



5.1 DELIVERABLE “Guidelines for LCD”

Grant Agreement number: 230178

Project acronym: ACCENT

Project title: Action on Climate Change through Engagement, Networks and Tools

Funding Scheme: Coordination and Support Action (Coordinating)

Lead beneficiary for deliverable 5.1. : Observa (OBSERVA), Italy

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Local Citizens Debate Format for public meetings

January 2010

EXECUTIVE SUMMARY

The main objective is to carry out a valid programme of meetings which are aimed at involving citizens and social actors including experts, business managers and institutional representatives who are interested in the issue of climate change.

This deliverable represents the guidelines to implement the Local Citizens Debates in the best way possible. It includes the description of format, target groups, timetable, technical remarks, references, list of National contacts for moderators recruitment and model of letter to invite citizens.

General Aims and Format Description

The aim of this tool is to promote public debate involving different social actors such as citizens, scientists, stakeholders and institutional representatives interested in the issue of climate change. This represents a unique opportunity for debating at European level issues related to climate change, gathering the different perspectives expressed by citizens, experts and stakeholders in twenty-four public meetings called local citizens debates (LCDs) with a particular focus on communication of Climate Change. Science Centres will obtain important information about which kind and ways of communication citizens are willing to and what is their perception on climate change scientific issues. To understand which instructive needs the citizens would like to receive by the experts and stakeholders to engage in sustainable life styles.

To communicate climate change and its topics, allowing lay people to understand complex concepts it's a big requirement of our society. Today's society is more careful to the subject and its large complexity. How to connect therefore specialized and outwardly scientific world with the institutions, associations and people? This is the main objective of the project. Involving citizens, giving them possibility to have their voice, to communicate and to compare help us to know their difficulties and their requirements on climate change information. Consequently we can plan and organize innovative actions in science centres, museums and aquariums able to satisfy these necessities.

The format proposed here should assist the Accent partners in organising the LCD. Each LCD will be conducted by a moderator, a key-role figure in all phases of the LCD as will be explained throughout this document. The format entails a remote preparation of participants by means of selected materials on climate change issues. These materials, which will be the same for all science centres, will be given to citizens before the LCD, so that they can think about the topics we are going to discuss in advance.

In the warming-up phase citizens will be able to form an opinion by themselves, helped by a moderator without the intervention by the experts; in the discussion phase citizens will exchange views and make questions together with scientists, stakeholders and institutional representatives. This format has the main advantage of putting citizens in a more powerful position thanks to the possibility of

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discussing issues among themselves without listening to the experts'/stakeholders perspective beforehand.

Finally, citizens will join together again to prepare a written text with their perspectives and recommendations at national and European level. This document shall be presented to the public and to the European Union as a part of a final deliverable of the project.

Draft agenda format

1. Remote Preparation

A letter of invitation along with a brochure containing articles, presentations, short videos or any other suitable material will be distributed to participants 15 days beforehand in order to facilitate their active participation to the local citizens debate.

Please be aware that the type of material distributed should be the same for each science centre. Each science centre will receive the materials to be distributed to citizens.

The brochures recommended are the following:

- The brochure “EU action against climate change - Leading global action to 2020 and beyond” is available in multiple languages and is targeted to the general public. The pdf file can be downloaded at:
(http://ec.europa.eu/environment/climat/campaign/resources/publication_en.htm)

The invitation letter here attached should motivate citizens to participate in the LCD. The letter explains the general objectives of the project Accent and those of the LCD, calling for a personal responsibility on the side of citizens. Attention is paid to the opportunity given to citizens to join together to discuss with others issues of crucial relevance for society both on a local and global dimension and to formulate recommendations that will be presented to the European Union. A model of an invitation letter in English will be provided by Observa and translated by the partners in their own language.

2. Location

The project Accent aims to encourage dialogue between citizens, experts and stakeholders on the Climate Change issues enhancing the role of science centres in Europe. In this way the location of the LCDs will be the Science Centres. The location could be a place of work, a library or, in the absence of a space in the science centre, it could be a community centre.

3. Recruitment of Participants

Participants shall be recruited either by e-mail or mail in first instance, than by telephone. The number of citizens should be from 16 to 24 maximum approximately according to the following distribution:

Tab. 1 Composition of the citizens' group

Youngsters 18-30		Adults 31-65		Elderly > 65	
M	F	M	F	M	F
30%		50%		20%	

[Remember to involve students, workers, retired people in order to have different actors present at the meeting]

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Other social actors (maximum 8) scientists, journalists, decision makers, stakeholders, environmentalists, entrepreneurs, trade unionists, farmers, ngos, etc. will form the panel for the discussion in phase 5.

Tab. 2 Composition of the two groups (citizens and panel)

Citizens	Panel of: scientist, decision makers, stakeholders	Min.	Max.
16-24	4-8	20	32

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4. The Role of the Moderator

The moderator is a key person in the LCD: by facilitating the discussion and the activities related to it, the debate is of high quality.

There are many different styles and approaches that the moderator can follow depending on the composition of the group (age, provenance, education level, previous knowledge of the topic discussed) and on the context of the debate.

Please remember that the moderator should lead the discussion without dominating it. In this respect, the moderator should fade into the background as the discussion evolves and participants gain more confidence.

These are the main characteristics of a successful facilitation:

- moderators do not present their own viewpoint at any time nor do they offer viewpoints that are or may be held by stakeholders;
- moderators seek to provide equal time to all sides of the issue and to all group members;
- moderators pay attention to see how everyone in the group is doing and listen attentively to each member of the group;
- moderators encourage the expansion of ideas and the participation of all members to the discussion;
- the moderator structures the interaction between participants
- in case of need, the moderator is able to clarify and summarise both individual opinions and group position

Observa will provide a list of Institutions to contact for recruit skilled moderators in every Country of the Consortium so that each partner can choose the moderator accordingly.

5. Introduction

The moderator introduces the meeting providing an overview of it in terms of goals, timing, roles and output (15 min.).

The moderator highlights the importance of a positive and non-judgmental environment simple rules that all participants need to respect: consideration for everyone's opinion, refrain from interrupting other speakers, active listening to others' points of view, no offensive remarks.

6. Warming-up

An institutional video on climate change issues will be shown to participants. Following please find the web link to the video that should be shown. Clearly, dialogues have to be translated into each language and subtitles need to be added to the video.

Video web link: "Europe leads the fight against climate change" (<http://www.youtube.com/watch?v=QcMMgth8GUQ&feature=Playlist&p=8A7578AB6100828C&index=6>).

The text of the video is not very long and can be translated and presented at the meeting.

If you do not use this video, you can choose a movie that includes the following issues regarding the phenomenon of Global Warming:

1. What causes Global Warming
2. Evidence of Climate Change – the role of scientists on communication
3. What governments are doing (National governments and EU)
4. What citizens can do

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5. What business are doing or not doing

Citizens will start the discussion with the help of a moderator. Citizens will share ideas and shape their own perspective on how communication on climate change issues is actually carried out today, also with regards to the video that they watched, the brochure that they read and the news that they everyday receive from mass-media, without any intervention by experts.

The moderator will guide participants to identify themes and formulate the questions to be addressed to experts, stakeholders, etc. in the next phase (discussion phase).

Suggested List of Topics (each science centre will choose some specific topics to propose during the LCD)

Which informations would citizens receive?

Scientific communication

Increased temperature

CO2 impact on the oceans and seas

Efficiency of alternative and renewable energies

...

Political communication

Commitment by governments (national and local)

Measures to support the use of alternative and renewable energy in favour of citizens

...

Communication on economic issues

CO2 emissions

Travels

Food

...

Public communication to citizens sustainable behaviours

Food

Waste

Travel

Buildings

Travel

Energy efficiency

...

The moderator and the citizens will prepare a set of questions for experts/stakeholders focus on both general and specific topics such as taking into account the particular theme of communication on climate change to the public.

Examples:

1) how information on climate change causes is given (popular beliefs, facts, scientific perspectives) and perceived by people, for instance, is it clear, understandable reliable?

2) difference on communication on climate change made by different actors (journalists, scientists, politicians, ngos);

3) climate change and people behaviour: is the information that we receive leading us to action, or it is just informative?

4) is there a communication on institutional measures and programs for mitigate climate change (priorities, relevance of specific measures, etc.), beyond the communication on the facts?.

Elements belonging to how citizens get their information about climate change issues in their daily life should be properly highlighted, as well as how is the perception of this information. If the information that people receive is linked to ethical, economical, social or ecological issues and which is more relevant according to them. Is the information received exactly what people need and/or understand? Should it be more global or local? Would it be important to involve citizens in this communication?

What is the role of environmental agencies, groups, organizations in providing information and if citizens perceive this information as reliable or not. What is the role of scientists in this communication efforts and if they need to be helped by professional communicators. What is the role of science centres, museums and aquariums in the communication of climate change issues. Has the communication to lead to personal engagement?

7. Discussion

This session entails a series of questions and answers (Q&A) that citizens have the chance to pose to a panel of experts/stakeholders who act as a group distinct from citizens. A possible composition of the panel is the following: two scientists with an expertise in climate change, one local decision-maker, one regional decision-maker; one journalists; representatives of private companies, trade unions, farmers, ngos and environmentalists]³. In this way, citizens can decide not only what kind of questions they want to pose, but also whom they want to address a specific question.

The moderator will briefly introduce each member of the panel highlighting that in this phase citizens address the members of the panel and not vice versa. Each member of the panel will have a restricted time for speech (just giving his/her name and field of studies). The moderator leads the discussion seeking to foster a constructive environment; the moderator will also seek to favour a dialogue finalised to getting answers relevant to the questions asked by citizens. In order to avoid the contradictory among experts, the moderator should give the word to each member of the panel respecting an order.

8. Working group for citizens

In the working group phase citizens join together without experts/stakeholders to sum up in a single text their different points of view, proposals, critical aspects on the four topics mentioned above.

The moderator leads the discussion and the work. The minutes summarising the main topics of discussion shall be written by an operator of the science centre. These minutes will contribute at the articulation of a list of Recommendations and observations according to specific areas of interest and according to a local, national or European level. This is in tune with the actions undertaken by the European Union to stimulate active citizenship at the afore mentioned three levels.

³ The group of scientists, stakeholders, decision makers and civil society representatives will be formed paying attention to the different national contexts.

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9. Communication

A spokesperson nominated by citizens will read the text containing the recommendations for better communication on climate change issues in a public meeting to journalists, decision makers, representatives of the civil society, etc.

This public meeting can have the form of a press conference to be held immediately after the LCD.

The text with the recommendations will be made freely available to citizens and an online version will be uploaded on the websites of science centres and aquariums.

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Timetable (half a day)

Format Agenda	Timing
General introduction	15'
<u>Warming-up</u> through video. Citizens only with a moderator	1h
<u>Discussion</u> Session of Q&A with a panel of scientists/stakeholders, decision makers and civil society representatives	45'
Break	15'
<u>Working group</u>	1h50'
<u>Communication</u>	30'

Technical Remarks

Meetings can be held in two different periods or one following the other (one/two weeks).

Meetings should gather together at least 60 persons (citizens, experts, stakeholders, decision makers)

General Guidelines for Observing the Debate and Drawing the Report

Although the output of the local citizens' debate is primarily the final text containing the recommendations by participants, we want to collect further elements on how the debate develops (i.e. the debate as a process) in order to gain more in-depth information on qualitative aspects and interactions among participants.

These are, in particular, the type of questions that need to be addressed (please be aware that this list is indicative and can be expanded):

- What is the most relevant topic discussed by citizens?
- Which are citizens' priorities in addressing issues on communication of climate change?
- Are questions addressed to one expert among others in particular?
- Do citizens seem to change their point of view/opinion after the confrontation with experts/stakeholders?

Experiences (both still in progress and successfully carried out)

<http://www.wvviews.org/node/10>

<http://www.climateconversation.org/index.php?id=9645>

<http://fm.formidling.dk/pcst/rec>

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Crosby N., “Citizen juries: one solution for difficult environmental questions”, in: Renn O., Webler T., Wiedemann P. (Eds.) *Fairness and Competence in Citizen Participation: Evaluating Models for Environmental Discourse*, Dordrecht: Kluwer Academic Publishers, 1995, pp. 157-174.

Pellegrini G., (Ed.) *Techno-Scientific Innovation: Responsibilities and new ways of democracy*, Soveria Mannelli: Rubbettino, 2008.

Sterman J. D., Booth Sweeney L., “Cloudy Skies: Assessing public understanding of global warming”, in *System Dynamics Review*, (2002, Vol. 18, No. 2): pp. 207-240.

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List of National contacts for moderators recruitment

Belgium (Flanders):

[IST](#) - Institute Society and Technology (former viWTA), Flemish Parliament

Contact: [Mr. Robby Beloznik](#)

Denmark:

[Danish Board of Technology](#)

Contact: [Mr. Lars Klüver](#)

Estonia :

[Foundation Archimedes](#)

Contact: [Ms. Kai Treier](#)

Finland:

[National Consumer Research Centre Finland, NCRC](#)

Contact: [Dr. Mikko Rask](#)

France:

[Cité des Sciences et de l'Industrie](#)

Contact: [Mr. Roland Schaer](#)

Germany:

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[ITAS](#) - Institute of Technology Assessment and Systems Analysis, Research Center Karlsruhe

Contact: [Dr. Martin Knapp](#)

Israel:

[The Israel Democracy Institute](#)

Contact: [Prof. Asher Arian](#)

Italy:

[Observa - Science in Society](#)

Contact: [Chiara Segafredo](#)

Sweden:

[Nordregio](#)

Contact:

[Senior Research Fellow, Professor Richard Langlais](#)

[Research Fellow, Christian Dymén](#)

UK:

[Involve](#)

Contact: [Dr. Mr. Edward Anderson](#)

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Model of letter to invite citizens

	<i>do you commit to action on climate change?</i> 	
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Place and Date

Subject: Invitation to the Local Citizen Debate on climate change issues

Dear Citizen,

With this letter we are pleased to invite you to participate in the forthcoming Local Citizen Debate (LCD) to be held at **SCIENCE CENTRE NAME** on **DATE AND TIME (from... to)**.

The LCD is part of ACCENT (Action on Climate Change through Engagement, Networks and Tools), a project supported by the European Union under FP7 aiming at raising interest and stimulating debate on climate change issues, risks and impacts both for the general public, for policymakers and other stakeholders.

Those issues are a growing concern for society today so much so that the consequences can be experienced in daily life. However, the understanding of citizens and their engagement in these topics vary considerably due to the complexity and quantity of information available on media. ACCENT takes the form of a European participative campaign where different institutions make participative communication tools available to a large number of European citizens.

With the LCD we would like you to be engaged in a real dialogue with other citizens, scientists, local and national institutional representatives, NGOs, and other stakeholders. This is a unique opportunity for you not only to debate with other citizens, but to make explicit the topics you want to deepen on climate change, the aspects deemed to be in need of better communication, the kind of actions you wish to see implemented both at local and global level.

The LCD envisages several phases: the discussion among citizens on perceptions and risks related to climate change issues, the possibility of posing questions to the experts present at the meeting, and a final moment where citizens join together to sum up their views and prepare a draft containing expectations and concrete proposals also for the territory they live in. This document, drawn up from yours and other citizens' recommendations is meant to be officially presented to the European Union and serve as a basis for shaping integrated actions on climate change issues at European as well as local level.

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Enclosed please find a brochure with some introductory information allowing you to get an overview on a number of topics related to climate change and help you shaping your point of view for the debate at the LCD. We hope you will give your personal contribution to raise public awareness and engagement on the said subject by participating to the forthcoming LCD.

We do thank you for your attention and look forward to meeting you at the LCD.

Kindest regards,