

# IMPACT VISION PLAN



## WHO WE ARE

The Digital Citizen Science: Network, transfOrm, groW (Citizen Science NOW) is an Erasmus+ Cooperation partnership in adults education project co-founded by the European Commission. Bringing together three prestigious European Universities, one Strategic Foresight and Experience Design organisation and one Quality Assurance body, Citizen Science NOW aims to empower citizens, adult educators and higher education institutions (HEIs) by promoting sustainable Citizen Science (CS) development and fostering EU citizens' engagement and access to CS.

## WHAT WE DO



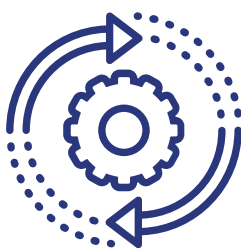
Citizen Science NOW strives to provide stakeholders with a future foresight report to promote awareness about how to envision and develop successful and sustainable Citizen Science projects as well as to create a certification training program that provides citizens with digital skills that will allow them to flourish and succeed in Citizen Science.

## IMPACT WE ENVISION

Citizen Science NOW is geared towards promoting long-term transformations in citizen participation in CS initiatives by fostering an effective and productive dialogue within the EU regions, improving society's ability to solve complicated and ambiguous challenges, and advancing societal progress in democratic societies. By working on this project, Citizen Science NOW aspires to enhance the three pillars of CS:



### NETWORK



### TRANSFORMATION



### GROWTH

#### Short-term Impact:

Improve **commitments** of HEIs to learn and build sustainable CS practices and spaces.

Engage societal inclusion of HEIs to **strengthen** the relationship with local citizen communities.

Increase **awareness** among HEIs staff members regarding the value of citizen science and co-creation embedded in existing business projects.

#### Long-term Impact:

Establish **local and regional community networks** that effectively connect citizens, adult educators and HEIs to existing organisations and initiatives working with Citizen Science and foster CS development.

**Digitalise and transform adult CS training experiences** to learn and practice new methodologies by empowering citizens in the challenges and societal participation.

Empower adult citizens with the essential **competence and skills to grow personally and professionally** in engaging research within partner regions, and recognise the practices already taking place.

#### Citizen Science NOW Partners:

Science Marketing  
Science-to-Business Marketing Research Centre



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