

2nd PACITA Summer School
Challenges and Opportunities of the Ageing Society:
Exploring the role of Technology

**Reflections from a non-PTA Partner &
Region**

UCC - Cork – 18th-20th of June 2014

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Spiral 



Outline

1. Conclusions from where?
2. Mapping diversity of actors, interests & expectations
3. Reflect on TA and those expectations
4. Review of content
 1. Intro
 2. Problem definition, project design, methods
 3. Communication
5. Review of Workshops
6. Lessons from Summer School & TA in the future
7. To go further

1. Speaking from where?

- PACITA non-PTA “country”/region Partner
- Organized 1st PACITA Summer School on Renewable Energy Systems
- PhD Research in social and political sciences on institutionalization dynamics of policy-oriented TA
- Zooming out (TA in general)

2. Actors, interests and Expectations

26 participants

- 53 applications
- 15+ countries (beyond PACITA and beyond Europe)
- ≠ target groups (S&T, Civil Society, Policy-makers, Communication)

Approach and Format

- Not a typical Research Summer School (quite a challenge in itself)
- Hands-on & interactive
- Creating interdisciplinary
- Mutual learning

2. Actors, interests and Expectations

Topic-driven approach & awareness building

- Interest in Ageing and Technologies (ethics, solutions, feedback)
- Interest in TA and TA-like activities (methods, communication, impact)

TA on Ageing and Technologies: present expertise

Technologies: ICT, Technology Transfer, Health Technologies, Biomedical engineering,

Actors: industry, research, consultancy, NGOs, policy actors & advisors...

Approaches: practitioners, researchers, ...

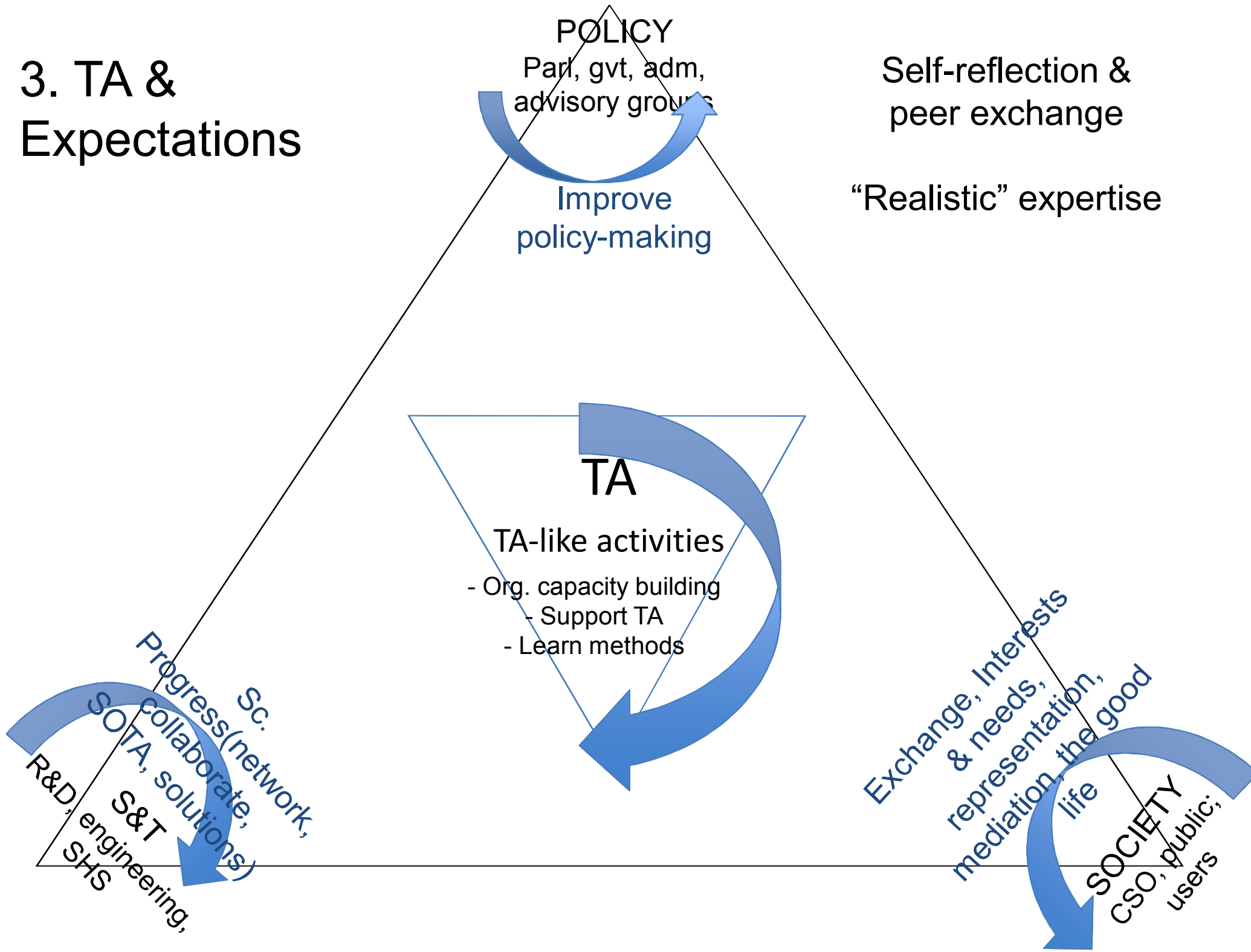
- Practical: health care & nursing, policy advise, regulation, technological development
- Theoretical :legal & regulatory, philosophy & ethics, social, economical, technological

2. Actors, interests and Expectations

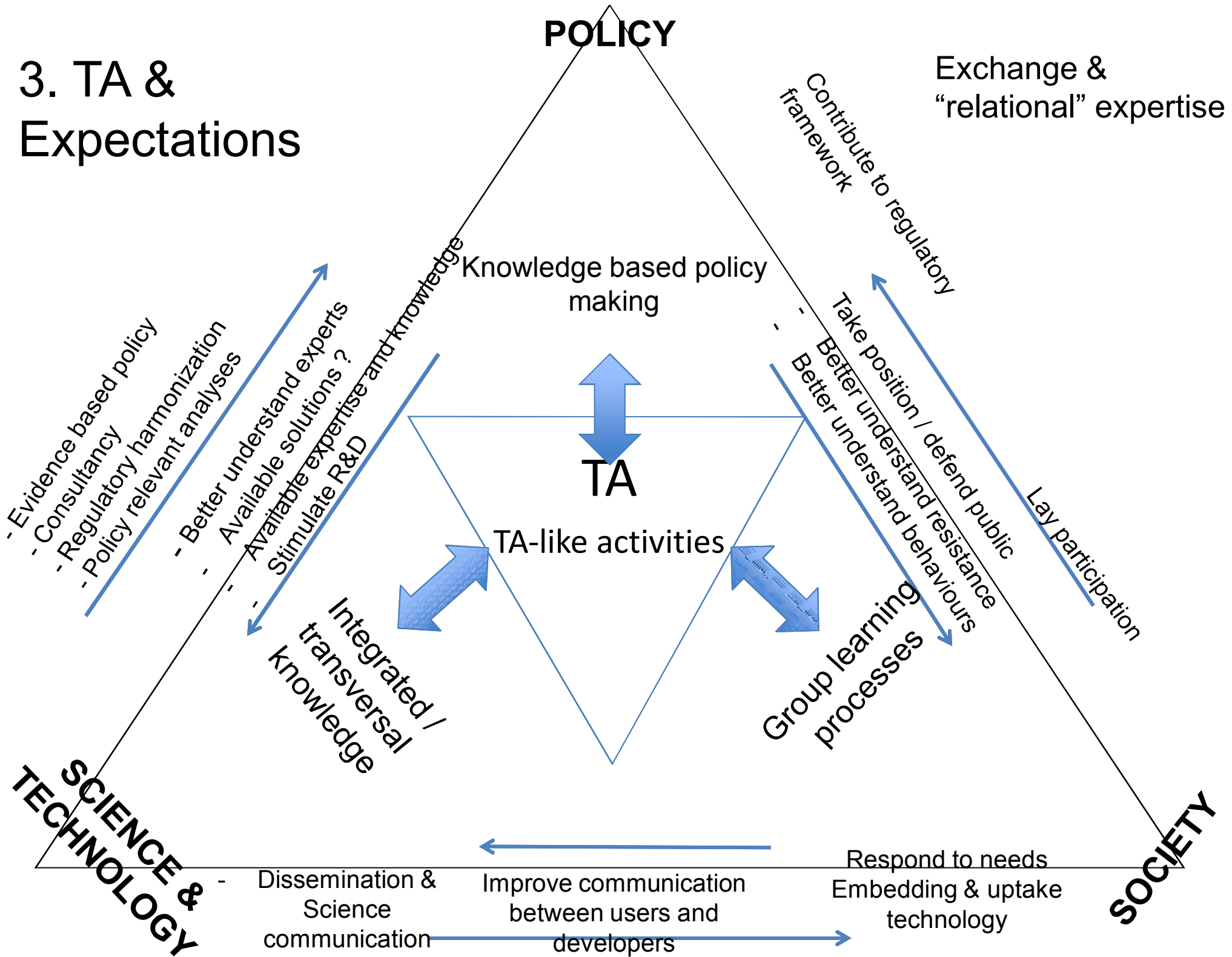
Just a non-exhaustive list from the presentations

- Meet other researchers & share experience, networking
- Get inspired for research & future projects
- Broaden assessment aspects (integrate impacts, ethical aspects, ...)
- Practical learning on methods, background on public discussion organisation, public involvement
- Deepen TA knowledge, get into the topic, new discipline. How different backgrounds can relate to TA?
- Bring together end users & technology designers, user feedback in development
- Facilitate interactions around new technologies. Health professionals and engineers should work together
- Decision support, evidence based policy, Governance
- Communication part (Web 2.0, Public relations, lobbying)
- Better communicate research results
- Topical learning: Ageing, Sustainability, Improve quality of life, health & therapy background

3. TA & Expectations



3. TA & Expectations



Review of content - Introduction

- *The term “technology assessment” covers a multitude of activities*
- *The work of TA-practitioners differs (hugely)*
- *... and there exists no panacea to public participation.*
- *Still: a common ambition to put technology on the political agenda, provide policymakers advice and stimulate public debate*

But how to do it concretely?

- *TA needs new voices!*
- *Be critical – TA can be done in numerous ways*
- *Trust your own ideas and thoughts*

Parliamentary committees

Inside Parliament



Inform Parliament



Parliamentary offices/units



Inform Parliament and stimulate societal debate



Outside Parliament

Independent institutes



PACITA

Independent organisations



Parliamentary office



DE



USA



SE



EP



CAT



UK

Parliamentary committee



FI



GR



IT



FR

Primarily experts

Experts and stakeholders

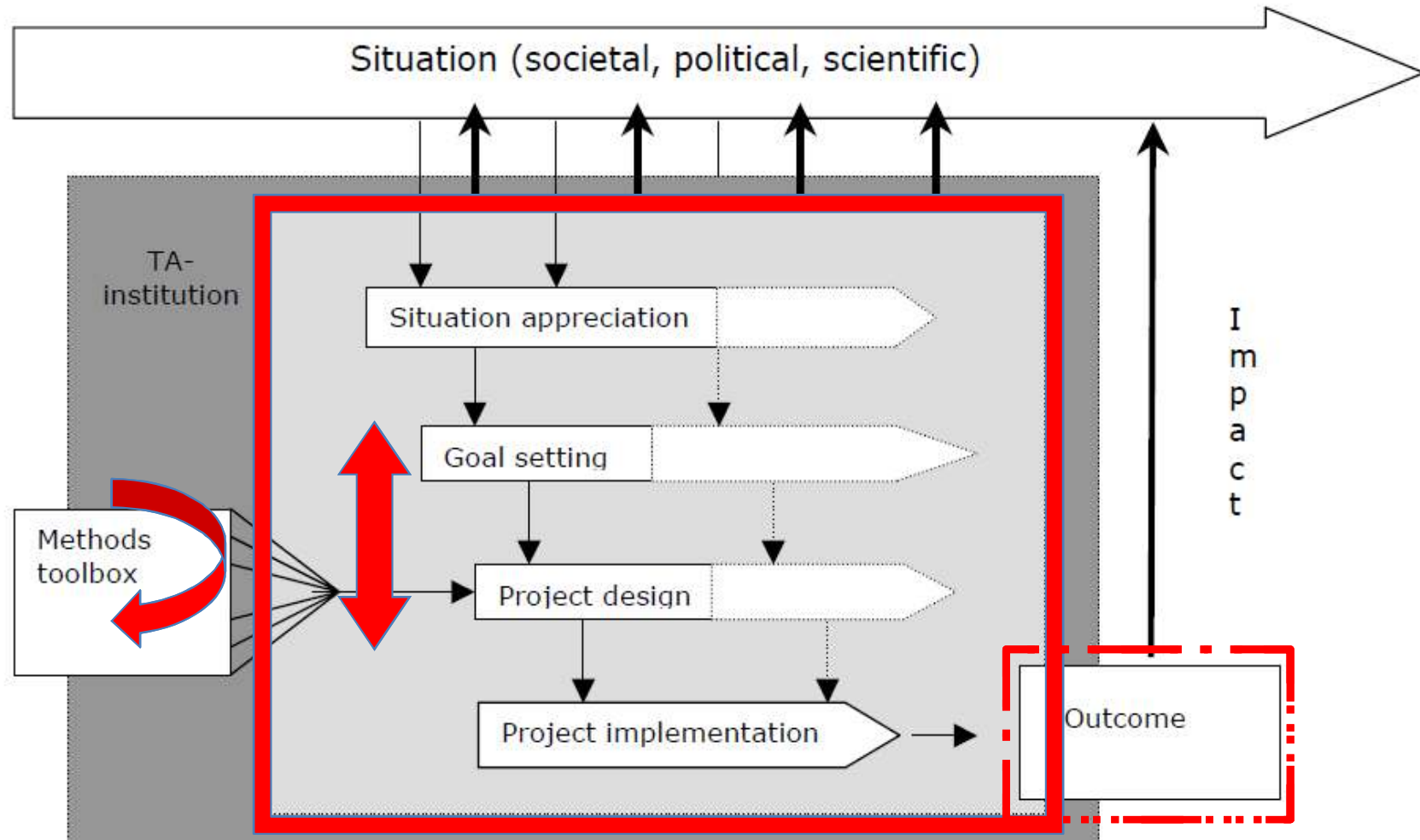
Experts, stakeholders and society at large

Third, new Generation?




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Review of content - problem definition, project design & method toolbox



Review of content - Communication & Impact

Ambient Intelligence (2007)	Robots everywhere (2012)	Intimate Technology (2014)
<ul style="list-style-type: none"> • Press release as 'communication tool' • Monitoring the results, show no further active communication strategy, plan or execution <p><u>Conclusion</u>: Good results, but probably some missed opportunities. So less <i>impact</i> towards public, policy or politics.</p>	<ul style="list-style-type: none"> • Communication strategy with overall goal, key message and target groups was formulated • Timing launch: combination of press release and public debate • Policy brief: always deliver recommendations for parliament, policy makers and politicians • Growing online presence and social media. Opportunity for case studies, sub-topics <p><u>Conclusion</u>: striving for <i>impact</i>, resulting in well-known actor in public debate. But what about parliament?</p>	<ul style="list-style-type: none"> • Integrated communication strategy is part of project plan • Political relevance defines impact of entire project • Dilemma: agenda setting vs. Corporate image • Increase of online media: blogs, social media. New graphic ways <p><u>Conclusion</u>: integrated strategy is key to success. But, <i>momentum</i> can not always be predicted.</p>
<p>Learning & professionalization process </p>		
<p>Communication & PR Late in Process Add-on</p>	<p>Wanting to do too much, mutlplying chanel Means or Objectives? Loosing track of target groups</p>	<p>Integrated Communication strategy Communication is everywhere</p>

Review of Workshops

- Group: ACCESS: Ageing in peace with chronic illness. Is telehealth the answer?
- Group: Healthy Ageing in the Workplace
 - Problem definition & project design
 - Methodology
 - Communication & impact
 - Finalization
 - Presentation to Board



Review of Workshops

Observations

- Good quality discussion
- Good mobilisation of present expertise and experience
- Active creation of interdisciplinarity
- Impressive creativity
- Experimented with the diversity of approaches

But

- Too fast consensus? Power relations (expertise, age, position, interest, ...)
- Interpretative flexibility
- Frustrations?
- Politically Neutral? Independent?
- Link to policy-making? Decision-makers? Governance?
- Cultural peculiarities?



Lessons: what is TA?

- Technology Assessment
 - Scientific
 - Deliberative
 - Communicative
 - Democratic Practice
- No Core but – constitutive tensions
 - Start: Technology Oriented – Problem Oriented?
 - Scope: Sectorial – General?
 - Technology: Critical or Constructive?
 - Political: Neutral or Intervention? Agenda-setting vs. Corporate Image



Lessons: reflect on initial Goal

Objectives

The Summer School will propose knowledge and create awareness of the potential of Technology Assessment among various target groups in Europe. Participants of the Summer School will be part of an international mix of individuals from diverse backgrounds. Lecturers, workshops, and social events will allow participants to discuss, trial, and learn about the usefulness and the relevance of TA activities for their own activities, and in their wider organisational or national contexts. The Summer School will provide insights from leading TA professionals into TA activities, rationales and methodologies, but it also aims to create awareness and interest, mobilize new actors, and strengthen networking activities around TA in Europe.

□ Raising potential user-awareness for TA in non-PTA countries

We did more than that...

Lessons: reflect on initial goal

- Beyond Awareness: Simulation (serious-game) as a kind of informal Technology Assessment
 - Learning & capacity building
 - Content & deliverable (presentations)
 - Process, relational and experimental learning
- Beyond Users: How to engage with TA in the future?
 - Product: users
 - Process: “interactors”
- Beyond non-PTA: Mutual learning for whom?
 - Non-PTA □ emerging TA
 - Experienced partners

Lessons: what can we learn from simulation?

- Ageing Society □ TA in general
- Simulation, serious game □ Real project
- Role play □ interdisciplinary, comprehensiveness
- Decontextualized □ Contextualize
- No constraints □ institutional, organizational, expertise & resource constraints
- Making & experimenting of interdisciplinary (not just put people together but requires original working ways).

Lessons: Strengthen and develop TA

PACITA objective: « increasing the capacity and enhancing the institutional foundation for knowledge-based policy-making on issues involving science, technology and innovation, mainly based upon the diversity of practices in Parliamentary Technology Assessment (PTA). »

- Institutional and Organizational approach
 - Policy Level
 - Other decision-making levels
 - International
 - Sub-national
- Approach through practices
 - Bottom-up activities
 - Teaching & Professionalization
 - Community building
 - Discourse

Lessons: Strengthen and develop TA

Political & Scientific Culture & TA : some points for reflection

- Ad-hoc vs. Institutionalized
- Proactive (future visions, planning) & reactive (controversies, evidence)
- Consensus or Contention
- Participation? think Local – National – International level
- Expertise: Neutral Science vs. Balanced interests vs. Common good (Jasanoff, 2004)

Cultural Typology of Policy Belief Systems (Hoppe & Grin, 2000)

Hierarchist	Individualist	Egalitarian
Research	Information	Debate
Complete and organized	Sufficient & timely	Imperfect but holistic
Instrumental use	Elite enlightenment	Mass enlightenment
Single-organization model	Best analyst gets the job	Multiform TA capacity

Want to know more about PACITA

- Other PACITA activities of interest
www.pacitaproject.eu & <http://techassessment.info/> (TA Portal)



- WP6: Report on Teleassistance in Ageing Societies & Policy Conference (Nov. '14: Brussels)
- VolTA magazine (#7 on Ageing & Technologies?)
- Practitioner's training: Communication & Impact (Sept '14: Prague)
- International TA conference (Feb '15: Berlin)



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Questions & Discussion

Evaluation

Thank you for your attention

Enjoy Cork & Have a safe trip home

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