Communication as a TA-method

Antoinette Thijssen & André Krom (Rathenau Instituut)
PACITA Practitioners Meeting
Prague, 10-12 September 2014



Outline

- > It's all about impact
- It's not that complicated
- > Example projects Rathenau Instituut
 - Human enhancement
 - Broadening the debate on shale gas
- > Discussion



It's all about impact

And how to generate it.



We strive for impact, because:

- We want to make a difference.
 We want to change something in the world
- We want to raise awareness of people
 We want politicians and policymakers to act



Statement:

A sound communication strategy is the most powerful instrument to generate impact



So this will happen ...

I strongly advise the minister to read the excellent report of the Rathenau Instituut on this subject...





Instead of this ...





Writing a good communication strategy...

- Is not that complicated
- In fact ... it's simple
- Just ask five questions



But remember...

- Don't ask these questions when your project is finished
- Ask them when you start your project
- And keep on asking them while working on your project



These questions are ...

- WHAT is my objective? WHAT is the main message of this project?
- WHO is my audience? WHO should act?
- WHY is this important? WHY is this urgent?
- WHEN is the best moment to present my message?
 WHEN do I have the best chance to draw attention to the project results?
- HOW can I get the message to the audience? What tools and channels are best suited?

Example project: Human enhancement

- 2003 ??
- From restoring functions to improving human functions
- Main reason for TA project:
 - HETs may have huge impact on society and raises important political questions
 - But hardly any societal debate and interest among policy makers
 - Debate was either academic or on single issues (e.g. Ritalin)
 - Actively involved these actors in (series of) project(s)
 - Plea for more general framework to assess HETs and to reflect on societal issues that HETs raise
- Now we see that the issue is picked-up in society

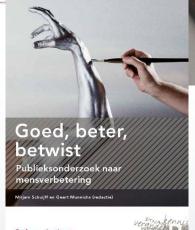


Example project: Human Enhancement



Human enhancement challenges policies





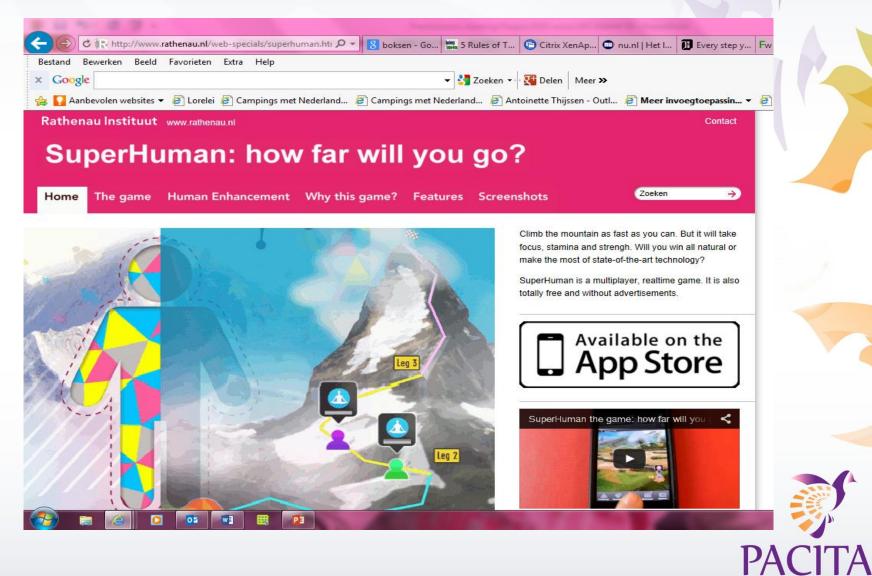




Human Enhancement

- WHAT? Raising knowledge, forming attitudes and opinions, advising policy makers on policy options
- WHO? Public, politicians, policy makers, scientists.
- WHY? New possibilities to enhance healthy people raise pressing ethical, legal and societal questions
- WHEN? Active participation in public debates and agenda setting by own activities
- HOW? Reports, public events, blog, media (articles, interviews, opinion pieces), workshops for policymakers, discussion in the EP, quiz, test, serious game

Human Enhancement



Example project: Broadening the debate on shale gas

- 2013 –
- Type of gas that requires deep drilling and "fracking"
- Project
 - Background: geopolitical issues concerning availability
 - In the Netherlands pilot projects were about to commence
 - Rather narrow risk-benefit analysis (safety and economic benefits)
 - Need for broader perspective on social and political issues, including the views (and emotions) of local populations and broader sustainability considerations
 - → media analysis, interviewing stakeholders and policymakers at municipal level

Example project: Broadening the debate on shale gas





Schaliegas: veelzijdig debat vereist

De discussie over scheliegas is vooral over technische ristor's en exonomische voordelen gegaan. Maar voor een bestult over (proef)boringen zijn meer zaken van betekenis: maatschappelijke belangen zoals de dirikvalervoorziering en lokale bedrijkgheid, duurzaamheid en vooral de samenwerking met provincies en gemeenten. Dat concludeent het Rathenau Instituut in het rapport Samen winnen. Vorbroding van de schaligegadscussies en

Geolompiring, landbose en andere posterior principal de la contractiva del la contractiva de la contractiva de la contractiva del la contracti

> n er speelt meer. Ook de shankelijkheid van energie-import, de seschikbaarheid van alternatieven en de enduurzaming van de nergievoorzierning zijn belangrijk voor be besluitvorming.

it de publieke en politieke maningsvorming e. Daartoe doet het instituut onderzoek naar van het wetenschapssysteem, publiceert het van rieuwe technologieën, en organiseert en diemma's op het gebied van witenschap

AANBEVELINGEN

Voor het Ministerie van Economische Zaken zijn de volgende aanbevelingen

Verbreed de discussie

Benut de recente reacties op het onderzoek
van het ministerie als aanknopingspunt voor
een bedelene politieke discussie over
scholings politieke discussie over
scholings politieke discussie over

Verhelder de rol van schallegas v

Bepaal de betekenis van schallegas voor een duurzamere energievoorziening. Wil de kan Nederland schallegas gebruiken tijdens de overgang naar moer duurzame energie?

Handel in de geest van Structuurvisie Ondergron

Boren onder de grond kan bovengrondse gevolgen hebben, bijvoorbeeld voor hindschap en millee. Provincies en gemeertein gaan nu reid over wat er onder grond gebeurt. Diaarover gaat het Rijk. De Structuurviele Ondergrond, waarvan de conceptersie eind 2013 verwacht wordt, moet tot meer afstemming ledel afstemming teld.

 Voorwaarden voor proefboringen Als er geboord gaat worden naar schaliegas, voldoe dan aan de volgende voorwaarden:

bedrijven en bijzonderheden van de betreffen de locatie, zoals de aanwezigheid van drinkwatergebieden. 2) werk, samen met de betrokkenen, aan protocollen, bijvoorbeeld over calamiteiten

protocollen, bijvoorbeeld over calamiteite en schadevergoedingen. 3) leer permanent van ontwikkelingen in andere landen waar geboord wordt.







handvatten voor besluitvorming

Rathenau Instituut



Broadening the debate on shale gas

- WHAT? Advising government and parliamentarians on policy options
- WHO? Government and parliamentarians
- WHY? Huge differences of opinion and beliefs between citizens and local government on the one side and the national government on the other side
- WHEN? Presentation of report prior to a government decision
- HOW? Report, debate for politicians and stakeholders, media (articles, interviews, opinion pieces)



Project results: impact

Human Enhancement (2007 - 2014)

- Opinion pieces, articles and interviews in all major newspapers, radio and magazines
- Some public en political debate, invitations from policy makers
- Beginning next year: two television series on human enhancement made by influential journalists. Debate organised by public broadcast organisation, national newspaper and Rathenau Instituut.

Broadening the debate on shale gas (2013)

- Lots of media exposure: national television, radio, frontpage of major newspaper
- Parliamentarians of all major political parties came to the press conference
- Reaction of the minister of Economic Affairs
- Many parliamentarians mentioned the Rathenau report in parliamentary debate





Don't forget to evaluate: LESSONS LEARNED

Human Enhancement (2007 - 2014)

- Message was rather complicated to communicate
- Now we have impact at last, it's hard to say goodbye
- Not enough knowledge for the making and the marketing of serious game

Broadening the debate on shale gas (2013)

- Media exposure led to political attention, but also to disturbed relationship with the minister of Economic Affairs
- How to deal with expectations of pressure groups (who think you're on their side)?



Discussion on dilemma's

- Generating impact is a long term project. Can you ever say goodbye to a theme?
- Journalists want sharp messages and conflicts. TA institutes have well balanced messages: how to deal with that tension?

