



You are a research organisation or a civil society organisation ready to collaborate with other actors on:

- Moving towards a low-carbon society
- Reconciling food innovations and health concerns
- Preserving our marine and maritime resources

We invite you to submit a Mobilisation and Mutual Learning Action Plan to the Science in Society call for proposals. Closing date: 20 January 2011.

## Mobilisation and Mutual Learning (MML) Action Plans on Societal Challenges

Call for proposals - Science in Society Work Programme



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# **Mobilisation and Mutual Learning (MML) Action Plans on Societal Challenges**

Call for proposals - Science in Society Work  
Programme



“Science must belong in society.

A strong science base is not enough on its own. Innovation is no longer the preserve of a select elite. It is no longer limited to the laboratory or the factory. It permeates every area of life.”

Commissioner Máire Geoghegan-Quinn

A handwritten signature in black ink that reads "Máire Geoghegan-Quinn".



“This call is an excellent opportunity for European mobilisation on the very making of science in response to societal challenges. Its aim is not only to integrate questions from citizens in research but also to engage the question-holders in partnership with research organisations. This should encourage new ways of doing research leading to a wider appropriation of its results.”

Jean-Michel Baer  
Director “Science, Economy and Society”  
Directorate-General for Research

A handwritten signature in black ink that reads "JMB".



The Science in Society Work Programme 2011 contains a call for proposals aimed at financing Mobilisation and Mutual Learning (MML) Action Plans on Societal Challenges.

An MML Action Plan aims to create mechanisms to :

- Address Societal Challenges where science and technology are involved
- Bring together as partners different actors
- Pool partners' knowledge and experience
- Develop mutual understanding and joint solutions

Thus an MML Action Plan leads to new ways of doing research and developing technologies encompassing societal needs and concerns.





The MML Action Plan partners select a science and technology related Challenge among the three presented in the call for proposals. These were defined in collaboration between the Science in Society Work Programme and other relevant Research Work Programmes. They are complex and give rise to conflicting opinions.

The partners build their MML Action Plan on the basis of the questions they want to address. The questions raised by research organisations are likely to differ from those raised, for example, by city authorities; civil society organisations might give priority to an issue which is of lower importance for businesses. Some will be more concerned by ethics and others by the gender perspectives or the reaction of the younger generation to the world we are preparing for them.

There are various ways that science and technology can contribute and they should be connected, discussed and put into context. All partners have a role to play, knowledge to share and benefits to gain from their engagement in the MML Action Plan.

## MML Action Plan Activities :

The MML Action Plan has a minimal duration of three years and includes activities such as:

- Involving citizens and civil society organisations at different stages of research,
- Making accessible the various types of knowledge concerned,
- Capacity-building and training,
- Exploring ethical issues,
- Developing expertise in support of policy-making,
- Analysing how gender issues intervene,
- Promoting the participation of young people.

Activities may take place at local, regional or national level and must have a European dimension with transnational exchanges.

## Expected results

- Collectively built responses to the various questions raised in the selected Challenge
- Changes in the way of doing research and developing innovations which better fit societal concerns.

# Specific Challenge 1:

Moving towards a low-carbon society



Don't we all agree that we must move towards cleaner energy sources? But doing this is often very difficult. For example, technologically appealing solutions might not be enthusiastically embraced by the public and could lead to extremely negative reactions. Understanding the nature of various public concerns (e.g. environmental, ethical, economic, cultural...), and taking on board legitimate expectations should influence the relevant research and lead to more broadly acceptable solutions.

Defined in collaboration with the Energy Work Programme.



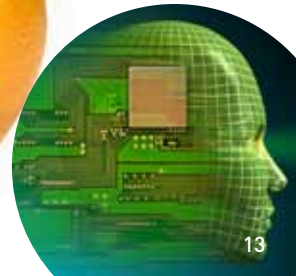
## Specific Challenge 2:

A food dilemma: are technological innovations and health concerns reconcilable?



There are intricate links between food, nutrition and health. Chronic conditions are increasing (e.g. obesity, cardiovascular diseases, diabetes and allergies) and there is a proliferation of claims concerning the nutritional and health benefits of certain foodstuffs. How can food innovation be directed in a more sustainable and healthy way? How can we investigate the complex relationships between food, nutrition and health? Researchers, the medical profession, food producing and processing industries, regulators, consumers, patients, citizens, all possess part of the knowledge and part of the solution.

Defined in collaboration with the Work Programmes : Health; Food, Agriculture and Fisheries, and Biotechnology.



## Specific Challenge 3 :

Marine resources, inland activities and sustainable development



How long can our marine resources survive? For too long we have taken our seas and oceans for granted but they are under threat from many directions. While land-based activities are essential for local development, they can also harm the marine environment and coastal areas affecting tourism, aquaculture and fishing. How can we develop a more integrated and sustainable approach of the marine and maritime systems in Europe? This involves research from different disciplines and concern actors such as farmers, the chemical industries, environmental organisations and local authorities who may have very different and even conflicting perspectives.

Defined in collaboration with the Work Programmes :  
Transports; Environment; Food, Agriculture and Fisheries, and  
Biotechnology.



**Funding scheme : Supporting Action  
2011 Estimated budget : 16, 4 million € to fund  
four proposals**

**Deadline: 20 January 2011**

**For more information, please consult :**

- **Capacities/Science in Society: <http://cordis.europa.eu/fp7/dc/index.cfm?>**
- **National Contact Points: [http://cordis.europa.eu/fp7/get-support\\_en.html](http://cordis.europa.eu/fp7/get-support_en.html)**

**Notice for applicants : Only the official text of the call for proposals has legal value for submitting a proposal. Please refer to the Science in Society Work Programme 2011.**