

SCIENCE, MEDIA AND PUBLIC DISCOURSE: LINKING CITIZEN ENGAGEMENT AND EVIDENCE BASED POLICYMAKING

26 April 2016
European Parliament, Brussels

IN COOPERATION WITH:
THE EUROPEAN COMMISSION
THE EUROPEAN PARLIAMENT
DUTCH PRESIDENCY OF THE COUNCIL OF MINISTERS OF THE EU



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Jean-Claude Juncker, President of the European Commission and Carlos Moedas, Commissioner for Science, Research and Innovation, meet Valéry Giscard d'Estaing and Michelangelo Baracchi Bonvicini, Honorary President and President of Atomium - European Institute for Science, Media and Democracy and Ron Mobed, CEO of Elsevier.

ATOMIUM EUROPEAN INSTITUTE FOR SCIENCE, MEDIA AND DEMOCRACY



Atomium – European Institute for Science, Media and Democracy (EISMD) – brings together some of the most authoritative universities, newspapers and businesses in Europe in the first intersectoral network to promote knowledge sharing and “out of the box” thinking on issues regarding the development of a European knowledge society. EISMD focusses on initiatives that aim to engage researchers, policy makers and public at large with science and innovation issues.

The platform has the strongest active network of leading European newspapers as well as one of the most important active networks of leading European universities and businesses. It brings together 25 universities, over one hundred thousand researchers, over one million students, seventeen newspapers, around ten million European readers per day, and some of the most important businesses in Europe with a total turnover of 720 billion Euro.

Atomium – EISMD was launched in 2009 at the European Parliament by the former President of France Valéry Giscard d'Estaing and by Michelangelo Baracchi Bonvicini, currently Honorary President and President, by the President Felipe González, former Prime Minister of Spain and currently Chairman of the Advisory Board, and by the leaders of the institutions engaged during the first conference.

Atomium – EISMD is organised under the Law of Belgium as an International Non-Profit Organisation (Association International Sans But Lucratif).





F. González, M. Baracchi Bonvicini and V. Giscard d'Estaing, Chairman of the Board, President and Honorary President at the Opening Session of the EISRI Summit in Dublin 2013.

EISRI

EUROPEAN
INTERSECTORAL
SUMMIT ON
RESEARCH AND
INNOVATION

The fourth edition of the European Intersectoral Summit on Research and Innovation will be held on the 26 - 27 April 2016 at the European Parliament in Brussels. Organised by Atomium EISMD together with the European Commission and Parliament, the 2016 edition will look at how engaging with citizens is changing the public discourse around science, bringing in new dimensions and perspective into the debate around evidence based policy as well as responsible research and innovation.

Today, Europe is experiencing a dramatically changing media environment, challenging economic and social climates, a shift in relationships between citizens and policy makers and an evolving understanding of democracy. Better dialogue between science, media and democracy will not only ensure a more informed and responsible society and policymaking but also support the strengthening of the European innovation system. Indeed, there will be increased trust for new technologies as well as innovation through interdisciplinary and intersectoral dialogue and collaborations.

The IV EISRI 2016 entitled Science, Media and Public Discourse focuses on the importance of citizen-centred approaches to science and innovation and related policies in the European Union and is designed to create a unique opportunity for intersectoral and interdisciplinary discussion between leading stakeholders to:

- Create a debate at the level of heads of state and leading thinkers on how knowledge sharing in a fast-changing technological, societal and media environment can better contribute to foster smart, inclusive and green growth in Europe while enhancing European citizens' wellbeing;
- Display global best practices showing how creating a trust-based, results-oriented dialogue between researchers, media, policy makers and society at large can contribute to this endeavour;
- Support intersectoral dialogue on these themes and engage the public through the participation and cooperation of the European newspapers engaged in the EISMD Platform;
- Present concrete solutions and recommendations on the discussed problems and challenges having in mind both short-term and long-term perspectives.

The European Intersectoral Summit on Research and Innovation is the first European meeting for research and innovation designed to bring together top political leaders from Europe and key representatives from media, businesses and research institutions.

The dedicated workshops are designed to reflect the key issues in this area and to promote "out of the box" thinking and participatory processes.





O. Quintana Trias (European Commission), E. Widegren (Atomium Culture), O. Vlasak (Member of the European Parliament), Prof. T. O'Shea (University of Edinburgh), Dr. V. Cahill (Trinity College Dublin) at the Closing Session of EISRI II.

Opening Session - 26 April 2016

Tuesday 26 April 2016

09:00 - 09:30 Registration and Welcome

09:30 - 10:15 Welcome Address

- Valéry Giscard d'Estaing, *Honorary President of Atomium - EISMD, former President of France*
- Michelangelo Baracchi Bonvicini, *President of Atomium - EISMD*
- Nils Torvalds, *MEP, Chair of REsearch Policy Group (Atomium - EISMD)*
- Esko Aho, *Executive Chairman of the Board at East Office of Finnish Industries, Consultative Partner at Nokia, Member of the Advisory Board of Atomium - EISMD, former Prime Minister of Finland*

10:15 - 10:45 Presentation of the first results of REsearch
(First Citizen Engagement and Media Campaign on Chronic Diseases)

- Erika Widegren, *Chair of the Advisory Board of REsearch (Atomium - EISMD)*
- Prof. Massimo Massi Benedetti, *President, Hub for International Health Research, Former President IDF Europe, Member of the Scientific Committee of REsearch (Atomium - EISMD)*

Chaired by: Erika Widegren, *Chair of the Advisory Board of REsearch (Atomium - EISMD)*

10:45 - 11:15 Coffee Break





Expert Panel Discussion - 26 April 2016

11:15 - 12:00 **Expert Panel Discussion:** **promoting evidence based policy and engaging researchers and citizens**

The session will introduce the main themes which will be debated during the Summit: the need to find new strategies and tools to promote inter-disciplinary, inter-sectoral, cross-national and systemic approaches to policy making, taking advantage of the knowledge and expertise developed by European researchers and the experience and needs of European citizens.

- **Mairead McGuinness, MEP, VicePresident of the European Parliament, Member of RElsearch Policy Group**
- **Guy Eiferman, Senior Vice President, Strategic Planning and Managing Director, Healthcare Services and Solutions, Merck**
- **Jan Pierre Bourguignon, President of the European Research Council**
- **Joachim Müller-Jung, Science editor, Frankfurter Allgemeine Zeitung, Member of the Editorial Committee of RElsearch (Atomium - EISMD)**

Chaired by: Erika Widegren, Chair of the Advisory Board of RElsearch (Atomium - EISMD)

12:15 - 13:15 *Lunch*





Working Sessions - 26 April 2016

13:15 - 14:45 Parallel Breakout Sessions

The breakout sessions will focus on three pivotal issues for the development of a competitive and inclusive European research area:

- **13:15 – 14:45 Parallel Breakout Session 1:** The Power of Knowledge: bridging the gap between science and policy to the benefit of society at large.

Only with a renewed dialogue between researchers, citizens and policy-makers will Europe be able to meet its increasingly complex challenges. None more so than the one facing the European healthcare system exacerbated by changing demographics, behavioural patterns and economic models.

This session will look at new models and initiatives to trigger intersectoral collaboration, creative thinking, and innovative solutions to complex problems.

Keynote speaker: **Xavier Prats-Monné**, *Director-General for Health and Food Safety at the European Commission*

- **Professor Massimo Massi Benedetti**, *President, Hub for International Health Research, Senior Programmes Advisor, IDF Europe, Member of the Scientific Committee of REsearch (Atomium - EISMD)*
- **Martin Hynes**, *Chief Executive of the European Science Foundation*
- **Boris Azais**, *Director Public Policy Europe & Canada, MSD (Merck), Member of the Scientific Committee of REsearch (Atomium - EISMD)*
- **Georgi Pirinski**, *MEP*

Chaired by: **Dr Ciarán Nicholl**, *Head of the Public Health Policy Support Unit, JRC's Institute for Health and Consumer Protection*

- **13:15 – 14:45 Parallel Breakout Session 2:** Citizen Engagement in Europe: Challenges and Opportunities of a Changing Vision of Citizenship

At a time when the existence of the European Union is being questioned evermore it is timely to assess the status of the relationship between Brussels and the European citizen. How can this relationship be improved? This session will assess the challenges and opportunities offered by new technologies. How can we better engage scientists, practitioners and citizens in the policy-making process and mobilise them to tackle the great challenges Europe is currently facing? It will present best practices from across the world and encourage a bold debate on the issue.

Keynote speaker: **Luc Van den Brande**, *Special Adviser on Citizen Engagement and Science to the President of the European Commission*





Working Sessions - 26 April 2016

- Dr José Cotta, *Head of Unit for Digital Science, DG CONNECT, European Commission*
- Luca De Biase, *Editor-in-Chief of NOVA (Il Sole 24 Ore), Member of the Editorial Committee of REsearch (Atomium - EISMD)*
- Dr Jacques de Haller, *President of the Standing Committee of European Doctors / Comité Permanent des Medecins Européens (CPME),
Member of the Scientific Committee of REsearch (Atomium - EISMD)*
- Dr Philippe De Backer, *MEP, Member of the REsearch Policy Group (Atomium - EISMD)*

Chaired by: Geoff Mulgan, *Chief Executive National Endowment for Science, Technology and the Arts, UK,
Member of the Advisory Board of Atomium - EISMD*

- **13:15 – 14:45 Parallel Breakout Session 3:** The Power of Knowledge and Technology: bridging the gap between science, policy and society at large

Information asymmetry and communication gaps between research and other parts of society inhibits the maximisation of the impact of research results. At the same time, as our data collection, processing, analysis and visualisation capacity grow, so does our ability to understand how complex socio-economic challenges such as chronic diseases, urbanisation, migration, climate change, financial crises, etc – can be tackled by adopting a complex system science approach, using ICT platforms to track, predict and influence the behaviour of highly interconnected systems. This session will assess how science and technology can improve better transfer of knowledge from research to policy, research to business and research to society.

Keynote speaker: Dr. Vladimír Šucha, *Director-General, Joint Research Centre,
Member of the Steering Committee of REsearch (Atomium - EISMD)*

- Dr Ralph Dum, *Senior Expert, Digital Science Unit, DG CONNECT, European Commission*
- Professor Peter Kennedy, *Professor of Microelectronic Engineering at University College Cork (UCC),
Foreign Secretary of the Royal Irish Academy and Member of ALLEA*
- Dr Paul Rübig, *MEP - Science and Technology Options Assessment (STOA)*
- Dr Pierre Barthelemy, *Executive Director of Research and Innovation, CEFIC*
- Professor Dino Pedreschi, *University of Pisa*

Chaired by: Sile Lane, *Sense About Science*

14:45 - 15:15 *Coffee Break*





Closing Session - 26 April 2016

15:15 - 16:15 Plenary Session: Overview of the discussions of the working sessions and group discussion

- Ciarán Nicholl, *Head of the Public Health Policy Support Unit, JRC's Institute for Health and Consumer Protection*
- Geoff Mulgan, *Chief Executive National Endowment for Science, Technology and the Arts, UK, Member of the Advisory Board of Atomium - EISMD*
- Sile Lane, *Sense About Science*

16:15 - 17:15 Closing Session

- Valéry Giscard d'Estaing, *Honorary President of Atomium - EISMD, former President of France*
- Dr Jerzy Buzek, *Chair of ITRE Committee, Member of the Advisory Board of Atomium - EISMD, former President of the European Parliament*
- Alain Lamassoure, *MEP, Member of the REsearch Policy Group (Atomium - EISMD)*
- Robert Madelin, *Senior Adviser for Innovation, European Political Strategy Centre (EPSC)*
- Jean-Pierre Clamadieu, *Chief Executive Officer of Solvay and President of CEFIC*
- Ron Mobed, *Chief Executive Officer of Elsevier, Member of the Steering Committee of REsearch (Atomium - EISMD)*

Chaired by: Geoff Mulgan, *Chief Executive National Endowment for Science, Technology and the Arts, UK, Member of the Advisory Board of Atomium - EISMD*





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