

Stakeholder integration and public engagement of EU and national research projects in Germany

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The talk addresses the feasibility and difficulties of research projects to reach out and to integrate a sufficient number of stakeholders (vgl. Carrada, 2006; Poulsen, 2007; Zikos et al. 2012; Lee & Belohlav, 2014). With “stakeholders” we understand end-users, policy makers, students for capacity building, administrators and interested general public.

The design and later the implementation of stakeholder integration and public engagement strongly depend on the priority-setting and requirements of funding agencies (EU [1], DFG, BMBF and the regional ministries in Germany). They affect the size and constellation of consortia as well as the longevity and continuity of research community; on the other hand they also determine the weighting of communication, dissemination, outreach (and networking) activities within the project. For instance by public engagement of EU funded projects a share of 10% for communication and outreach activities was rated as best practices in 2014 [2]. On the national level there is no such appointment so far.

In our talk we will quantify and compare activities among selected EU and nationally funded collaborative projects in Germany, address the hurdles, investigate the communication tools, examine the outreach channels and dissemination tactics, reflect the performances and the results achieved so far, with the objective to answer the following questions:

- What tools/channels have been applied so far? Were they efficient and expedient?
- What can be count as best practices?
- Are such activities sustainable at all?

The goal of this talk is to show the complexity of the stakeholder integration and public engagement in research projects, to critically assess our experiences gained in past and running projects, and to subsequently have an interactive exchange with other project professionals at EGU.

[1] European Commission (2004, 2008, 2010, 2014). Communicating EU research and innovation guidance for project participants;

[2] European Commission (2014) – Project COMET (best practice); European Commission (2016) – Project EUPORIAS (success story)