



DELIVERABLE

2.2

## Adapted co-creation platform made public

*ON THE CO-CREATION PLATFORM OBJECTIVES AND DESIGN*



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## THE CO-CREATION PLATFORM OBJECTIVES

The main outline of the GoNano co-creation platform is described in Task 2.1 in the GoNano Description of Action, but is also referred to in a series of other tasks. Taken together, the co-creation platform should fulfil the following objectives:

### *Sharing information and inviting interaction with participants and broader audiences*

1. Provide a space for background information for the pilot studies.
2. Provide a space for visualizing and sharing results of deliberations.
3. Secure a continuous online presence to support interaction between project partners and broader audiences throughout the project and beyond.

### *Supporting engagement events and surveys*

4. Include a space for shared deliberations, note taking, chat and voting.
5. Support face-to-face workshops in 3.2 and 4.2.
6. Support the online survey in T3.3.
7. Support the evaluation and measurement of learning in T4.3.

The term 'co-creation platform' stems from the original idea to have an online page where participants and broader audiences could create a member profile, where information could be uploaded and where members could engage in dialogue. We have, however, decided to find other solutions to cover the objectives as:

- We consider it unlikely that people will return to such a page and engage after their first login,
- Existing social media are excellent for supporting interaction, and we think people will be more prone to revisit their existing social media accounts than to revisit a new user account specifically related to GoNano, and
- We think participants should receive information material and results by other means (mail and snail mail) in order to ensure that they actually receive and read them.

Hence, the objectives of the co-creation platform will be covered by the following means:

## PILOT GROUPS ON SOCIAL MEDIA FOR SHARING INFORMATION

Each pilot case has a Facebook- and a LinkedIn group which is managed by the pilot partner. This is where participants are provided with information material, informed about results and further progress in GoNano and invited to online surveys and evaluations. To make sure all participants receive this, the same information will be shared directly with participants by mail and snail mail.

The Facebook groups are closed groups for citizens who take part in the citizen workshop. Stakeholders will not be invited to these groups as we expect people to be reluctant to participate as professionals with their private Facebook profiles.

An overview of the two groups is summarised in the following table:

Social media	Access	Target groups	Language	Objectives
Facebook groups – one for each pilot	Closed group	Citizen workshop participants only	Pilot country language	<ul style="list-style-type: none"> <li>- Share information material and results</li> <li>- Inform about the GoNano progress</li> <li>- Invite to online surveys and evaluations</li> <li>- Provide space for internal dialogue among participants and GoNano partners</li> </ul>
LinkedIn groups – one for each pilot	Open group	Energy-, health- and food stakeholders respectively: Stakeholder workshop participants as well as broader audiences of stakeholders in all Europe. Citizens are encouraged to engage, too, but will not be the main target.	English	<ul style="list-style-type: none"> <li>- Share information material and results</li> <li>- Inform about the GoNano progress</li> <li>- Invite to online surveys</li> <li>- Provide space for exchange among stakeholders, citizens and project partners</li> </ul>

The pilot specific groups are managed by the pilot partners and require a minimum of tasks:

- Invite and encourage workshop participants and, for the LinkedIn groups, broader audiences of stakeholders to join the groups
- Share translated information material, results and GoNano progress updates
- Invite to participation in online surveys and evaluations
- Manage and engage in potential dialogue in the groups

Sharing in these groups *will not guarantee that all participants receive it*. Hence, if this is important, pilot partners need additionally to share the same information by the means they find appropriate for their particular target groups, e.g. mail or snail-mail.

### SOCIAL MEDIA PAGES FOR SHARING GoNANO RESULTS AND STIMULATING DEBATE

Besides from the pilot-specific groups on social media, GoNano has a general Facebook- and Twitter page. The pilot-specific Facebook groups will be sub-groups connected to the Facebook page. The general Facebook page and Twitter page are targeted towards broader audiences, and their objectives are to share GoNano progress and results to a broader audience and foster debate. Both pages will be open for all to follow and engage in, but where the Facebook page will be particularly targeted towards citizens, the Twitter page posts will be more directed towards professionals.

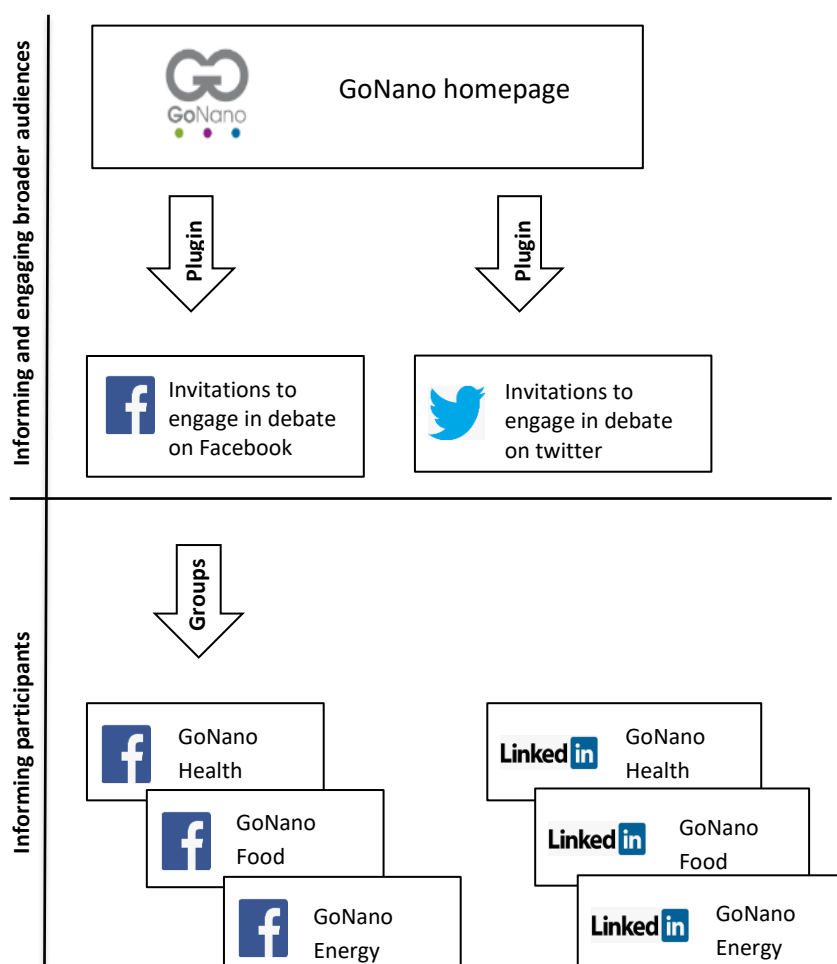
Inviting citizens and stakeholders to follow and engage on the same page would fit well with the overall GoNano objective of co-creation. However, we find it unlikely that people will engage in Facebook debates as professionals, just as we believe debates on Twitter and LinkedIn will be more likely to attract professionals. Hence, to capture both groups, we will be making rather similar posts on Facebook and Twitter alike, but with minor adjustments. Everyone will, though, be welcome to join both pages. The following table provides an overview:

Social media	Access	Target groups	Language	Objectives
Facebook	Open page	All, but citizens in particular	English	<ul style="list-style-type: none"> <li>- Share GoNano progress and results</li> <li>- Stimulate and provide space for debate among citizens, stakeholders and partners</li> </ul>
Twitter	Open page	All, but energy-, health- and food stakeholders, RRI practitioners and - facilitators in particular	English	<ul style="list-style-type: none"> <li>- Share GoNano progress and results</li> <li>- Stimulate and provide space for debate among citizens, stakeholders and partners</li> </ul>

In order to inspire debate among a broader audience, pilot partners will be extracting dilemmas and issues from the GoNano events. These will be presented as invitations to engage in debate on Facebook and Twitter alike. Partners with particular knowledge of the posted issues will be encouraged to follow the discussion and provide information and other input whenever needed.

The invitations to engage in debate will be visible directly on the GoNano homepage, and people can then click on the issue and be taken directly to the particular post on Facebook or Twitter to read the discussion or engage.

The structure, then, is as follows:



## ENGAGESUITE FOR FACILITATING FACE-TO-FACE AND ONLINE ENGAGEMENT

The face-to-face and online engagement events and the evaluation surveys will be facilitated using the survey tool EngageSuite. EngageSuite holds a series of features to support face-to-face and online engagement including space for sharing text, videos and pictures, space for note taking, voting and multiple choice. For each event the organisers and DBT develop the EngageSuite design together, pilot partners make the required translations and DBT programmes the event in EngageSuite. The EngageSuite events will be created as the GoNano process evolves. Appendix I shows the draft design for the citizen workshop EngageSuite event for food (the final version is in Czech).

## LINKS

EngageSuite for the Food Citizen Workshop (English version):

<https://engagesuite.org/en/gonano/actions/LM0vSdy7uRYc/e/tzO0qu1UwQzj>

The general Facebook page: <https://www.facebook.com/GoNanoEU/>

The general Twitter page: [https://twitter.com/GoNano\\_EU](https://twitter.com/GoNano_EU)

The pilot-specific LinkedIn groups:

<https://www.linkedin.com/groups/12143361/>

<https://www.linkedin.com/groups/12144494/>

<https://www.linkedin.com/groups/12144432/>

The pilot-specific Facebook pages:

[https://www.facebook.com/groups/1872754466168089/?source\\_id=1560611110648797](https://www.facebook.com/groups/1872754466168089/?source_id=1560611110648797)

[https://www.facebook.com/groups/1809312805853787/?source\\_id=1560611110648797](https://www.facebook.com/groups/1809312805853787/?source_id=1560611110648797)

[https://www.facebook.com/groups/285914192015323/?source\\_id=1560611110648797](https://www.facebook.com/groups/285914192015323/?source_id=1560611110648797)

# APPENDIX I - ENGAGESUITE FOR THE GONANO FOOD CITIZEN WORKSHOP

NANO FOR FOOD CITIZEN WORKSHOP      TECHNOLOGY DISCUSSIONS      MAKE THE WORLD SEE

1 / 1  100%

## Nano for Food Citizen Workshop

Please indicate the table you are sitting at

- Table 1
- Table 2
- Table 3
- Table 4
- Table 5
- Table 6
- Table 7

NEXT



1 / 3

33%

### Technology #1: Smart food packaging

Please use the below fields to report the main points from your discussions of each point.



#### Is there anything you like about this technology? Why?

Is there anything you like about this technology? Why?

Write here

#### Is there anything about this technology that concerns you? Why?

Is there anything about this technology that concerns you? Why?

[BACK](#)

[NEXT](#)

**Technology #2: Novel foods**

Please use the below fields to report the main points from your discussions of each point.



**Is there anything you like about this technology? Why?**

Is there anything you like about this technology? Why?

**Is there anything about this technology that concerns you? Why?**

Is there anything about this technology that concerns you? Why?

[BACK](#)

[NEXT](#)

3 / 3

100%

### Technology #3: Nano filters

Please use the below fields to report the main points from your discussions of each point.



**Is there anything you like about this technology? Why?**

Is there anything you like about this technology? Why?

**Is there anything about this technology that concerns you? Why?**

Is there anything about this technology that concerns you? Why?

[BACK](#)

[NEXT](#)

Please use the below fields to list the principles or rules that you want nanotechnology developers to comply with, when developing new technologies for food and why.

First, write up all the requirements and rules you want.

Then motivate them.

Lastly, you should choose the five most important ones, and prioritise them by writing numbers 1-5 in front of the rule / requirement (1 for most important).

**1st Requirement / rule**

Describe in one sentence

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Motivation

---

**2nd Requirement / rule**

Describe in one sentence

---

Motivation

---

**9th Requirement / rule**

Describe in one sentence

---

Motivation

---

**10th Requirement / rule**

Describe in one sentence

---

Motivation

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[BACK](#)


[COMPLETE](#)


## APPENDIX II – THE SOCIAL MEDIA PLUGINS ON THE GONANO WEBPAGE

FOLLOW THE DEBATE AND SHARE YOUR OPINIONS

# CO-CREATE WITH US

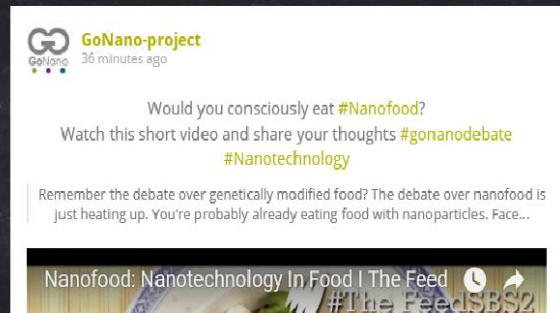








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Today, 1 in 9 people don't have access to clean drinking water.  
Could nano-filters be the answer? [#gonanodebate](#)  
[#nanotechnology](#) <https://t.co/BDdChkNASC>  
🔗 ↻ ❤️ Twitter

That's all! No more Tweets to load



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Watch this short video and share your thoughts [#gonanodebate](#)  
[#Nanotechnology](#)  
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[#TheFeedSBS2](#)