



**Project Series Report[©]
since 2017/2018**

**Task 1: Science for Peace and Development
(T1: SPD)**

Summary Results of SPD Summer 2018

Prepared by T1: SPD Team Marcharh Non-profit Ltd.SM

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Marcharh T1: SPD Initiative

Introduction

This report introduces (in brief)- the key results of two initiatives performed between the annual period from 25th August 2017 until 25th August 2018 that was performed under the action cluster of T1: Science for Peace and Development (SPD). T1: SPD department executed and investigated the impacts from two initiatives presented via online platforms. While the use of social media platforms enables public participation, this action provides a purpose for autonomous knowledge dissemination regarding the initiatives, while engaging public communication. Marketing actions remains to be separate from the main objectives framed for T1: SPD initiatives. The online media platform, including website act as an experimental resource supporting both initiatives. Both initiatives perform with a primary aim to foster knowledge-skills sharing from partner-to-partner (PTP) while simultaneously extending actions from already developed initiatives, events, and other global initiatives framed with 'sustainability' and 'science'. Two *initiatives action* launched:

1. *2017 World Science Day for Peace and Development (Co-joint 'WSDPD Initiative' and Dissemination)*
2. *2018 Science for Peace and Development Summer (Co-joint Initiative 'EUSEW18' and Dissemination)*

Both initiatives have similar ambitious target to increase community participation and reinforce initiatives engagement between institutional, industry and other community in the field of sustainable development, and clean energy innovation. The summary report concludes the participation impacts and community engagement at the wide field of energy (including renewables), environment, and knowledge from practical sciences- all serving for the sustainable development global goals. It is recognized that public acceptance for both initiatives have difficult realization, especially in the case without emphasis in marketing directions or media partners. In exception where partner-to-partner (PTP) sharing the common values of the initiatives dissemination, the receiving response of general public having accessed to the platform where events are shared at the site platform have difficult realization for participants to preach the call, or make a full commitment to the events. This observation and analysis are similar outcomes after the partner events had taken place, and when lack of impact are obtained by both participating and non-participating community (or individual).

Reporting Guidance

The data collection protocol is through the dissemination of knowledge regarding- the challenges, opportunities, and the observations from the entire duration of both initiatives. The impact factor constraints takes account of the activities structure of a "non-profit operation", in which a "market boundary" impact analysis can take place for the limitations of a non-financial based activities posing limitations for accurate measurements of initiatives performance. Impact from activities in which both T1: SPD department and Marcharh Non-profit Organization has direct control or influence (such as marketing efforts by members) is a "market boundary" impact analysis. This summary report emphasizes on the community response, overall impact and market influences obtained from the overall public engagement and partner-to-partner (PTP) sharing. The reporting impact boundary is also apparent to the analysis scenario concerning 'marketing actions' through social media platforms. Although the public engagement will respond through those platforms, less importance is in placed during the analysis for impacts.

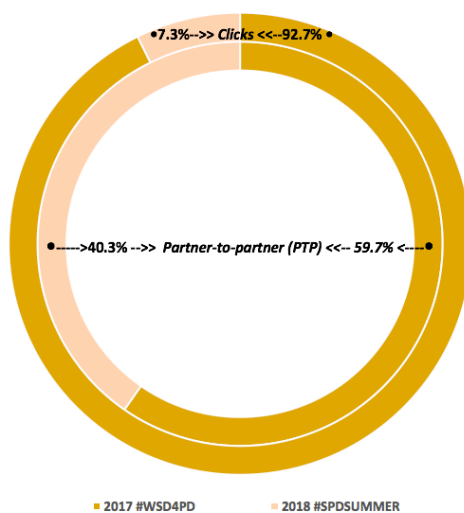
Both initiatives performance is gauged by both qualitative and quantitative estimations of participations, providing a more neutral research outcomes regarding two testing hypothesis:

1. Capacity of change between different stakeholders attributed to science for peace and development objectives.
2. Marketability and efficiency of partner-to-partner (PTP) sharing by resource and common values linked to SPD.

Key Outcomes

T1: SPD department evaluated results from both actions, with a chart illustrated as Figure 1- showing the response of PTP engaged and the overall public response. The public response gauged (are partially) based on the analytics performance obtain from the video clicks, website platform visits, and other data tracking in social media platforms.

Figure 1. Overall Response (%) for SPD Initiatives



STATISTICS FOR BOTH INITIATIVES

- Total 62 Partner-to-Partner (PTP) engaged.
- Average 42 Public Response (All Platforms)
- Total 685 Video Clicks

The evaluation has focused particularly on the outcomes and impacts of initiatives through a holistic intervention and partnership engagement (non-contractual terms, with benefits of zero cost to partners engaged). The entire dissemination and public relations framework encompass a sharing economy chain, mainly through cross-cutting priorities in science, sustainability, and energy policies. More priorities has been given and recommended to support the initiatives and events framed for energy and environment impacts. The creation for public participation, and to improved 'science for peace and development (SPD)' awareness through the management and implementation of both initiatives becomes an initial evaluation of the tools, resources, and methodology carried out by the department decisions. Further questions are developed in consultation to the key outcomes, and a more effective planning and public literacy of the SPD-cluster initiatives is emphasized by the lower public response for #SPDSUMMER. Only three manual entries responding to the contest linked with the initiative for European Sustainability Energy Week (EUSEW 2018)¹, has been received. These manual entries submitted through the Marcharh's website platform did not fulfill the contest terms and criteria for cumulated points. A portfolio analysis was made to reach out to as many participants which may and had responded to the SPDSUMMER slogan contest. In spite of a 30 days extension until 25th July 2018, public response (both virtually and physical participation) remains to show a poor statistics of engagement through media platforms.

¹ For 2018, the annual event and initiative under the theme 'clean energy transition' by EUSEW opened a public call for any entities and organization to promote interventions and knowledge dissemination; by sessions, workshops, activities, and dialogues among different individuals while dedicated to sustainable policy agendas.

The awards and promised certification for the slogan contest remains available to be received for the participants who have yet to acknowledge his/her participation both or in separate via (virtual response and/or physical presence at the events associated and encouraged through SPDSUMMER. The analysis of both initiatives provided a narrower range of objectives for T1: SPD to learn better of the PTP experiences and public community experiences. These experiences if known, provides a revision to the methodology to engage a more responsive impact during different phases of the initiatives implementation. The elements that are priority to the SPD awareness is captured from the range of impacts that can be attained since the application and management of initiatives. Two initiatives were completed, showing an initial results of the potential 'engagement' impacts by different modes (physical and virtual presence).

Different outlooks and expectations can arise when evaluating a research and development (R&D) and initiative or project. Figure 2 illustrates the independence of a non-profit operations from a quantification structure. To one degree or another, both initiatives performance and underlying value are determine by the opportunities attained (whether assets, resources, partnerships) and also by the common welfare model of providing more knowledge from the partners to the public plus the minimization of resource required to capture the interest of all stakeholders linked with the SPD theme. The changing performance scale graded by three general level-definitions 'low, medium and high'. The hierarchical scale is defined for each category:

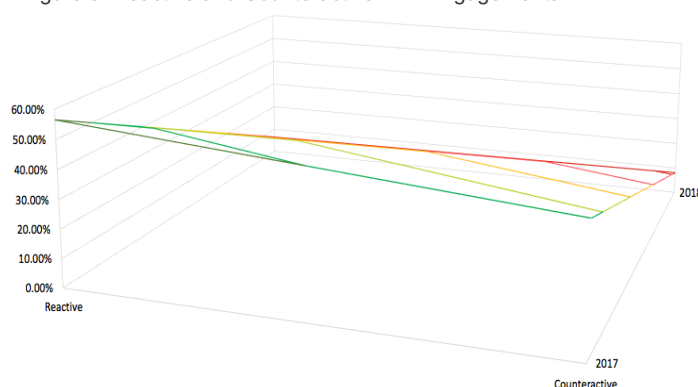
1. *Technology readiness level (TRL) – concerning the media platform and video implementation.*
2. *Partner-to-partner (PTP) – concerning the opportunities available and reactions of organizations, institutions, entities of events.*
3. *Budget risk – concerning the resources (financial resource and sustaining workforce)*

Figure 2. Qualitative Estimations of T1:SPD Initiatives Performance

	2016	2017	2018
TRL	low	low	medium
PTP RESPONSE	null	low	medium
BUDGET RISK	high	medium	low

The scale estimations beginning at year 2016 estimates the historical performance of the non-profit organization before implementation and management of initiative at the latter period. Figure 3 illustrates the reactive actions out of 62 engagements (in percentage) for both initiatives at year 2017 and year 2018, linking research and development (R&D), scientific efforts, sustainability initiatives with the cluster value for SPD. On the other hand, counteractive engagements- brings concern for better solutions in PTP actions. These counteractive responses are inactivity and null interest (mostly communicated by virtual platforms).

Figure 3. Reactive and Counteractive PTP Engagements



Out of 62 PTP engagement, 38 PTP showed better participative activity by communication with T1: SPD actions (majority by WSD4PD and/or WSDPD actions). These reactive engagements are also captured by the responsiveness of PTP agents, acting as enablers to build engagement with SPD initiatives.

Legend:
Percentage of Active and Counteractive Engagement

- 0.00%-10.00%
- 10.00%-20.00%
- 20.00%-30.00%
- 30.00%-40.00%
- 40.00%-50.00%
- 50.00%-60.00%

Final Analysis

T1: SPD department exists to create opportunity and growth where the value clusters of SPD becomes a shared awareness amongst every stakeholder towards the importance of cooperative initiative environment, and to uptake task that engage SPD objectives towards other current sustainability agendas. The lack of SPD awareness and direct experience to associate with sustainability and scientific efforts dependent on both PTP and public response, inclines for a more effective activity between T1: SPD and the PTP, as well as the PTP with the public. A longer term mission evolves when better working platforms and application of initiatives by Marcharh's non-profit organization attempts to capture impacts and initiative performances. These estimations are dependent on both capacity resource and competence level of all supporting inputs for the initiatives. To maintain the importance of science for peace and development², the result of both initiatives shows that the definition for SPD impacts can only be established by efforts responding actively to both the call for actions and call for partnership from each stakeholder in the initiative environment.

Acknowledgements

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Citation and Access

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² "World Science Day for Peace and Development is to renew national and international commitment to science for peace and development, as well as to stress the responsible use of science for the benefit of socio-ecological welfare. WSD4PD raises public awareness of the importance of science and to bridge the gap between science and societies"- United Nation 2017.

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