

VALORISATION POLICIES

CODE OF PRACTICE ON CITIZEN ENGAGEMENT

COMMISSION RECOMMENDATION



"Strong citizen engagement is key to accelerating the uptake of innovative solutions and to developing new technologies, products, and services that better respond to people's needs. This Code, developed with practitioners in the field, will support all research and innovation actors in successful citizen engagement for knowledge valorisation."

Iliana Ivanova Commissioner for Innovation, Research, Culture, Education and Youth

Citizen engagement for knowledge valorisation refers to the active involvement of citizens, citizens groups, civil society organisations, and communities in turning knowledge and research results to innovative solutions, to help exploit market opportunities and to inform policy-making.

The Code of practice supports all R&I actors in building an enabling environment and will help establish participatory processes and practices for sustainable citizen engagement leading to create innovative, knowledge-based solutions that are better matching citizens' needs.

IN BRIEF

The code of practice provides recommendations to harness the potential of citizens for contributing to innovative solutions. It supports the implementation of the [Council Recommendation on the guiding principles for knowledge valorisation](#).

The code of practice benefits all R&I actors, such as universities and other higher education institutions, public and private research, innovation and technology organisations, research and technology infrastructures, businesses of all sizes, policymakers and other actors including cities and communities, civil society and citizens groups, and intermediaries (knowledge and technology transfer professionals, incubators, science parks, labs, hubs etc).



Research and
Innovation

MAIN RECOMMENDATIONS

BUILDING AN ENABLING ENVIRONMENT FOR SUSTAINABLE CITIZEN ENGAGEMENT



- Adopt an engagement strategy for value creation at the organisation level
- Build capacities and develop synergies with other initiatives
- Adopt a transdisciplinary and cross-sector collaboration approach
- Manage knowledge and intellectual assets smartly
- Ensure social inclusion, diversity and gender equality
- Promote replication and scalability of the actions and projects
- Recognise time and effort spent by those involved in the activities
- Increase awareness of the benefits of knowledge valorisation
- Adopt an appropriate framework to evaluate the actions and processes

MANAGING CITIZEN ENGAGEMENT FOR KNOWLEDGE VALORISATION



- Identify and agree on incentives and expectations of all involved stakeholders
- Aim to keep the impetus throughout the process with clear and transparent exchanges
- Define the appropriate methods, tools and skills for the engagement activity
- Develop and implement an appropriate communication strategy
- Harness the potential of digital technologies to facilitate engagement



LEARN MORE

To facilitate peer learning a **repository of best practice examples is available** on the [knowledge valorisation platform](#) of the European Commission

EU valorisation policy: <https://europa.eu/IGDgPGb>



@EUScienceInnov
#CitizenEngagement
#Valorisation
#ResearchImpactEU

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