



Engagement Strategies in scientific projects using **Citizen science methodologies**



ibercivis

people doing science

Ibercivis serves as a catalyst for the ideas, challenges and questions of citizens who, without being directly involved in Academia, wish to implement their scientific initiatives using their time, skills and knowledge.

More than

70

k

Participants

More than

80

Projects

Working on

20

European Projects



PLAN-B

The Path Towards Addressing Adverse Impacts Of Light And Noise Pollution On Terrestrial Biodiversity And Ecosystems.

PLAN-B creates the enabling conditions to support and enhances activities planned in the EU biodiversity strategy and provide a new path towards meeting the EU and international biodiversity targets.

plan-b-project.eu

Engagement Strategies in scientific projects using Citizen science methodologies

1. Why the engagement is important?
2. Stakeholders Mapping
3. Engagement phases
4. Citizen science as engagement tool



Image: Ideathon with local stakeholders in Turano region (Italy).
Greengage Project

1. Why the engagement is important?

EU-funded projects demand real and lasting impact.

Active involvement of communities ensures relevance, sustainability, and ownership of results.

Engagement is not just about informing—it's about involving, co-creating and sharing.

Engaged communities enrich scientific processes with knowledge, context, and legitimacy.

2. Stakeholders Mapping

A good mapping of stakeholders is vital to know their **interests and motivations**, to establish an appropriate engagement programme with activities, messages, tasks and aims tailored to each group.

2. Stakeholders Mapping

Stakeholder	Main Interests	Motivations to Participate
General Public	Learn, contribute, be heard	Impact their environment, social recognition
Scientific Community	Data collection, validation, scientific outreach	Access to data, publication, open innovation
Public Authorities	Better policies, local data, citizen involvement	Evidence-based decisions, democratic legitimacy
NGOs and Associations	Social change, environmental/cultural protection	Advocacy, network building
Businesses/Private Sector	Innovation, CSR, product/service development	Useful data, reputation, market opportunities
Educators/Schools	Active learning, innovative projects	Improved teaching, local connection

3. Engagement phases

1- Awareness and Visibility

- **Goal:** Make the project known to the broader public and stakeholders.
- **Actions:** Strategic communication campaigns using accessible language;
 - local events; leveraging community influencers.
- **Challenge:** Breaking the initial barrier of indifference or skepticism.

2- Activation

- **Goal:** Encourage first interaction and participation.
- **Actions:** Invitation to participate in small, low-barrier activities
 - surveys, walks, mapping
- **Challenge:** Ensuring activities are relevant, inclusive, and easy to join.

3. Engagement phases

3- Consolidation

Goal: Foster continuous engagement and strengthen ties among participants.

Actions: Regular workshops, feedback loops, co-design sessions, digital forums.

Challenge: Maintaining interest over time and adapting to community dynamics.

4- Empowerment and Autonomy

Goal: Ensure that the community can lead or sustain initiatives beyond the project.

Actions: Capacity-building, shared leadership, tools for self-organization, recognition mechanisms.

Challenge: Transferring ownership without losing coordination or shared vision.

4. Citizen science as engagement tool

Citizen science refers to the general public engagement in scientific research activities when citizens actively contribute to science either with their intellectual effort or surrounding knowledge or with their tools and resources.

How the use of citizen science methodologies can help overcome engagement barriers

✚ Citizen Science Builds Trust Through Inclusion

- Early involvement = feeling valued and heard
- Strengthens sense of community and belonging



Involve stakeholders whose participation we believe to be difficult from the early stages of the research project.



Stakeholders can be involved in all stages of the research cycle: from the formulation of the research question, the co-design of the experiment, the collection of data, its analysis and the dissemination of the results.

Citizen Science enables horizontal Dialogue

- Dialogue moves away from top-down communication
- Transparent processes foster credibility



Start communication activities from the beginning of the project



Provide constant feedback during all the stages of the project

Citizen Science impacts in Society

- Visible Impact contributes to real Changes -politic, behavioral-
- Participation leads to policies, solutions, improvements
- Reinforces agency and ownership



Advocate for open access to the data collected



Produce publicly accessible reports that complement academic activity



Work on policy briefs that support the activity of the Administration

Thank you for your time!



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