

TRUSTING SCIENCE IN AN AGE OF DISTRUST

Why Engagement Matters

Dr. Annette Klinkert, EUSEA
3rd Meeting of EFSA's Stakeholder Forum
Parma, Italy, 17 October 2019



trust *verb* (BELIEVE)

- ▶ to believe that someone is good and honest and will not harm you, or that something is safe and reliable

SCIENCE

Ruining Everything Since 1543



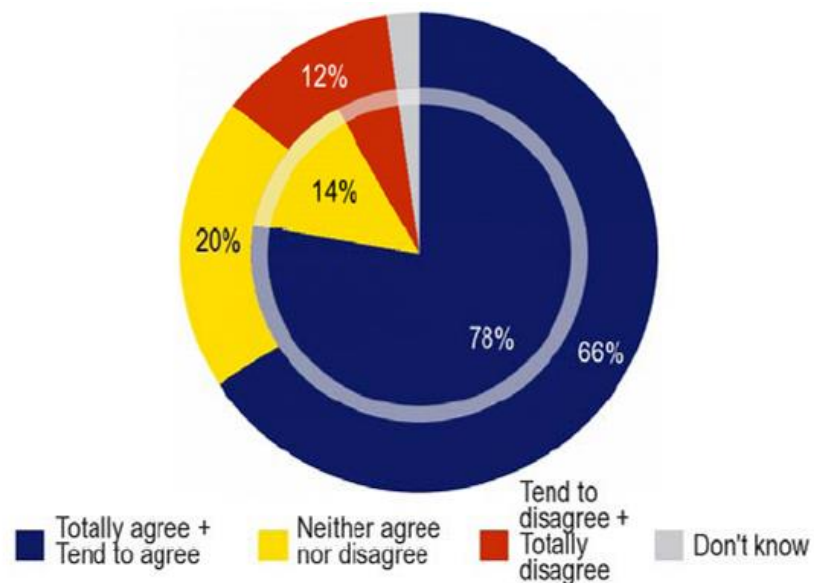
WHAT DO PEOPLE THINK ABOUT SCIENCE?

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, layered effect. The text is positioned on the left side of the slide, set against a plain white background.

EUROBAROMETER

“Science and Technology” 2010

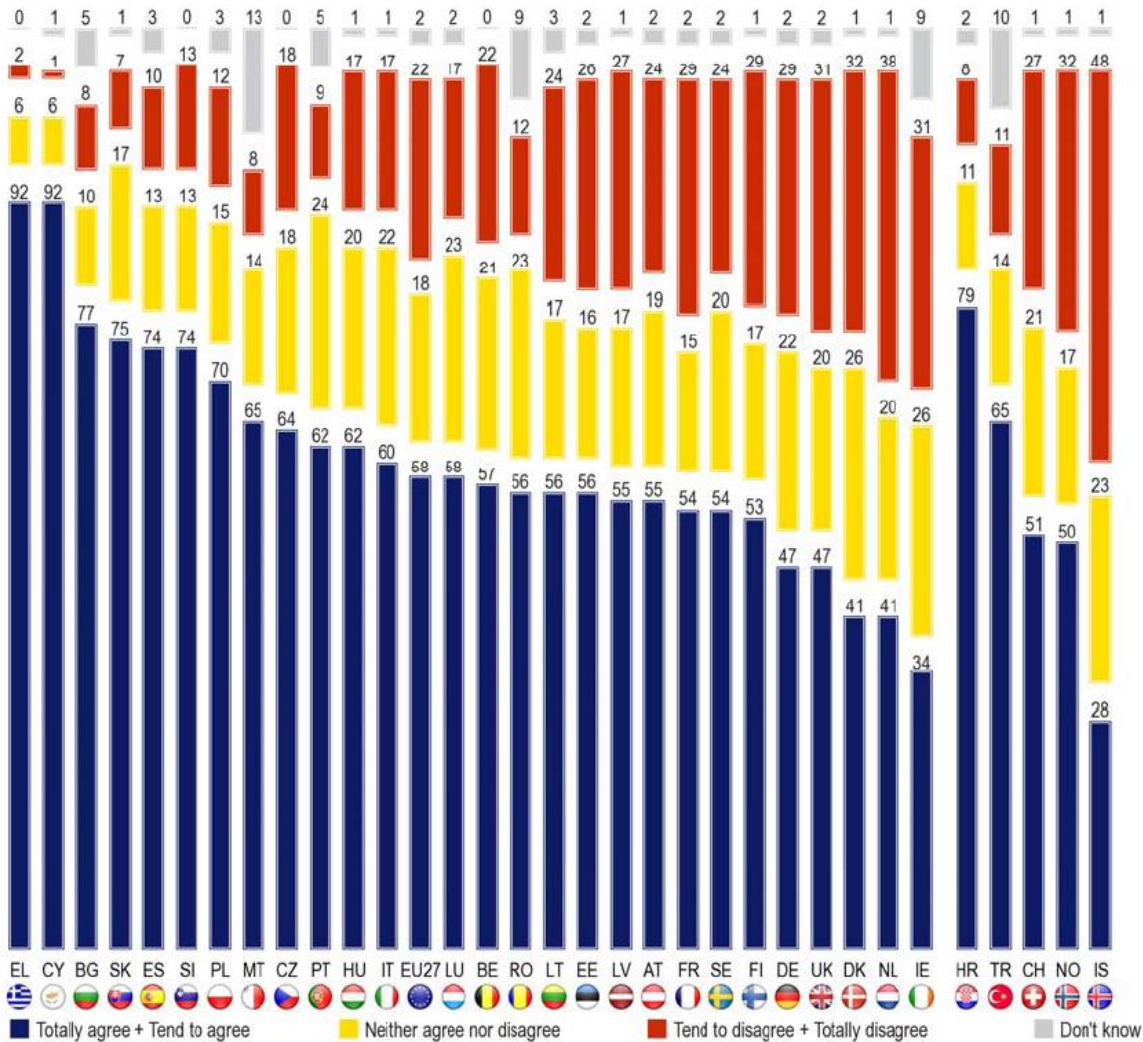
Science and technology make our lives healthier, easier and more comfortable



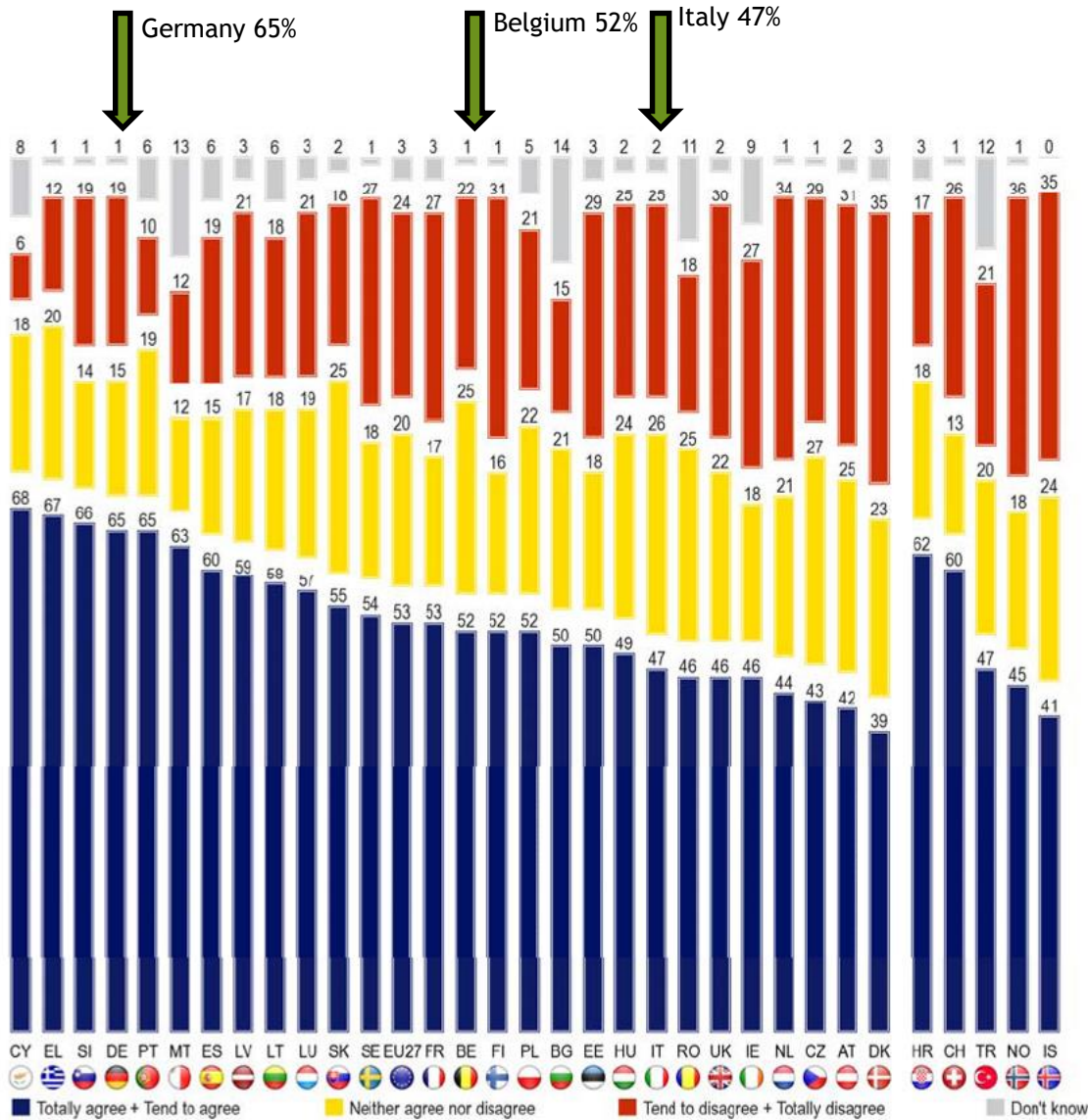
Inner pie : EB63.1, 01-02/2005
Outer pie : EB73.1, 01-02/2010

EU27

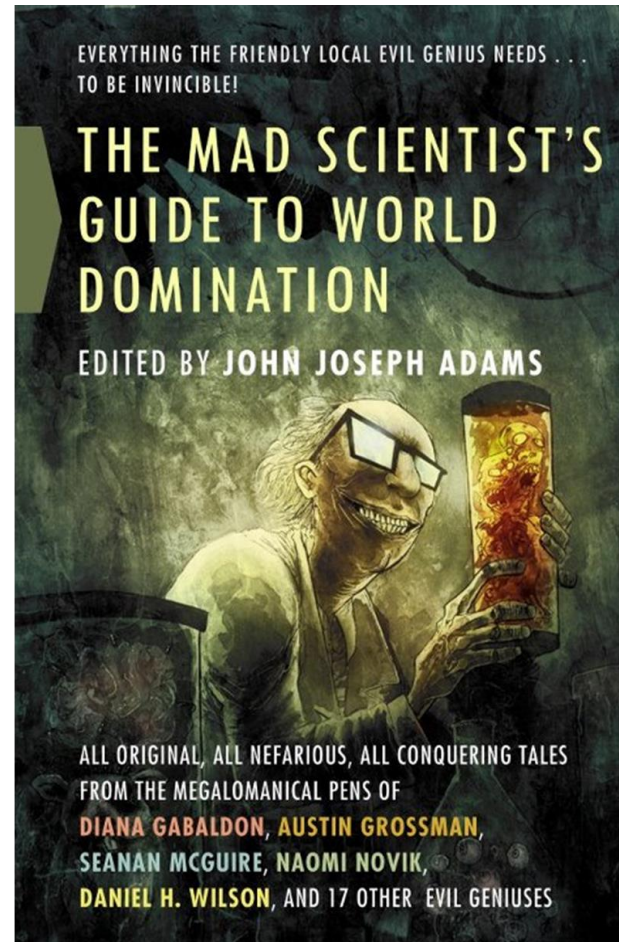
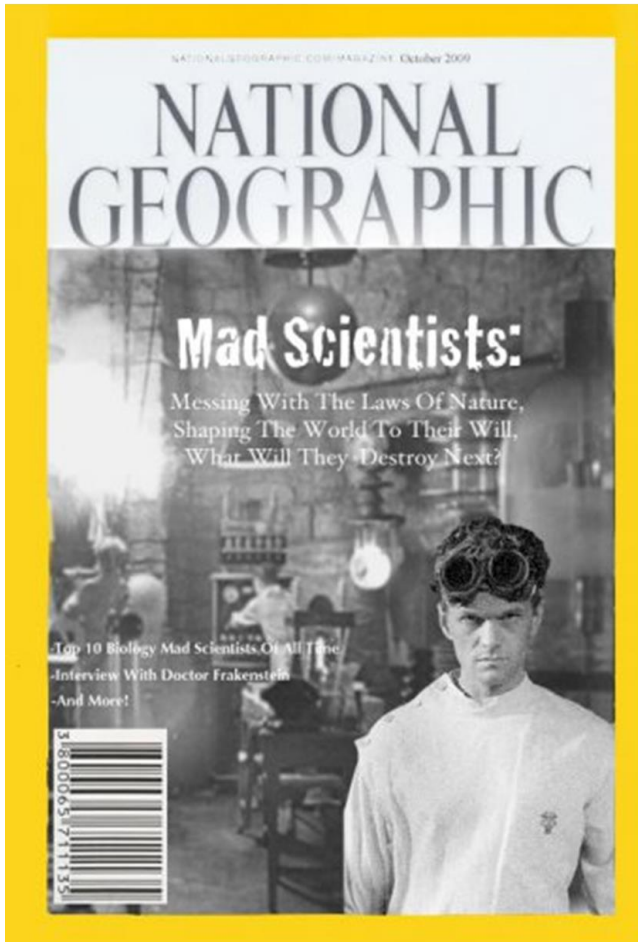
Italy 60% Belgium 57% Germany 47%



Science makes our ways of life change too fast



Because of their knowledge, scientists have a power that makes them dangerous

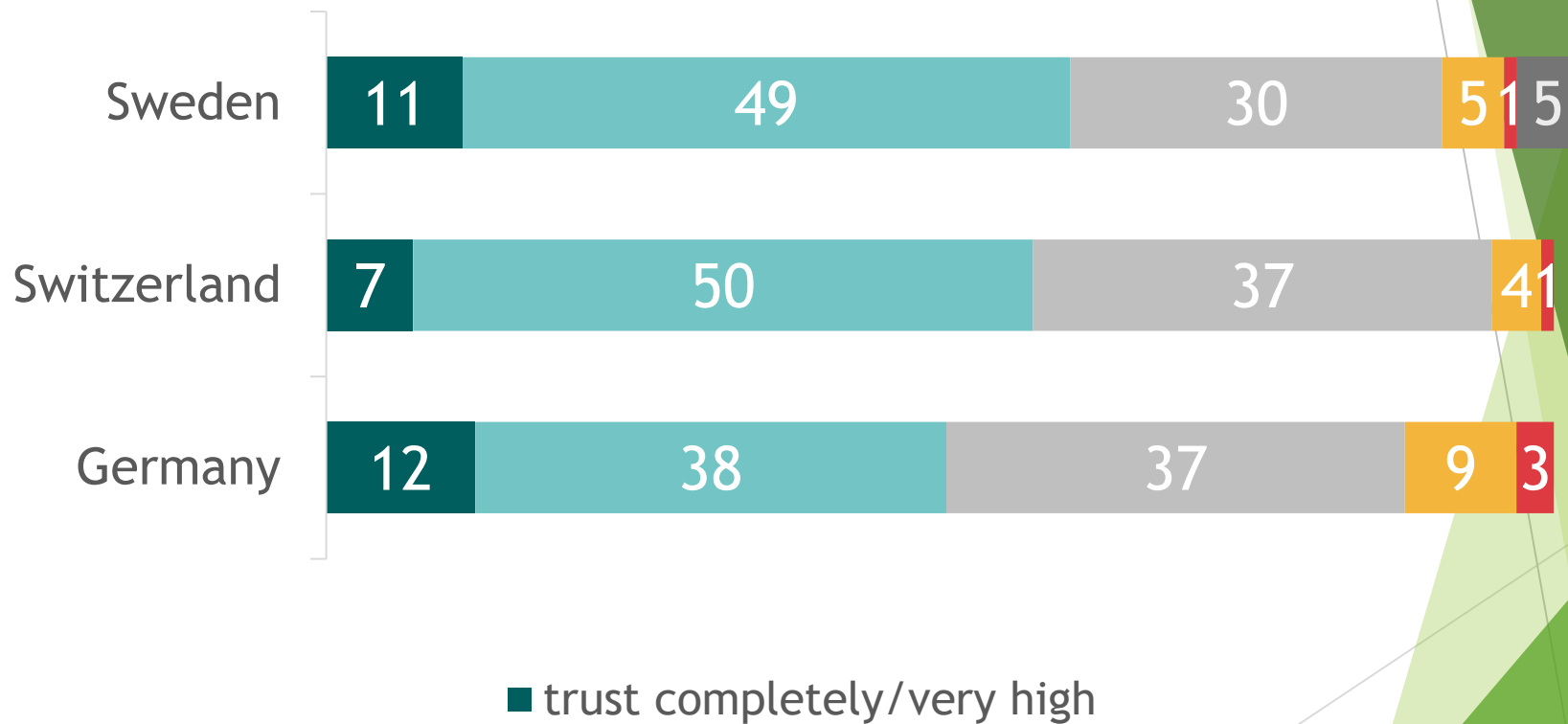


WHAT HAS CHANGED SINCE 2010?

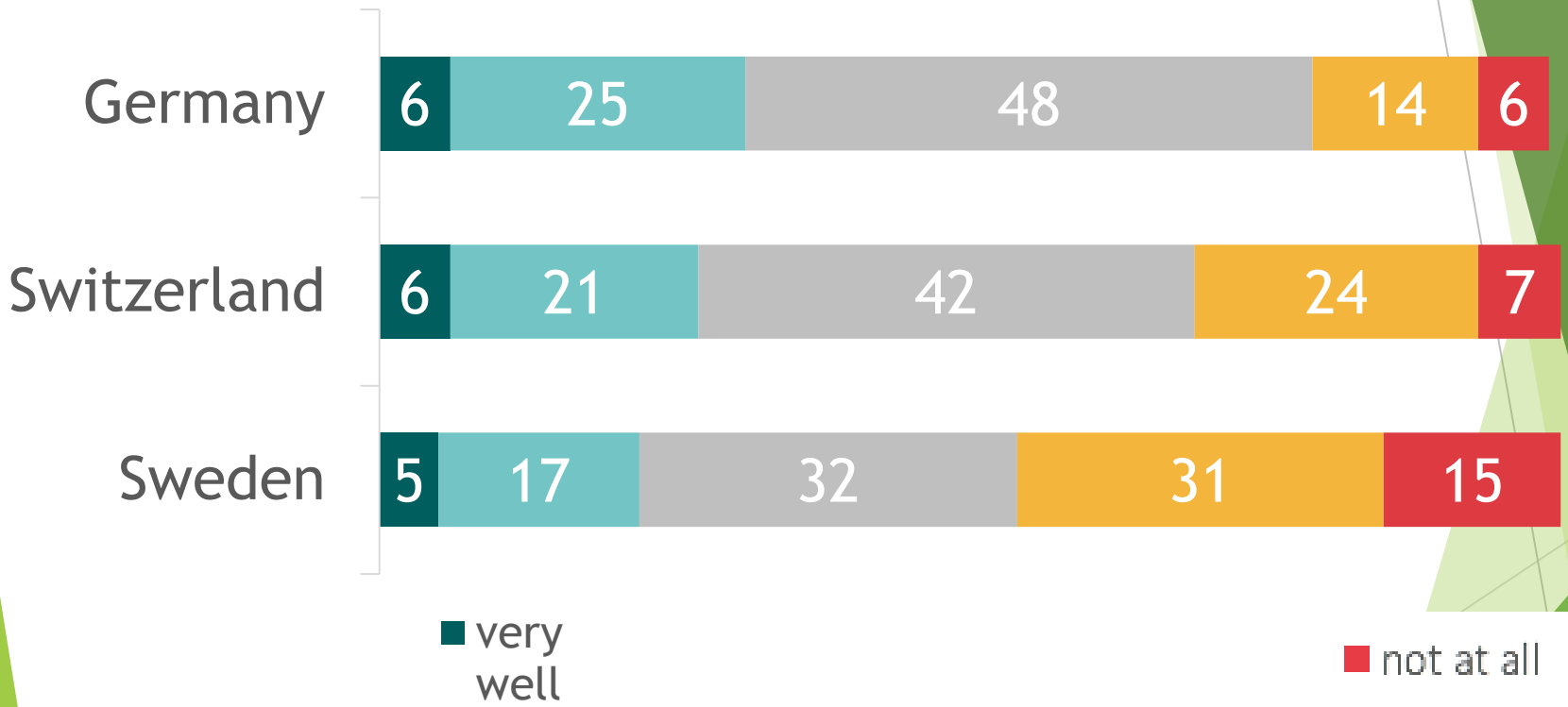
Summary of 3 national studies conducted in 2017

- ▶ Science Barometer Germany, Wissenschaft im Dialog
www.sciencebarometer.com
- ▶ VA Barometer Sweden, Vetenskap & Allmänhet
www.v-a.se/english-portal/publications
- ▶ Science Barometer Switzerland, Science et Cité
www.wissenschaftsbarometer.ch

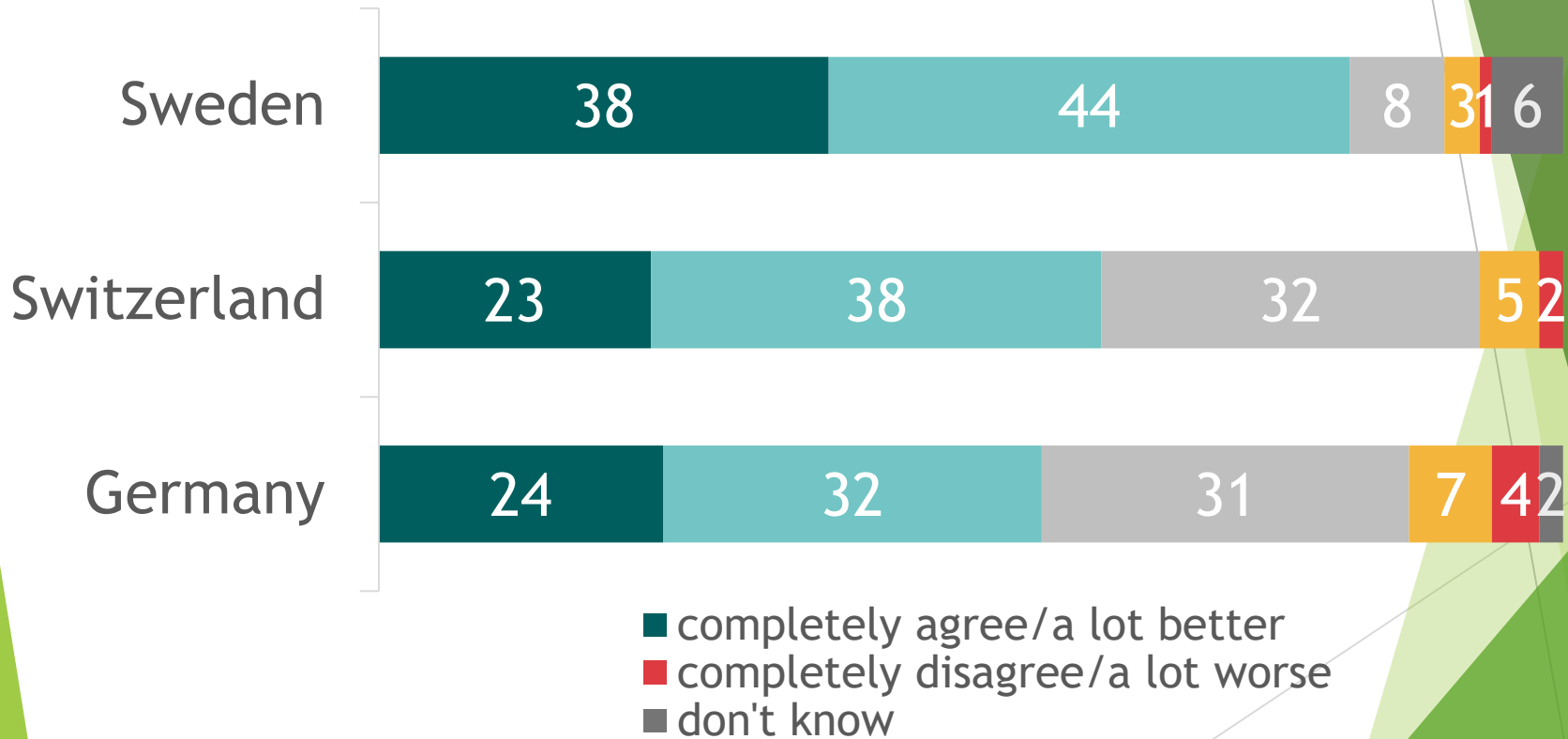
DO YOU TRUST IN SCIENCE?



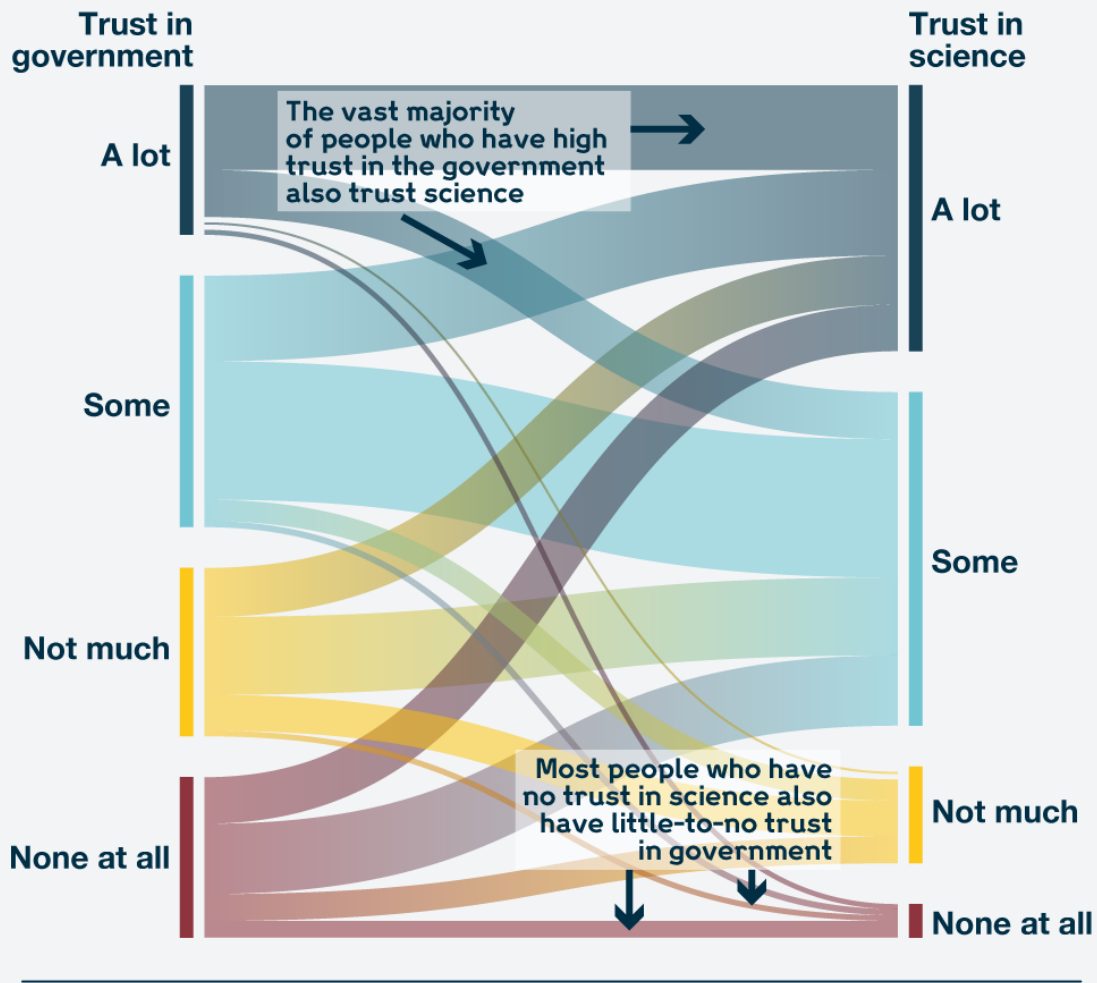
DO YOU FEEL INFORMED ABOUT SCIENCE?



IS SCIENCE MAKING OUR LIVES BETTER?



% of people with different levels of trust in government and in science

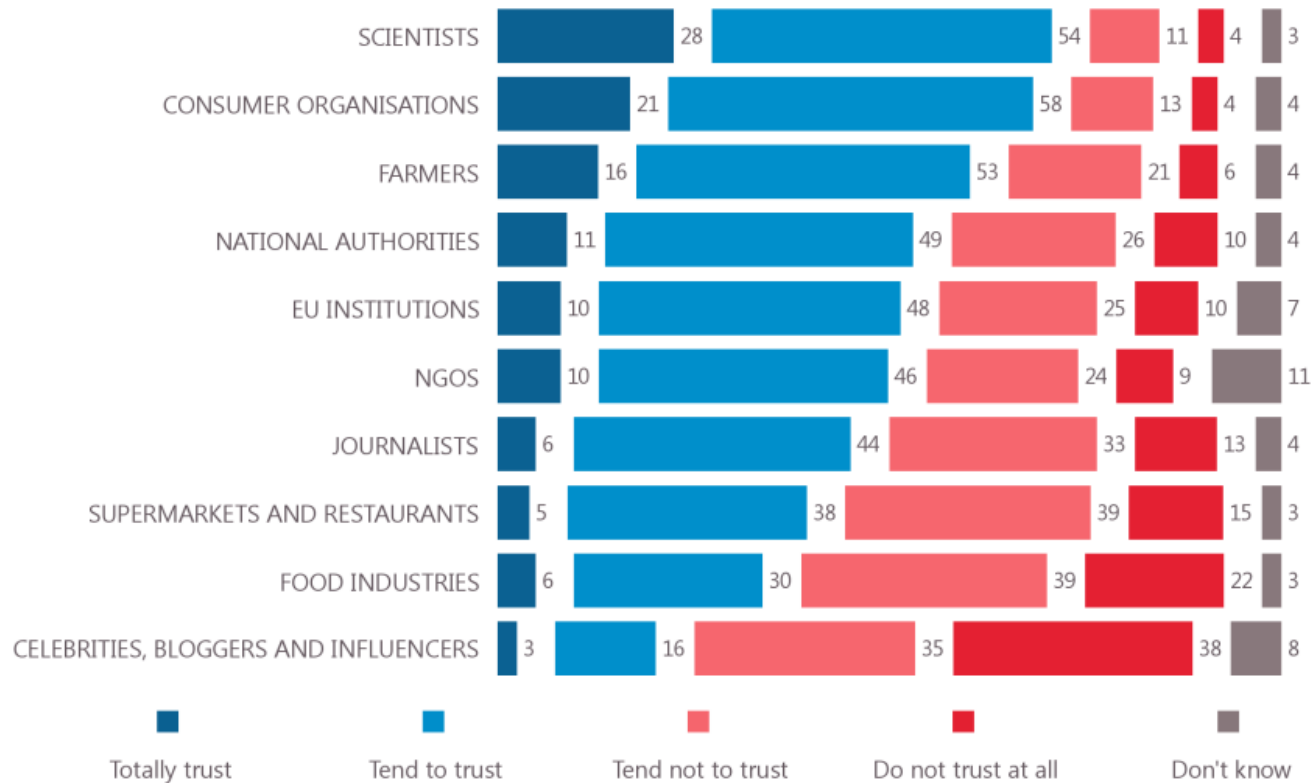


A lot Not much
Some None at all



TRUSTING SOURCES ON FOOD RISK

QD7 Please tell me to what extent you trust the following sources or not for information on food risks.
(% - EU)



STRIVING FOR ACCEPTANCE?

*No matter how great your idea, how exciting your new treatment, or how robust your science, **it must be accepted by the people** who stand to benefit from it.*

*Vaccines, for example, are one of our most powerful public health tools, and **we need people to have confidence in them if they are to be most effective.***“

► *Jeremy Farrar, Director of the Wellcome Trust*

GlaxoSmithKline plc (GSK)

British multinational pharmaceutical company, the world's 7th largest pharmaceutical company as of 2015.

Predecessor: Glaxo Wellcome.

POLICY JOINS INDUSTRY. TRUST?



HOW CAN WE CREATE TRUST?



EUROPEAN COMMISSION:

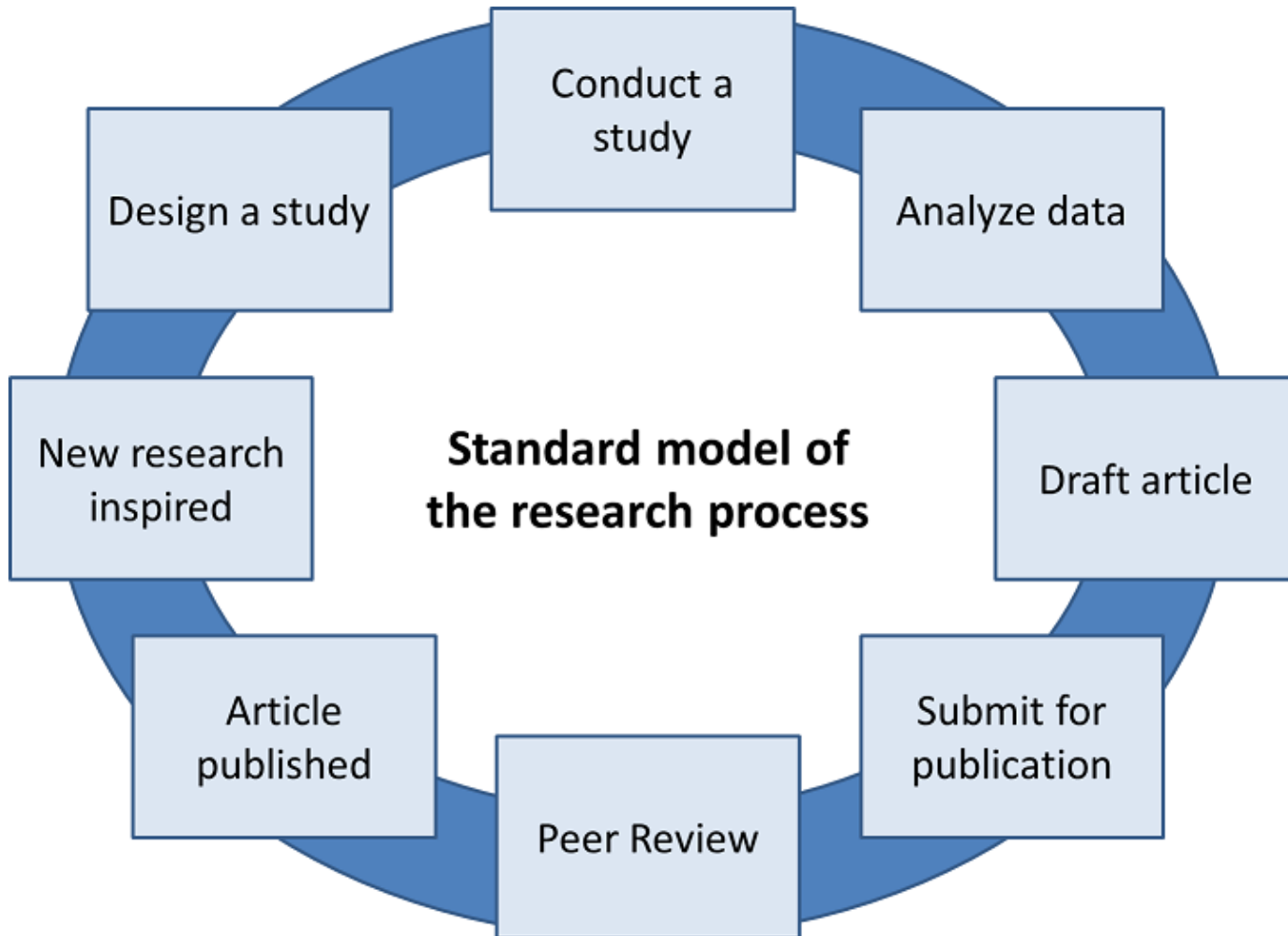
We need a new definition of excellence!



Excellence today is about more than
ground-breaking discoveries -
it includes *openness, responsibility* and the
co-production of knowledge.

EC, Rome Declaration on RRI, December 2014

OPENNESS? CO-RESPONSIBILITY?



RESPONSIBLE RESEARCH AND INNOVATION, RRI

*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.***

René von Schomberg

MORE SOCIETAL ACTORS = BETTER SCIENCE?



WHO IS “THE” SOCIETY?



WHICH POLICY MAKER DO I ADDRESS?



WHICH 3RD SECTOR ORGANISATION IS VALUABLE?



WHAT KIND OF ECONOMY DO I INVOLVE?



WHO IS COMMUNICATING SCIENCE TO THE PUBLIC?

science journalism



THE ISSUE IS SERIOUS!

**WHAT KIND OF RESEARCH
DO WE WANT IN THE FUTURE?**

DEMAND-DRIVEN RESEARCH

Research follows social, economical or political demands

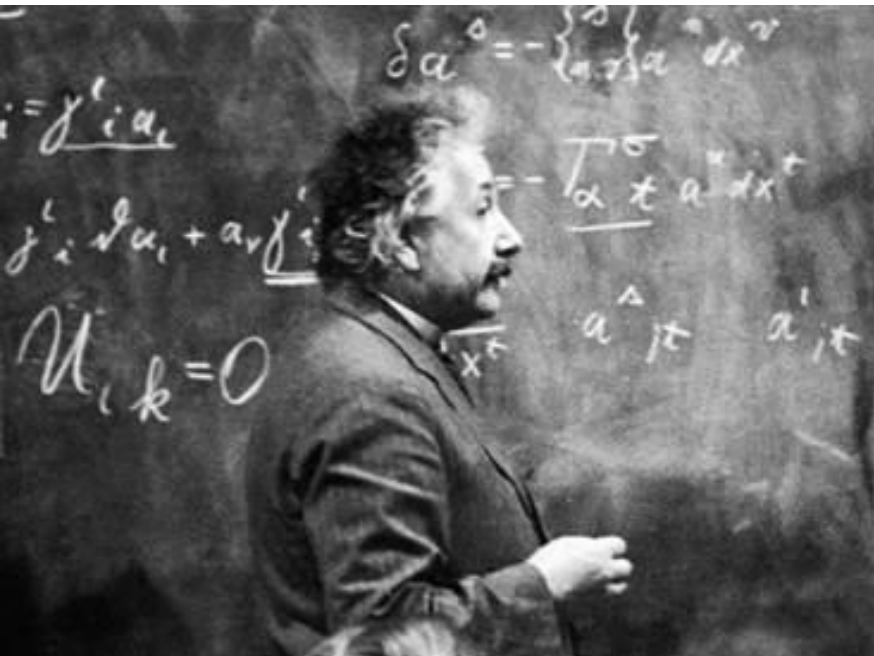


Surviving in the Demand-Driven Market

Manufacturing automation has moved from its early role as a shop-floor improvement to a boardroom necessity.

KNOWLEDGE-DRIVEN RESEARCH

Research follows interest.
Practical adaptations follow
the generation of
knowledge.

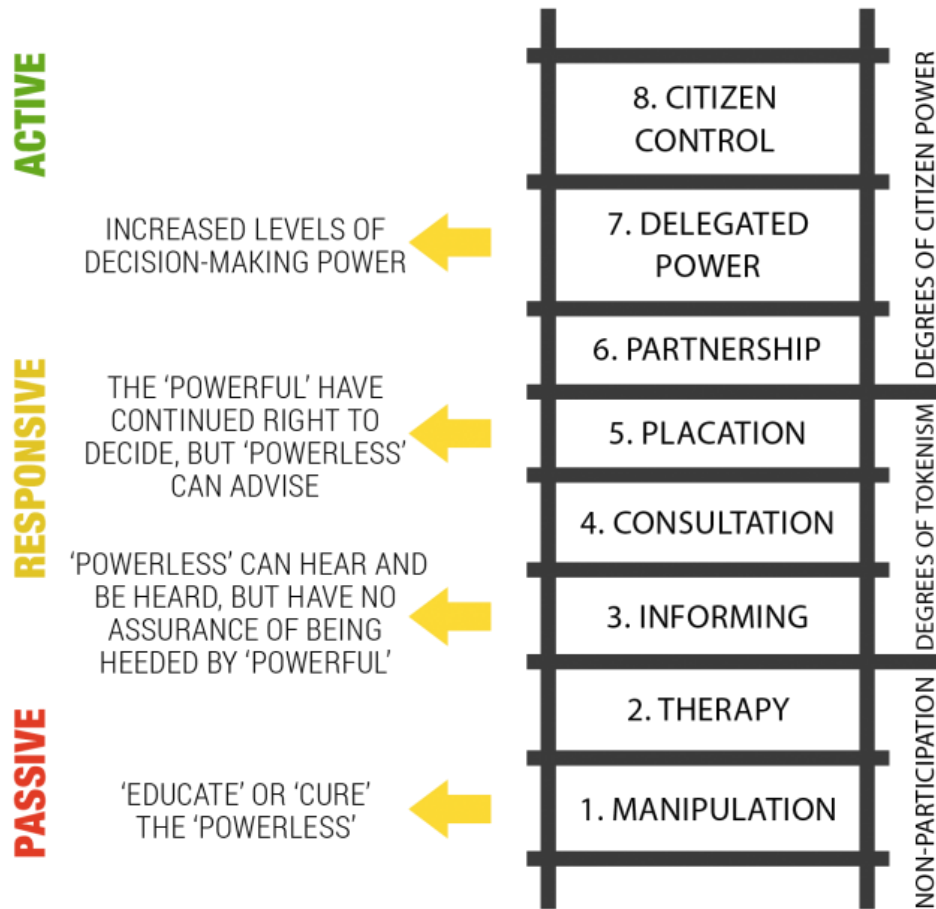


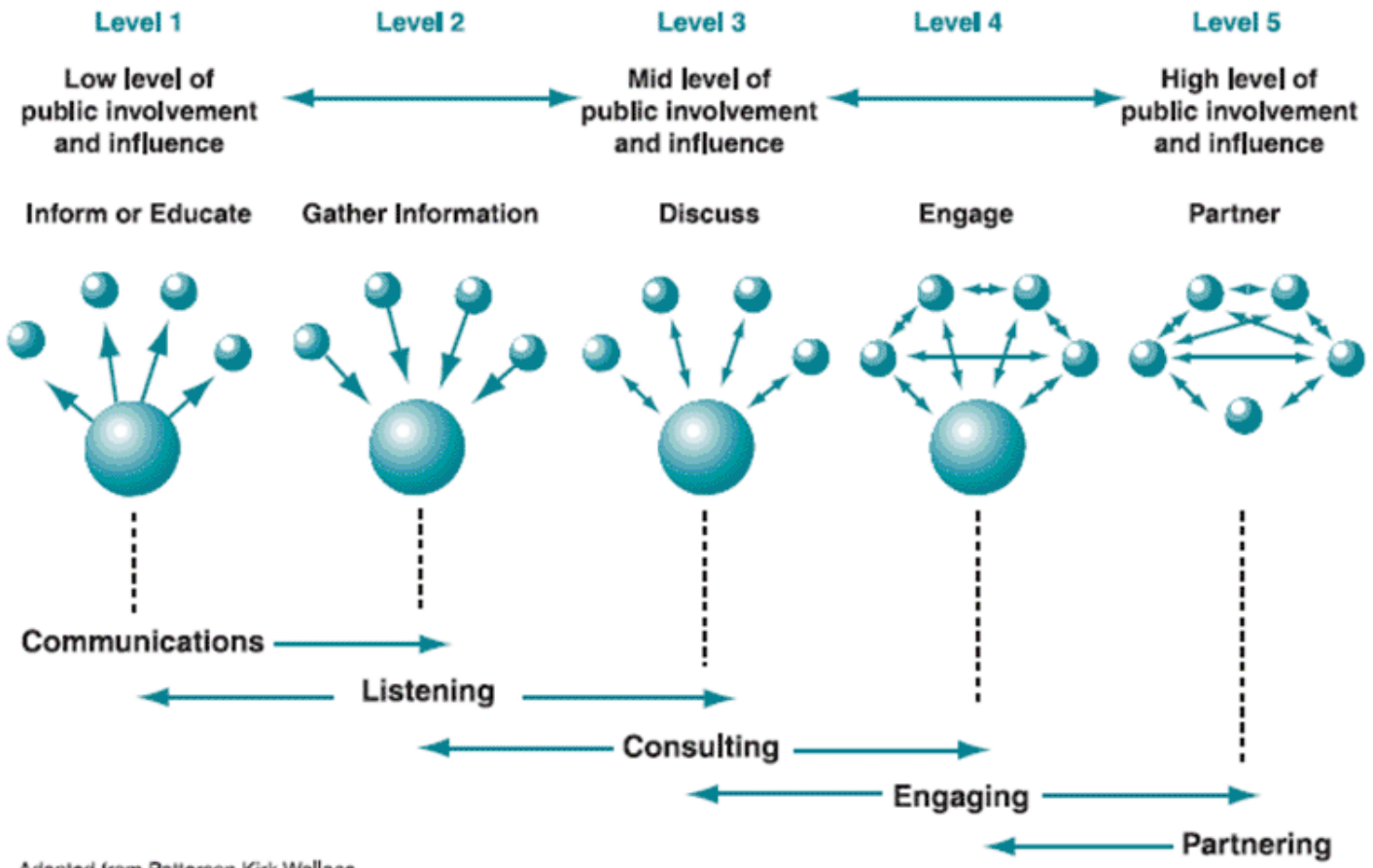
CAN STAKEHOLDER ENGAGEMENT HELP TO BRIDGE THE GAP?

From Information to
Participation -

Levels of Engagement

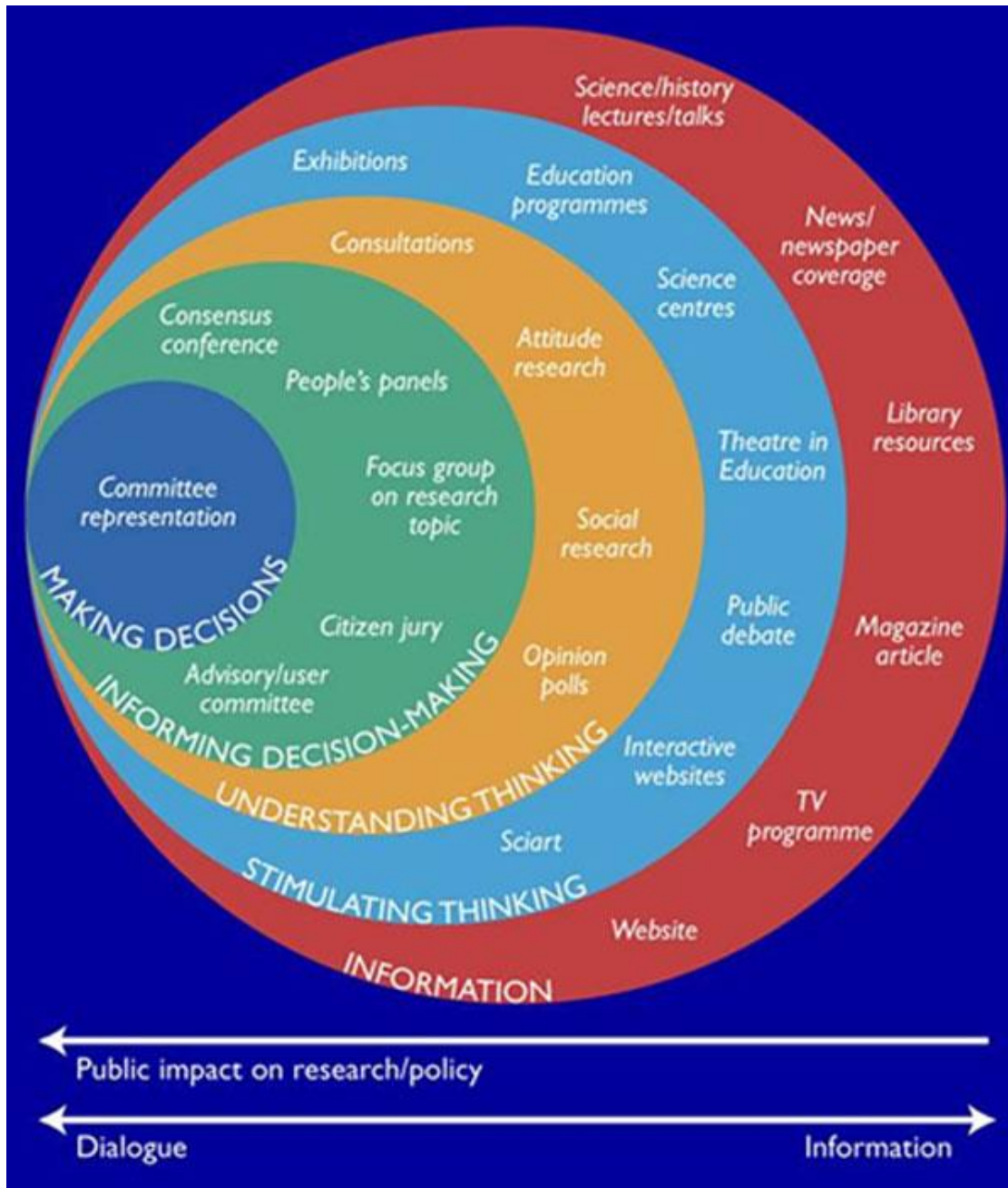
PARTICIPATION LADDER





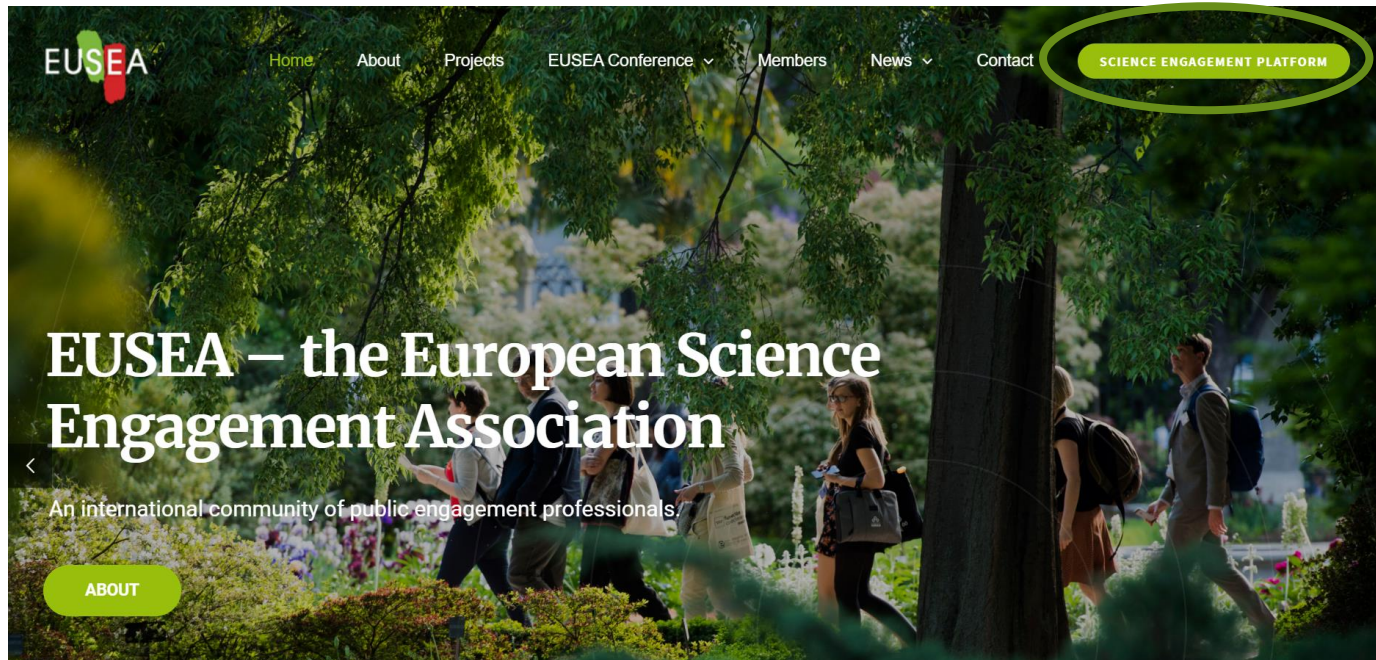
Adapted from Patterson Kirk Wallace

The Health Canada Policy Toolkit for Public Involvement in Decision Making



EUROPEAN SCIENCE ENGAGEMENT PLATFORM

www.eusea.info



FORMATS TO FOSTER SCIENCE ENGAGEMENT



Science Shows

[Read More](#)



Science Theatre

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Demonstrations

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Debates

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Science Cafés



Film Festivals



Children and young people like challenges. They like to participate in competitions, especially if there is an attractive prize to be won. Competitions



Open House



SUMMARY: TO BUILD TRUST...

- ▶ Be clear and transparent about your goals
- ▶ Build sustainable relationships
- ▶ Be self-reflective
- ▶ Be trust-worthy!
- ▶ Understand the goals of your stakeholders
- ▶ Contextualize your research process
- ▶ Be open and transparent
- ▶ Trust your stakeholders!

THANK YOU!



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