THE POWER OF MANY

Advocacy, engagement and the UN SDG's

Anne Kathrine Overgaard & Thomas Kaarsted

SDU CITIZEN SCIENCE KNOWLEDGE CENTER

CONTENT

- **What to we mean, Citizen Science?**
- **Citizen Science at SDU**
- **Advocacy: Or how to get started?**
- **Citizen Science and the UN SDG's**

Drawings in the this presentation: FRITS AHLEFELDT

(From the first Danish CS symposium)

SDU

CITIZEN SCIENCE

Hvad er Citizen Science?

- **Citizen Science**
  - **Inclusion**
    - Activities the public can participate in
  - **Contribution**
    - Contribution for science and scientists
    - Contribution for the public
  - **Reciprocality**
    - Dissemination of scientific information to the public
    - Listening to citizens' opinions and needs

KOMMUNIKATION – PARTNERSKABER – TVÆRVIDENSKABELIGE FORSKNINGSPROJEKTER

ExCiteS | Extreme Citizen Science

UCL

Participation in citizen science

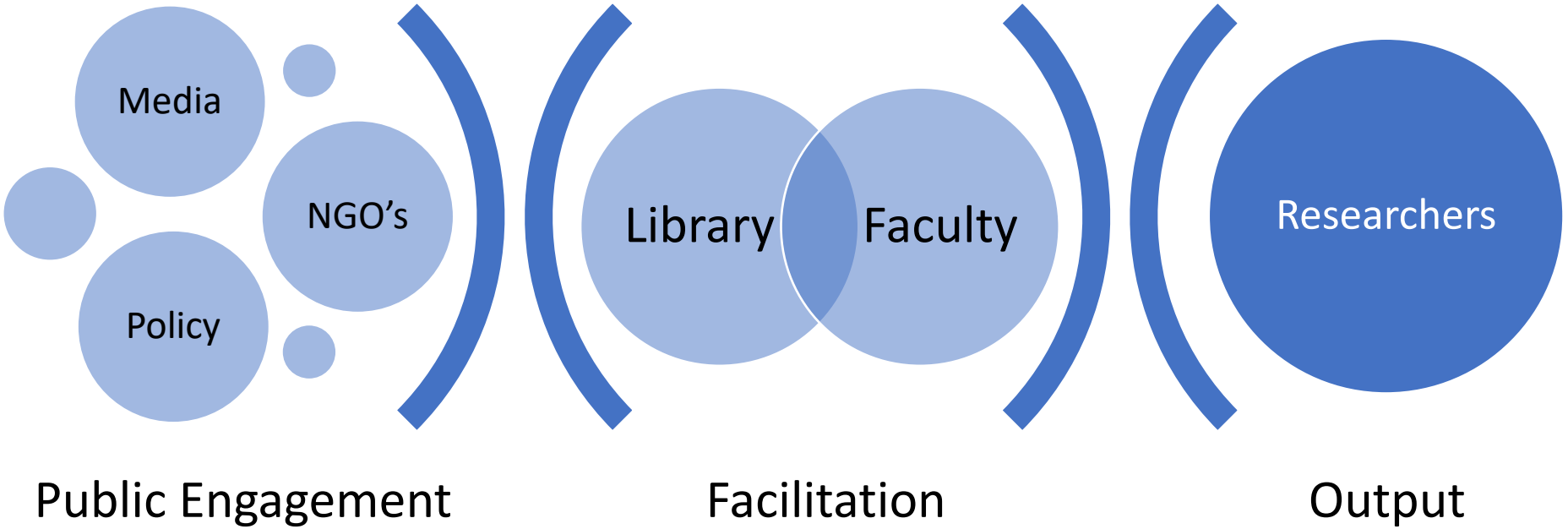
Level 4 'Extreme'	• Collaborative science – problem definition, data collection and analysis
Level 3 'Participatory science'	• Participation in problem definition and data collection
Level 2 'Distributed intelligence'	• Citizens as basic interpreters
Level 1 'Crowdsourcing'	• Citizens as sensors

Haklay. 2013. Citizen Science and volunteered geographic information: Overview and typology of participation, *Crowdsourcing Geographic Knowledge*

SDU

CITIZEN SCIENCE AT SDU

CITIZEN SCIENCE KNOWLEDGE CENTER



For society:

To bring citizens closer to science – and scientists closer to society

To broker knowledge sharing about Citizen Science – internally and externally

To open the research process for all citizens across all levels of education and social groups through communication, education and learning

For researchers:

To enable researchers to conduct excellent research with regards to Citizen Science

To provide relevant services for researchers – and enable them to act themselves

To support the UN SDG’s

SDU

THE TASK IS:

The task of the Center is to create impact by (1) initiating projects aimed at dissolving traditional divisions between research professionals, Faculties and the other links in the chain of education and (2) initiating projects in collaboration with the public including new and established media. An important aspect is (3) supporting researchers in managing research projects in order to conduct ethical sound community-based research, collect data, and do excellent research as well as (4) promoting Open Science.

Thus, the Center aims to support relevant research for and with citizens of high quality and in that way not only differentiate SDU and OUH as institutions but also aims to strengthen the status and legitimacy of research in society including public debate in the media, civil society and amongst decisionmakers.

SO, WHAT EXACTLY DO WE DO AT SDU?

ADVOCACY

PROJECT DEVELOPMENT

COMMUNICATION

FAIR DATA / RDM

COMMUNITITY BUILDING

EVENTS AND WORKSHOPS

PROJECT MANAGEMENT

MEDIA PARTNERSHIPS

EVALUATION / SCIENCE LITERACY

TALENT PROGRAMME 20+10 ECTS

22 PROJECTS SINCE 2017

+1.000.000 CITIZENS IN ‘REACH’

Søer i fritiden

SDU BEVÆGER SIG

TV 2/FYN OG SDU GI'R DIG
FRIT LEJDE

Litteraturen rykker ud

TV2/FYN OUH Odense Universitetshospital Svendborg Sygehus SDU

ET SUNDERE
SYDDANMARK
2 MILLIONER - DU BESTEMMER

ACTIVE LIVING

AREA CAMPUS ODENSE

University College Lillebælt
Syddanske Forskerparker
SDU
Odense Kommune
Region Syddanmark
Nyt OUH

ADVOCACY: OR HOW TO GET STARTED? TWO PHASES

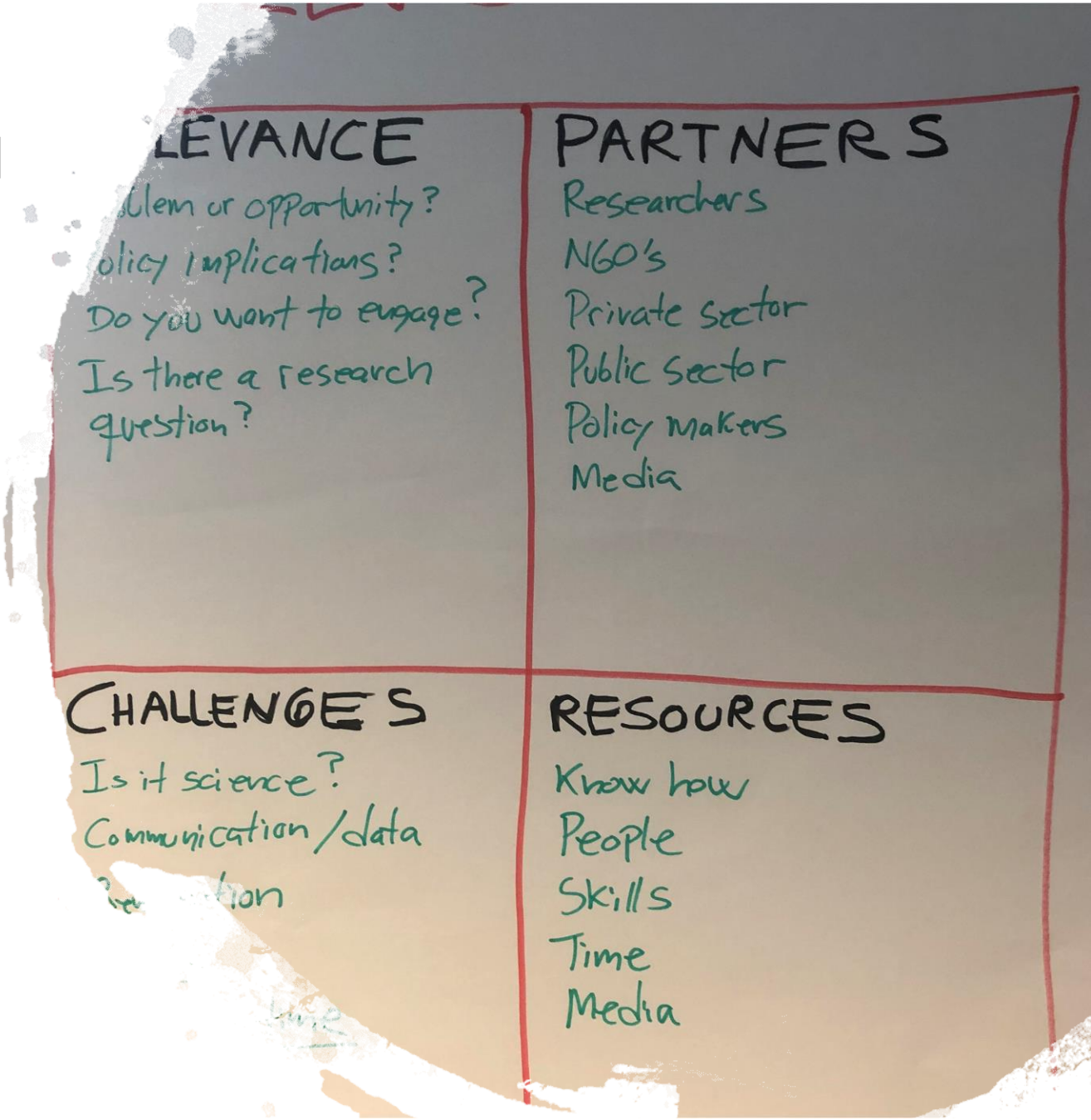
PHASE ONE: ADVOCACY. THE BOTTOM UP APPROACH

1) **STUDY** Citizen Science. The pros and cons, the discourse, the data, the dilemmas
2) Is Citizen Science currently **PRESENT** at your institution. If not: Anything that resembles?
3) **MAP** your university. Find possible target groups
4) Does Citizen Science **ALLIGN** with your Library's mission and strategy of the University?
5) **DISCUSS The BIG WHY**. Maybe Citizen Science is not for you?
6) **MAP** the people and competences in your Library: Surprisingly, you might some that fits
7) **FIND**Citizen Science examples that fits your target groups
8) Make a clear statement: What is your **GOAL** – to investigate, support, undertake, do services?
9) Define your **PLAN**. Make sure library staff and management are in the loop
10) **ROLL OUT**. Do meetings, workshops, communication, align advocacy with management
11) **REACH OUT** to researchers. Join projects, do recruitement, retention, communication, events, organizning workshops, data management. Libraries can do that stuff
12) Look for **PARTNERS** at your institution – and outside!

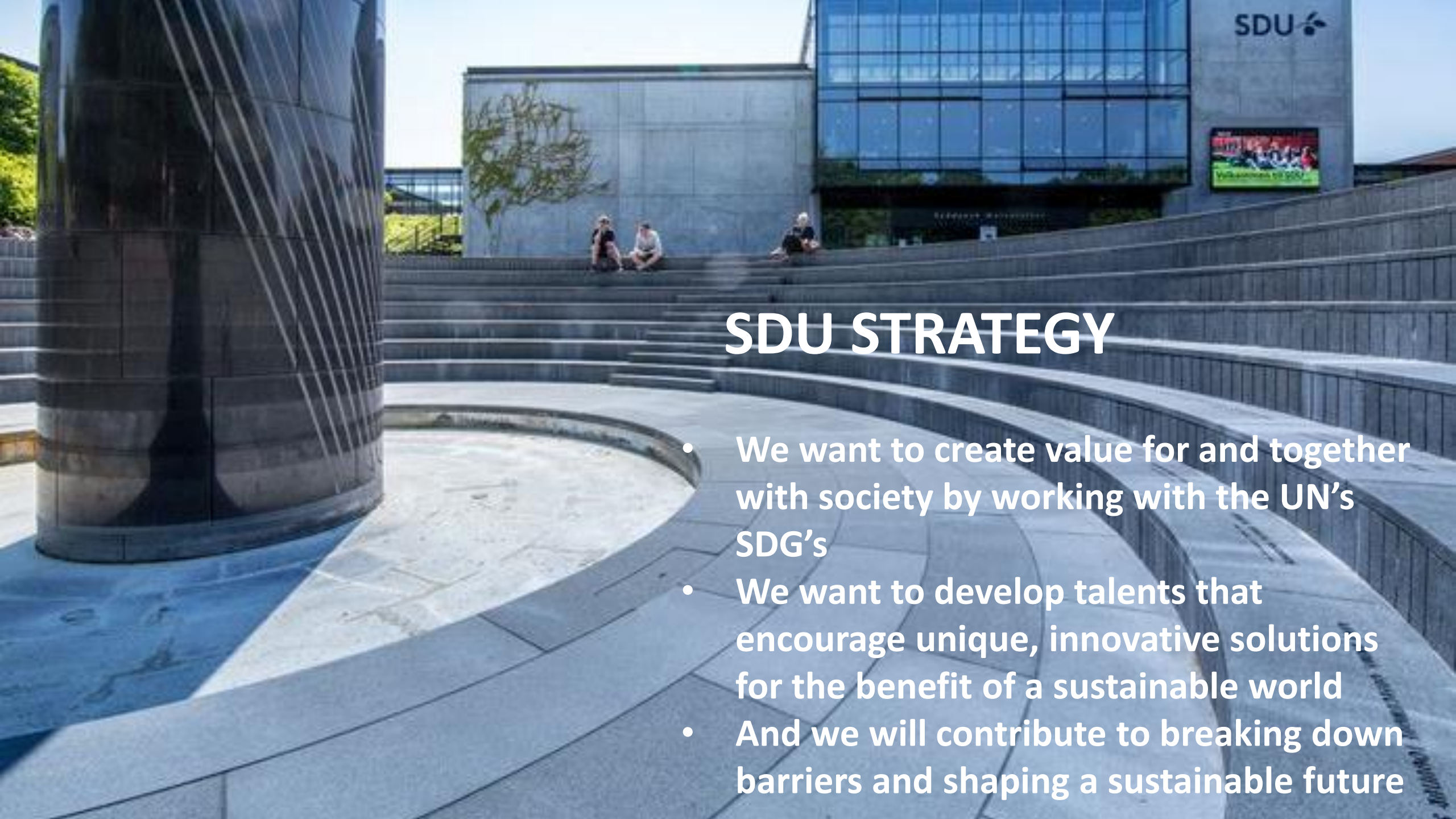
PHASE TWO: CONSOLIDATION

- Strategy
- Partners
- Governance
- Resources
- Organization: BESPOC
- Public Engagement
- Funding
- Teaching

No One Size Fits All. Find your own way



CITIZEN SCIENCE AND THE UN SDG'S



SDU STRATEGY

- We want to create value for and together with society by working with the UN's SDG's
- We want to develop talents that encourage unique, innovative solutions for the benefit of a sustainable world
- And we will contribute to breaking down barriers and shaping a sustainable future

SUSTAINABLE DEVELOPMENT GOALS

Our world – our goals: citizen science for the Sustainable Development Goals

19.41 tir. 29. okt.
75 %
nature.com

nature sustainability

Perspective | Published: 09 October 2019

Citizen science and the United Nations Sustainable Development Goals

Steffen Fritz ✉, Linda See, [...] Sarah West

Nature Sustainability **2**, 922–930 (2019) | Cite this article

5525 Accesses | **1** Citations | **290** Altmetric | Metrics

An Author Correction to this article was published on 18 October 2019

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...Need a hand ?
Citizen
Science
FA-L
Frits Ahlefeldt