CIMULACT
CITIZEN AND MULTI-ACTOR CONSULTATION ON HORIZON 2020

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EKONOMIKOS
FORUMAS

Motivation for Participation: CIMULACT case

KEF

Professional non-governmental organisation with more than 50 members representing research, innovation and education areas.

Fields:

- Education

- TA

- Innovation

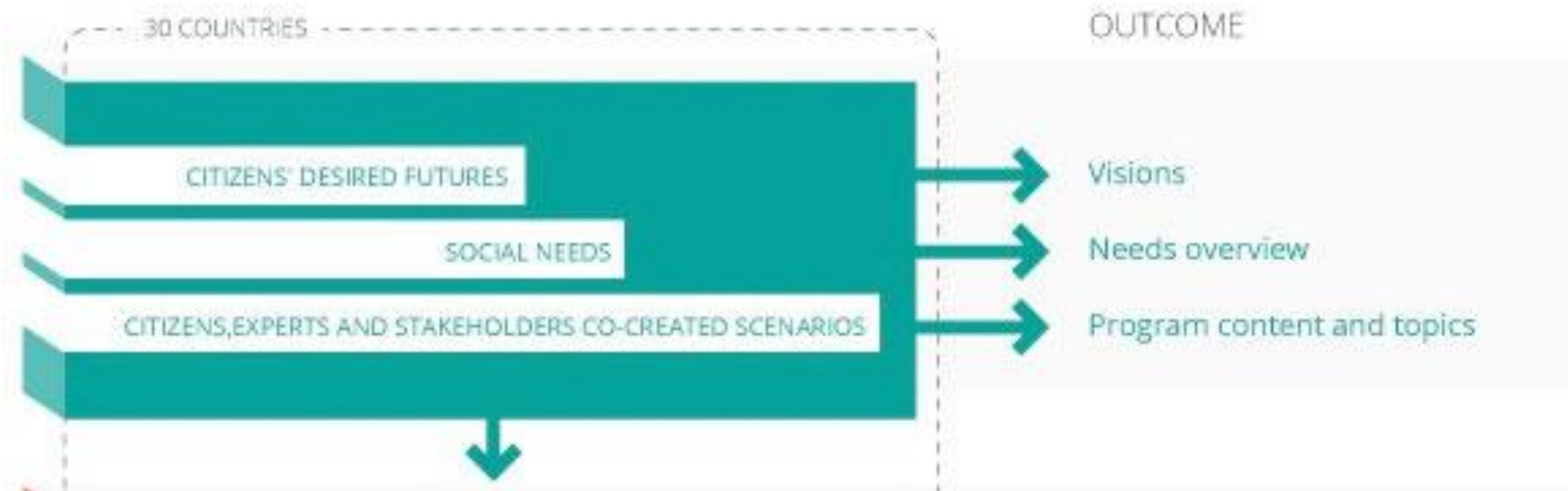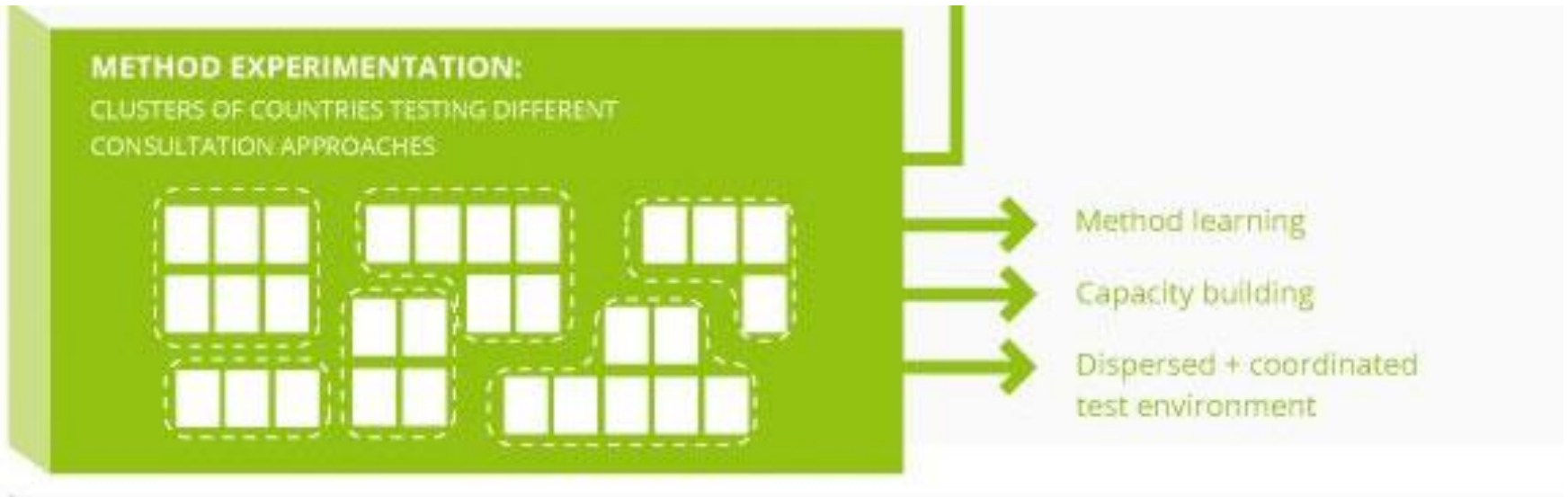- Improving public governance

- Entrepreneurship

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CIMULACT METHODOLOGY

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METHOD LEARNING:

- COMPARISON WITH TRADITIONAL FORESIGHT;

- INTERNAL METHOD COMPAIRISONS.

Testing added value of citizen involvement

Cost-effectiveness optimization basis

Recruitment strategy

- Clear goal and scope
- Inclusion and exclusion criteria (gender, region, ISCED level, etc.)
- Recruitment timeframe
- Weak-spot identification and planning targeted measures

Which fits best

- Sending letters of invitation
- Buying address from company
- By telephone
- Face-to-face recruitment
- Snowball-sampling
- Advertising

Removing barriers/enabling

- Cost reimbursement (travel, accompod.)
- Food, drinks on house / per diems
- Helping organize transport
- Citizens = experts of everyday life!
- Selling points – value proposition
- Giving feedback

AČIŪ!

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