

# FoTRRIS

Fostering a Transition towards Responsible Research and Innovation Systems

# Press and media products

## Deliverable DEL5.4

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## About the FoTTRIS project

FoTTRIS develops and introduces new governance practices to foster Responsible Research and Innovation (RRI) policies and methods in Research and Innovation (R&I) systems.

FoTTRIS stresses that RRI is a collaborative activity from the very beginning. Therefore, FoTTRIS adds the prefix 'co' to the acronym RRI. Important present-day challenges are of a global nature but manifest themselves in ways that are influenced by local conditions. Thus, FoTTRIS focuses on glocal challenges, i.e. local or regional manifestations of global challenges and on local opportunities for solving them.

FoTTRIS performs a transition experiment, i.e. an experiment to support the transformation of present-day research and innovation strategies into co-RRI-strategies. It designs, tests and validates the organisation, operation and funding of co-RRI competence cells. A competence cell is conceived as a small organisational unit, which functions as a local one-stop innovation platform that encourages various knowledge actors from science, policy, industry and civil society to co-design, -perform, and -monitor co-RRI-projects that are attuned to local manifestations of global sustainability challenges.

Since research and innovation systems and practices in EU member states and within different research performing organisations vary, FoTTRIS experiments the implementation of new governance practices in five member states. These five experiments are evaluated, validated and constitute the basis for FoTTRIS policy recommendations towards EU and member states policy makers so as to enforce co-RRI into the national and EU R&I systems. Training is dispensed to various stakeholders, so as to form them to establish other co-RRI competence cells.

**For more information, see <http://www.fotrris-h2020.eu>**

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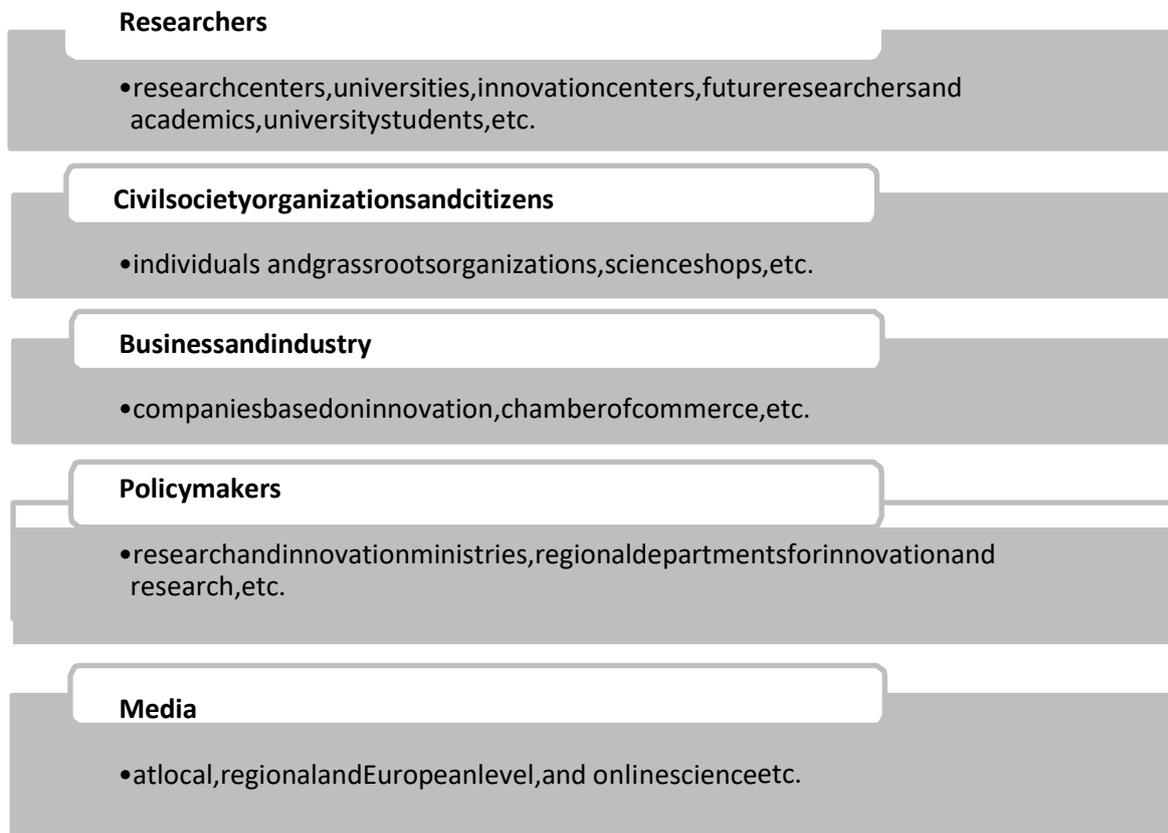


## **Executive Summary**

In line with the project's communication and dissemination strategy, the FoTERRIS Consortium implemented different communication and dissemination actions at the local, national and EU levels using a wide range of press and media products. This to increase the project's impact and to raise awareness about the themes worked on during the FoTERRIS project. This document presents examples of these press and media products., their description and content.

# 1 Introduction

The press and media products developed by consortium targeted five separate audiences (see Figure 1). Communication and dissemination processes were organized by the consortium, and were supported by other organizations and similar projects (for example: RRI Tools, HERRI, etc.).



**Figure 1:** Target audience of the FoTTRIS project

## 2 Press and media products

### 2.1 FoTTRIS Motion Graphics Explainer Video

#### 2.1.1 Idea

The consortium used a motion graphics explainer video to present the FoTTRIS project. The main objectives of our motion graphic explainer video were:

- To catch the interest of the targeted audiences and raise awareness of FoTTRIS concepts;
- To explain in a simple way those concepts by making use of both minimal graphic design and a meaningful voice-over commentary;
- To benefit from animations and videos so as to reinforce key concepts;
- To reach a wider audience.

Producing an institutional motion graphics explainer video has several advantages. For instance, we could benefit from the infinite possibilities of graphic art and illustrate complex processes and concepts in an easy, straightforward way. A combination of graphic arts and animations introduced each key concept while giving an added value to our message, such as R&I becomes RRI, GLOBAL becomes GLOCAL, RRI becomes CO-RRI (see Figure 2).

Following digital developments, the video uses the most up-to-date techniques, as it strives to communicate a modern image. This dynamic and animated video helps viewers understand and process concepts in an easy and metaphorical way. The combination of visual and voice-over commentary created a strong connection, which helped us to deliver our message in convincing way.

Having considered the limited attention span of today’s viewers, already saturated by advertisements and viral messages, we concluded that the FoTRRIS motion graphic explainer video should be short, dynamic, direct. Videos are an interesting and intriguing tool in this regard. Even through it seemed quite challenging to squeeze the complex ideas and framework of FoTRRIS in a short timeframe, animations and graphics proved to be the solution to our problems. We managed to achieve our goal and present the project in just five minutes.



**Figure 2:** Example of a combination of graphic arts and animations

### 2.1.2 Characters, Elements and Features

The main characters featured in our animated video are:

- Citizens;
- Members of the educational community;
- Researchers;
- Entrepreneurs;
- Policy Makers;
- Civil Society Organisations.



**Figure 3:** Characters in our animated video (1)

Character design aimed at defying stereotypes and describe today’s society. So are citizens represented by a multicultural family, and the educator is a man teaching children with different backgrounds. We also tried to challenge gender inequality in business and research world, and therefore chose to portray female and male researchers and entrepreneurs. Moreover, a female mayor represents policy makers, and people with different backgrounds demonstrate together, while civil society organizations feature people with disabilities and seniors.



**Figure 4:** Characters in our animated video (2)

The entrepreneur, the mayor and the researcher are the main characters of the story. They move along with all the other actors in order to build a collaborative relationship symbolized by a hydraulic ramp. Such a ramp can only be lifted with the contribution of all the actors who help the main characters overcome and destroy all the barriers.



**Figure 5:** Characters in our animated video (3)

Peer collaboration and co-creation are the key concept reinforced in the sequence in which the characters thread a network of interconnections, so as to create CO-RRI.

The circle at the centre turns in to FoTTRIS logo, as the main aims and concepts of the project are presented, along with its objectives and results.

At the end, viewers are invited to visit FoTTRIS website, while Twitter's bird flies by in order to draw their attention to social networks and communities of co-creation for Responsible Research and Innovation (see Figure 6).



**Figure 6:** FoTTRIS video images

This video is available on FoTTRIS YouTube channel:

<https://www.youtube.com/watch?v=YmIMwbXq5r4&list=PLivtOKkDMT25UbhqznQ-1jrTbjar-BIYa&index=6&t=13s>; and website: <http://fottrris-h2020.eu/> .

## 2.2 Other FoTTRIS videos

To foster interest in FoTTRIS project and its content, partners made other videos as well (in their national languages). These videos comprise a presentation of FoTTRIS to stakeholders, presentations of the co-RRI transition experiments, public talks, etc. Some examples of these videos are presented below (see Figure 7). The videos are available on FoTTRIS YouTube channel:

<https://www.youtube.com/playlist?list=PLivtOKkDMT25UbhqznQ-1jrTbjar-BIYa> .



**FoTTRIS: Sustainability as a European brand**

CESIE

FoTTRIS: Sustainability as a European brand



## Onderzoek en innovatie Duurzaam doen! - Research and Innovation: do it in a sustainable way!

CESIE

Research and Innovation: do it in sustainable way!



## FoTTRIS Transition Experiments (Spain) - RRI on refugee workshop

CESIE

RRI on refugees workshop

**Figure 7:** Example of FoTTRIS videos

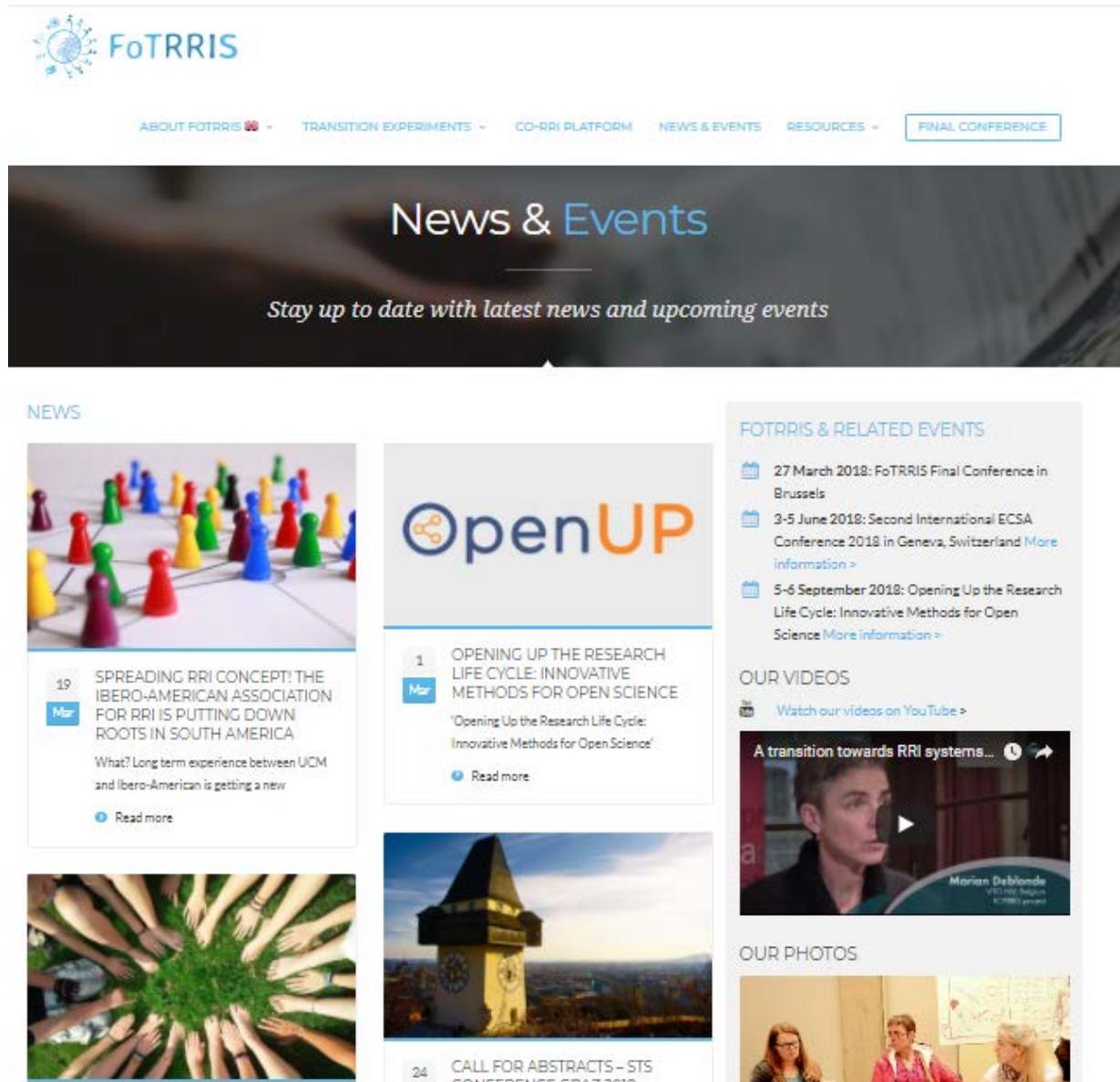
### 2.3 *FoTTRIS website*

The FoTTRIS consortium uses its website to increase the international online visibility of the project, to communicate on the progress achieved and to disseminate the results stemming from the project (see Figure 8) (Note: D5.1 presents more detailed overview of the website).

Website visitors have direct access to information on:

- The project: its objectives and expected results;
- A brief introduction to RRI;
- The latest news and recently published resources (deliverables, publications, etc...);
- A direct access to the transition experiments that will be carried out in the project;
- The partners of the consortium;
- Related projects;
- The project's twitter feed.

At the end of August 2018 the website had welcomed 5356 visitors.



**Figure 8:** FoTRRIS website (section – NEWS)

Following the recommendation provided by the external evaluator after the final review of the project, the FoTRRIS team made several changes to the website in order to:

- Provide more information on the co-RRI concept, both via short, easy-to-read pieces of text and a more elaborate position paper on the topic;
- make the FoTRRIS results better accessible by providing hyperlinks;
- present a more up-to-date news feed by inserting tweets as a part of the news items.

While inserting these changes the user friendliness of the FoTRRIS website was always an important point of departure. This can be clearly seen, amongst others, in the length of the texts provided on each of the pages. The consortium preferred an approach in which the essentials are presented on the landing page, including hyperlinks on which interested visitors can click when they want to know more.

Another element that was always kept in mind, is the sustainability of the website. As the content of the website, and the way this content is presented, may not loose relevance the coming years, the consortium opted for an approach in which the project's results are presented separately from the project's process.

**WHAT IS CO-CREATED RESPONSIBLE RESEARCH & INNOVATION (CO-RRI)?**

Responsible Research and Innovation (RRI) was introduced as a new way to conceptualize the relationship between science and society. It addresses the growing need for a science and innovation system performing more 'responsible', and therefore includes principles such as gender equality, transparency and open access to data. Because current conceptualizations leave too much room for interpretation, FoTTRIS introduced co-created responsible research and innovation (co-RRI). This concept does not substitute former definitions and principles, but attempts to supplement them by questioning:

- the ultimate **goals and purposes** of research and innovation,
- the **role and position** of the science and innovation community in society,
- traditional **research and innovation practices**,
- dominant **epistemological frameworks**.

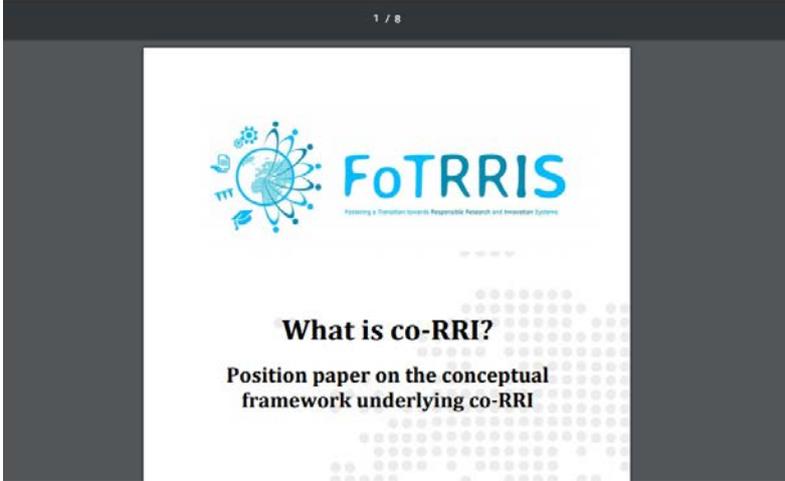
The FoTTRIS consortium published a position paper on co-RRI in which the concept is explained in more detail. You can find it [here](#)

**READ MORE**

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fottris-h2020.eu/wp-content/uploads/2018/09/FoTTRIS-conceptual-framework-FINAL.pdf

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fottris-h2020.eu/dominant-epistemological-frameworks/

**DOMINANT EPISTEMOLOGICAL FRAMEWORKS**

Co-RRI includes a kind of understanding that the world we live in is complex, and that there are therefore limitations to our understanding of this world. Addressing grand societal challenges and, currently, pursuing the sustainable development goals (SDGs) confronts the research community, as well as other people contributing to research and innovation, with complex, wicked problems, which force them to deal with the structural failures that have gradually become part of our societies.

These societal challenges cannot be solved in isolation, but should be looked at in interaction with each other, and as parts of one global agenda. As such a systemic perspective implies dealing with structural uncertainty and a variety of interests and interpretations, co-RRI involves new approaches that go beyond mainstream impact assessment and stakeholder participation.

*Key to them are lasting relationships between traditional and non-traditional knowledge actors, engagements transcending project-based knowledge creation and regular reflexive monitoring to align research and innovation processes with broader societal developments.*

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DO YOU WANT TO INITIATE A CO-RRI TRAJECTORY YOURSELF? CLICK HERE TO DISCOVER THE TOOLS WE DEVELOPED AND COMPILED FOR YOU!



**Figure 9:** Examples of the changes applied on FoTTRIS website

## 2.4 FoTRRIS twitter account and other social media

The FoTRRIS project disseminates news on Twitter. FoTRRIS account (see Figure 8) was created to: (1) rise awareness about RRI, (2) create a stronger network of stakeholders interested in RRI approach, (3) communicate information about FoTRRIS activities and results and promotion of co-RRI, (4) retweet information of other RRI projects or initiatives, (5) inform stakeholders about RRI policies and initiatives.



Figure 10: FoTRRIS twitter account

Other social media was used as well (for example: Facebook accounts of Project Partners, other RRI projects), in this way we integrated our news into the news of other partners and their communities.

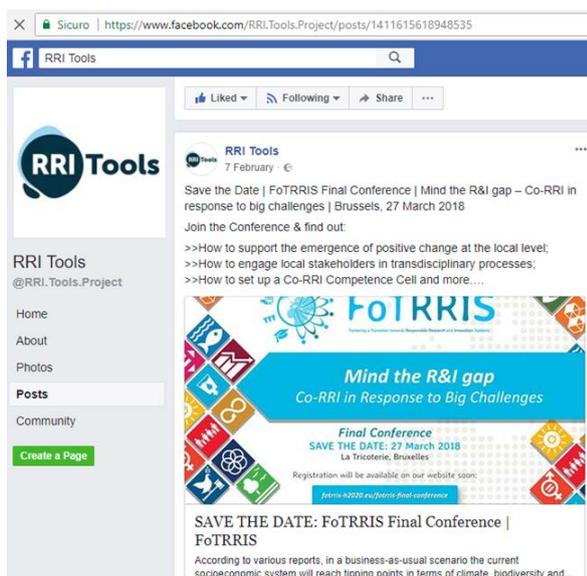
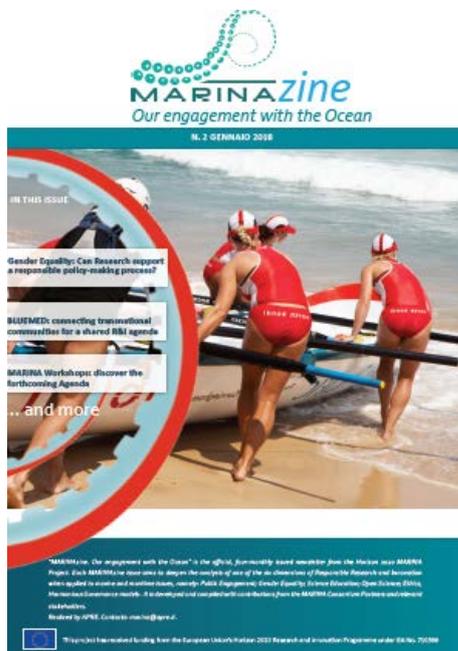




Figure 11: Examples of FoTRRIS news in social media

## 2.5 Newsletters and Press Releases

FoTRRIS developed several newsletter and press releases (see Figure 12). The later were also published by partner organisations and projects. These newsletters and press releases were distributed among EU stakeholders and stakeholders who subscribed to FoTRRIS newsletter via website.



### Fostering Transition towards RRI Systems (FoTRRIS): local cases and virtual reality

By FoTRRIS Team

According to the EU, "Responsible Research and Innovation (RRI) implies that societal actors (researchers, citizens, policy makers, business, third sector organisations, etc.) work together during the whole research and innovation process in order to better align both the process and its outcomes with the values, needs and expectations of society" and the core concept of the RRI aims at adapting RRI solutions for the grand societal challenges. For the FoTRRIS project, RRI is a collaborative activity that starts from the very beginning and continues during the analysis of the problem, the projection of potential solutions, the design of a research and innovation project that aims at achieving a solution, and the way-through-to performance and monitoring. It aims to strengthen local and multi-level communities. Therefore, the FoTRRIS project tests the CO-RR approach, and works on a local level, which supports co-creation of bottom-up solutions for global challenges.

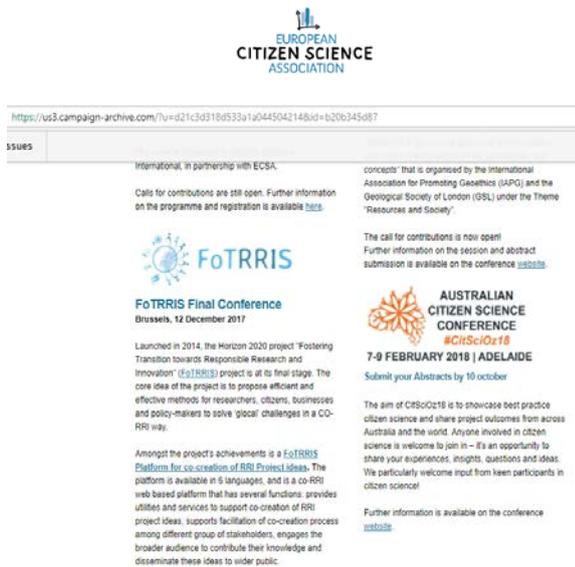
FoTRRIS aims to develop and introduce new governance practices to foster RRI policies and methods in research and innovation systems. Following this aim, during recent months the FoTRRIS team has prototyped transition experiments in five EU countries and worked on the regional cases which were based on various global challenges: material scarcity (Belgium), renewable energy (Italy), migration and coexistence with disabilities (Spain), local economy (Hungary), sustainable food system (Austria). Representatives from four multi-groups were involved in all cases and contributed by exchange of their knowledge and

know-how. As a result, all groups developed project concepts to support positive changes on a local level. Such activities were facilitated by a newly developed intermediary structure: CO-RR competence cell (CC). The CC is a structure which comprises trained researchers/experts in CO-RR methodologies willing to share their know-how with a group of people interested in co-solving a global challenge.

Such a co-creation process was organised during face to face workshops and was supported by an online collaborative platform: FoTRRIS WEB PLATFORM. This platform supported knowledge action to design, together with other stakeholders, a CO-RR project concept. More specifically, the platform provides:

- Innovation services to facilitate interactions between stakeholders and to support knowledge action to CO-design RRI-projects in order to realise co-projected visions of solutions to local manifestations of global societal challenges according to RRI methods and standards by following the Co-RR process architecture;
- Communication and dissemination of CO-RR activities and results;
- Storage of lessons learnt from past RRI projects, best case examples and data on sustainability challenges.

We invite you to visit our [website](#), and to read more about FoTRRIS. Platform for co-creation of RRI Project ideas and join our Final Conference in Brussels (March 2018).



EUROPEAN CITIZEN SCIENCE ASSOCIATION

https://us3.campaign-archive.com/?u=d21c3d318d533a1a0445042148&id=b206345d87

ISSUES

International, in partnership with ECSA, calls for contributions are still open. Further information on the programme and registration is available [here](#).

**FoTTRIS**

**FoTTRIS Final Conference**  
Brussels, 12 December 2017

Launched in 2014, the Horizon 2020 project "Fostering Transition towards Responsible Research and Innovation" (F2I2020) project is at its final stage. The core idea of the project is to propose efficient and effective methods for researchers, citizens, businesses and policy-makers to solve global challenges in a CO-RI way.

Amongst the project's achievements is a **FoTTRIS Platform for co-creation of RRI Project Ideas**. The platform is available in 6 languages, and is a co-RI web based platform that has several functions: provides utilities and services to support co-creation of RRI project ideas, supports facilitation of co-creation process among different group of stakeholders, engages the broader audience to contribute their knowledge and disseminate these ideas to wider public.

concepts that is organized by the International Association for Promoting Geoethics (IAPG) and the Geological Society of London (GSL) under the Theme "Resources and Society".

The call for contributions is now open! Further information on the session and abstract submission is available on the conference [website](#).

**AUSTRALIAN CITIZEN SCIENCE CONFERENCE**  
#CiSciOz18  
7-9 FEBRUARY 2018 | ADELAIDE  
Submit your Abstracts by 10 October

The aim of CiSciOz18 is to showcase best practice citizen science and share project outcomes from across Australia and the world. Anyone involved in citizen science is welcome to join in - it's an opportunity to share your experiences, insights, questions and ideas. We particularly welcome input from keen participants in citizen science!

Further information is available on the conference [website](#).



**cesie** THE EUROPEAN CITIZEN SCIENCE INITIATIVE

Horizon 2020 FoTTRIS project Final Conference  
**MIND THE R&I GAP!**  
**CO-RI IN RESPONSE TO BIG CHALLENGES**

**Is your R&I responsible enough?**

The **European Union** describes the Responsible research and innovation as an approach that "anticipates and assesses potential implications and societal expectations with regard to research and innovation, with the aim to foster the design of inclusive and sustainable research and innovation." It fosters a cooperation between such actors as researchers, citizens, policy makers, business, NGOs to co-create R&I products, which correspond the values, needs and expectations of society. But what does it mean to be responsible in a practice? Why do we need such responsibility?

**Why Big Challenges?**

According to various reports, in a business-as-usual scenario the current socioeconomic system will reach tipping points in terms of climate, biodiversity and materials by 2030. Only new and sustainable R&I solutions can guarantee well-being for the future of the planet and the **Sustainable Development Goals** show the political will to redefine

Figure 12: Examples of FoTTRIS newsletters and press releases

## 2.6 Publications

To support research community, the partnership developed several publications (articles, conference proceedings, contributes to books) during the lifespan of the project. More information about these products can be found in DEL 5.5 'Scientific articles'. They are also placed on FoTTRIS website (section: [Resources, publications & documents](#)).



**Journal of Responsible Innovation**

Routledge  
Taylor & Francis Group

ISSN: 2329-9460 (Print) 2329-9037 (Online) Journal homepage: <http://www.tandfonline.com/loi/rjri20>

**Responsible research and innovation: building knowledge arenas for global sustainability research**

Marian Deblonde

To cite this article: Marian Deblonde (2015) Responsible research and innovation: building knowledge arenas for global sustainability research, Journal of Responsible Innovation, 2:1, 20-38, DOI: 10.1080/23299460.2014.1001235

To link to this article: <http://dx.doi.org/10.1080/23299460.2014.1001235>

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**EUROPEAN UNION AND  
 SUSTAINABLE DEVELOPMENT**

*CHALLENGES AND PROSPECTS*

Arnaud Diemer, Florian Dierickx,  
 Ganna Gladkykh, Manuel E. Morales,  
 Tim Parrique, Julian Torres

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**Club of Rome – EU Chapter**  
 Member of the Advisory Board of the FoTRRIS project

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Figure 13: Examples of FoTRRIS publications

Moreover, open access is provided to all these deliverables and they are available on <https://www.zenodo.org/>, following all the open access rules of the Horizon 2020.

## 2.7 Posters and Leaflets

The first poster describing the project and its vision was prepared in collaboration with all partners in December 2015. The partners could use it in their meetings, at events and during co-RRR experiments.



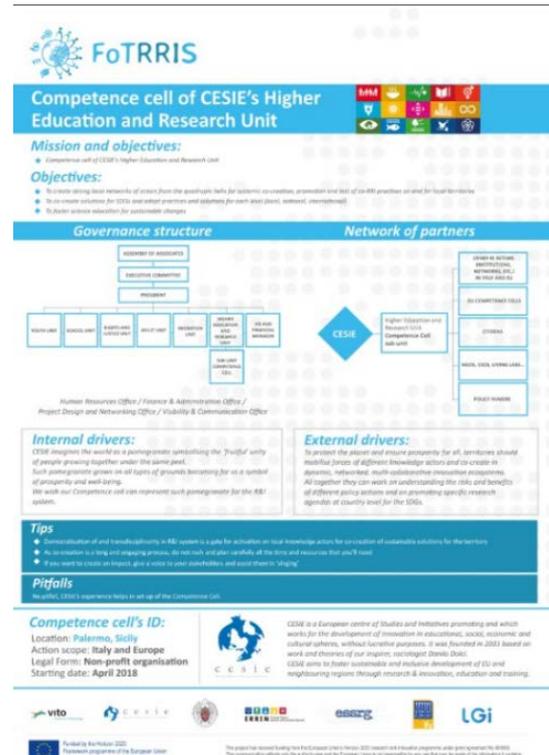


Figure 14: Examples of FoTRRIS posters

The poster was updated several times later on (renewing information about our deliverables and transition experiments and competence cells).

In addition to this, also leaflets were created describing the project and how to get involved. In later stages new leaflet were added and distributed among partners and stakeholders. Examples are a leaflet about online co-creation platform and a leaflet how to set up a competence cell.

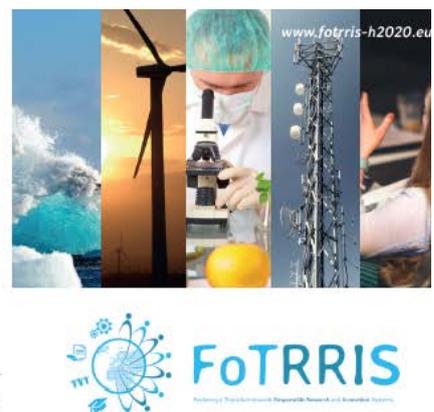




Figure 15: Examples of FoTRRIS leaflets

To co-create co-RRI projects, FoTRRIS proposes a specific 5-step method. We have tested this method in 6 transition experiments and wrote down our experience and tips in our ‘cookbook’. The cookbook has been printed and disseminated among the Final Conference’s participants.

Its online version is available on: <http://fotrtris-h2020.eu/material-for-uptake/> and additionally on RRI Tools website (section: Toolkit).



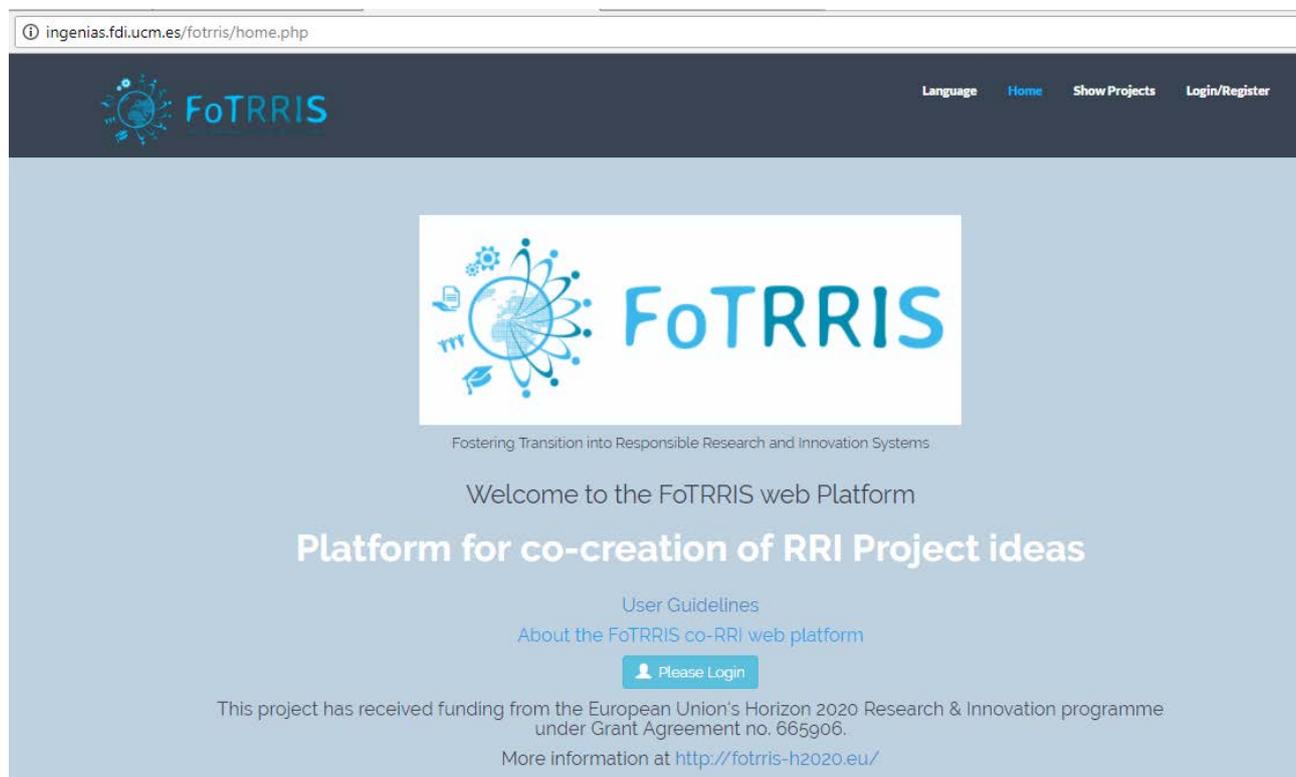
Figure 16: FoTRRIS cookbook – how to co-create RRI projects

## 2.8 Online platform

In order to create a stronger online co-RRI community, the UCM-GRASIA has developed the co-RRI online web platform. This is a collaborative tool that supports the co-creation process underlying a co-RRI project.

The platform is hosted at <http://ingenias.fdi.ucm.es/fotrris/home.php>. It has been implemented with a responsive design so it can be used from many types of devices (e.g., smart phones or web browsers). The platform is free of charge and open for everyone.

More information about this platform is presented in D2.1 'Design and specs of the co-RRI web-based platform' and D2.2 'User manual of FoTRRIS co-RRI web platform'. (Note: this platform is presented on RRI Tools website - section 'Toolkit'.)



**Figure 17:** FoTRRIS web platform

## 3 Conclusions

A variety of communication channels have been put in motion to spread the word on responsible research and innovation. Qualitative and quantitative data of dissemination and communication processes are presented in technical report of the FoTRRIS project.