



# Research and Innovation Dimension of the European University on Responsible Consumption and Production

**EURECA-PRO**  
RESEARCH & INNOVATION

## Citizen Engagement and Societal Knowledge

Welcome to Germany  
Mittweida University of Applied Sciences (HSMW)



### OVERVIEW

Work Package “Citizen Engagement and Societal Knowledge” is coordinated by HSMW. The aim is to make research approaches, scientific results and the knowledge created visible and accessible to the general public.

Communicating science and current research results in an entertaining, target group specific and accessible way will ensure that people better understand the importance of research and how it is related to everyday life.

This can in turn lead to citizens of all age groups being more engaged, active and motivated to help solve societal problems.

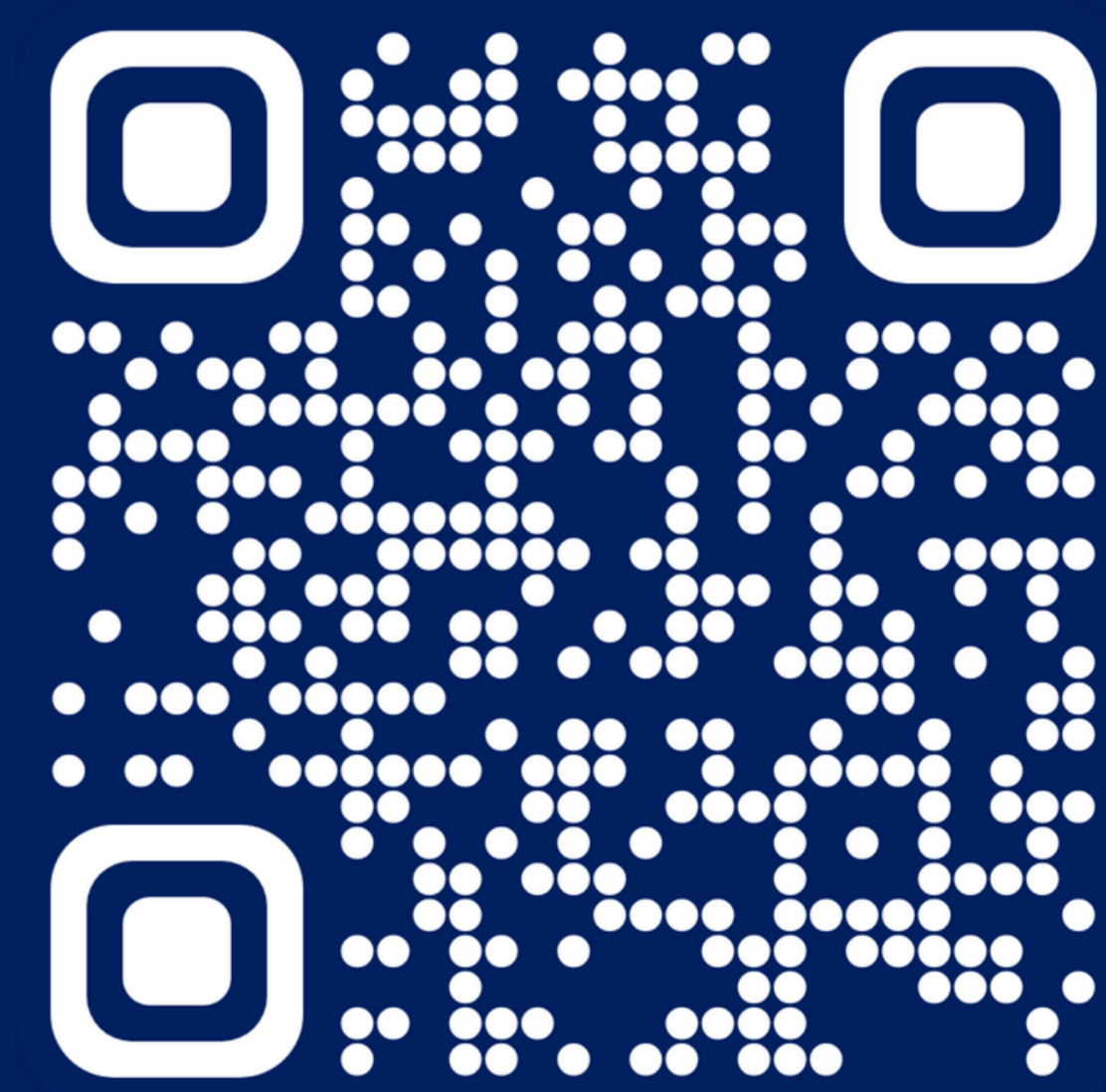
### GOALS ACHIEVED

All partners’ resources and capacities in science communication were analyzed and a strategy concept paper to strengthen citizen participation was developed. The measures formulated were tested and evaluated through the successful implementation of Science Slams. Mittweida’s Science Slam took place in January 2023. The event was streamed live via Youtube and Twitch.

Further activities included Project Weeks for pupils and Children’s University events across the alliance. All insights were incorporated into a guidebook and provide the foundation for a cross-national strategy for the implementation of science communication formats.



### TAKE A LOOK!



SCIENCE SLAM @ HSMW



### WHAT DO WE FOCUS ON?



Public accessibility and interaction



Low-threshold communication of sustainability topics



Supporting participation in social life

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