

CropBooster-P

*Roadmap to future-proof
Europe's plants*

***Societal Needs and
Expectations
WP 3***



European
Commission

Horizon 2020
European Union funding
for Research & Innovation

WP 3 *Societal Needs and Expectations*



Partners

**JKI, WR, VIB, WU, CNR, EPSO, Plant ETP, ULANC, USAMV
CLUJ, Euroseeds**

Objectives

- involve societal (including non-expert) actors to consider their values, needs, and expectations
- elaborate on an appropriate strategy to improve public awareness and trust ensuring a full understanding

Tasks

- Task 3.1: Implementing the engagement with social actors following RRI principles (M12-M34)
- Task 3.2: Increase public awareness and trust in novel technologies – an outreach strategy (M1-M36)



WP 3 *Societal Needs and Expectations*



WP 2 Impacts

WP 3 Task 3.1

Explore the attitudes of citizen groups

WP 3 Task 3.2

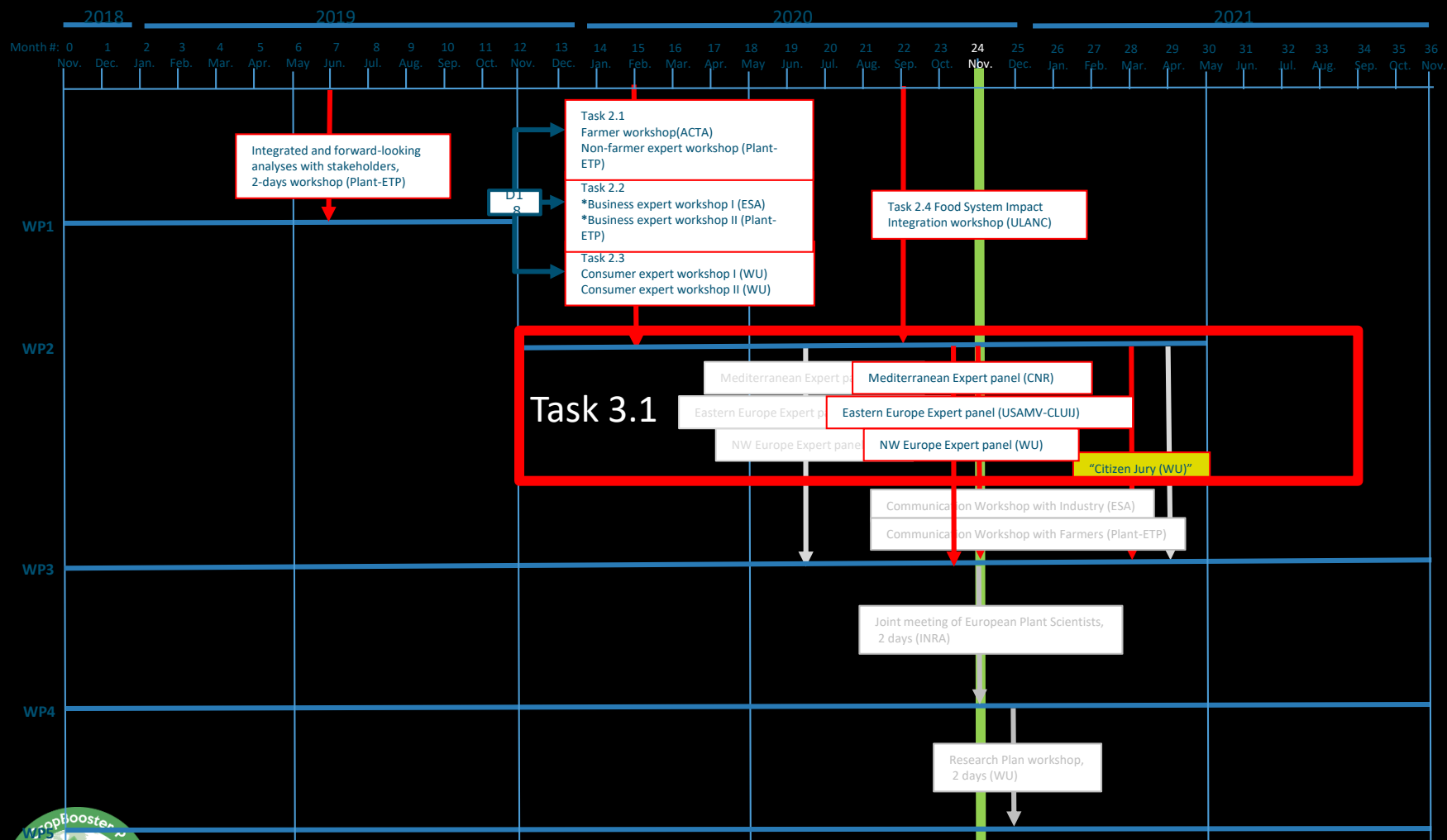
Explore the structure/formats of communication with different societal groups

Recommendations on communication and outreach

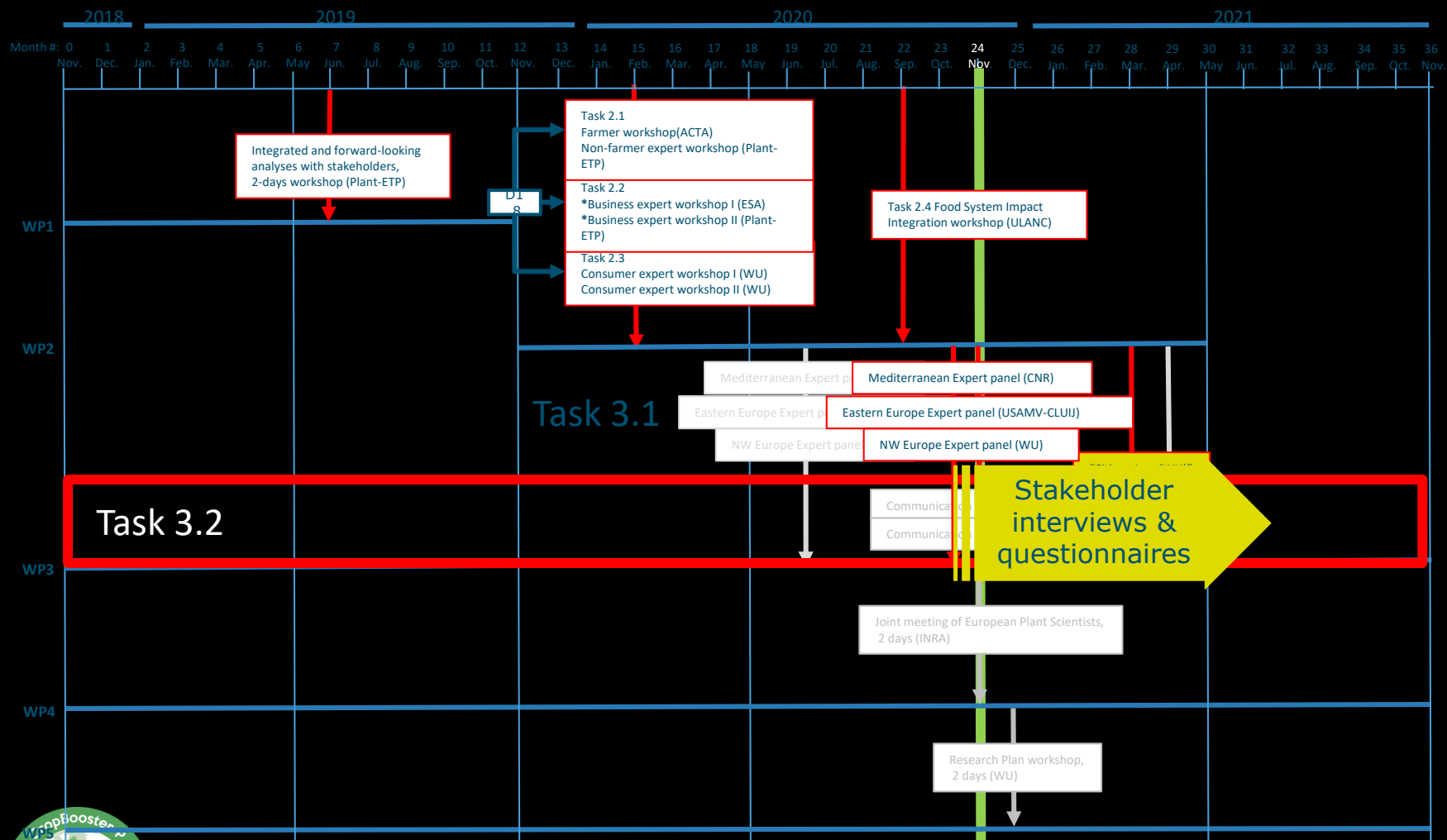
WP 5  „Roadmap“

[illegible]

WP 3 Societal Needs and Expectations



WP 3 Societal Needs and Expectations



WP 3 *Societal Needs and Expectations*

Deliverables

D3.1 : Consultation report on the first consultation step [$> M 26+1$]

D3.2 : Consultation report on the second consultation step [$M 34+?$]

D3.3 : Recommendation dossier on mid-term outreach measures to increase public awareness and understanding of novel technologies [$M 36+3$]

Milestones

✓ MS10 (Task 3.1) 1st social actor consultation, Status report [$> M 24$]

MS11 (Task 3.1) 2nd social actor consultation, Status report [$M 28+1$]

✓ MS12 (Task 3.2) Drafted outline of the outreach strategy, agreed document [**M 17**]



WP3 Task 3.2 (M1-M36)

Increase public awareness and trust in novel technologies – an outreach strategy

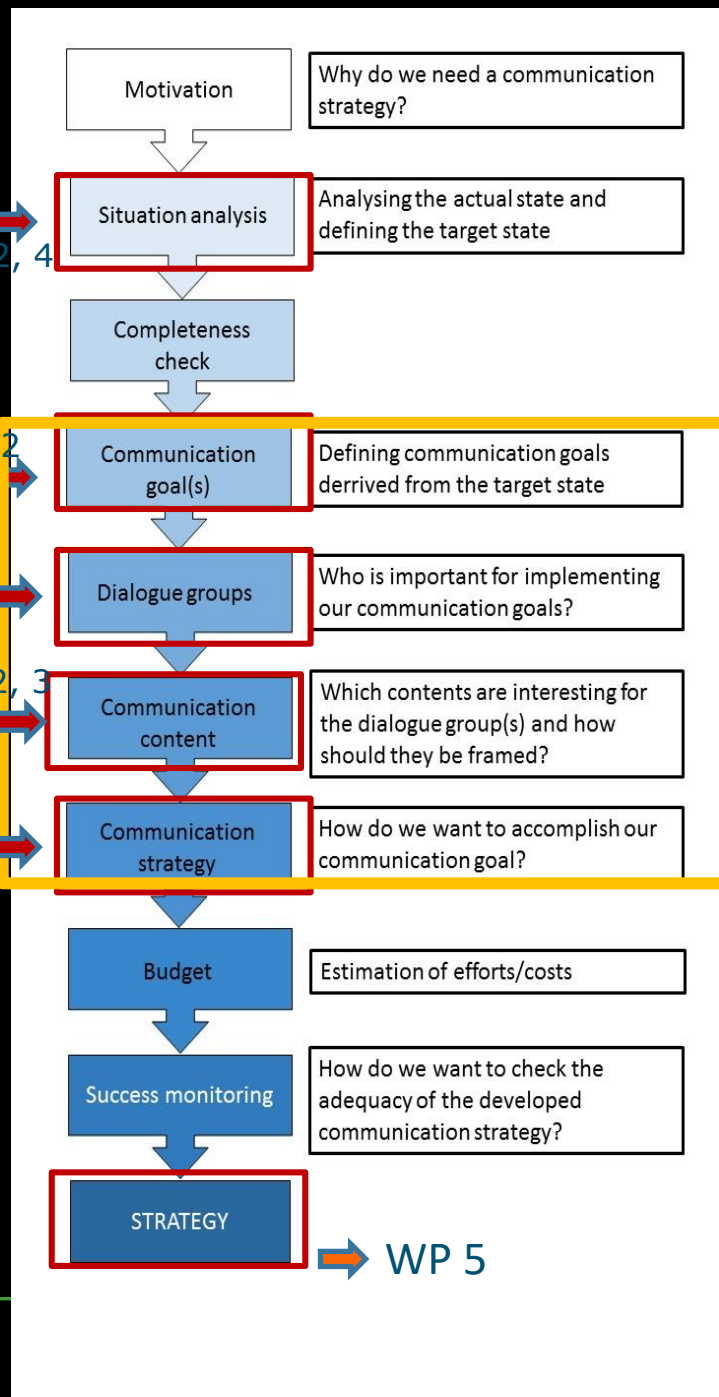
Partners: **JKI**, CNR, EPSO, ESA, ETP, ULANC, USAMV CLUJ , WR

Aim:

Develop a mid-term outreach strategy based on inputs from natural, social and communicational science and on the conclusions from WP 1, 2 and from task 3.1

- Set up a conceptual framework for a targeted communication with relevant stakeholder groups to be considered in the frame of future EU-funded projects





WP3 Task 3.2

Applied approach

- General outline ✓

- Adapt to Cropbooster-P specified issues/topics

final project period

- Frame it for „the roadmap“ of WP 5; recommendation and guidance for future projects

WP3 Task 3.2:

How do social actors communicate?

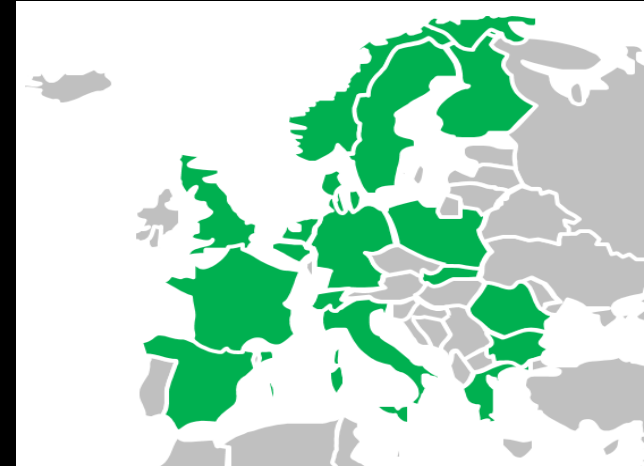
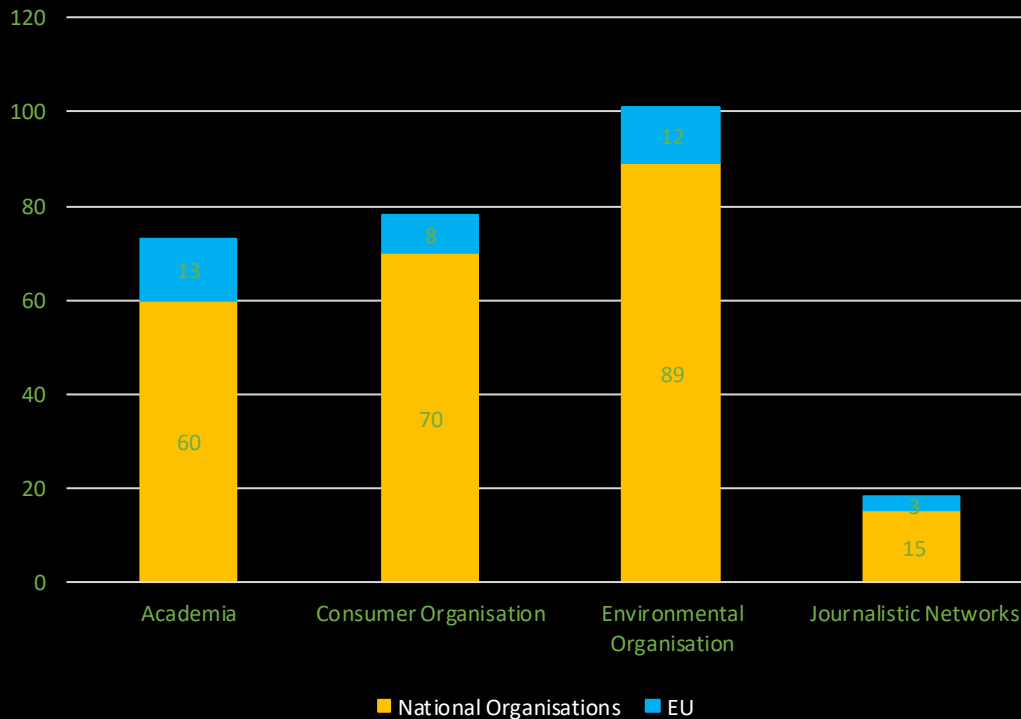
Interviews with and questionnaires for



WP3 Task 3.2:

How do social actors communicate?

Who did we contact?



Journalistic Networks:

- Each network was contacted and asked to circulate an interview request within its members
- Additionally, selected members of the networks were contacted and directly requested



WP3 Task 3.2:

How do social actors communicate?

Interview & Questionnaires: Guidelines & Structure
- in prep./ongoing

- Communication on plant breeding and related issues
- Gene Editing
 - Information and Discourse
 - External communication
- Trust
- Communication and Cooperation between stakeholders



WP3 Task 3.2

What's next

Finalizing guidelines

- Selecting experts for qualitative interviews
- Conducting pilot interviews

Interviews will be conducted from Jan. to Feb. 2021

Preparing online questionnaires

- Finalization based on qualitative interviews
- Conducting pilot questionnaires

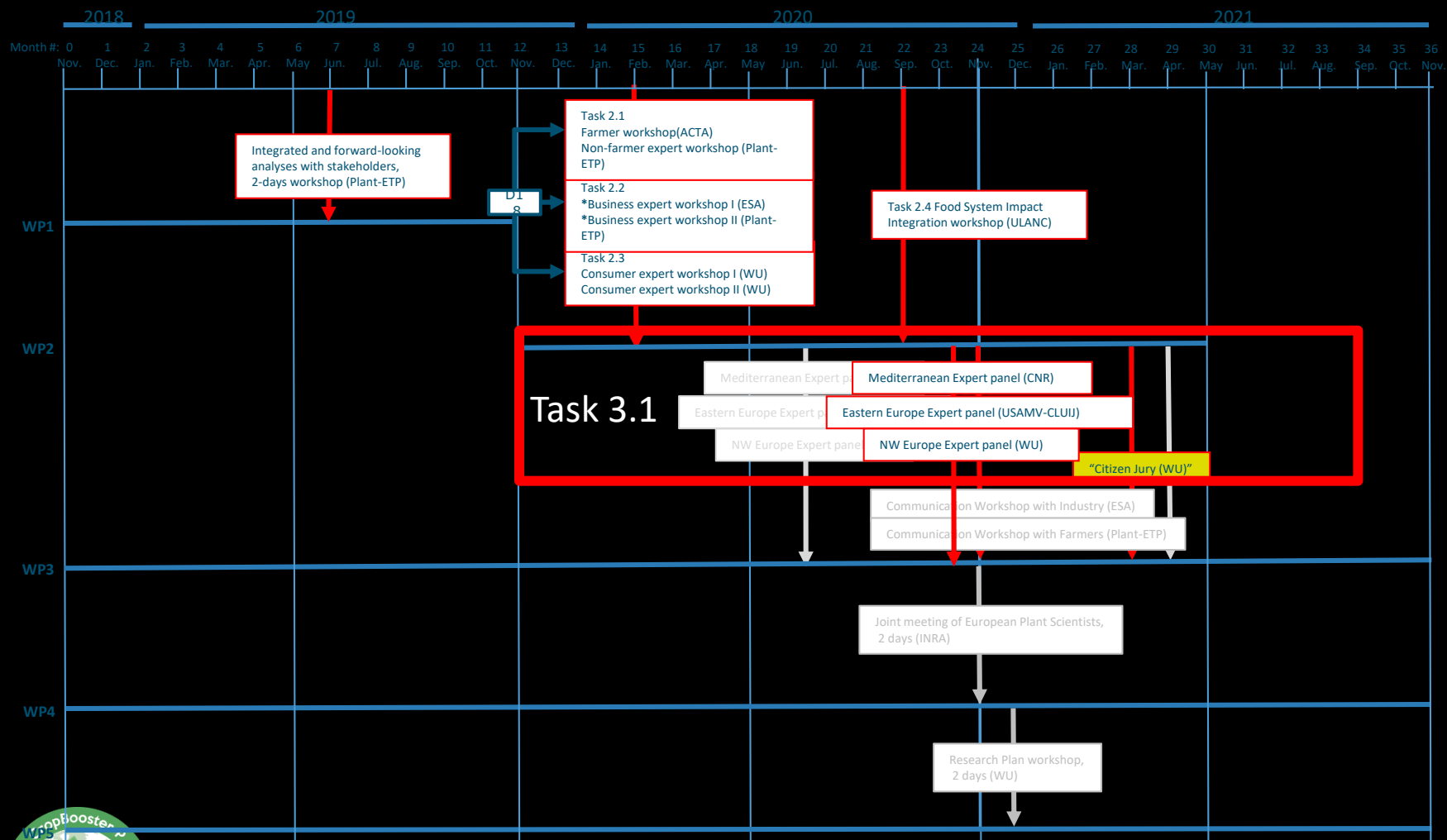
Questionnaires will be conducted from Dec 2020 to Jan 2021 (*farmers & agri industries*), *others*: Apr. to May 2021

Preparing interviews with communicators

Communicator interviews will be conducted from June to July 2021



WP 3 Societal Needs and Expectations



Task 3.1

2 subtasks. Task 3.1a

...consideration of societal values and needs (safety, regulatory oversight, well-being, ethical food production, food security; accessibility; etc.)

..contrast to WP 1 and 2, ..this task integrates citizen views

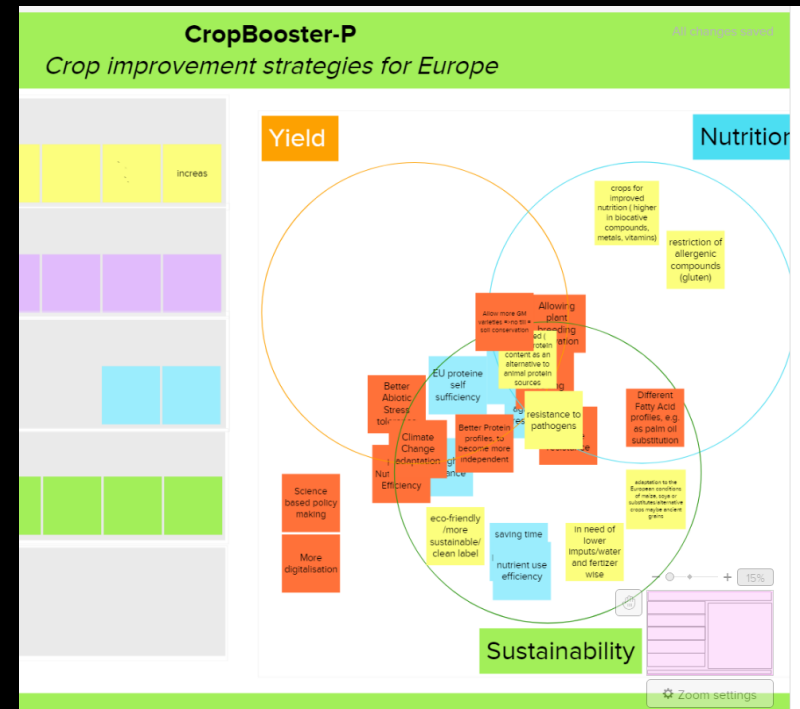
Three regional expert-panel assessments : Italy [CNR], Romania[CLUJ], Netherlands [WU] to identify values, needs, and expectations of society in relation to the output of WP 1 and 2

facilitate the consideration of societal needs when preparing activities in WP 5 and task 3.2 (D3.1a).



Task 3.1a

- Data collected in Romania, Netherlands. Will include Italy later this month. (on schedule)
- Analysis not yet started
- Provisional result suggests
 - Strategies for yield increase alone is not seen as a good idea
 - Legislation, safety control, IP critical
 - Some polarisation on technology use (esp gene transfer)
 - Larger system boundary (e.g. root health and big data/prec agriculture)



Task 3.1b

- second public engagement ...WP1, 2, 3 (earlier) and 5 results (i.e. the toolbox, associated impact assessments, the drafted roadmap and the outreach strategy) will be presented to a citizen's jury
- Planned April 2020
- discuss ...in depth and give a reasoned judgement on their societal desirability and ways



- Approach (planned)
 - 2 whole day meeting in hotel or similar
 - Sessions participants being presented information, given opportunity to ask questions and deliberate on WP1, WP2, WP3/5 (provisional) results
 - Final session deliberation and writing of “verdict”
- *BUT COVID is likely still limiting 10 strangers, plus moderators and presenters in a hotel in Spring 2021*
- Converting to classical focus groups seems overly repetitive of WP2 and WP3.1a



- Alternative (plan B)
- Online citizen juries (n=6-8)
 - Separate for Yield (2x), Nutrition (2x), Sustainability (2x)
 - Presentations from WP1, WP2, WP3/5
 - Q&A
 - Deliberation / verdict on individual topic (yield etc.)
 - Rapporteur present
 - Approx 2-3 hour (online) meetings



- Deliberation / verdict in terms
 - Worthiness of the goal
 - (in)Acceptability of current approaches
 - Acceptability of the process of development
 - Issues that require more attention and/or are omitted in current process



- Bringing it all together
 - Difficult because expected drop out (but redundancies)
 - Preliminary verdicts on yield, sustainability, nutrition (by rapporteur)
 - Forum for discussion for general reasoning towards consent or dissent
 - Breakout groups to revise verdicts
 - (no overall verdict possible this way).



- To what extent does the CA be amended/how to take up with project officer to allow this?
- What needs be in place
 - Expert inputs from WP1-5
 - Options to reward participants (citizens)
 - Rapporteur time in place for quick turnover of outcomes
 - And other practical issues



Thank You !

