

In preparation of the communications and dissemination activities in the SAPEA project (Science Advice to Policy by European Academies), ALLEA – the European Federation of Academies of Sciences and Humanities - is collecting information on experiences, expertise and best practice examples in public engagement activities amongst European academies and other relevant scientific organisations.

To this end the following survey enquires about human resources involved, aims, topics, audiences, formats, evaluation processes and best practices of your institution's public engagement activities.

Your contribution to the survey will be a very valuable source for shaping SAPEA's communications strategy and for developing appropriate and successful public engagement activities.

Thank you very much for your participation. It will only take a few minutes.

General information

Your institution is

- ALLEA Member Academy
 Academy, not member in ALLEA
 Other Scientific Institution

Please provide more information on your institution and your position in the institution

* Name of the institution

Academia Europaea Knowledge Hub Bergen [at the University of Bergen (UiB)]

* Position of the person completing the questionnaire

Hub Academic Director & Hub Academic Manager

Facilities and Human Resources

1 Which internal resources can you rely on to produce and deliver public engagement activities?

A public relations or a communications office within your institution

Additional / Other internal resources (Please Specify)

UiB Communication Division, Academic Director and Hub Academic Manager

2 If you have a public relations or a communications office within the institution, please provide the number of full and part time employees

UiB CD 41 employees

3 If you have a public relations or a communications office within the institution, please provide more information about its staff.

Who are the staff members? UiB CD staff

Please mark all those that apply

Head of public relations/ Head of communications

Event manager

Social Media manager

PR assistant

PR trainee

Other (Please Specify)

4 Do you make use of media partnerships to produce and/or deliver public engagement activities?

Yes

No

2.1

4.1 If yes, please specify

which services your media partner(s) provide(s)

Internal news media, Internet homepage,

the name of the media partner(s)

- 1) UiB, Bergen;
- 2) Institute of Advanced Studies, Koszeg (iASK) Hungary;
- 3) Hordaland County Council;
- 4) Bergen City;
- 5) Norwegian Central TV (joint venture film production profiling science achievements, scientists and social impact);

Scale of outreach

5 The focus of your public engagement activities is usually Local National European

6 Do you cooperate with other national or foreign institutions in producing and/or delivering your public engagement activities? Yes No

6.1 If yes, please specify which institution you cooperate with

Please mark all those that apply

- 1 Academies in the country
- 2 Academies in countries abroad
- 3 Universities (national and/or abroad)
- 4 Other science and/or research organization
- 5 European networks and/or umbrella organization

(Please Specify)

-
- 1: Det Norske Vitenskaps Akademi (DNVA), Norsk Teknisk Vitenskapelige Akademi (NTVA)
 - 2: Young Academy of Europe, Royal Swedish Academy of Sciences (KVA)
 - 3: University of Bergen (UiB), University of Oslo (UiO), Norwegian School of Economics (NHH), Norwegian Technical and Scientific University (NTNU)
 - 4: Center of Sustainability, Inst. of Advanced Studies, Koszeg, Hungary;
Niels Bohr Archive, Copenhagen
 - 5: EASAC Energy Steering Panel,
European Physical Society, Energy Group,
Several Energy related EU Framework research projects
New Central Europe III (Interdisciplinary EU project at iASK)

Aims - Topics - Audiences - Formats

7 How often do you organize public engagement activities?

- Rarely (less than 6 times per year)
 Regularly (from 6 to 12 times per year)
 Frequently (more than 12 times per year)
-

8 Your public engagement activities are

- a part of your institution's mission statement
 a supplementary activity
-

9 What are the main aims of your public engagement activities?

Outreach underpinning the Hub's mentor mission/role and project involvement,
Lectures, seminars, Various types of meetings,
Interdisciplinary research, education and information,
International Contributions and Scientific Publications based on Northern research achievements
and our own research

10 Which specific topics do your public engagement activities particularly focus on?

Northern Seas related Resources - Opportunities,
Challenges Advancing Europe's Northern Seas Dimension,
Northern Science Achievements with an associated annual colloquium, NorSAC,
Energy and Sustainable Development,
Energy and health - Atom smashers and Cancer Therapy Tools

11 Who is the main audience of your public engagement activities?

Please mark all those that apply

- School children
- University students
- Interested public
- Scientists and scholars
- Teachers
- Journalists
- Policy-makers and/or politicians
- Partner organisations and related stakeholders
- Lobbying organizations
- Business leaders

Other (Please Specify)

12 Which formats of public engagement activities do you usually undertake?

	Always or almost always	Often	Sometimes	Never
Scientific conferences	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scientific lectures	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workshops	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Panel discussions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Round table discussions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Science Fairs/ Exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
On-line debates (e.g. in blogs or social media)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
On-line surveys	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Competitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational activities	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Teachers training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13 According to your experience, which of the above formats do you consider the most successful in terms of actively involving the public?

Please list them

Conferences, workshops, panel discussions jointly with regional partners and associates, lectures, international publications

Please explain why

We do active direct scientific research in interdisciplinary fields like Energy and Sustainable Development. These are attractive to student and to the wider public. We actively participate in European science policy organizations, EASAC and EPS, which have direct strong influence on European policy making, and AE Sections such as that for Physics & Engineering. We participate in forming out widely known and respected EASAC and EPS public statements.

14 Have you ever organized public engagement activities highlighting the value of scientific advice for policy-makers?

- Yes
 No

4.1

14.1 If yes, please specify the most relevant topics and formats of those activities.

Topics

Our yearly CONSENSUS series meeting, is addressing actual science political and social issues, where policy makers are invited. Topics up to now:

- The Nordic Model of social agreement
- The Hanseatic League - Economic organizations by centralized states versus commercial networks

Formats

Seminar of a couple of lectures, a panel discussion and public debate/consensus

Advertising and Evaluation Strategies

15 How do you advertise your public engagement activities?

Please mark all those that apply

- Invitations to mailing lists
- Website
- Newsletter
- Social media
- Newspaper
- TV/Radio
- Database of journalists
- Flyers
- Poster announcements

Other (Please Specify)

16 According to your experience, which of the above advertising tools do you consider the most successful?

Please list them

mailing lists

Please explain why

directly reaching the interested groups

17 How and with the help of which tools do you evaluate public engagement activities?

Please mark all those that apply

- Own perception of the event
- Comments from the audience collected using questionnaires / feedback forms/ interviews
- Numbers of participants attending events, subscribing to newsletters, etc.
- Web traffic monitoring
- Media monitoring
- Comprehensive evaluation mechanisms including qualitative and/or quantitative methodology

Other (Please Specify)

Best practices

18 Please describe one best practice example of your institution's recent public engagement activities.

Title of the activity

CONSENSUS - 2016, Bergen

Topic

The Hanseatic League - Economic organizations by centralized states versus commercial networks

Format

CONSENSUS - 2016 included a couple of public lectures, a panel discussion and public debate. The meeting was joined by a series of activities of the Hanseatic Days 2016 held in Bergen. Here the AE Hub was, in collaboration with Hordaland County and Bergen, responsible for an international conference on the Hanseatic Stock-fish trade, its role and organization.

Unique selling point / specific objective of the format

The historical example is relevant for today's economic development, where global trade and state control are competing and/or complementing each other. The subject was suited to the interdisciplinary focus of the Bergen Hub.

Audience

The Hanseatic Stock-fish Conference was attended by a large international audience, while the more focussed CONSENSUS meeting attracted mainly scientists and business interested people.

Advertising strategy

The events got large visibility by becoming part of the 2016 Bergen Hanseatic Days, which attracted many thousands of people from the whole Europe.

Evaluation strategy

The event will be evaluated by the next steering board meeting of the AE Bergen Hub.

19 If you have any further comments, please write them here.

In addition to our regular public events, the AE Bergen Hub, is actively involved in Research and Scientific assessments of General European issues as "Energy and Sustainable Development" and of specific issues related to the Northern Seas. From the point of view of SAPEA, in the field of "Energy and Sustainable Development" The Bergen Hub has created a significant international network of Scientists, who are active in European Science bodies (EASAC, EPS) as well as in Northern and EU institutions and projects, like the Sustainability activity of the North Central Europe III project led by iASK, Hungary.

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