chancellor)
 Dolores Real (UVEG Vice-chancellor)

Chapter 6. The public consultation held in Lisbon (Portugal)

Ana Delicado, Jussara Rowland and João Estevens



Danmar Computers ©. A discussion table during the public consultation. November 2019. Valencia.

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1. Before the consultation

1.1 Organisation of the consultation

The Lisbon team used several channels to disseminate the public consultation and to engage a diversified audience. Some of the actions taken were directed at the general public, i.e. their goal was to disseminate the consultation among as large an audience as possible in order to increase the number of registrations. The main channel used was Facebook (the most popular social media platform in Portugal), specifically the ICS-ULisboa Facebook page (7205 followers) and the Observa - Observatory on Environ-

ment, Territory and Society Facebook Page (1373 followers). A number of specific communication actions aimed at specific sectors of the public were then implemented to try to guarantee a representative sample. These actions took into account the target sample defined by the team and focused on the recruitment of people from different racial and ethnic minorities, with disabilities, non-HE graduates, living in the countryside and from different parts of the country.



Danmar Computers ©. Centro Cultural de Belém. November 2019. Lisbon.

Communication actions included the following:

• Sending emails:

- **Press release** emailed to the general ICS-ULisboa mailing list, including all major media outlets, informing them about the consultation (300).
- **Press release** emailed to well-known science communication journalists informing them about the consultation (12).
- **Press release** emailed to the country's regional and local newspapers informing them about the consultation (13 + 56).
- **Dissemination request sent to several students' associations** from polytechnics (10).
- **Dissemination request sent to several cultural** and sports associations from municipalities in the Lisbon area (300).
- **Dissemination request** sent to the Museu Nacional de História Natural e da Ciência (1).
- **Dissemination request** sent to Lisboa Participa, Lisbon Municipality Participatory Programme (1).
- Information about the public consultation emailed to a **mailing list of participants in previous consultations** held by Observa Environment and Society (120).
- Information about the consultation emailed to a **mailing list of stakeholders of the ICS project 'ClimAdaPT.Local – Municipal Strategies for Adaptation to Climate Change'** (130).
- **Dissemination request** emailed to several Roma and African activist associations (8).
- **Dissemination request emailed to all the public municipal** libraries in the country (303).
- **Dissemination request emailed to several organizations** working with migrant, refugee and vulnerable communities (6).
- **Dissemination request sent to the National Disability Association** (1).

• **Direct promotion:**

- Distribution of the consultation flyers at the European Researchers' Night in Lisbon.
- Distribution of the consultation flyers at Greenfest Event.
- Presentation of the public consultation at the Greenfest event.
- Distribution of the consultation flyers in several different places (bookstores, libraries, etc.).

• **Social media activities:**
Facebook

- Setting up a [Facebook Event](#) hosted by the Observa-ICS Observatory on Environment, Territory, and Society of ICS-Ulisboa and the CONCISE project. See table 2 for information
- **Twitter** is a social network platform with fewer users in Portugal, being most popular among academics. Some information on the consultation was shared on Twitter, but not for recruitment purposes



FyG consultores ©. Promotional banner for the consultation in Portugal. October 2019.

Table 1. Results during the recruitment campaign the Facebook Event

reached 5600 people	received 456-page views.	received replies from 173 people (indicating either attendance or interest).
------------------------	--------------------------------	--

Demographic profile of the audience engaged via the event page

men 34%	women 66%	mostly women in the 35-44 age bracket
------------	--------------	---------------------------------------

During the recruitment campaign, the team published six posts with additional information about the consultation.

Date

26/09/19	Information about the team participation and the dissemination of the consultation at the European Researchers' Night Link
02/10/19	FAQs about the consultation, including information about food, accommodation, transport and refunds. This post was updated several times to include additional information Link
06/10/19	FAQs about accommodation with information on the participants' hotel accommodation Link
11/10/19	FAQs about food with information on the catering Link
14/10/19	FAQs about childcare with information on the activities planned for the participants' children Link
16/10/19	Information on the team participation and the dissemination of the public consultation at the Greenfest Event Link

The Facebook Event was shared on several pages during the recruitment campaign, namely by the page of Comcept - Comunidade Céptica Portuguesa ([Link](#), [link](#), [link](#)), several municipal libraries ([Link](#), [Link](#), [Link](#)) and the National Museum of Natural History and Science ([Link](#)). Due to privacy issues, Facebook does not make information about reach and engagement of post published by other pages available. However, it was possible to trace some of this activity



Facebook post announcing the public consultation



Table 2 .Online presence	
ICS-Ulisboa	Link
Observa	Link
Associação Portuguesa de Sociologia (Portuguese Sociological Association)	Link
Associação Portuguesa de Deficientes (Portuguese Association of Disabled People)	Link
News Farma	Link
Lisboa Participa	Link

The main problem arising during the promotional and information campaign was the lack of response from the traditional media (newspapers and specialised journalists).

This problem was compounded by the fact that during the recruitment campaign ICS

lost its communication officer. Thenceforth, it was necessary to depend mostly on direct contacts and social media to promote the consultation. Contact with organisations that had worked with ICS before was much more successful than the dissemination requests sent to other organisations.



Tweet informing about public consultation in Portugal



Post at the Lisboa Participa website informing about public consultation in Portugal



Post informing about public consultation in Portugal in the ICS website



Danmar Computers ©. Centro Cultural de Belém. Main entrance November 2019. Lisbon.

1.2 The venue

CS-Ulissboa considered several venues for the consultation. Most were excluded because of the lack of availability, accessibility problems or cost. The team ended up choosing the Centro Cultural de Belém. This decision was made for several reasons:

- **Location.** The venue has neutral connotations since it is not associated with any specific theme or scientific or academic context. Located in a beautiful and well-known part of the city, it is a household name in Portugal (not only in Lisbon). All of these aspects were considered to be important since many of the participants had to make their own way to the venue.

- **Facilities.** The venue has suitable facilities for holding an intense one-day event, with a big room, large enough to accommodate 12 round tables, 100 participants and 22 facilitators and observers. It also has air conditioning, plenty of natural light and stunning views over the Mosteiro dos Jerónimos and the river Tagus. Additionally, the venue has several support rooms for catering and other needs during the consultation. The coffee breaks were held in front of the consultation room and lunch in another room nearby.

- **Public transport options.** Although there is no underground station close to the venue, it is accessible by bus, train and car, with free parking nearby. Since there are

few hotels in the vicinity, ICS chose a hotel in the city centre and made arrangements for a shuttle service to transfer all of the participants to and from the venue on the day of the consultation.

- **Accessibility.** All the facilities were accessible to people with disabilities. The venue also had accessible parking spaces nearby.

- **Educational activities for children.** In the same building as the venue, there is a modern art museum with an outstanding educational service for children. These services were engaged for the participants' children, who spent the day at the museum participating in creative activities.

- **Outdoor areas.** Since the public consultation was held in the middle of November, one of the rainiest months in Portugal, it was decided not to plan any outdoor activities. The venue, however, affords beautiful views of the Belém gardens and the CCB compound has gardens with views over the river Tagus, which the participants could visit after the consultation.

No special arrangements were made since the venue and the consultation room were chosen for their optimal conditions. Nonetheless, it was necessary to rent tables and chairs and to bring water jugs from ICS for the discussion rounds. And since the consultation was held in November, the venue was asked to provide coat racks.

1.3 Recruitment of the participants

As the recruitment campaign formed part of the consultation's communication actions, the same strategy was employed. As observed above, Facebook was mostly used as a social media dissemination tool, in addition to several mailing lists to engage directly potential participants and organisations. Some of the actions targeted the general public, i.e. their goal was to disseminate the consultation to as large an audience as possible in order to increase the number of registrations, while others were aimed at specific sectors of the public in an attempt to ensure a diversified sample.

The Facebook dissemination strategy was fairly successful, reaching 5600 people and receiving 456 pages views and replies from 173 people (indicating either attendance or interest). However, due to public administration expenditure restrictions, it was decided not to use the sponsored option, which would have made it possible to reach a larger and more diverse audience.



Danmar Computers ©. Citizens registering before the start of the public consultation. November 2019. Lisbon.

The mailing lists were obtained mostly from previous consultations and projects coordinated by ICS. These included people and stakeholders from different parts of the country, who made an important contribution to disseminating the consultation nationwide and to engaging a diverse sample in terms of area of residence. Another successful strategy involved contacting all of the country's local libraries to ask them to disseminate the consultation. A number of positive replies were received, with several libraries sharing information on the consultation online.

Other strategies were less successful. Although emails were sent to national, regional and local newspapers, it seems that none of them published information on the public consultation. To recruit minority participants (from different ethnic backgrounds and with disabilities) several refugee and civil society organisations were contacted. These actions were generally unsuccessful, however, with the only reply coming from the Portuguese Association of Disabled People.

An attempt was also made to diversify the sample in terms of academic qualifications by contacting several community development organisations and sports and socio-cultural associations in the municipalities in the vicinity of Lisbon. These contacts seem to have been mostly unproductive.

The recruitment campaign was launched on 15 September (after the summer break for most citizens in Portugal) and ended on 15 November (the day prior to the consultation), due to problems arising from some last-minute cancellations. The campaign was stepped up between 17 September and 20 October, and again in the week before the consultation.

It was impossible to draw up a backup list, as some of the registered participants cancelled their participation after being contacted, which left the organisers no leeway when defining the final sample. Up until the eve of the consultation, there was a list of 131 confirmed participants. However, in end, the final sample had 102 with the following sociodemographic profiles:

Table 3. Socio-demographics of the target and final samples				
Gender	Actual participants		Registered participants	
Female	68	67%	87	63%
Male	34	33%	51	37%
Age ranges	Actual participants		Registered participants	
18-34	27	26.5%	37	26.8%
35-49	32	31.4%	42	30.4%
50-64	29	28.4%	41	29.7%
65+	14	13.7%	18	13.0%
Studies	Actual participants		Registered participants	
No formal education	0	-	0	-
Levels 1-2	4	4%	7	5%
Levels 3-4	29	28%	36	26%
Levels 5-8	69	68%	95	70%
Regions (NUTS II)	Actual participants		Registered participants	
Norte	32	31%	40	29%
Centro	6	6%	11	8%
Área Metropolitana de Lisboa	41	40%	58	42%
Alentejo	17	17%	20	15%
Algarve	5	5%	8	6%
Açores	1	1%	1	1%
Madeira	0	-	0	-

* Percentages have been rounded and may not total to 100%.

Table 4. Socio-demographics of the target and final samples

Urban/rural background	Actual participants		Registered participants	
Urban	74	73%	107	77%
Rural background	28	27%	31	23%
Employment status	Actual participants		Registered participants	
Student	14	13.7%	17	12.3%
Worker	59	57.8%	86	62.3%
Unemployed	8	7.8%	11	8.0%
Retired	13	12.7%	15	10.9%
Other	8	7.8%	9	6.5%
Nationality	Actual participants		Registered participants	
Portuguese	98	96%	131	95%
Non-Portuguese	4	4%	7	5%
Disability	Actual participants		Registered participants	
Disability	2	2%	2	1%
No disability	100	98%	136	99%
Minority	Actual participants		Registered participants	
Self-declared minority	0	-	2	1%
Non-self-declared minority	102	100%	136	99%

* Percentages have been rounded and may not total to 100%.

Middle-aged women with a higher level of education were the easiest to recruit. In light of previous experiences at ICS-ULisboa, the overrepresentation of participants with higher education was expected. However, the actual proportion was higher than anticipated. Additionally, the unbalance between male and female participants was also greater than expected, given the structure of the Portuguese population, the latter being overrepresented.

The consultation raised a lot of interest among science communicators and researchers, many of whom registered as participants. Since this could skew the results, their applications to participate were rejected, inviting them instead to take on the role of observers in the public consultation.

Another problem that arose was that more than 10 male participants, many of whom with a low level of education, cancelled their participation in the last three days prior to the consultation. These cancellations were due more to personal reasons than to a lack of fluid communication between them and the organisers.

Although 110 participants were registered for the consultation in the eventuality that some would not make it on the day, such a large number of last-minute cancellations, even by those who had confirmed their attendance several times, was not expected. These cancellations evidently affected the representativeness of the final sample, reducing the number of participants to less than 100 just before the consultation.

Since there was no backup list (for the reasons explained above), so as to ensure the minimum number of 100 participants, the organisers recruited a few participants from among their personal contacts in the days running up to the consultation. Of course, their profiles did not match those of the participants cancelling their attendance.

Lastly, it is important to mention the difficulties in reaching some sectors of the public often excluded from these activities (e.g. minorities). As mentioned above, an effort was made to contact some intermediaries (i.e. civil society organization) in order to remedy this. However, it had no impact on the final sample.



Danmar Computers ©. Opening ceremony. November 2019. Lisbon.

1.4 Recruitment and training of the facilitators

Since ICS-ULisboa is a social sciences research centre that has organised similar events in the past, it was possible to find many in-house researchers with the necessary skills and experience in facilitating focus groups and public consultations. Accordingly, the organisers got into direct contact with them to ask them whether or not they would be willing to participate and, if so, to check their availability. No problems were encountered during the recruitment of facilitators, insofar as all those who were approached showed interest in participating and using their skills to contribute to the consultation's success. The people who were ultimately selected not only had formal skills to facilitate discussions, but also some knowledge of the topics that were going to be discussed. Nevertheless, an attempt was made to recruit both male and female facilitators, as well as some with more experience (research fellows, post-docs) and younger ones (PhD candidates), believing that diversity was an important factor. Recruiting in-house facilitators also meant that they were all readily available whenever it was necessary to contact them.

Since there were enough facilitators with the necessary skills, a number of science communicators were invited to attend the public consultation as observers, which meant that it was unsuitable for the facilitators or the observers to swap roles. After the joint training sessions, both the facilitators and observers decided on whom they would like to work with, thus forming 12 teams (with one facilitator and one observer per table) who worked together throughout the public consultation. Since they were all fully committed, they all turned up on the day, thus making it unnecessary to resort to the facilitators and observers on the backup list.

The training sessions were held at ICS-ULisboa or via Skype, which was particularly handy for those facilitators and observers who did not live in Lisbon. Firstly, the University of Łódź organised an online training session. This was followed by the first collective meeting in which the CONCISE project was presented, before establishing the facilitation goals, how the consultation should be held and the responsibilities of both the facilitators and observers, after which the

consultation agenda was presented and discussed. Then, a breakout meeting exclusively for the facilitators was held, in which the moderation techniques to be employed were described and potential issues were broached. Similarly, the observers attended another breakout meeting in which they familiarised themselves with the observation sheet and cleared up any queries.

After this first introduction, the facilitators and observers were emailed a detailed discussion script and the quantitative activities that the participants were supposed to perform on the day of the public consultation. A week after, a second meeting was held to clarify any doubts that the facilitators and observers might have. This meeting started with a brief presentation of the materials, followed by several Q&A rounds.

During the week running up to the public consultation, a final meeting was held in

which last-minute doubts were clarified and a number of simulations were performed in order to familiarise the facilitators and observers with possible eventualities. This was important to clarify several issues concerning the schedules, materials, and organisation, and to exchange final comments. All of the meetings were led by the organisers. In between meetings, the facilitators and observers were encouraged to contact the organisers to clear up any doubts.

After the public consultation, it was agreed with the facilitators and observers who would be responsible for transcribing their sessions. In some cases, they were unable to commit themselves to delivering their transcriptions before the deadline and, therefore, it was necessary to outsource this task to professionals. Those responsible for transcribing their sessions were provided with a template and detailed instructions on how to code and format the transcriptions.



Danmar Computers ©. Organisers setting-up tables for the public consultation. November 2019. Lisbon.

1.5 Gaining sponsors and patronage for the event

A number of institutions with a possible interest in the public consultation were contacted to ask them if they would be willing to donate gifts in kind for the participants, with the following results (see table below)

The 60 tickets were randomly distributed among the 102 participants. For its part, ICS-ULisboa provided free badges and stationery for the participant. These kits were completed with cloth bags and notebooks bearing the project and EU funding logos.

All of the participants, facilitators and observers received one of these gift bags at the end of the consultation.

There were no major issues with sponsors or patronage, although it was decided to contact only specific organisations. Due to the consultation venue's strict rules regarding catering, this meant that F&B companies and catering firms could not be approached.

Table 5. Sponsors
Material provided

Sponsor	Material provided
Museum of Natural History	Discounts on entrance tickets and souvenirs from the Museum of Natural History and Science (offered to all of the 102 participants and 24 facilitators and observers).
Lisbon Zoo	Coupons from Lisbon Zoo (150 vouchers with a 15 per cent discount).
CCB venue.	40 tickets for an exhibition at the CCB venue.
Oceanarium.	20 tickets for the Oceanarium.

1.6 Issues

Regarding recruitment, there were two main issues:

- **The sociodemographic profiles** of those registering to participate. Since the channels that were more successful in engaging and recruiting people were connected to ICS work, team and research projects, this signified that there were many highly qualified and professionally motivated individuals registering to participate. Even though some were excluded, all attempts to diversify the sample in this regard were rather unsuccessful.
- **Last-minute cancellations.** Although the participants were contacted several times during the recruitment campaign, there was an unexpected number of cancellations in the days before the consultation. As already noted, many of these were men with a lower level of education. Their absence eventually skewed the sample even more in terms of gender and academic qualifications.

Since the ICS-ULisboa financial year closes on 15 October, all expenses and invoices had to be submitted before that date. So, as the consultation was held on 16 November, every agreement and contract had to be celebrated at least one month in advance. Although this was a hindrance, everything went according to plan, without any major issues. There were also no problems with the participants' accommodation because the hotel chosen is a regular partner of ICS-ULisboa and was thus willing to be flexible with booking confirmations.

As the recruitment campaign was launched nationally, the organisers expected participants from all over Portugal. Specifically, around 60 per cent of them came from many of the country's different regions—including the Azores—with only 40 per cent coming from the Lisbon metropolitan area.

2. Consultation meeting: organisational aspects

The public consultation was held from 9 am to 5 pm, at the conference centre of the Centro Cultural de Belém (Praça do Império, 1449-003 Lisbon, Portugal), on 16 November 2019 (Saturday).

The organisers arrived at 8 am and registration began at 9 am. The consultation, which ended at 5 pm, lasted eight hours (including five and a half hours of discussions and activities, and two and a half hours for coffee breaks and lunch).

No external factors influenced the public consultation. Although it was held in mid-November it was a beautiful sunny day.

The consultation was held in one big room at the venue and lunch was served in a di-

fferent room. Childcare was provided in the CCB building by a different institution (the contemporary art museum Museu coleção Berardo). Others rooms adjacent to the main room were used for different purposes (one for the video team, another for the communication team, and a third for the interviews). The registration desk was placed in the entrance hall. In the main room, there were twelve tables, most of them with 10 chairs, 8 for the participants and two for the facilitator and the observer. Some of the table had 9 or 10 participants



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2.1 Discussion rooms

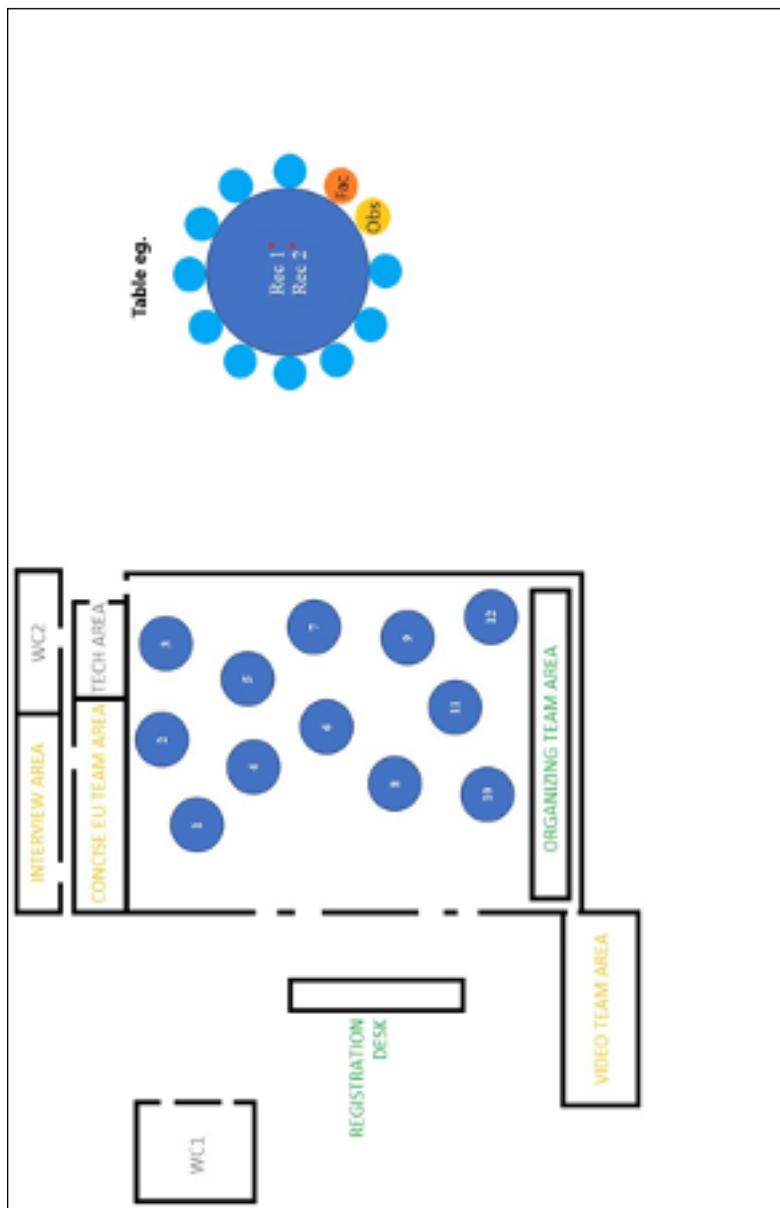


Figure 1. ICS Institute ©. Discussion table set-up

2.2 Agenda

The four topics were divided into two groups: climate change + complementary and alternative medicine (hereinafter CAM); and vaccines + genetically modified organisms (GMOs). Six tables started the morning rounds discussing climate change and the other six, vaccines. Each team (facilitator + observer) was responsible for four sessions on two topics with two different groups of participants, one in the morning and the other in the afternoon. The 12 teams of facilitators and observers were distributed.

9.00-9.15	Registration
9.15-9.30	Welcome
9.30-11.00	Discussion round 1
11.00-11.15	Coffee break
11.15-12.30	Discussion round 2
12.30-1.30	Lunch
1.30-3.00	Discussion round 3
3.00-3.15	Coffee Break
3.15-4.30	Discussion round 4
4.30-5.00	Closing: refreshments and distribution of gift bags and certificates among the participants

2.3 Participants

As to the final sample, of the 102 people attending the public consultation in Lisbon, 95 had registered online and seven had been directly recruited as last-minute replacements by the organisers. One week before the event, 116 participants had confirmed their attendance. During the last week, 14 cancelled due to illness, professional commitments or personal reasons. Two participants showed up at the consultation without registering beforehand.

Following these cancellations, the organisers directly recruited five more people from among their acquaintances, since there was concern that it would be impossible to reach the minimum number of 100 participants. On the eve of the consultation, 107 participants had confirmed their attendance. On the day, six participants failed to turn up, only a few of whom offered any type of justification (last-minute illnesses). So, there were only 101 registered on the day. Nonetheless, another participant showed up unexpectedly in the afternoon and it was decided to allow him to participate.

There were some deviations between the target (based on the last Portuguese population census) and final samples. The re-

asons for this was the fact that there were not many options to choose from, thus highlighting some general shortcomings in the recruitment strategy implemented. Many of the people who had registered online were unable to participate in the end. Some were experts, others were unreachable, and many failed to attend the consultation for a number of reasons. These last-minute cancellations meant that the sample was more skewed in terms of gender, age and education.

As to minorities, since the online registration form included a specific question about Portuguese society's perception of minority group, the organisers took into account the participant's answers rather than their own assumptions. There were possibly participants belonging to minority groups but they did not declare themselves as such.

The geographical distribution of the participants was good, since there were more participants from rural areas (localities with under 10,000 inhabitants) and from outside the Lisbon metropolitan area than expected.

Table 7. Target versus final sample (n = 100)

Target samples		Final samples	
Gender	%	Gender	%
Female	55%	Female	67%
Male	45%	Male	33%
Age ranges	%	Age ranges	%
18-24	10%	18-24	13%
25-34	15%	25-34	14%
35-44	18%	35-44	18%
45-54	22%	45-54	26%
55-64	15%	55-64	16%
65+	20%	65+	14%
Age ranges	%	Age ranges	%
18-34	25%	18-34	26%
35-49	28%	35-49	31%
50-64	27%	50-64	28%
65+	20%	65+	14%
Studies	%	Studies	%
No formal education	2%	No formal education	0%
Primary school	5%	Primary school	4%
Secondary school	50%	Secondary school	28%
University degree	43%	University degree	68%
Rural/urban background	%	Rural/urban background	%
Rural	15%	Rural	27%
Urban	85%	Urban	73%
Nationality	%	Nationality	%
Non-nationals	5%	Non-nationals	5%
Nationals	95%	Nationals	95%
Disability	%	Disability	%
Disability	5%	Disability	2%
No disability	95%	No disability	98%
Minority	%	Minority	%
Romany	5%	Romany	0%
Non-Romany	95%	Non-Romany	100%

In general, the event went according to plan, with all participants staying until the end and seemingly quite satisfied with the event. The tight schedule was hard to keep, especially after lunch, since the catering service had been fairly slow. Additionally, there were some last-minute changes in relation to the facilitators' tables for the afternoon discussion rounds because there had been some planning errors. The problem was remedied during the lunch break.

In light of the results, one of the tables did not complete the questionnaire adequately, leaving many items unanswered, due to the fact that the facilitator and the observer had interpreted the instructions incorrectly. In hindsight, the participants should have been allowed more time to complete the questionnaires.

Danmar Computer ©. A citizen during the public consultation. November 2019. Lisbon.



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Organising team

Ana Delicado
Jussara Rowland
João Estevens
Roberto Falanga
Izabela Warwas
Malgorzata Dzimińska
Isabel Mendoza
Eduarne Gastón
Konrad Wiśniewski
Sebastian Pietraszek

Support/welcome desk

Luiza Nora

Master of ceremonies

Luisa Schmidt

Moderators

Ana Rita Matias
Carla Gomes
Evelia Alvarez
Fábio Augusto
Joana Sá Couto
Luís Junqueira

Madalena Dias Santos
Mafalda Correa Nunes
Mónica Truninger
Patrícia Hilário
Rita Correia
Tatiana Ferreira

Observers

Liliana Oliveira
Ana Margarida Matias
Patrícia Passinha
Alexandre Silva
Rita Batista
Ana Faustino
Bruno Pinto
Marta Santos
Maria João Parreira
Raquel Gomes
Diogo Santos
Vanessa Carvalho da Silva

04. ANNEX: SCRIPTS, ACTIVITIES AND INFORMED CONSENTS

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1. Public consultation scripts

The different scripts for each of the topics discussed during the consultations are presented below.

1.1. Climate change consultation script

This document must be translated into the vehicular language of the public consultation in question.

Total time: 1h

Objective 1. How citizens are informed	
15 minutes	<ul style="list-style-type: none"> • Do you remember any news about climate change? What was it about? • When you see news on the effects of climate change on television, do you think that you can do anything about it? <p>[If the channels are not mentioned]</p> <ul style="list-style-type: none"> • Do you remember in what situation you heard/read/saw such news? (Possible answers: on the TV news, talking to friends/relatives/colleagues, via WhatsApp, in the newspaper, on Twitter, etc.). • Is climate change a topic on which you deliberately search for information? Why/why not? <p>[If the participants do not mention what they do with the information they receive]</p> <ul style="list-style-type: none"> • If you receive information about climate change that you consider interesting, what do you do with it? (Possible answers: share it, discuss it with others, etc.). <p>[If the participants do not refer to the sex of the person providing them with the information]</p> <ul style="list-style-type: none"> • Can you remember whether it was a man or a woman who provided you with the information?
Objective 2. Reliability of sources	
15 minutes	<ul style="list-style-type: none"> • If you want to find specific information about climate change, where would you look? Or who would you ask? <p>[If the participants do not mention where they would look for such information or who they would ask]</p> <ul style="list-style-type: none"> • When you receive information about climate change, do you take note of where it comes from? How do you decide if a source is reliable or not? • Have you ever searched on the Internet for information on climate change? What webs/sources do you consult? Do you have a favourite? If so, why? <p>[If the participants do not mention the sex of their sources]</p> <ul style="list-style-type: none"> • Can you think of someone who is a reference for climate change? Why him/her?
Objective 3. Proposals to improve scientific communication	
15 minutes	<ul style="list-style-type: none"> • What would you change to make information about climate more interesting/complete/reliable? • How would you like the information on this topic to be presented? • Is there a topic that you would like to see more in the media?
End of discussion	
15 minutes	<ul style="list-style-type: none"> • The moderator proposes a round of final comments. Leave time in case some of the participants want to add something.

1.2 Vaccine consultation script

This document must be translated into the vehicular language of the public consultation in question.

Total time: 1h

Objective 1. How citizens are informed	
15 minutes	<ul style="list-style-type: none"> • What is the latest information of vaccines that you have heard/read/seen? • Do you think that vaccines, in general, have more health risks or benefits? <p>[If the channels are not mentioned]</p> <ul style="list-style-type: none"> • Do you remember in what situation you heard/read/saw such news? (Possible answers: on the TV news, talking to friends/relatives/colleagues, via WhatsApp, in the newspaper, on Twitter, etc.). • From where did you receive information about the topic? <p>[If the participants do not mention what they do with the information they receive]</p> <ul style="list-style-type: none"> • If you read, hear or see information about vaccines that you consider interesting, what do you do with it? (Possible answers: share it, discuss it with others, etc.). <p>[If the participants do not refer to the sex of the person providing them with the information]</p> <ul style="list-style-type: none"> • Can you remember whether it was a man or a woman who provided you with the information?
Objective 2. Reliability of sources	
15 minutes	<ul style="list-style-type: none"> • If you have a specific question about vaccines, where would you look? Who would you ask? <p>[If the participants do not mention where they would look for such information or who they would ask]</p> <ul style="list-style-type: none"> • Do you use social networks or the Internet to obtain information about vaccines? • Can you remember which websites you visited? How do you decide if a source is reliable or not? • What are your views on the pharmaceutical industry as an information source? <p>[If the participants do not mention the sex of their sources]</p> <ul style="list-style-type: none"> • Can you think of anyone who is a reference for vaccines? Why him/her?
Objective 3. Proposals to improve scientific communication	
15 minutes	<ul style="list-style-type: none"> • Do you believe that you are well informed about vaccines? If not, what else would you like to know? • How would you like the information on this topic to be presented? • What kind of science, technology, health and environmental news do you consider most important for your life? • If you could participate as a citizen in research projects on a voluntary basis to contribute to the advancement of scientific knowledge, would you do so? If so, why?
End of discussion	
15 minutes	<ul style="list-style-type: none"> • The moderator proposes a round of final comments. Leave time in case some of the participants want to add something.

1.3 Genetically modified organism (GMO) consultation script

This document must be translated into the vehicular language of the public consultation in question.

Total time: 1h

Objective 1. How citizens are informed	
15 minutes	<ul style="list-style-type: none"> • What can you tell me about GMOs? • In your opinion, which GMO information sources are reliable and which are not? Why? <p>[If the participants do not mention any such information source]</p> <ul style="list-style-type: none"> • Have you ever searched on the Internet for information on GMOs? If so, what websites/sources do you resort to? • Do you have any favourite website/source? If so, why? • Do you trust the information on science and technology that different governments disseminate? • Do you think that most scientists agree on the issues that we are discussing here? <p>[If the participants do not mention what they do with the information they receive]</p> <ul style="list-style-type: none"> • If you read, hear or see information about GMOs that you consider interesting, what do you do with it? (Possible answers: share it, discuss it with others, etc.). <p>[If the participants do not refer to the sex of their source]</p> <ul style="list-style-type: none"> • In your view, who would be a reference in GMOs? Is it a man or a woman? • Does the sex of the source affect your interest in scientific news?
Objective 2. Reliability of sources	
15 minutes	<ul style="list-style-type: none"> • Do you consume information on GMOs? <p>[If the channel is not mentioned]</p> <ul style="list-style-type: none"> • Do you remember where you found this information? (Possible answers: on the TV news, talking to friends/relatives/colleagues, via WhatsApp, in the newspaper, on Twitter, etc.). <p>[If the participants do not mention what they do with the information they receive]</p> <ul style="list-style-type: none"> • What do you do with the information that you receive about GMOs? (Possible answers: share it, discuss it with others, etc.).
Objective 3. Proposals to improve scientific communication	
15 minutes	<ul style="list-style-type: none"> • Do you think you have enough information about this topic? • How can this information be improved? • What kind of science, technology, health and environmental news do you consider most important for your life?
End of discussion	
15 minutes	<ul style="list-style-type: none"> • The moderator proposes a round of final comments. Leave time in case some of the participants want to add something.

1.4. Complementary and alternative medicine (CAM) consultation script

This document must be translated into the vehicular language of the public consultation in question.

Total time: 1h

Objective 1. How citizens are informed	
15 minutes	<p>[If the channels are not mentioned]</p> <ul style="list-style-type: none"> • Where have you obtained information about CAM? (Possible answers: on the TV news, talking to friends/relatives/colleagues, via WhatsApp, in the newspaper, on Twitter, etc.). <p>[If the participants do not mention what they do with the information they receive]</p> <ul style="list-style-type: none"> • What do you do with the information about CAM that you receive? (Possible answers: share it, discuss it with others, etc.). <p>[If the sex of the source is not mentioned]</p> <ul style="list-style-type: none"> • Can you remember if the information about CAM was provided by a man or a woman?
Objective 2. Reliability of sources	
15 minutes	<ul style="list-style-type: none"> • Have you ever heard of CAM? What can you tell me about it? • In your opinion, do you think that a complementary or alternative treatment can offer you something that conventional medicine cannot? • Which CAM information sources do you believe are reliable and which are not? Why? <p>[If the participants do not mention any such information source]</p> <ul style="list-style-type: none"> • Have you ever looked for information on CAM on the Internet? Elaborate on this if you can. • If you have a health problem, in addition to the conventional medical treatment that you are prescribed, do you consider the recommendations of other people, professionals or information that you have obtained on your own accord? <p>[If the participants do not mention the sex of their sources]</p> <ul style="list-style-type: none"> • Who springs to mind when you are asked to name a reference in CAM? Why him/her?
Objective 3. Proposals to improve scientific communication	
15 minutes	<ul style="list-style-type: none"> • Do you think there is enough information about CAM? • Is there a topic that you would like to see more in the media? • How can this information be improved? • Have you ever felt that your ideas are not taken into account?
End of discussion	
15 minutes	<ul style="list-style-type: none"> • The moderator proposes a round of final comments. Leave time in case some of the participants want to add something.

Note to the moderator

At the end of each discussion round, introduce this note: Questions may vary depending on how the discussion develops. Please bear in mind that these questions are just suggestions to ensure that all topics of interest are covered.

If any of the topics are mentioned spontaneously during the discussion, there is no need to bring them up again.

Always consider the gender dimension. For example, if the participants mention that they have received from or shared information with someone, ask them if they remember if it was a man or woman. Or if they mention a specific news item, ask them if they remember who appeared, who spoke, etc.

2. Quantitative or semi-quantitative activities

2.1. Activity 1. Reliability test of headlines

Objective: To determine what citizens infer from how news headlines are presented (language, sources and channels). This activity was designed in collaboration with the Science and Technology News Agency (SINC), whose experts proposed a number of examples of recent headlines that could be used at the public consultation.

In this activity, citizens will be shown a selection of headlines relating to the discussion topics (climate change, vaccines, GMOs and CAM) in different formats, so as to gauge how likely it is that they will click on them when they see them on different online channels. The possible formats are as follows:



As a normal digital newspaper headline



Headline on WhatsApp



Headline on Facebook



Headline on Twitter

Each headline will be followed by four questions:

1. Please select the option that you find most appropriate. This headline presents the climate change/vaccine/GMO/CAM controversy in a _____ light.

- Positive
- Negative
- Neutral

2. Would this headline encourage you to click on it and read further?

- Yes
- No

3. Would you 'like' the headline?

- Yes
- No

4. Would you share this content with your contacts?

- Yes
- No

2.2 Activity 2. Trust and frequency ranking of sources

Description: The moderator asks each participant to fill in a brief questionnaire to summarise specific information on sources, channels and credibility.

Question 1. In the last year, have you read information about climate change/vaccines/GMOs/CAM coming from any of these source?

	Often	Occasionally	Rarely	Never
National governmental sources (ex. ministries, national health institutes)				
European Community				
International organisations (e.g. WHO, UN, IPCC)				
Companies				
NGOs				
Leaders and policymakers				
Others (specify)				

Question 2. By your reckoning, how credible are these information sources on climate change/vaccines/GMOs/CAM?

	Often	Occasionally	Rarely	Never
National governmental sources (ex. ministries, national health institutes)				
European Community				
International organisations (e.g. WHO, UN, IPCC)				
Companies				
NGOs				
Leaders and policymakers				
Others (specify)				

Question 3. Frequency with which you have accessed content relating to the discussion topics on the Internet

	Every day	2 or 3 times a week	Once a week	Once a month	Never
General websites					
Information websites					
YouTube					
Twitter					
Facebook					
Instagram					
Blogs					
Others (specify)					

Question 4. Frequency with which you have accessed content relating to the discussion topics on the Internet

	Every day	2 or 3 times a week	Once a week	Once a month	Never
General websites					
Information websites					
YouTube					
Twitter					
Facebook					
Instagram					
Blogs					
Others (specify)					

Question 5. Frequency with which you have accessed content relating to the discussion topics in the mainstream media

	Every day	2 or 3 times a week	Once a week	Once a month	Never
General websites					
Popular science magazines					
Science museums/exhibitions					
Friends and relatives					
TV programmes					
Radio programmes					
Blogs					
Others (specify)					

2.3 Activity 3. Assessing the participants' general attitudes towards science

This activity, which includes two questions often asked in surveys on attitudes towards science (e.g. Special Eurobarometer 401, 2013), requires participants to state their opinions using a Likert scale (agree/disagree) and to justify them.

The quantitative data obtained (100 cases in each country) in this activity allows for performing a comparative analysis not only between the five participating countries and across sociodemographic variables, but also with the results of previous surveys. Similarly, the data obtained through discussing justifications can help to gain a better understand of the respondents replies and to explore ambivalences and the origin of attitudes towards science.

Description: Each participant is given an A5 sheet with the first question and a 10-point scale (see below), as well as a set of four round coloured stickers (two colours, green and orange, for instance). They are then asked to place the green sticker on the scale, at the point that best represents their opinion. Afterwards, they are asked individually to justify their choice and encouraged to debate among themselves. At the end of the discussion round, the moderator asks if anyone wants to change his/her opinion and, if so, why, using the orange coloured sticker. The moderator then collects the sheets (which are numbered with the code given to each participant, so that their opinions can be contrasted with their sociodemographic profiles), before handing them over to the observer.

This process is repeated with the second question, using another A5 sheet. Half the groups start with question 1, the other half with question 2.

Question 1. Science and technology make our lives easier, more comfortable and healthier.

Totally disagree							Totally agree		
1	2	3	4	5	6	7	8	9	10

Question 2. Scientific and technological developments can have unforeseen negative side-effects that are harmful for human health and the environment

Totally disagree							Totally agree		
1	2	3	4	5	6	7	8	9	10

3. Online registration of participants

Participants registering for the public consultations will be expected to do so online. All of the members of the organisation will use an UVEG tool, powered by LimeSurvey, for online surveying and data collection following the recommendations of our ethic advisor for CONCISE, Ricard Martínez.

Registration questionnaire proposal:

- Short description of the project and the objectives of the public consultations. For example:

CONCISE is a research project that aims to generate a European-wide debate on science communication. Since the researchers at CONCISE want to hear DIRECTLY from the citizenry, they will be organising five public consultations across Europe. CONCISE thus hopes to gain a better understanding of how EU citizens build their opinions and beliefs on certain scientific issues. The ultimate purpose of the project is to increase the quality and quantity of science communication across Europe.

The CONCISE project is recruiting citizens willing to participate as volunteers in the public consultations that will be held in [SPECIFY PLACE OF THE CONSULTATION] on [SPECIFY DATE OF THE CONSULTATION]. These consultations will involve several informal meetings in which the participants will discuss science-related topics. A hundred participants from all over [SPECIFY COUNTRY] will gather in [SPECIFY VENUE] to talk about climate change, vaccines, genetically modified organisms and complementary and alternative medicine. This activity, forming part of the project CONCISE, funded by the European Commission, is being organised by [SPECIFY ORGANISATION and ITS RELEVANCE].

Citizens do not need to have any previous knowledge of any of the topics. The main objective of this activity is for them to contribute to improve the way that scientific information is communicated to society. We want to know YOUR opinions, concerns, doubts and experiences. Therefore, all volunteers are welcome. The only requirements are living in [SPECIFY COUNTRY], speaking [SPECIFY LANGUAGE] correctly and completing this questionnaire.

The activity will be held from 9 am to 5.30 pm [SPECIFY OTHERWISE] on [SPECIFY DATE]. Please remember that all of the participants will be volunteers. CONCISE will defray travel, accommodation and meals costs. Moreover, all volunteers will be given free tickets to [SPECIFY ACTIVITY, MUSEUM...].

The European CONCISE project analyses the role of science communication in building opinions, perceptions and knowledge relating to scientific issues. The aim of the consultations, which will be held in five different European countries, is to explore the means/channels (conventional and online news outlets and social media, life experiences, relatives, religion, political ideology, educational system, etc.) through which EU citizens acquire their scientific knowledge and how it influences their beliefs, opinions and perceptions.

By completing this form you will be volunteering to participate in the CONCISE public consultations.

- Name: Open question.
 - Surname: Open question
 - Gender: Male, female, other
 - E-mail: Open question
 - Telephone: Open question
 - Age: Open question
 - Educational background: Multi-choice question, include a list of educational levels
 - Professional status: (Working/unemployed/student/pensioner/other)
 - Place of birth: Open questions
 - Current residence: Open question.
 - Are you a resident in COUNTRY? Yes/No question
 - Please tell us if you have any special needs that should be taken into account during the public consultation: Open question
 - Please tell us if you have any special food requirements or allergies that should be taken into account during the public consultation: Open question
- The registration form includes privacy policy information, the project logo, the European Commission logo and the grant number.

All registration forms should be completed in the national language of the public consultation in question and should meet the following ethical requirements.

4. Consent forms

4.1. Informed consent to participate in the CONCISE research project

We would like to invite you to take part in this study. Before deciding, you need to understand why this research is being performed and what will be expected of you. Please take time to read the following information carefully. If anything is unclear to you or if you would like to receive further information, please let us know.

1. Information about the Project

1.1 Project name

'CONCISE: Communication role on perception and beliefs of EU citizens about science'

1.2 What is the purpose of the study?

CONCISE is a two-year project funded by the European Commission whose objective is to evaluate the channels through which EU citizens acquire their science-related knowledge, and how this influences their beliefs, opinions and perceptions, at five public consultations. The results of the project will help science communication researchers, policymakers, scientists, science journalists and the public at large to communicate more directly and effectively, thus avoiding discourses that generate distrust and misunderstandings.

The citizen consultation in which we are inviting you to participate will help us to identify the views of 100 volunteer participants on four science-related topics: climate change, vaccines, genetically modified organisms and complementary and alternative medicine. The participants will be a representation of the society in [SPECIFY COUNTRY].

1.3 Why is my opinion important for this study?

We would like you to participate because you are part of [SPECIFY COUNTRY] society and your opinion is very important to us for this study. We are interested in identifying the views of people from all walks of life, with different life experiences and skills. You do not need to have any particular knowledge of science or any special qualifications. In short, our aim is to obtain an overview of public opinion in [SPECIFY COUNTRY] about these issues.

1.4 Do I have to take part?

It is up to you to decide. You are free to withdraw at any time, without having to justify your decision.

1.5 What information will you provide me with?

In addition to the information provided here, when we meet, we will offer you a description of the project and provide you with the information sheet, which you will be free to discuss with us. We will then ask you to sign a consent form demonstrating your willingness to participate in the public consultation on a voluntary basis.

1.6 What will be expected of me if I decide to take part?

If you decide to participate in the public consultation, you will be asked to attend a one-day event in which you will be placed in a group with other participants and a moderator to discuss certain science-related topics with them: climate change, vaccines, genetically modified organisms and complementary and alternative medicine.

The discussion groups will be audio recorded in order to transcribe, code and analyse them. To protect your identity, all the data gathered will be identified with a code (not with your name) and will be securely stored according to the data protection laws currently in force. Only CONCISE project members will be able to consult this information. Photographs and videos will be taken during the public consultation for dissemination purposes. Only when participants expressly consent to be photographed or videoed will they appear in them.

1.7 What about expenses and payments?

All expenses, including travel, accommodation and meals, will be covered by the organisers. Since you are a volunteer, you will not receive any financial compensation.

1.8 What will I be expected to do?

The public consultation will start at [TIME]. We will discuss the first topic until [TIME] and then stop for a coffee break. The discussion of the second topic will start at [TIME], until [TIME] when lunch will be served. In the afternoon, we will discuss two other topics, with a short break between them. The consultation will end at [TIME], before which there will be a light meal and entertainment.

1.9 What are the possible disadvantages or risks of taking part?

There are no risks associated with taking part in this study. All your data will remain confidential. Each discussion group will be moderated by a trained person who will ensure the correct development of the activity. There are no right or wrong opinions and the moderator will ensure that everything runs smoothly and everybody has a turn to speak.

1.10 What are the possible benefits from taking part?

There are no direct benefits from taking part in this study. However, your participation will help to improve the way science is communicated to people and stakeholders, thus promoting a better-informed society.

1.11 What if there is a problem?

If you have a concern about any aspect of this study, you should ask to speak to the researchers who will do their best to answer your questions [CONTACT NUMBER].

2. Confidentiality commitment

2.1 Our commitment to privacy

The CONCISE project is highly committed to guaranteeing your fundamental rights to data protection and to self-image. To this end, we have taken all appropriate measures to comply with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and the free circulation of these data (GDPR), and the applicable national law, Organic Law 3/2018, of 5 December, on Data Protection and Guarantee of Digital Rights (LOPDGG).

2.2 Who will treat my data?

The CONCISE Project is led by the University of Valencia, which is responsible for data treatment.

Universitat de València-Estudi General.
CIF Q4618001D
Edificio del Rectorado.
Avda. Blasco Ibáñez, 13
46010 Valencia.

[NAME OF PARTNER ORGANISATION] is a consortium member of the CONCISE project and therefore responsible for data treatment in [NAME OF COUNTY OF THE CONSULTATION]. Please include the data of your organisation as well

2.3 Who will help me if I have any query about my rights?

The data protection officer at the University of Valencia.

Javier Plaza Penadés
Delegado de Protección de Datos
Ed. Rectorado
Av. Blasco Ibañez, 13
VALÈNCIA 46010
lopd@uv.es
Telephone: 34 96 162 54 31

The data protection officer at the [YOUR ORGANISATION].

Please include the data of your organisation's DPO as well

2.4 For what purpose will you process my data?

Your contact details (telephone number and email) will be used in order to allow the CONCISE team to keep in contact with you and to organise the logistics necessary for ensuring the success of the public consultation and for sharing the future results of the project with you.

As already noted, photographs and videos will be taken during the public consultation for dissemination purposes. Only when participants expressly consent to be photographed or videoed will they appear in them.

2.5 Under what laws will my data be processed?

By agreeing to participate in the study after reading this disclaimer, you are agreeing to establish a relationship with CONCISE that involves processing your identification data and pseudonymised recordings, in accordance with Article 6.1.b) of the EU General Data Protection Regulation.

Likewise, your consent will be requested to use your image in order to guarantee your right to self-image pursuant to the provisions of Organic Law 1/1982, of 6 May, on civil protection of the right to honour, personal and family privacy and your own image, and to process your data pursuant to article 6.1.a) of the EU General Data Protection Regulation.

2.6 Who will have access to my data?

Research entities, associated with the project or not, may subsequently use your aggregated or pseudonymised data.

You can find information about the CONCISE Project, funded by the European Union's research and innovation programme Horizon 2020, under grant agreement No. 824537, and the consortium members at: <https://concise-h2020.eu>.

Should you give your consent, images of you will be disseminated in the media, on networks or social media, and in broadcast products.

2.7 How long will my data be kept?

Your data will be kept during the project time frame and will be destroyed five years after the first publication of results. The aggregated or pseudonymised data will be made available to other research entities after the completion of the project.

The images taken for dissemination purposes will remain as long as the media that publish them exist.

2.8 What are my rights?

You may exercise your rights of access, rectification, cancellation or opposition at any time. To this end, you should submit a written request that must include the following:

- Name, last name of the interested party.
- Photocopy of the national identity document or equivalent official document of the interested party.
- Identification, where appropriate, of the person representing him/her, as well as the document proving such representation.
- A specific request.
- Address for notifications, date and signature of the applicant.
- Documents accrediting your request, if applicable.

Requests should be addressed to:

Servei d'Informàtica - Protecció de dades
Universitat de València
Avda. Blasco Ibáñez, 13
Edificio de Rectorado
46010 Valencia
lopd@uv.es

2.9 To which authority can I address my claims?

All claims should be addressed to the Agencia Española de Protección de Datos.

3. Consent

Mr/Mrs _____,
of legal age, with ID/PASSPORT NUMBER: _____, hereby states that:
I have been duly informed of the characteristics of the research project entitled, 'CONCISE:
Communication role on perception and beliefs of EU citizens about science'.

I have read both Section 1 of this document entitled 'Project information', and Section 2
entitled 'Confidentiality commitment', and I have been able to clarify any doubts that may
have arisen in this regard. I believe that I have understood this information.

I have been informed of the possibility of withdrawing at any time.

Under these conditions, I consent to participate in this public consultation.

In witness whereof, I sign this document in the place and on the date indicated below.

In [CITY] on _____ 20__.

*Name and surname
of the participant*

Signature

4.2. Consent for the recording of images and audio and authorisation for its use by the CONCISE project

Name and surname: _____

Telephone: _____ Email address: _____

CONSENT FOR RECORDING IMAGES

I hereby give my consent to be photographed, videoed and audio recorded. The term 'image' includes video or still photographs, in digital or any other format, and any other means of recording or reproducing images. I hereby authorise the use of these images for scientific, didactic or educational purposes.

PURPOSE

I hereby authorise CONCISE project staff and members of the public to use image(s) of myself for educational, research and scientific dissemination purposes.

I hereby give my consent to be photographed and videoed, authorise the use or disclosure of such image(s) in order to contribute to the project's educational, research and scientific dissemination objectives, and waive any right to receive compensation for such uses. My heirs or assignees and I exempt the CONCISE project, the University of Valencia and its employees, and any other person involved in the execution of the project, and their heirs or assignees, from any responsibility for any claim for damages or compensation arising from the activities authorised under this agreement.

RESCISSION

Should I decide to terminate this authorisation, subsequent uses of my photographs will not be allowed, but I will not be able to request the return of the photographs or information already used.

RIGHTS

I can request that the filming or recording cease at any time. I may terminate this authorisation until a reasonable date before the images are used, but to do so I must send a written request to _____. I can inspect or obtain a copy of the images whose use I am authorising.

I can refuse to sign this authorisation and have the right to receive a copy it. I understand that I will not receive any financial compensation.

Date: _____ Signature: _____

4.3. Confidentiality agreement for collaborators, moderators, observers, facilitators

Between:
CONCISE project and
[COLLABORATOR NAME]

1. On the understanding that both parties are interested in participating in the public consultation, it is agreed that all information, whether oral, written or otherwise, that is supplied during or as a result of its celebration shall be treated as confidential by the collaborator.
2. The collaborator undertakes not to use the information for any other purpose than in the framework of the said collaboration, without prior written authorisation from the CONCISE team.
4. This agreement does not apply to any information in the public domain or which belongs to the collaborator.
5. Either party to this agreement shall on request from the other return any documents or items related to disclosure and shall not retain any unauthorised copies or partial or total reproductions.

Signature: CONCISE

Signature: Collaborator

Date: _____ Signature: _____



ScienceFlows



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UNIVERSITAT DE VALÈNCIA *en/és/gale*



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