



SOCIETAL ENGAGEMENT
WITH KEY ENABLING TECHNOLOGIES

SOCKETS CALL FOR *SOCIETAL ENGAGEMENT STORIES*

Guide for applicants



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1. Introduction

The purpose of this guide is to support applicants of the SockETs call for *Societal Engagement Stories*. All relevant information to apply to the call is contained in this guide, intended to be the main source of information regarding the call. In case of conflicting information being provided by other sources, the content of this guide should be deemed authoritative. In case you have any questions after reading this document, you can contact the SockETs team at info@sockets-cocreation.eu

2. The SockETs project

SockETs project aims to develop and use co-creation, as a form of collaborative innovation, to shape innovation based on key enabling technologies (KETs) towards the needs of all stakeholders and for the benefits of society.

The SockETs project is developing six case studies – called SockETs Labs – to exploit the potential of co-creation in enhancing the innovation process and aligning innovation to societal needs in three applications fields: circular economy, eHealth and industrial automation systems.

Based on the outcomes of the SockETs labs and of intense desk research, the SockETs project will create an online co-creation toolbox for innovators, a living exhibition on KETs-based innovations and innovation strategies and design solutions.

The SockETs consortium consists of 10 partners from across Europe. We represent a variety of stakeholders that are active in research and innovation and citizen engagement, including universities, research and innovation organisations or agencies, museums and science centres. We are supported in our journey by an advisory group composed by renowned experts in the fields of AI, KETs and emerging technologies: Hilary Sutcliffe, Kasper Lundberg Lykkegaard, Martin Bech and Eefje Cuppen.

3. The scope and requirements of the call

As stated above, SockETs aims at developing a shared understanding of the role of key enabling technologies in society. To do so, SockETs will gather and highlight ‘*Societal Engagement Stories*’ produced by projects, organisations or individual writers on their experiences with KETs, social challenges and/or public engagement.

Throughout the whole lifetime of the project, 6 stories will be selected and published on the SockETs website www.sockets-cocreation.eu. The SockETs website uses the Wordpress Divi template.

Requirements of a *Societal Engagement Story*:

- *Societal Engagement Story* must be based on actual experiences, and must broach one of the following topics:
 - public engagement initiatives to address KETs, innovation or social challenges
 - co-creation experiences to address KETs, innovation or social challenges
- *Societal Engagement Story* should contain at least 800 words.
- In addition to text, at least one additional media must be used and displayed

- Accessibility is important – media should have text descriptions available, the story should be made available as downloadable PDFs, etc.
- *Societal Engagement Story* must be written or translated in English.
- *Societal Engagement Story* embedding multimedia elements will strongly be encouraged: pulling together text, photography, interviews, video content, audio content, infographics, maps and more; presenting them all as a single unified narrative to give the reader an immersive experience. Ecsite will provide support for integrating medias, if needed.

4. Reward

The winning proposals will benefit from a European exposure and mediatisation.

- The *Societal Engagement Stories* will be showcased in the SockETs website. They will be shared on the SockETs social media channels (on Twitter and LinkedIn) and on the social media channels of the 10 SockETs partners. The SockETs project will highlight the narrative materials as often as possible, especially at professionals' conferences.
- They will be featured in Spokes magazine, a monthly e-magazine sent by Ecsite, the European network of science centres and museums, to almost 2500+ recipients. The largest segment of the recipients is from the science communication and engagement community, however there are also many recipients from academia, business and policy makers.
- They could be featured in the SockETs exhibition displayed in 2023 in 4 European countries (Bulgaria, Estonia, Italy and Serbia) and online. This exhibition aims at enhancing citizen understanding of KETs-based solutions for societal challenges, showcase the collaboration of industry and citizens and solicit further views from the visitors.

The winning proposals will be supported by science communication professionals, from Ecsite, the European network of science engagement organisations, and will be offered a professional assistance to write and design their *Societal Engagement Story*. They will come out of this experience with quality writing that they can use elsewhere to enhance their project or story.

The winning proposals will receive a printed version of the SockETs handbook for citizen engagement in industry. The handbook combines several tricks and guidelines for delivering methodologies of co-design, co-creation, public engagement, facilitation techniques and participatory processes when dealing with KETs and cutting-edge innovation in general.

They will be invited to attend a local launch of the SockETs toolbox and/or the opening of the SockETs exhibition (Every winning proposal is responsible for its travel expenses)

The winning proposals will also benefit from the European connections of SockETs and its partners. This call is an opportunity to build relationships with R&I actors across Europe.



5. Timeline

- **10 January 2022: Call opening** | Applicants are expected to submit a pitch describing the theme and the main ideas addressed by their story. At this stage, they are not yet expected to submit the full text and medias (see section 9 – Application process for more details)
- **24 February 2022: Call closing**
- **3 March 2022: Results announcement** | Applicants will be notified and 3 proposals will be selected.
- **March-May 2022: Writing and feedback time** | The selected applicants will then work closely with the SockETs team to refine and adjust the *Societal Engagement Stories* (text and media) until they will be made public on the SockETs website.
- **15 June 2022: Societal Engagement Stories published online** on SockETs website and disseminated through social media campaign.

6. Eligibility

- The call is open to individuals, projects or organisations.
- Original and existing content that has been created for other purposes will be considered.
- The people from the institutions involved in SockETs can submit proposals as long as the *Societal Engagement Story* is not related to the SockETs project.

7. Legal aspects

- Existing content that has been created for other purposes can be re-used for this call; however, all rights to that material must have been sought from the original authors and/or publisher in writing.
- The story writer(s) will be clearly mentioned as the author(s)
- The story writer(s) will be liable for breaching copyright in the material and content that is used. The SockETs project will not pay for any copyright royalties.

8. Selection criteria and process

Eligible proposals will be evaluated against the following criteria by the Review Committee:

- Coherence, compliance and relevance of the topic to the call
- The narrative potential of the story
- The variety and quality of the medias used and how they are combined to create an immersive experience, if any

All eligible applications will be evaluated by the review committee, composed of members of the SockETs consortium and from European Research and Innovation organisations and science engagement organisations.

Selected applicants will be notified by email on 3 March 2022.

Selected applicants will then work closely with the SockETs team to refine and adjust the *Societal Engagement Stories* (text and medias) until they will be made public on the SockETs website. Selected applicants will provide the SockETs team with pictures and if available videos, and grant SockETs permission to use them on all its communication channels.

9. Application process – How to apply

Applications have to be submitted by email to info@sockets-cocreation.eu by 23:59 CEST on Friday 24 February 2022, with header “SockETs Call - Application” and consist of the completed Application Form (see Annex I below) and any document that applicants may find relevant to support their application.

In particular, they will be asked to provide a short pitch of the story they want to tell and a description of the different medias they want to include to illustrate the narrative.



ANNEX I

APPLICATION FORM

APPLICATION FORM	
General info	
Applicant name:	
Applicant organisation (if relevant):	
Related project (if applicable)	
Applicant country:	
Applicant website (if available)	
Applicant professional social media handles (if available)	
Applicant email address	
Societal Engagement Story details	
<p>Pitch</p> <p><i>A brief summary that describes the story content, the topic addressed, and the experience/event/project on which it is based (250 words) with a specific focus on the societal engagement approach.</i></p> <p><i>If the story that you want to submit has already been published, please send us a copy or a link.</i></p> <p><i>Keep in mind that the full story should be about 800 words.</i></p>	
<p>Medias</p> <p><i>The list of medias you would like to embed in the story.</i></p> <p><i>If the medias that you want to use has already been published, please send us a copy or a link.</i></p>	



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