

# Citizen Engagement on the Environment

## Public and Stakeholder Engagement Training

Do you work as an environmental researcher, policy advisor, or in a nature conservation role? Do you engage with members of the public or stakeholders about the environment? Are you keen to reach new audiences or discover new ways to engage with citizens on important and complex environmental issues?

As part of the DEFRA-funded project “Citizen Engagement on the Environment” (CEE), we are offering the opportunity to take part in training by public engagement professionals to develop innovative and powerful ways to engage the public in dialogue about the environment.

### Training Details

This three-day training programme is uniquely tailored to overcoming the challenges of engaging with people on environmental issues. We explore the psychology of how people form opinions, how values affect their engagement with the environment, and the different roles you can adopt in citizen engagement and policy making. We will coach you in developing novel engagement strategies and activities for different stakeholders and community organisations.

Following the training, you will be required to put the training into practice and engage with citizens on your area of expertise in a public event - supported by members of the CEE team.

The training is **fully-subsidised** for participants living or working in England, and lunches and refreshments will be provided. However, we cannot provide financial assistance with travel or accommodation.

The training programme will cover the following:

**Day 1:** What to expect when trying to engage with citizens and stakeholders on the environment? What are the opportunities and challenges? What are the roles of scientists and experts in society? How do people form opinions? When does environmental engagement become controversial or run into opposition? How to understand what different audiences value and connect with that?

**Day 2:** Hands-on exercises of translating your research, policy domain or conservation practice into engaging and media-friendly language. Understanding different engagement formats. How to capture opinions and evaluate engagement. Opportunity to meet local community organisations.

**Day 3:** Develop innovative engagement activities around your area of interest. How to bring an engaging ‘story arc’ into your engagement activity. Preparation of next steps (public engagement delivery).

We will offer 3 iterations of this programme. We are currently accepting applications for the first two.

City (Venues TBC)	Training Dates	Public Event (putting the training into practice)	Apply Before
Bristol	1-3 May 2019	Festival of Nature (8-9 June)	4 April 2019
Liverpool	6-8 May 2019	Africa Oye Festival (22-23 June)	11 April 2019

The training will be delivered by King’s College London neuroscientist Dr Kris De Meyer - in collaboration with the National Coordinating Centre for Public Engagement (NCCPE) and local engagement partners in Bristol and Liverpool. The programme has been successfully applied in previous projects around climate science, marine science, and flood risk policy.

### What you get

- Three days of state-of-the-art public and stakeholder engagement training
- An opportunity to put training into practice at public events in Bristol or Liverpool
- Continued support and mentoring during the preparation of public engagement activities
- Connections with other experts and practitioners who work on related environmental issues

## What we expect from you

- Attendance at all days of the training (for policy advisors: if you are interested in attending but cannot make all 3 days, please still express your interest, see below)
- Responsibility for delivering an outreach activity at one of the public events
- Activity preparation time: an estimated 1-3 days in the weeks between the training and the delivery
- Participation in post-event debriefing sessions: 2 Skype calls of 1-2 hours. These serve to evaluate your participation, and to look ahead at applying experience gained to future engagement work.
- Optional: the opportunity to participate in other public events at a later stage in the CEE project.

## How to apply

Applying is straightforward and consists of **2 steps**.

1. To help us with planning, please send an email as soon as possible with a subject line **expressing your interest** to apply. This email only needs to contain:

- Subject line: CEE Expression of Interest for [Bristol/Liverpool - select as appropriate] Your Name
- If you are a policy advisor and interested in attending, but cannot attend all 3 days, please let us know through this expression of interest.

2. To **apply** fully (before the relevant deadline), please send an email containing:

- Subject line: CEE Application [Bristol/Liverpool] [Your Name]
- A brief description of your area of work (100 words max)
- A brief statement explaining why you wish to take part (200 words max)
- Confirmation that you are able to attend the training and public event (see table above).
- A short letter or email of confirmation that you have the support from your line manager to take part in the programme.

Application Deadline **Bristol: 4 April 2019 4pm.**

Application Deadline **Liverpool: 11 April 2019 4pm.**

We will inform you 3 working days after the deadline for each location whether you have been accepted.

Please send all expressions of interest and applications to [citizenengagement@outlook.com](mailto:citizenengagement@outlook.com).

If you have any queries about the training please email Kris De Meyer ([kris.de\\_meyer@kcl.ac.uk](mailto:kris.de_meyer@kcl.ac.uk)) with the subject line CEE Query [Location].

## About the Citizen Engagement on the Environment Project

DEFRA has funded an innovative programme of citizen engagement across England to improve understanding of what people value in the environment and their priorities for it. The project, which runs until November 2020, is led by the National Centre for Social Research in partnership with six specialist organisations. The training and public engagement events described above are the first stages, and will feed into further and more in-depth citizen engagement activities. The project aims to generate options for taking public attitudes, values and priorities into account in environmental policy and decision-making at a range of spatial scales. It will therefore also inform the implementation of the 25 Year Environment Plan (25YEP) and Natural England's conservation strategy 'Conservation 21'. For questions about the overall project, please contact Ceri Davies ([ceri.davies@natcen.ac.uk](mailto:ceri.davies@natcen.ac.uk)).