

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?

Day 2: How to understand what different audiences value and connect with that? Hands-on exercises of translating your research, policy or conservation practice into engaging language. Understanding different engagement formats. How to capture opinions and evaluate engagement.

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 are currently accepting applications for the following location:

City (Venues TBC)	Training Dates	Public Event (putting the training into practice)	Apply Before
Plymouth	28-30 August 2019	Wembury Bioblitz (27-28 September)	31 July 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 Plymouth. We have just completed 2 iterations of this programme in Bristol and Liverpool, which participants from policy, science and conservation organisations have found extremely valuable.

What you get

- Three days of state-of-the-art public and stakeholder engagement training
- An opportunity to put the training into practice at public events in Wembury (near to Plymouth)
- 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 the days of the training
- Responsibility for delivering an outreach activity at the public events
- Responsibility for some evaluation and data collection at the event you run, in order to help DEFRA understand how the public prioritises and makes sense of the environment
- 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 Plymouth [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 Plymouth [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: **31 July 2019 4pm**.

We will inform you on **Monday 5 August** whether you have been accepted.

Please send all expressions of interest and applications to citizenengagement@outlook.com.

If you have any queries about the training please email Kris De Meyer (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).