

Session 4

Enhancing the societal value of Research Infrastructures

Moderator: Franciska de Jong, CLARIN ERIC
Rapporteurs: Philippe Froissard, European Commission
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Session 4A: Assessing the societal value of research infrastructures

- Speakers: **Vincent Mangematin, Laura Hillier, Alasdair Reid**
- Main issues:
 - Societal value is complex to assess (subjective notion and intangible asset)
 - KPI, CII: one size does not fit all; qualitative models
 - Impact assessment framework cannot be too prescriptive, flexible approach required
 - Societal value depends on objectives/core missions of RI and perspectives of stakeholders
 - Societal value of RI may result from a cumulative effect and assessment provides only a snapshot
 - Two ongoing and connected initiatives by OECD and EC will provide modular tool to assess impact of RI

Session 4B: Enhancing the societal value of Research Infrastructures

- Speakers: **Anne Gauthier, Myeun Kwon, Tom Keenan, Xiaoming Jiang**
- Main issues:
 - Investment matters, as well as communication
 - Societal value to be considered from the design phase of the RI
 - Enhancing societal value requires:
 - the capacity from RI to convey complex information to targeted stakeholders (through data visualisation, teaching and training and use of intermediary organisations)
 - Strengthening the social trust (accountability to the public), proactive involvement of RI in activities for a better society
 - Value of RI can be enhanced by integration of RI into local ecosystem
 - Measures for enhancing societal value include providing greater access to the public, enhancing scientific literacy

Session 4C: Communicating the value of research infrastructures to the public, to policy makers and to various sectors of society

- Speakers: **Andrew Smith, Amy Bilton, Pierre Normand**
- Main issues:
 - General trend towards more communication done by RI to reach out to users, funders & public
 - Communication must be adapted to the targeted group: take into account end user perspective and psychology
 - Necessity to engage with user communities to articulate the added value of the RI
 - Instruments of communication:
 - to the public at large: use cases, storytelling,
 - to industry: ILO, portal for services, and dedicated events
 - Create two way communication with public (social media offers new ways of communication; involve youngsters!)

Session 4D: Involving citizens in the identification, development and use of research infrastructures

- **Speakers: Jeon Chan-Young, Sara Iverson, Giuseppe Cimò**
- **Main issues:**
 - Conditions for successful involvement of citizens in RI activities: bring down barriers of communication, build trust, recognise that local knowledge & ideas are key
 - Potential by-products are scientific literacy and dissemination of results
 - Trust can be achieved through early involvement of citizens in the process
 - Citizen science examples (not public outreach): citizens used as an instrument to do science and help address data deluge, two way process as there are clear motivation for citizens (learn, fame...)

Thank you
for your
attention!

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