



Edward

Andersson

Sciencewise/Involve

Ankara, 4 April 2012

*“All marriages are happy. It's the living together afterward that causes all the trouble”*

Raymond Hull

[involve.org.uk](http://involve.org.uk)

# About **involve**

- Registered Charity (nr. 1130568)
- Focus: Public and stakeholder engagement
- Works with: Central & local government.  
Health organisations, NGOs and International Organisations
- [www.involve.org.uk](http://www.involve.org.uk)



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The site provides practical information for those working to involve people. By registering you can upload case studies, ask questions of our experts and add events. This is a 'beta' site, which may change in response to your feedback. Click on a link below to get started.

What is  
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this site for?

How can  
this site help me?

How can  
I contribute?

 **16 October**

## Romania taking it consultation

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Posted at 16 Oct  
[Potter](#) |  [0 comments](#)



# Sciencewise Expert Resource Centre for Public Dialogue in Science and Innovation

Department for  
**Innovation,  
Universities &  
Skills**



*To help improve  
policy-making in  
science and technology  
through the use of  
public dialogue and  
engagement*



## Sciencewise-ERC

- Sciencewise Expert Resource Centre for Public Dialogue in Science and Technology (ERC)
- Funded by the Department for Business Innovation and Skills (BIS)
- It aims to help policy makers commission and use public dialogue to inform policy decisions in emerging areas of science and technology
- Launched in 2008



# Sciencewise-ERC key elements

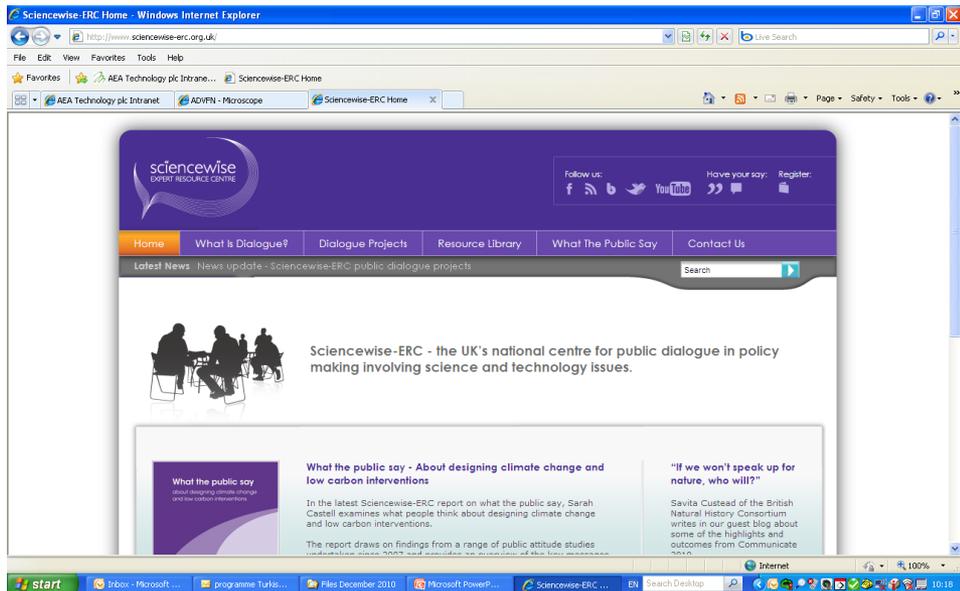
Programme management

Dialogue project support

Capacity building and embedding

Dialogue and engagement specialists

Community of Practice





## Public Dialogue is -

- engaging with the public about ethical and societal issues in order to understand their views and concerns.
- about the policy makers being prepared to change their minds.
- about gathering public and different perspectives to help explore issues, aspirations and concerns as a part of the policy development process.
- helping policy makers make better policy decisions



# Culture



# What civil servants think

“...it’s got a number of different uses  
(...) no-one is quite sure what it  
means.”

# Problems,

“If you consider yourself an expert and have been schooled as such and have spent years getting a scientific background you might be reluctant to say I’m going to try and speak to the man in the street”

# Cynicism...

“...it’s a box ticking exercise for people who have no constituency, no decision making and are routinely ignored by anyone who does actually have any influence over decision making”

## ...or Opportunity?

“some policy makers started being mildly enthusiastic and finished being very enthusiastic, and are now advocates for the value of public engagement amongst their colleagues.”

# Departmental Dialogue Index



# Institutional factors

1. Mission
2. Leadership
3. Communication
4. Reward
5. Support
6. Learning
7. Staff
8. Stakeholders
9. Public



# Supporting engagement

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*“A journey is like marriage. The certain way to be wrong is to think you control it.”*

John Steinbeck

[involve.org.uk](http://involve.org.uk)



“sciencewise”  
EXPERT RESOURCE CENTRE



# How Sciencewise-ERC is helping

## Stimulating action

Proving the benefits

Raising awareness

Overcoming resistance

Tailored to Department needs

## Support and guidance

One to one specialist advice

Financial support

Training and mentoring

Community of Practice

Best practice guidance





# Stimulating action

Web site

Strategic briefings

Dialogue tools

Newsletters

Opinion leader articles

Case studies



Working with stakeholders

Assessing the benefits





# Support and guidance - 1

## Financial support for dialogue projects

- Annual budget of £2 million – 55% on funding projects; 45% on advice and support
- Typically up to 50% of costs for innovative projects that meet eligibility and selection criteria
- 2010/11 – Budget £1.2m for project funding
- Continuing to work to learn from what works, and to demonstrate costs / benefits. Programme of pilot and innovative dialogue projects.



# Support and guidance - 2

## Training and mentoring

- Capacity building
  - *active learning programmes*
  - *tailored workshops and seminars*
- One to one advice
  - *what is, and how to do dialogue*
  - *evaluation*
- Dialogue project delivery support
  - *dealing with issues*
  - *oversight structures*
  - *project management*



## Support and guidance - 3

### Access to Dialogue and Engagement Specialists

- To advise on the type of engagement
- To help formulate the dialogue questions
- Guidance and expertise in engaging with diverse stakeholders
- How to select practitioners
- How to manage an oversight group
- How to manage conflicts
- How to evaluate the costs and benefits
- Training and mentoring

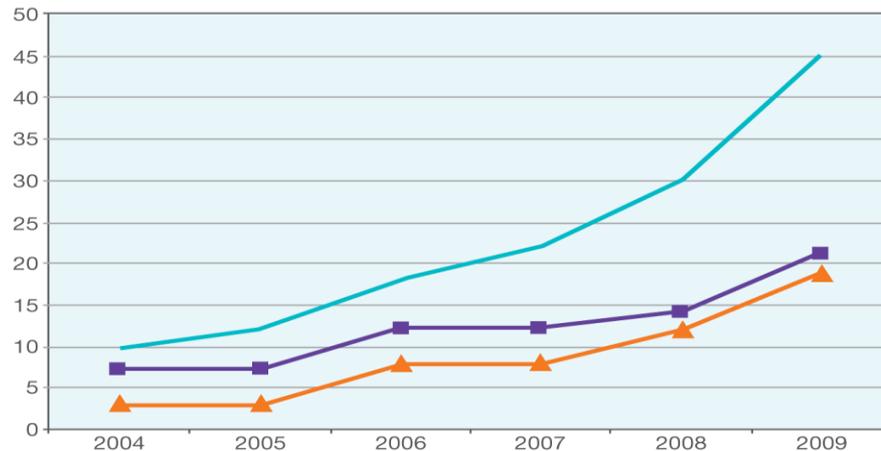
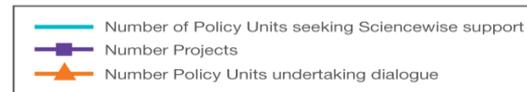




# Sciencewise-ERC – making a difference

- Increasing demand for Sciencewise-ERC services
- Increasing UK Government investment in dialogue activity
- More departments interested and involved with dialogue

Projects Pipeline



# Supporting engagement & dialogue

Structure	Role
Independent entity	Independent challenge and scrutiny
Advisory body	Arms length advice /critical friend
Funding programme	Funding innovative practice
Capacity builder	Skills development , training
Network	Peer support and ownership

# Making the case



[involve.org.uk](http://involve.org.uk)

*“It is better to be roughly right  
than precisely wrong”*

John Maynard Keynes

# What does public dialogue cost?

Cost of projects depends on context, purpose and methods

Example costs of Sciencewise-ERC funded projects:

- Big Energy Shift (2009): total project £788,000; Sciencewise contribution £381,000
- HFEA (2006): total project cost £140,000; Sciencewise contribution £60,000
- Living with Environmental Change (2010): total project cost £30,000, Sciencewise contribution £15,000.

Sciencewise-ERC funded projects are ‘exemplars’; designed to deliver *learning from innovation and practice* as well as *highest quality* dialogue

Costs are reducing as understanding of ‘what works’ grows and delivery becomes more cost effective





*The scale of investment in dialogue projects is dwarfed by the scale of the policy fields that dialogue has influenced*



## What public dialogue costs – in context

- The Nanodialogues project in 2006 cost £240,000 and explored nanotechnology and upstream engagement over 26 months. Value of nano research in 2007 was estimated to be about \$12 billion; and the value of nano-enabled products was estimated then to be around \$50 billion
- The stem cell dialogue in 2007 cost £300,000. Continuing support for stem cell research has placed the UK in a leading position in regenerative medicine, currently a more than £500 million per annum industry, estimated to rise to around £1 billion by 2013

## What *not* doing public dialogue can cost

Overall, the costs of not doing public dialogue can far outweigh the costs of the dialogue. For example:

- **public opposition** can delay or entirely prevent continuing policy development, innovation and new technologies
- **conflict and entrenched positions** can result in the complete rejection of new technologies.

Public dialogue allows policy makers to find ways forward that go with the grain of public views.

Dialogue provides the value of better policy.

***"If you think dialogue is expensive, try conflict"***



# The Involve Toolkit



<http://www.involve.org.uk/wp-content/uploads/2011/07/Making-the-Case-for-Public-Engagement.pdf>

involve.org.uk

# Cost of conflict

Environment Agency (2005) estimate that around 5% of all permit application took in excess of 500 hours work to process and 1% took over 1,000 hours.

# Example: Humber Costs & benefits

## Costs of engagement

Staff cost: £50,000

Displays and PR: £8,000

Admin: £5,000

Postage: £2,000

Travel: £1,170

Press briefings: £1,000

**Total: £67,170**

## Benefits of engagement

Legal Costs saved: £75,000

**Total: £75,000**

**Value of engagement: £7,830**

# Communicating the result

- Use the business case to tell stories
- Tailor your argument to fit your audience
- Seeing is believing
- Anecdotes can be powerful
- Don't forget the potential costs of non-engagement
- Theory of Change

# Examples



# Who is doing public dialogue – Examples from Sciencewise-ERC

DECC – Low carbon communities challenge

NERC - Geoengineering      BBSRC / EPSRC - Synthetic biology

AMS / DH - Animals with human tissue

BIS – Industrial biotechnology

DECC – Big Energy Shift



HGC – Forensic use of DNA

BBSRC / MRC – Stem cells

## HFEA hybrid embryos research

- initial Government rejection of use of hybrid embryos
- extensive negative media coverage of idea
- demand from scientists
- new regulatory system required
- dialogue to explore extent to which idea acceptable
- demographically representative sample of public
- small group discussions, followed by day summit
- full range of very diverse expert opinions included
- plus opinion poll, online consultation, open meeting
- 106 people in meetings; over 3,000 public overall
- public views changed significantly: yuk to yes - BUT
- strong conditions for public acceptability
- HFEA decision in public; taking on conditions
- research licences granted; research proceeding



## DECC – Big Energy Shift

- public need to be part of tackling climate change
- public opposition to some approaches
- what Government can do to support local action
- 9 citizens forums, met 3 times, total 250 people
- broad geographical and demographic spread
- with range of technical experts and policy makers
- to understand what public think and would do
- as individuals and communities
- alongside dialogue with business and public sector
- provided data on potential and barriers to change
- provided ideas from public on what would work
- directly fed into design of new Low Carbon Communities Challenge, launched 8 February, to pilot the approaches proposed by the public and others



*“My wife says I never listen to her. At least I think that's what she said.”*

Author Unknown

# involve

Royal London House  
22-25 Finsbury Square  
London

EC2A 1DX

**t:** 0 20 7920 6470

**e:** [edward@involve.org.uk](mailto:edward@involve.org.uk)

**twitter:** [ed\\_andersson](https://twitter.com/ed_andersson)



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