

Chapter 5. The public consultation held in Valencia (Spain)

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Danmar Computers ©. Citizens at the auditorium before the start of the Public Consultation. October 2019. Valencia.

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1. Before the consultation

1.1 Organisation of the consultation

The public consultation held in València was organised according to the tools and methodology developed by the project partners. These were applied in order to develop a similar organisational structure in all of the partner countries. In Spain, two Valencian partners (UVEG and FyG) were responsible for organising the public consultation, with the collaboration of UPF and AECC in dissemination and promotional actions.

The following measures were adopted:

- Preparing **promotional materials** and devising a strategy for the promotional and recruitment campaigns.

- **Active promotional campaign on the social media** accounts of the Spanish partners and the project (Facebook, Twitter and LinkedIn).

- **Email campaign** with consultation promotional materials.

- Phone calls to organisations/institutions and individuals interested in promoting or participating in the public consultation.

- **Contacting the local and national press.**

- **Online articles.**

- **Website and blog posts.**

- **Radio** interviews.

- Promotional **activities in seminars, events, meetings, etc.**

- Mobile **messaging apps.**

- **Word of mouth** and several relationship marketing techniques.



Danmar Computers ©. Opening ceremony. October 2019. Valencia.

Specifically

- **Four press releases** were sent to Spanish local and national media to promote and to announce the opening of registrations for the Spanish consultation (ca. 200 actions). These press releases were also sent to all (ca. 500) AECC members through the members' mailing list.
- **Two radio interviews** providing information on CONCISE and the consultation in València on À Punt radio during the programme 'La Tertúlia de la Ciència' and on Radio Galega's show 'Efervesciència'.
- **Social media posts on the Facebook, LinkedIn and Twitter** accounts of the project, partners and stakeholders (ca. 100 actions as a result).
- Thirty **emails informing about the consultation** were sent to different associations located in València, including the Association of Young Entrepreneurs of Valencia (AJEV), with more than 2500 members, Valencia Innohub, GO EUROPE! and Trevol (ca. 30 actions as a result).
- **Five newsletters** sent to companies, entrepreneurs and start-ups in the Valencian Community (ca. 30 actions as a result).
- **Interview** with Carolina Moreno in Mètode.
- Ongoing **distribution of promotional materials**, such as flyers and posters, at local and national events and meetings, and among family and friends (ca. 80 actions).
- **Active campaigning via messaging apps** like Whatsapp, Messenger and Instagram Chat (ca. 50 actions as a result).
- Promoting the Spanish public consultation in online **newspapers articles** (ca. 17 actions as a result).

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**CONSULTA
CIUDADANA**

**VALENCIA, 26 DE
OCTUBRE DE 2019**

HORARIO: de 9 a 17horas

**LUGAR: Jardín Botánico de
la Universitat de València
Calle Quart 80**



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FyG consultores ©. Informative poster for the public consultation in Spain.

The promotional campaign was launched in May 2019, and stepped up between July and August and especially in September, directly before the public consultation held in València on 26 October 2019.

During the promotional campaign, before the recruitment stage, no major problems arose. The efforts of all the partners to use the proper channels to engage potential participants was essential, since this resul-

ted in the recruitment of 527 participants by the end of August 2019 and 662 at the end of the recruitment and promotional campaigns.

In order to assure the presence of the required number of participants, which was the most challenging task of all, the implementation of suitable strategies and methods was essential.

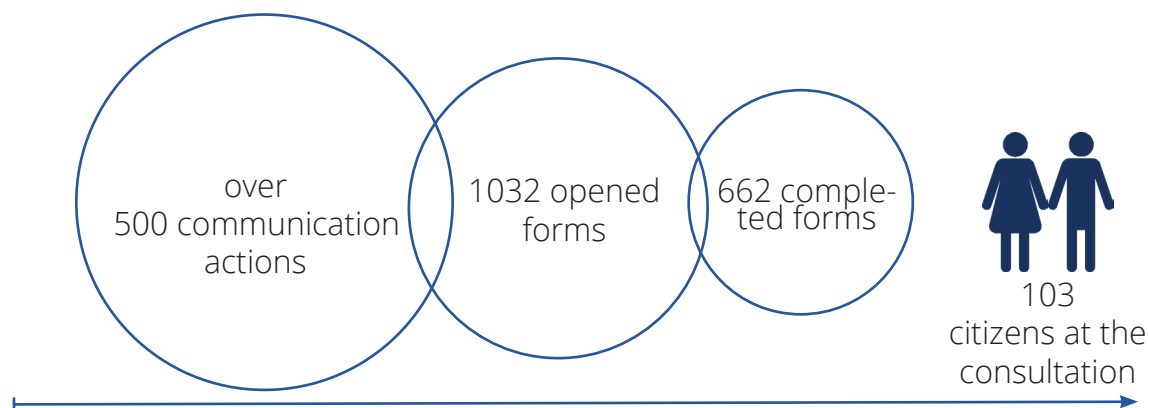


Figure 1

Jardí Botànic Universitat de València





Danmar Computers ©. Botanical Garden of the University of Valencia. October 2019. Valencia.

1.2 The venue

The venue chosen by the coordinators (UVEG) for the Valencian public consultation was the Jardín Botánico de la Universitat de València (Botanical Garden of the University of Valencia, <http://jardibotanic.org>). Due to the fact that it belongs to the University of Valencia, the different areas (rooms and the auditorium) used for the public consultation came partially free of charge, since only the maintenance, cleaning, security and ligh-

ting and sound equipment for the opening and closing ceremonies had to be paid for. It also meant that the organisers could rely on the university's continual support, which was one of the keys to the public consultation's success.

As there were other possible venues (such as the Museum of Science in the City of Art and Science and the University of Valencia's

Faculty of Philology, Translation and Communication), it took a couple of weeks to reach a final decision. The first option to be explored was the Museum of Science in the City of Art and Science, specifically its hall, also with the idea of obtaining complimentary entrance tickets to the Oceanogràfic for

the citizens participating in the consultation. However, after much negotiation and despite the good offices of the UVEG, this option was finally discarded. Following this, the University of Valencia's central services agreed to allow CONCISE to use the facilities of the Botanical Garden.

Some special arrangements had to be made to adapt the venue to the needs of the public consultation. The FyG and UVEG teams visited the garden a few times, as well as meeting with the garden's administrative staff and the catering firm:

- **Two garden rooms** were chosen for the discussion rounds, 'Estufa Fría' and 'Sala Tramoieres', the latter located close to the Botanical Garden's main entrance, each furnished with seven tables.

Since these rooms were located in different parts of the garden, the facilitators had to be constantly on hand to guide the participants and to ensure that they were in the right rooms. To help them with this task, posters displaying the numbers of the tables and the participants' IDs and names were hung outside the auditorium and the two discussion rooms. Although organisationally speaking it did not seem like such a good idea to split the participants into two groups, in the end it proved to be an advantage. The fact that the two groups got to use both rooms, ei-

ther in the morning or the afternoon, meant that it was less monotonous for them and that they were also afforded views of the garden from two different perspectives, a detail that was much appreciated.

- **The Botanical Garden's auditorium**, with a seating capacity of 220, was used for the opening and closing ceremonies of the Valencian consultation. For receiving the participants, staff and guests, two tables were set up with plenty of space between them and three facilitators apiece, which sped up registration and badging.

- In view of the fact that some of the participants and guests were accompanied by their children, **a childcare service was laid on during the consultation.**

- A **makeup artist** was also engaged. As some of the participants were somewhat reluctant to be videoed or interviewed, the availability of this service helped to convince them.
- The coffee breaks, lunch and the final toast with orange juice and cava took place in a different area of the garden. The provider was chosen by FyG from a list of catering companies that had already worked with the Botanical Garden. FyG got in touch with a number of catering firms to request quotes and further information, considering the special dietary needs of some of the participants and staff. On the day of the consultation, the provider brought all the necessary equipment to serve the coffee breaks, lunch and final toast.
- The participants were provided with a constant supply of water.
- A plan of the Botanical Garden showing the location of the two discussion rooms was made available in different places.
- The consultation poster was hung at the main entrance to the Botanical Garden and outside the discussion rooms.
- Restroom signage was displayed in different areas.



Danmar Computers ©. Citizens at the end of the Public Consultation, October 2019, Valencia.

1.3 Recruitment of the participants

The Spanish partners used a combination of external and internal communication channels to recruit the participants, which allowed them to reach people matching the sociodemographic profile of the target sample from all over the country.

More specifically, the informal channels included the partners' own professional or personal contacts—e.g. colleagues working at other Spanish universities, institutions not directly related to education and family and friends. As to the formal channels, the-

se included the preparation of promotional materials and the design of a recruitment strategy. Additionally, the CONCISE project and the public consultation were presented at events, seminars and meetings, as well as during university lectures.

These actions can be summarised as follows:



Danmar Computers ©. Discussion during the public consultation, October 2019, Valencia.

- **Active social media promotional campaign** on the Spanish partners' and the project accounts (Facebook, Twitter and LinkedIn).
- **Email campaign** with promotional materials.
- **Calls to organisations/institutions and individuals interested in promoting** or participating in the public consultation.
- Contacting the **local and national press**.
- **Contacting** relevant local authorities.
- **Online articles**.
- **Website posts**.
- **Thirty emails informing about the consultation sent to different associations** located in Valencia, i.e. the Association of Young Entrepreneurs of Valencia (AJEV), with more than 2500 members, Valencia In-
- nohub, GO EUROPE! and Trevol (ca. 30 actions as a result).
- **Five newsletters** sent to companies, entrepreneurs and start-ups in the Valencian Community (ca. 30 actions as a result).
- **Twelve online articles** about the consultation in the local and national press.
- **Four press releases** sent to local and national media outlets to promote and to announce the opening of registrations for the Spanish consultation (ca. 80 actions as a result).
- **Active campaign via messaging apps** like WhatsApp, Messenger and Instagram Chat (ca. 50 actions as a result).
- **Summary of the consultation's online presence** in La Vanguardia, 20minutos, El Periodic, Europa Press, Cope, Gente digital, Diario Siglo XXI, El Heraldo de Aragón, and on the consortium partners' websites.

Table 1. Communication and dissemination actions for recruiting citizens for the public consultation, including their media impact

	Medium	Programme/article/ section	Date
1	Radio Galega, Radio Station	Efervescencia do día	06/06/2019
2	AECC website	News	23/07/2019
3	FyG website	News	23/07/2019
4	Scienceflows website	News	23/07/2019
5	UVEG website	UCC	23/07/2019
6	UVEG website	News	23/07/2019
7	20 minutos, newspaper	València	23/07/2019
8	El Periodic, newspaper	València	23/07/2019
9	Europa Press, news agency	C Valenciana	23/07/2019
10	Diario Siglo XXI, newspaper	Ciencia	23/07/2019
11	Cope, radio station	Sociedad	23/07/2019
12	Gente digital, newspaper	València	23/07/2019
13	La Vanguardia, newspaper	Management	26/07/2019
14	Heraldo de Aragón, newspaper	Tercer Milenio	29/08/2019
15	AECC website	News	22/10/2019
16	El Periodic, newspaper	València, Ciencia y Tecnología	22/10/2019
17	20 minutos, newspaper	València	22/10/2019
18	La Vanguardia, newspaper	Ciencia y comunicación	23/10/2019
19	AECC website	News	26/10/2019



News published at 20 minutos digital newspaper before the Consultation



News published at Heraldo de Aragón digital newspaper before the Consultation



News published at La Vanguardia digital newspaper before the Consultation

1.3a When was the recruitment carried out?

A final sample, based on the 150-participant target sample, was created, taking into account the country's socio-demographics. The distribution of the individual characteristics of the target and backup samples is presented below in Table 2.

Due to the high number of applicants (by the end of August, more than 500 people had registered), a first preselection was made during August on the basis of the target sample. This was especially important because a large number of ineligible post-graduates had registered.

After this initial screening, recruitment was carried out via email and by phone. Those participants who had registered online for the event were contacted by phone by the FyG recruitment officer in order to confirm their attendance, to request and provide logistical information (accommodation, travel and any other requirements) and to answer any queries. Meanwhile, FyG created a specific address for the consultation (consulta.concise@fygconsultores.com) for contacting the participants by email.

At the same time, as registration was still open, all new potential candidates were evaluated to decide whether or not they were eligible to participate in the consultation. To this end, a list of approximately 150 candidates, who matched the socio-demographics of the sample, were directly contacted by phone to make sure they were still interested in participating. Those who were still willing were once again fully informed of the aim of the project and the consultation by email.

The pool of potential candidates (reaching more than 660 people) was updated continuously whenever a selected candidate could not participate in the consultation. Furthermore, the confirmed participants were contacted via email at least once a month, to ensure that they were still available.

In total, 662 people registered to participate, and on 26 October, 102 attended the public consultation, all of whom had previously completed the online registration form.

1.3b Structure of the citizen sample

The target sample (see Table 2) was created on the basis of data retrieved primarily from the database of the Spanish Statistical Office (Instituto Nacional de Estadística, INE). Nevertheless, rural/urban distributions were obtained from World Bank Open Data. Data on the minority Romany population were gathered from the Social Policy

and Equality report published by the Spanish Ministry of Health in 2011¹.

The backup list included over 50 volunteers, all of whom with a university education and living close to València, thus ensuring their participation in such an eventuality

¹ http://www.mscbs.gob.es/ssi/familiasInfancia/inclusionSocial/poblacionGitana/docs/diagnosticosocial_autores.pdf

Table 2. Socio-demographics of the target and final samples for the Spanish consultation

Population universe		Citizen samples (103 citizens)	
Gender	%	Gender	%
Female	51%	Female	57%
Male	49%	Male	43%
Age ranges	%	Age ranges	%
18-24	11%	18-24	11%
25-34	21%	25-34	17%
35-44	20%	35-44	13%
45-54	15%	45-54	22%
55-64	13%	55-64	23%
65+	20%	65+	16%
Studies	%	Studies	%
No formal education	9%	No formal education	2%
Primary school	14%	Primary school	10%
Secondary school	47%	Secondary school	32%
University degree	30%	University degree	58%
Rural/urban background	%	Rural/urban background	%
Rural	20%	Rural	28%
Urban	80%	Urban	72%
Nationality	%	Nationality	%
Non-Spanish	10%	Non-Spanish	13%
Spanish	90%	Spanish	87%
Disability	%	Disability	%
Disability	8%	Disability	5%
No disability	92%	No disability	95%
Minority	%	Minority	%
Romany	2%	Romany	2%
Non-Romany	98%	Non-Romany	98%

The participants were recruited from a pool of candidates which, initially, included all the required profiles. According to the demographics used to create the sample, the easiest participants to recruit were as follows:

- Females
- Between 45 and 64 years old
- University graduates

The main problems arising during the recruitment campaign had to do with engaging specific sectors of the population who were more reluctant. Specifically, it was fairly difficult to find people with no formal education or primary school education, plus those aged between 25 and 34. In light of this problem, further informal channels were employed in an attempt to recruit people with these profiles, such as Facebook posts

and informal contacts with institutions with potential access to these groups. The participants with these profiles who had been previously selected also helped in this respect by promoting the consultation by word of mouth.

Another problem that had to be dealt with during the recruitment campaign had to do with the availability of the participants. Many of the people registered to participate could not devote the entire day to the consultation and were thus unsuitable. Furthermore, in some cases, finding adequate transport for participants coming from other regions of Spain was also a challenge. Lastly, some of the people registering for the event provided false information (email addresses, phone numbers, etc.), for which reason they were automatically excluded.



Danmar Computers ©. Citizens during the opening ceremony in Valencia. October 2019. Valencia.



Danmaq Computers ©. Facilitators, observers, moderators and organisers at the end of the public consultation. October 2019. Valencia.

1.4 Recruitment and training of the facilitators

Twenty-eight facilitators/observers, plus several volunteers for handling the participants' queries, were recruited from a network of personal contacts provided by the UVEG and the AECC.

The academic qualifications of the facilitators and observers was significantly different. The latter were selected from among volunteers with a STEM background, many of them coming from the School of Biology and Biochemistry. However, since they had to perform a more proactive role, the facilitators required a social science background and were selected accordingly.

Many of the facilitators were recruited from among UVEG personnel, while the rest were science communicators and members of the AECC. All of them volunteered to participate in the public consultation and those coming from other cities were accommodated at the same hotel as the participants.

The facilitators were trained by Carolina Mo-

reno, from the UVEG, using the materials prepared by the Łódź University team, at the University of Valencia's Faculty of Philology, Translation and Communication, on the morning of 5 and 19 October. Two separate days was chosen so as to allow all of the facilitators to attend either in person or remotely via the Adobe Connect platform. These training sessions included two hours of preparation for the 14 facilitators, during which the discussion rules and script, the questionnaires that the participants were expected to complete, and their role and attitude were explained to them, plus another two hours for the observers and volunteers.

At the public consultation held in Valencia, there were a total of 14 observers whose job it was to take notes on the participants' behaviour and level of participation. As already observed, there was also a team of volunteers tasked with supporting the facilitators and observers at the tables, attending to the participants, and handing out and collecting the questionnaires.

1.5 Gaining sponsors and patronage for the event

The team members made every effort to gain sponsors and support for the public consultation (see Table 3).

The first institutions to be approached were the Oceanogràfic and the Science Museum, two of Valencia's top tourist attractions both closely related to science. The communication officers of both venues were contacted to obtain complimentary tickets for the participants. However, after weeks of negotiation, this idea had to be finally discarded.

More successful had the negotiation with the University of Valencia, with different areas deciding to collaborate. The chancellor of the University of Valencia, María Vicenta Mestre Escrivà, lent the initiative her institutional support (unfortunately, she could not attend on the day for personal reasons), while the vice-chancellor of research, Carlos Hermenegildo, and the vice-chancellor of innovation and transfer, María Dolores Real

García, both attended. Likewise, Jorge Garcés, director of the Welfare Policy Institute (Polibienestar) of the University of Valencia, was constantly on hand to help with preparations. He was also able to attend the opening ceremony of the public consultation, where he welcomed the participants, facilitators, observers, volunteers and guests from different institutions, as one of the people in charge of the research institute where the CONCISE project is registered.

Moreover, the Language Policy Service of the UV provided 32 voice recorders, the University of Valencia allowed the Spanish partners to use the facilities of the Botanical Garden partially free of charge, the Scientific Culture and Innovation Unit provided staff to help with the organisation and staging of the consultation, and UVChairs and Polibienestar provided their support and gifts for all of the attendees.

Table 3. Summary of sponsorship

Sponsor	Material provided
Language Policy Service (UV)	32 voice recorders
University of Valencia (UV)	Facilities of the Botanical Garden
UVChairs (UV)	50 bags, 30 pen drives, 50 notebooks, 50 pens
Polibienestar (UV)	120 folders, 120 pens, 120 notebooks
Council of Citizen Participation of Valencia City Council	Free tickets for the following museums: Casa Museo Benlliure Casa Museo Concha Piquer L'almoïna Centro Arqueològic La Llotja i Consolat de Mar Museo de Ciencias Naturales Torres de Quart Torres de Serrano

1.6 Issues

A number of issues arose during the preparation stage of the consultation. Although its organisational aspects were a major challenge because of the numbers of applications (662), selecting the participants with the right sociodemographic profiles was an even greater one.

As observed above, it was fairly difficult to find participants with no formal education or just primary education and those aged between 25 and 34, a problem that was resolved by resorting to informal channels (e.g. Facebook and informal institutional contacts) and word of mouth.

The fact that the summer holiday period coincided with the recruitment campaign made it difficult to reach people. To resolve this problem, the campaign was stepped up in July and September.

The availability of the participants was another complication and it was sometimes difficult to arrange suitable transport for those

coming from other regions of Spain. Nonetheless, the FyG recruitment team managed to resolve both of these issues.

The training of the facilitators, observers and moderators organised by the UVEG also posed a number of problems. So that everybody could attend, the sessions were held on two Saturdays and could also be followed remotely (via the Adobe Connect platform).

There were also a few organisational issues with the Botanical Garden due to its characteristics, for which reason the FyG and UVEG teams visited the venue several times to meet with the staff.

When all of the participants were contacted on the eve of the consultation, some of them said that they were unavailable, which brought the list down to 89. Finally, after resorting to the backup list, 102 attended on the day of the consultation.

2. Consultation meeting: organisational aspects

The public consultation was held at the Botanical Garden of the University of València (C/ Quart 80, 46008 València) on 26 October 2019 (Saturday). A number of factors had to be taken into account when choosing the date, such as the availability of the participants and staff and the need to avoid local holidays (9 and 12 October) and exam periods.



Danmar Computers ©. Participants queuing at the entrance to the Botanical Garden. October 2019. Valencia.



Danmar Computers ©. Citizens at the public consultation in Valencia. October 2019. Valencia.

2.1 Discussion rooms

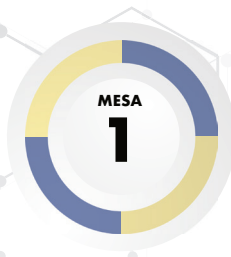
During the consultation, four different spaces were used: two rooms with seven tables apiece for the discussions, the auditorium for the opening and closing ceremonies and the Umbracle for the lunch break (see Figure 2).



FyG consultores © Figure 2. Botanical Garden plan for the consultation.

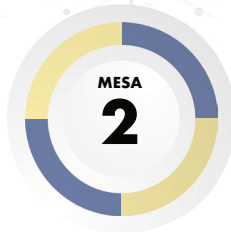
SALA ESTUFA FRÍA TURNO MAÑANA

DISTRIBUCIÓN DE LAS MESAS DE DEBATE



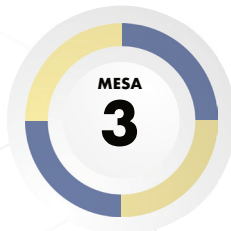
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2. CRISTINA ID: 16
3. ESTELA ID: 102
4. ISABEL MARÍA ID: 9
5. MARÍA ISABEL ID: 62
6. JOSÉ ANTONIO ID: 32
7. JULIÁN ID: 27
8. JOAQUÍN ID: 89

MODERADOR: EMILIA
OBSERVADOR: LORENA
FACILITADOR: YOLANDA



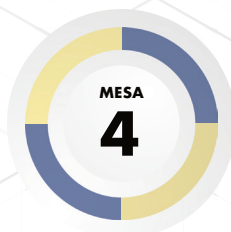
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5. JOSUÉ ID: 45
6. MIGUEL ÁNGEL ID: 22
7. SALVADOR ID: 73
8. VÍCTOR ID: 36

MODERADOR: JAVIER ALONSO
OBSERVADOR: ELÍAS
FACILITADOR: MAVI



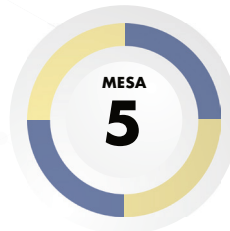
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2. MANUELA ID: 53
3. MAYTE ID: 83
4. BIENVENIDO ID: 10
5. ISMAEL ID: 55
6. PABLO ID: 70
7. RAFAEL ID: 38

MODERADOR: SOLEDAD
OBSERVADOR: EMILIA
FACILITADOR: ANA S.



1. ISABEL ID: 25
2. LORÉNA ID: 117
3. SOFÍA ID: 49
4. ALFREDO ID: 8
5. RAFAEL ID: 71
6. JAVIER ID: 110
7. CAROLINA ID: 51

MODERADOR: GERMÁN
OBSERVADOR: ISMAEL
FACILITADOR: ANA S.



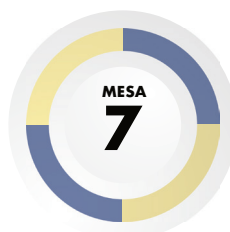
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3. PILAR ID: 30
4. TERESA ID: 21
5. CRISTÓBAL ANDRÉS ID: 65
6. GABRIEL ID: 98
7. JOSÉ FERNANDO ID: 114
8. PEDRO ID: 66

MODERADOR: MERCEDES
OBSERVADOR: JULI
FACILITADOR: AMAIA



1. CRISTINA ID: 43
2. AMPARO ID: 79
3. MAGDALENA ID: 57
4. MIRIAM PILAR ID: 104
5. CRISTÓBAL ID: 78
6. JUAN ID: 86
7. QI-HENG ID: 52

MODERADOR: ADOLFO
OBSERVADOR: LUCÍA
FACILITADOR: AMAIA

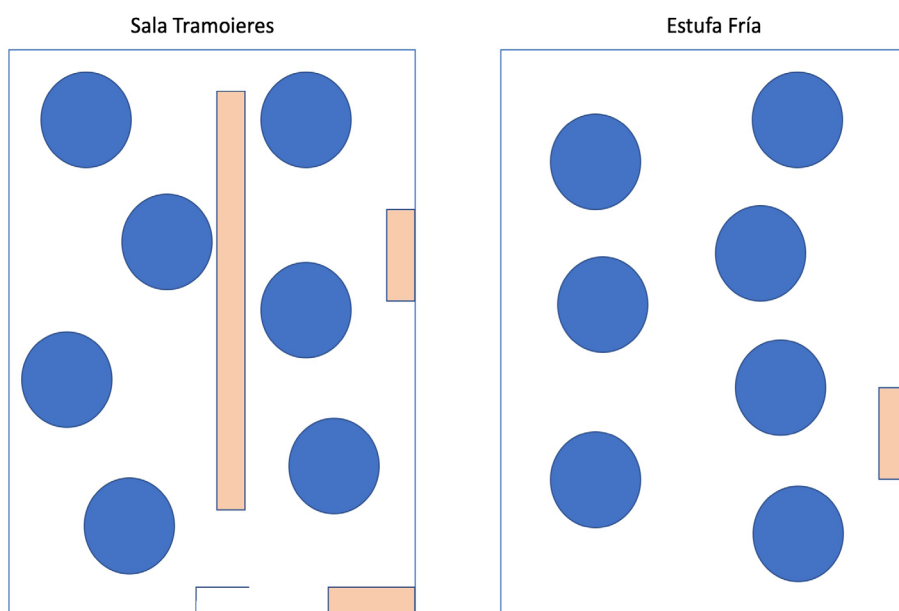


1. CLAUDIA ID: 48
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3. MARINA ID: 100
4. MARINA ID: 50
5. MIRIAM ID: 85
6. NURIA ID: 69
7. ARGEO ID: 29
8. RUBÉN ID: 14

MODERADOR: OLGA
OBSERVADOR: JAVIER
FACILITADOR: AMAIA

FyG consultores © Figure 3. Poster showing the distribution of the participants among the seven tables in the Sala Tramoieres room (a similar poster was hung outside the Estufa Fría room)

FyG consultores © Figure 4. Table set-up



After lunch, the participants switched rooms for the afternoon discussion rounds.

Danmar Computers ©. A discussion table during the public consultation. October 2019. Valencia.



2.2 Agenda

Registration began at 8.30 am and the event ended around 5 pm. The first discussion round began at about 10.45 am and the last one at 15.15 pm. After each discussion round, there was time for activities and a short break. Lunch was served at 13.00 pm. There were no major modifications to the agenda.

Table 4. Public consultation agenda

PUBLIC CONSULTATION AGENDA	
8:30-9:15	Arrival and registration
9:15-9:30	Welcome speech
9:30-9:45	Presentation
9:45-10:45	Climate change discussion
10:45-11:00	Activity 1
11:00-11:30	Coffe-break
11:30-12:30	Discussion topic 2
12:30-12:45	Activity 2- health
12:45-13:00	Nutrition questionnaire
13:00-13:45	Lunch
13:45-14:45	Discussion topic 3
14:45-15:00	Activity 2 environment
15:00-15:15	Coffe-break
15:15-16:15	Discussion topic 4
16:15-16:30	Activity 3
16:30-17:00	Closing ceremony

All the discussion rounds followed the same order, starting with climate change and followed by vaccines. After lunch, the topics discussed were genetically modified organisms (hereinafter GMOs) and complementary and alternative medicine (hereinafter CAM), in that order.

2.3 Participants

As already mentioned, 114 people were selected to participate in the public consultation (100 participants per se, plus 14 from the backup list). Both the people informing the organisers that they would not be unable to attend during the last week before the consultation and those who could not be contacted to confirm their participation were replaced by candidates on the backup list of 50. On 12 October, 103 participants turned up.

The main reasons given by people to justify their absence were as follows:

- Last-minute change of plans or eventualities.
- Professional commitments.
- Illness.
- Unexpected travel.

Evidently, as before, it was practically impossible to replace those people cancelling with others with the same sociodemographic profile, especially when they belonged to the most difficult groups to recruit, i.e. people with no formal primary (or even secondary) education and those aged between 25 and 34 and in the 65+ age bracket. As a result, some had to be covered with university graduates.

The only unforeseen problem during the Valencian consultation took place after lunch when two citizens left the venue to go sight-seeing with no intention of returning. Albeit an unpleasant surprise for the organisers, this did not have any negative impact on the organisation of the tables or the afternoon discussion rounds.

2.4 The media impact of the public consultation held in Spain

Química y Sociedad website	Blog	27/10/2019
Polibienestar	News	27/10/2019
UVEG website	UCC	28/10/2019
UVEG website	UCC	28/10/2019
El País, newspaper	Ciencia	29/10/2019
El País, newspaper	Ciencia	03/11/2019
Mètode, website	Noticias Castellano	07/11/2019
Mètode, website	Noticies Catalán	07/11/2019
Ciemat, website	Sala de prensa	10/12/2019
RNE	Ciencia	09/01/20

The following documents and images are some examples of the public consultation's media impact in Spain.

Mètode

REVISTAS ▾ LIBROS ▾ NOTICIAS ▾ O2C MÈTODE TV

NOTICIAS

El reto de la comunicación científica

El proyecto CONCISE reunió a 100 voluntarios para entender cómo se informa la ciudadanía sobre ciencia

Sofia Llàcer Esparza

07/11/2019



Consulta ciudadana en el Jardín Botánico de la Universidad. /Foto: CONCISE

Tres o cuatro bolígrafos azules, dos rotuladores de colores y dos grabadoras en medio de la mesa que los participantes pusieron delante de ellos un pequeño cartel con su nombre y, de esta forma más personal y fluida entre los participantes. Los bolígrafos, para que tanto los asistentes, como pudieran tomar notas si lo necesitaban. Por último, las grabadoras estaban para registrar todo lo que el proyecto CONCISE tuvieran que decir en torno a los temas que se trataron durante la jornada: car

News published at Mètode

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Un proyecto lanzado en cinco países europeos estudia en consultas ciudadanas multitudinarias de dónde surgen los recelos hacia la ciencia



JAVIER SALAS
Valencia • 29 OCT 2019 • 18:04 CET



Participantes en las jornadas para estudiar el papel que desempeña la comunicación científica en el conocimiento y las creencias de la ciudadanía europea. MÓNICA TORRES

"La población no puede saber todo de todo. Yo no sé cómo funciona un avión, pero confío en que están bien pensados y me monto". Un anciano ilustra así su relación con las vacunas y su confianza en el sistema de salud que las suministra. Pero mucha gente recela de las autoridades sanitarias, de los mensajes de los gobiernos sobre medicamentos, de los expertos sobre los transgénicos o de los científicos sobre cambio climático. Ante esta crisis de confianza, los especialistas se preguntan cómo se forman las opiniones de la ciudadanía, dónde se informan y a quién creen en temas científicos tan decisivos. Para resolver este dilema, estos días se está desarrollando en Europa una consulta ciudadana en cinco



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