













The First VOICES Evaluation Report Evaluation of the Focus Groups – Genesis and Implementation

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Executive Summary

- This is the first of two evaluation reports on the VOICES project on urban waste.
- This evaluation broadly attempts to corroborate the quality of the project and the participatory processes, and to provide suggestions for improvements in the future.
- The evaluation is based upon three pillars, or criteria: the official aims stated by the project (e.g. as exists in the Description of Work); a normative evaluation criterion called 'information translation'; and the inferred criteria of the relevant parties (participants, sponsors, etc.).
- Although the evaluation concerns the project as a whole, this first report is centred on
 evaluation of the genesis and implementation of the focus groups the main mechanism
 used for public engagement. The second evaluation report, at the end of the project, will
 follow the use (or non-use) of the focus group outcomes.
- This analysis is based upon documentary analysis, observation of events following an
 observation protocol, and on results from various questionnaires (to participants and
 moderators). Interviews will be conducted with various important stakeholders in the
 following phase of the evaluation.
- This report provides a brief description of the genesis of the focus group mechanism. It
 describes the rationale behind using focus groups, and details the specific adaptations made
 to the approach to address the current issue of urban waste.
- The adapted method was piloted in a number of events and then revised with the help of an
 advisory group comprising a wide range of relevant experts. Following this, a compulsory
 two-and-a-half day training event was held in Brussels, which was attended by all of the 33
 moderators responsible for running the focus groups.
- Subsequently, a total of 100 focus groups were run in 33 different locations throughout
 Europe (three in each location, and a fourth in one). The focus groups lasted three hours,
 involved 10 participants (on average), and occurred over a single weekend in any one
 location (being spread over several weekends throughout March and April, 2013).
- This report notes that, theoretically, the focus group approach is apt for the present purposes (being a well-worn method in social science), and furthermore, is highly positive about the genesis of the method, given the rigorous development (with trialling and training) – which is, in fact, relatively rare in the conduct of public engagement.
- Most of this report considers the implementation of the focus groups as a good design can still fail if poorly implemented.

- Evaluators attended five different focus groups conducted in four different countries over three successive weekends.
- It was observed that moderators stuck to their scripts; provided the relevant information to help participants appreciate their role; helped ensure a positive atmosphere; and managed discussions well, allowing them to be largely inclusive (although there were occasional cases of vocal participants dominating discussions at potential expense of others).
- However, there were a number of issues that might have led to a degree of information loss:
 these included rooms that were too small (so all breakout groups were in one place, with
 concomitant noise and hence no chance to audio record conversations, leading to reliance
 on the scribbled notes of self-appointed scribes); the reliance at points on output from
 (untrained) self-facilitated groups; and the uncertain appropriateness of one of the exercises
 asking about future research and solutions, which participants seemed to find more difficult.
- Aside from this, we would also suggest a couple of minor logistical amendments that might
 have ensured more accurate information translation such as by having the note-takers
 present at the events write on flip charts instead of the moderators (to enable the latter
 more time to think) or indeed, to write up notes in real-time on Powerpoint to ensure they
 were more visible and readable to all.
- From the participants' perspective, the events were highly regarded. In terms of the
 information they received, participants were generally clear what the event was about, its
 aims, why they were invited, and, to a lesser degree, how participants had been selected.
 They also concurred that the participants were appropriate for the event.
- In terms of the process and information elicitation, the majority of participants agreed that they had been able to say all or most of what they wanted to say and thought that the summing-up had been accurate. Around 85% thought that there had been sufficient time to discuss all that needed to be discussed leaving a significant minority that thought that more time was needed. Of topics not discussed but which "should have been", a number were noted, with perhaps the most relevant being the financial aspects of urban waste.
- Over 98% of respondents indicated that the event was "well run" (indeed, just one
 respondent from the entire sample answered that it was not well-run), and approximately
 99% of all respondents were either "very" or "fairly" satisfied with the event.
- Regarding the impact of the event and other outcomes, most expected to receive feedback
 on the event. Around one third claimed to have learnt a lot from the event while around one
 half had learned "a few new things". Around half claimed that the event had made them
 "change (their) views", although many of those who claimed that their views hadn't been

- changed actually stated that they effectively *had been* by being *strengthened* (most being clearly pro-environment/ anti-waste).
- There was almost total agreement that it was "a good thing" that the EU were consulting participants on this issue: participants thought it was *right* that they be consulted (because they are citizens and we live in democracies) but also that citizens have *relevant knowledge* on the topic that could lead to objectively good/ better solutions.
- Over half thought the event would influence future EU policy, although there was a
 considerable amount of uncertainty too (only 6% thought the event would not influence
 policy, but about one-third were "unsure"). The uncertainty largely seemed to be concerned
 with a lack of trust in the EU or in other stakeholders (industry, politicians) as well as
 concern about the practical feasibility of their ideas being implemented (in the face of other
 influencing factors, current finances, bureaucratic obstacles/ red tape).
- Finally, when asked what was *best* about the event, participants identified many aspects. They thought the events were well run and moderated; they enjoyed the different exercises; they appreciated interacting with different and diverse participants; they often enjoyed the social aspects and meeting new people; they were positive about the nature of the other participants and how they responded to the task (with enthusiasm, seriousness, etc.); they approved of the atmosphere (open, convivial, friendly, scholarly, informal, creative and relaxed); they thought the topic was good/ important/ appropriate; and they enjoyed the discussions (hearing others' views, learning, and hearing ideas, and also expressing their own views, being heard, and helping to actually solve an important problem).
- Many respondents refused to name any worst aspect of the event, or stated that there was none. However, some responses indicated that as hinted at in response to a previous question a minority did think that there was insufficient time in the event to discuss all that needed to be discussed (i.e. an element of information loss/ poor translation), some expressed doubts that anything would come from these events, and others had rather more mundane (but far from irrelevant) concerns about the nature of refreshments and the working environment.
- As a general point, there was considerable uniformity of opinions across the different locations.
- From the moderators' perspectives, the training was generally viewed positively (though some of the experienced moderators thought that it was too long for them), as was the moderators' manual (of which there were few criticisms).
- Regarding the running of the focus groups, however, two issues arose fairly frequently: the third exercise was thought quite difficult for some participants (requiring a degree of

- creativity), while some moderators reported difficulty in the second exercise, with participants being unclear how to distinguish barriers from concerns.
- There were no particularly clear trends across the three different-age focus groups, though
 the moderators generally felt that the younger group was perhaps (but not always) the most
 difficult to manage.
- The moderators' main concern about the process was the relative lack of preparation time allowed.
- Our general conclusion is that the focus group component of the project has generally been
 highly impressive: the design process (genesis) provided a degree of rigour that is rarely
 found in public engagement events, and the skill and dedication of the moderators helped to
 ensure that the design was well implemented.
- This report concludes with a number of recommendations for future events like this (related
 to timing, resources, and a number of structural issues), and sets the scene for the second
 part of the evaluation.

1. Overview: This Report and the Evaluation

Introduction: The VOICES Project and this Evaluation Report

The VOICES project (Views, Opinions, and Ideas of Citizens in Europe) is a pan-European project that aims to consult the European public on the topic of urban waste management and involve it in the definition of research priorities. The project is due to run throughout 2013, using a focus-group methodology as its main process for gathering data. An "independent evaluation" was commissioned as part of this project (as a sub-contract to the coordinating organization – EcSite) in order to "corroborate the quality of the project and the participatory processes, and to provide suggestions for improvements in the future" (VOICES evaluation tender document). This report represents the first of two to be delivered by the selected evaluators (the current authors). The focus of this report is on an evaluation of the focus group processes *per se*; the second report – due to be delivered at the end of the project – will consider the "quality" of the project as a whole, integrating and contextualising the current results into that bigger picture.

In the rest of this chapter, the issue of evaluation is discussed, along with a description and justification of the approach that will be used in this project. Chapter 2 briefly describes the genesis of the project, and the development and nature of the focus group process (the chosen mechanism for engaging with the public). Chapter 3 discusses some findings based on evaluator observation of a selection of the focus groups. Chapter 4 provides an analysis of participant responses to an evaluation questionnaire. Chapter 5 discusses the results from questionnaires sent to moderators for completion after they had run their focus groups. And Chapter 6 sums up the findings on the focus groups based on the various evaluative elements. This final chapter also highlights the limitations in this report and sets the scene for the remaining evaluation activities and the second evaluation report that will be delivered at the end of the project.

The Nature of the Evaluation

Just as there are uncertainties as to how best to conduct stakeholder engagement processes, there are uncertainties as to how best to evaluate these. One major area of debate in this area is whether it is possible to derive a generic evaluation framework that can be used to evaluate all instances of stakeholder engagement, or whether each instance of engagement is so specific in its aims that this is infeasible. Rowe and Frewer (2004) have argued for the former: they contest that, though the aims of any particular event might differ at one level, they are similar at a higher level. That is, all instances of 'stakeholder engagement', and its relative, 'public engagement', seek to achieve similar goals, and that similarity is part of what defines them. Various authors have sought, then, to

stipulate what those common goals might be, defining 'evaluation criteria' against which the success or otherwise of any event might be judged.

This is not the place to go into a review of different evaluative frameworks (although there are relatively few coherent examples of these). One framework, elaborated in Horlick-Jones, Rowe and Walls (2007), sees engagement events (whether involving stakeholders or the public) as information systems. They conceptualise the fundamental purpose of engagement as the efficient elicitation and combination of information from all parties involved to produce a comprehensive and accurate output (which may then be used by the event's 'sponsors' in whichever way they please). Thus, they suggest that one way to view the effectiveness of any engagement event is according to the efficiency with which information enters, travels through, and emerges from it, and their concern is with recording barriers - structural, behavioural (etc.) - that can lead to 'information loss' (where some of the entirety of theoretically relevant information is omitted, corrupted, mistranslated). The theoretically relevant information comprises all that which might have a bearing on understanding (and potentially resolving) the issue about which the engagement is concerned. The emphasis on identifying places of information loss (poor 'information translation') emerges because the full nature of theoretically relevant information cannot practically be known (i.e. and hence, they do not suggest attempting to detail it - for to detail it would essentially be to solve the problem that the engagement is addressing). Efficient information translation therefore relies upon the presence in an engagement event of all appropriate stakeholders (who may or may not include the public) that potentially have information relevant to the problem. It requires a clear presentation of the problem, and all associated facts, to those participants from the 'sponsors' (or the 'organisers', when these are contractors for the sponsors). It requires the availability of a suitable environment in which dialogue can take place between the relevant stakeholders (suitable in terms of physical and time resources, and in terms of efficient process management, such as by one or more facilitators). And it requires suitable methods and resources to record and combine the output from the dialogue between the stakeholders.

Horlick-Jones et al have subsequently referred to information translation as a meta-criterion (though higher-order criterion is perhaps a more appropriate expression), in the sense that it essentially subsumes many of the other 'normative' criteria found in the literature. For example, it subsumes most of the nine evaluation criteria from Rowe and Frewer (2000) (one of the best-known evaluation frameworks): thus, 'task definition' (one of the nine criteria) is important for participants to ensure that they understand and are focussed on the appropriate question; 'transparency' is important in many ways, throughout the system, as any instance of non-transparency clearly represents a case in which information that is relevant is being filtered from the process; 'resource efficiency' is

important, because an absence of time or physical resources would entail the premature completion of an event before all information, options (etc.) could be explored; 'structured decision making' relates to the need to ensure the accurate and structured recording and combination of participant information; 'representativeness' is critical, because the absence of a relevant party ensures that their theoretically relevant information is absent the process... and so on. In short, Horlick-Jones et al (2007) (within this paper, and in a number of subsequent evaluations), have argued that most normative criteria can be easily transformed into criteria that concern *information*.

Having made an argument for the existence and use of 'normative criteria', applicable to the evaluation of all engagement events, it is still worth considering other, more precise criteria related to a particular event being evaluated – if only for pragmatic and political reasons. Horlick-Jones and colleagues (e.g. Horlick-Jones et al, 2006), in evaluating a major UK public engagement initiative ('GM Nation?'), therefore used three sets of evaluation criteria. These comprised a) a set of normative criteria (those of Rowe and Frewer, 2000), b) the sponsor's criteria, as indicated by their stated aims, and c) a set of criteria inferred from the participants' answers to a number of open questions in a participant questionnaire. Clearly, it is important to take into account a sponsor's specific aims when conducting an evaluation (even though Horlick-Jones et al might argue that these are often easily translatable into criteria concerning information). But why - some might ask - are these not sufficient? The reason for this is essentially two-fold. First, sponsors' criteria are often badly phrased and vague (and arguably, this may even be deliberate), making evaluation difficult, as the more vague is a concept, the more difficult it is to operationalize. A typical aim, for example, might be 'to engage with the public'. In this case, the sponsors might argue that any event they held in which 20 people 'came through the door' would equate to 'engaging' with 'the public' and hence be a 'success'. Clearly, this is an unsatisfactory and trite way to evaluate success. Second, although the sponsors might themselves be content with a limited evaluation, it is important to recognise that most significant events will have many interested observers - from other stakeholder groups, political parties, nations, academia, and so on - who would not be satisfied with such an evaluation, and would contest it. Using a 'normative' evaluation, conducted by an independent evaluator, can overcome some of these problems (but not all). On top of this, evaluating the success of an event according to those who took part would seem equally pertinent - not least for the participants themselves, who might not understand the language of the normative evaluation. This justifies the consideration of implicit participant evaluation criteria.

The Evaluation approach used here

In the current evaluation, this three-legged scheme is the one that is adopted. That is, the main part of the evaluation will be based upon the normative criterion of 'information translation', while the declared aims of the appropriate parties (the project consortium, sponsors etc.) will be considered as a second perspective, as will be the views of the participants involved in the different focus groups (third perspective). The evaluation relies upon several information sources: a) documentary evidence (e.g. details of the sponsor criteria may be ascertained from project documents); b) participant questionnaires (given to public attending events); c) moderator questionnaires (to help ascertain key aspects of the focus groups being evaluated); d) evaluator observation of various focus groups, using an 'observation protocol' to record pertinent issues related to information translation, and e) interviews with relevant parties, to fill in missing gaps. Copies of the observation protocol, the participant questionnaire (in English), plus the moderator questionnaire, can be found in Appendix 1, 2 and 3, respectively. There are no interviews in this report; this method (along with documentary analysis) will form the main information gathering tool for the second report.

Another key point that needs to be made here is that this evaluation is fundamentally concerned with the project overall. Within this project, the main element of public engagement takes place through the conduct of focus groups in 33 locations throughout the EU. The focus of this particular report – the first of two – is on the genesis and conduct of the focus groups. We aim – to as large a degree as possible – to comment on the quality of these processes, although we cannot make definitive conclusions at this stage because the ultimate success of the project will only be knowable at its end (or indeed, several years after its end – as will be discussed in report 2) once the sponsors (and other stakeholders) have considered and reacted to the output from the focus groups. In short, it is the project as a whole that is the 'information system' in which the evaluation is fundamentally interested, although the focus group processes are perhaps the most important information subsystem within that larger system. The limitations of this report will be considered again in the final chapter, where the next steps of this evaluation will be considered.

A Final Caveat

Finally, a brief word is needed here on how to translate this report. What this report is *not* intended to be is a critical piece, attempting to apportion *blame for failures*. Instead it should be seen as providing a more cautious critique, indicating areas where there may be issues (such as potential mistranslation), and providing ideas for alternative ways of proceeding should the processes in this project be deemed useful and worth repeating – such as for other topics than urban waste, or on this topic at another time. To emphasize what we mean, there are various graphs presented in Chapter 4 showing comparisons of responses from participants to the various focus groups: the reader *should not* over-interpret these graphs, or assume that, because participants rated focus

groups at one location 'higher' than another with respect to a certain question, that this means that the former were necessarily 'better' than the latter. Context is important to recognise, and differences in the contexts of the focus groups in the different locations might explain (less favourable) outcomes as much as differences in the relative structures of the events or the ways in which they were implemented. For example, something as simple as bad weather can completely undermine an event (the evaluators can cite one clear example of this from an event held in the UK several months ago), while the nature of participants - their range and personalities - can have a major impact on how an event proceeds (in addition to aspects that are under the control of the partners, such as the quality of facilitation). Furthermore, the reader needs to recognise that participants (and indeed, the moderators, whose views are also recorded) are not necessarily omniscient or fair in their assessments. People can be short-sighted, opinionated, distracted, ignorant, political, and even just unpleasant. Thus, to read too much into negative responses from one or two individuals would be inappropriate. However, when a number of participants, moderators, or other stakeholders (more relevant to the next report than to this) come up with similar arguments, then it is as least worth considering what their issues are and what might be done about them. And finally, as noted at the start of this chapter, there is no universal acceptance as to the best and only way to evaluate engagement, and as such, it would be wrong to adopt one scheme and be overly dogmatic about the outcomes from using it. In short, this report should rather be seen as a story, perhaps, in places, a cautionary tale, that discusses and analyses the focus groups, hopefully in a thought-provoking way from which some lessons might be learnt.

2. The Development of the Project and the Focus Group Process

Introduction

In this chapter, a description of the main elements of the project (so far) will be given. The purpose of this is to set the scene for the project - introducing the main players and elements, and identifying the project's stated aims (which comprise one of the three sets of evaluation criteria – as discussed previously). Given that the normative evaluation criterion is 'information translation', the links between the different stages of the project will be noted, and some brief commentary will be provided on the balance and comprehensiveness of information flow (*brief* because, as will be noted, the evaluators were not commissioned until part-way through this process and so for the most part had only second-hand documentary evidence to consider). The following sections therefore consider the genesis and structure of the project, the development of the focus group methodology, and the training and enactment of the focus groups. The final section provides a number of evaluative comments and discusses the main bases of the evaluation that follow in the succeeding chapters.

Project Overview

The VOICES project (Views, Opinions, and Ideas of Citizens in Europe) is a pan-European public consultation focused on the topic of urban waste/ management, led by Ecsite (the European network of science centres and museums), and developed in response to the Science in Society 2013.1.2.1-1 call on citizen participation in science and technology policy. The project is premised on using an experimental focus group methodology as a research and engagement tool for consulting 1000 European public citizens across 27 European countries in 33 locations. VOICES commenced on the 16th January 2013 with a one-year duration at a cost of €1.5million.

The VOICES project is significant not only for its scale as a public consultation but as an exercise in participatory deliberation: its central aim is for its conclusions (results and/ or recommendations from the focus groups) to *directly inform, influence and be formally incorporated* into the European Commission's policy statement regarding the prioritisation of European research. More precisely, the views of the consulted European citizens are intended to provide input/ advice to a *Consolidation Group*, which will be tasked with defining the priorities for the work-programme: 'Climate action, resource efficiency, raw materials' (Horizon 2020 SiS.2013.1.2.1-2), commencing 2014. As such, the VOICES project is an exemplar of the democratization of science and technology governance and regulation, where the inclusion of lay-publics in scientific debate is expected to reduce societal barriers to uptake of solutions. The VOICES project may also be significant for its

methodological contribution to public engagement in science and technology (PEST) and its application of an experimental method for public consultation.

The theme of urban waste is a relevant and pertinent concern for every European citizen. VOICES provides an important for mobilizing the voices of European citizens in the agenda-setting and prioritization work for European research on urban waste.

The Focus Group Methodology

The method chosen to consult the public was a focus group design developed by the main contractors (Amsterdam University). In the following section, the rationale for its choice is discussed.

The methodology for the VOICES focus groups was premised on an Interactive Learning and Action model, otherwise known as the ILA approach, designed and engineered for agenda-setting in policy contexts (see Broerse and Bunders, 1999, 2000; Caron-Flinterman, 2005; Zweekhorst, 2004). The ILA approach consists of various participatory methods focused on data collection; organized reflection; mutual learning and knowledge co-creation. The purported benefits of the ILA approach are *transparency*, *validity* and *reproducibility*.

According to the project organisers/ contractors, the focus group methodology was selected as an efficient mechanism for public dialogue focused on personal ideas, values, preferences and concerns; and as an optimum means by which a specified cohort of participants — united by their denomination of age — might confidently and fluently engage in discussion oriented to their own personal beliefs, attitudes and praxis concerning a topic (here waste management). In recruiting small numbers to a relatively stable, safe and 'scaffolded' dialogical/ learning/ research environment, participants are theoretically provided with the necessary conditions with which to respectfully and reciprocally interact and share in imaginative and creative problem-posing and problem-solving. The focus group method in this context was seen to foster an open and equitable platform for participants to freely, without hesitation or fear of reprisal or censure, articulate and reflect on often complex and in some cases highly personalised abstractions of their daily lives.

The focus group in this instance was also recommended for the flexibility it affords participants in being gradually socialised into the deliberative process — coming to terms, without unnecessary pressure or feeling of harassment or becoming inhibited, with meeting the challenge of critical engagement; by beginning to feel at ease with each other; and in evolving a co-operative and dynamic collective sense of purpose and identity. The relatively small number of individuals taking part in a focus group also contributes to a sense of priority, significance and status — catalysing

participants' own sense of self-efficacy as engaged within a meaningful exercise – where they feel they are actually being listened to.

An issue frequently impairing many engagement/ consultation initiatives is the tendency of commissioning authorities to engage with a plural audience but in a light-touch or largely superficial way. The focus group on the other hand provides for a reduced coverage of opinion and input, but input which may be significantly deeper and richer. The focus group in this context provides for more penetrative, deliberative and critical debate and thereby is more aligned with a research engagement process with participants integrated as research *partners* as opposed to research *subjects*. This latter point is especially important in the context of rationalising the focus group method for VOICES: participants in this context were recruited as lay-researchers and knowledge coproducers, involved in creative imaginaries and future-predicative work.

The excavation of individual values and beliefs is a highly complex retrieval process; yet the focus group offers a potentially effective means for individuals to self-identity and articulate these, particularly where the cultivation or positioning of specific, personal values has been unconsidered or dormant. The focus group method in VOICES enabled values-work by being cognisant of values as a social and cultural abstraction that form, not in isolation, but through a process of social interaction. In other words, the focus group for VOICES offered an opportunity for the emergence of participants' values, and the contestation and reconsideration of these, and therefore allowed to emerge the kinds of conclusions and public advices that consultations conducted on a one-to-one basis might never reach. The VOICES focus group therefore provided the necessary stimulus and impetus, forged through collective and shared, experiential learning, and in some instances role-play (e.g. in one exercise participants are asked to take decisions, such as allocating priorities for European research-spend), where new ideas were practised and honed; where individual ideas might germinate in response to the positioning of others and as encouraged by the energy of group interactions. The stated advantage of the focus group as a qualitative research method is therefore the potential for focused yet expansive participant discussion where novel, unanticipated and multifarious insights emerge freely, yet not indiscriminately. Importantly, the focus group method is also predicated on 'imaginaries' generated from the social and cultural context of the participants' own-worlds – and so, whilst not necessarily representative, is indicative of the vast range of opinions and practice that might exist - not only across 27 European countries, but within the ten participants populating each focus group. The strap-line in this instance would be 'homogeneity within, heterogeneity between'.

In order to foster creative and imaginative exchange between participants, consideration was also given to the design of the physical environment of the focus group and what conditions were necessary to fulfil the ambitions of the dialogue. Thus, the contractors determined that the focus group space would need to be insulated from external noise disruption and distraction yet arguably not entirely isolated from its creative locale (the location of focus groups within science museums/centres/ galleries would provide an important contextual reference, reminder and prompt for dynamic, imaginative and interactive work), and be arranged in such a way as to facilitate and safeguard freedom of movement and expression (allowing proximity and intimacy yet without personal encroachment and also opportunity for participants to retreat and relax).

Equal attention was given in the design of the focus groups to the multi-faceted role of the moderator as focus-group choreographer, orienteer and counsellor, ensuring among many things: clear instruction and signposting; equitable dialogue; and the overall welfare of participants. As such, the role of the moderator was perceived as inseparable from the overall success of each workshop. In ensuring that moderators were sufficiently prepared for the specific demands of the focus group method, training was provided (described shortly).

Table 2.1 Focus Group OVERVIEW

- **99** focus groups conducted at science centres (n=6 in subcontracted locations) in neutral settings such as standard rooms/offices
- 10 participants per focus group
- **33** locations (n=3 focus groups)
- 27 European Countries
- Duration of **180 minutes** per focus group: introduction (20 minutes); exercises (60 minutes); break (15 minutes); exercises (60 minutes); closing (10 minutes); evaluation questionnaire feedback (10 minutes)
- All focus groups audio-recorded
- Each science centre provided a note-taker. The note-taker and moderator composed a twopage report for each focus group: focused on main issues and resolutions emergent from each group.
- Full verbatim transcripts to also be produced
- All 3 focus groups organized on the same weekend, albeit in different shifts
- Focus group participants provided with short-reports a week subsequent to each focus group. Participants then provided two weeks with which to read and comment on two-page summary report.
- Tactics, infrastructure and results of the VOICES methodology fully documented in an open access portal: the Visible Lab: www.voicesforinnovation.eu
- The Visible Lab designed to as a community of practice among all moderators of the focus groups

Table 2.1 gives an overview of the focus groups – providing more detail on the specifics of their design. The VOICES focus group followed a semi-structured design and consisted of six core activities, also presented as group exercises (see Table 2.2):

- An introduction to waste management
- A drawing exercise
- A written exercise
- Clustering of categories (by the moderator)
- Generation of future solutions
- Convergence of citizen priorities

Table 2.2 Focus Group EXERCISES

Exercise 1.	Sharing and collection of participants' direct
	intuitions/associations on the topic of urban
	waste; and awareness raising of urban waste
	management in general. Identification of
	participant knowledge/gaps re: urban waste
Exercise 2.	Discussion of barriers, problems and concerns
	to current urban waste management context.
	Short discussion on solutions
Exercise 3.	Creative ideas for improvement and solution
	to urban waste issues – translation into
	research topics
Exercise 4.	Prioritisation of research topics

Participants were supported in their creative visualizations through the use of a variety of *elicitation devices* such as flip-charts, post-its and diagrams. These devices were deployed as a means to report back to participants and concretize their views, whilst operating as bridging-agents, linking strands of conversation and mobilising progress through each phase of the focus group. Furthermore, as noted in Table 2.1, all focus groups were recorded, while note-takers were expected to be present at the events to provide support to the moderator.

The Trialling of the Focus Groups

The VOICES focus group methodology was tested on four occasions - in Amsterdam (at the VU University) and at the Ecsite office in Brussels - to ensure the validity of the initial questions, exercises, informational content and operational basis. The pilots included a broad spectrum of societal profiles including: students; local citizens; expats; and those living in urban and non-urban settings. The participants of one of the four focus groups were invited through a recruiting agency in

the Netherlands. Recruitment agencies in each country were responsible for participant selection, the organization of participant travel to the focus-group location, and for processing reimbursement fees. This was orchestrated so as to guarantee access to socio-demographic data and to pilot the focus group script with a population sample analogous to those recruited in the final focus groups. The outcomes and learning gleaned from the pilot session were thereafter reported to the VOICES Advisory Group and integrated into the guidance within the moderators' working group session. The extent of the learning from the pilot session and how much was incorporated as changes and/or improvements is unknown to us, as the trials preceded our appointment as evaluators and documentary details are sparse.

Table 2.3 Advisory Group Members				
Anabela Carvalho	Department of Communication Sciences,			
	University of Minho (PT)			
Erik Kraak	Director, PQR – Partners in Quality Research (NL)			
Fiona D. Wollensack	Senior Consultant, IFOK GmbH Brussels (BE)			
Florian Part	University of Natural Resources and Life			
	Sciences, Institute of Waste Management (AT)			
Janjoost Jullens	Advisor, Institut Maatschappelijke Innovatie			
	(Institute for Social Innovation) (NL)			
Julia Nowicka	Copernicus Science Center (PL)			
Maarten Goorhuis	Senior Policy Expert of the Royal Dutch NVRD			
	(NL)			
Roberto Caggiano	Consultant in waste and waste water			
	management, Rome (IT)			
Steve Robinson	Managing Director, Strategic Consulting LTD (UK)			
Vanya Veras	Secretary General, Municipal Waste Europe,			
	Brussels (BE)			

The VOICES Advisory Group (for profiles see Table 2.3) met, in conjunction with European Commission representatives and the VOICES project team, on the 8th February 2013, in Brussels, to review the focus group approach. The Advisory Group, host to expertise in public participation, RRI, urban waste/environment issues, social innovation, governance and qualitative methodologies in social research and the science museum field, was a significant aspect to validating and calibrating

the focus group approach, with the project team receiving direct input into: the content of the focus group script; the use of specific terminology, prompts, examples; and also in suggesting specific lines of questioning suitable for citizen dialogue and caveats to some of the focus group challenges. In the latter instance one member of the Advisory Group warned that it might be too great a challenge for citizens to formulate research questions in the context of urban waste/management solutions.

The Focus Group Training

An important element in the overall process was the training of the moderators. Hence, the moderators from all 33 locations in which the focus groups were to take place received firm direction to attend a training event in Brussels. This took place over two-and-a-half days, from 6-8 March at a European Commission Building in the city (finishing around lunch time on Friday 8th March). This session also provided a test and verification opportunity for focus-group materials, with attendees asked to input any country-specific issues not considered within the text of the focus-group script.

The training event involved introductions to the VOICES project; to the topic of waste management (one on which few of the attendees would have had any extensive knowledge); to the specifics of the focus group methodology; and then to the practicalities of running the focus groups. The focus group 'script' was then addressed in detail, particularly how to conduct the four exercises in turn (see Table 2.2). The training involved practising the different exercises, with moderators roughly divided into three groups according to their experience at moderating, with each group led by a different member of Amsterdam University staff, and with the training nuanced to reflect the different skill levels. Often, practising the exercises involved one of the attendees taking the role of moderator while the others in their group played the role of participants, and with the teaching staff intervening to draw lessons and provide advice.

It should be noted that, though many of those acting as moderators would have considerable experience as public communicators, the focus group method required a specific investment in moderators being adept in empathic and analytical listening; being able to efficiently and effectively listen, summarize and clarify. The moderators were thus tasked with ensuring their own interpretations of what participants had said were aligned with what participants had meant. Confirming the validity of 'translation', moderators were tasked with repeating back to participants' observations on what they understood as the content, emotion and relationship of their statements, and clarifying positions through further probing. Moderators were also provided explicit examples of how to deal with resistance from participants including passivity and dominance.

On the final morning, the attendees were given further advice on how to handle the data, write summary reports, and conduct transcriptions (of the audio recordings). Moderators also received translated versions of the script in their languages, but had relatively little time or opportunity to question these. During this morning, the evaluation issue was also (somewhat belatedly) introduced, with one of the evaluators present to say a few words on this (opportunistically being in Brussels at the time). There was finally a chance then for last questions and advice before the event closed.

The Implementation: Conduct of the Focus Groups

Recruitment to focus groups followed a *general* and *specific* profile criteria illustrated in Tables 2.4 and 2.5. General profile criteria followed: gender; age; education; and employment. Specific profile criteria centred on: urban/non-urban residency; municipal diversity; and type of accommodation.

Table 2.4 General Profiling Criteria	
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Gender	50% male / 50% female		
Age	All participants over 18. Thereafter:		
	• 1x focus group: <u>18-35yrs</u>		
	• 1x focus group: <u>36-50yrs</u>		
	• 1x focus group: 50yrs +		
Education	High diversity: 1/3 participants each:		
	 low level (none or primary) medium level (lower secondary or second stage of basic education) high level (upper secondary education and post-secondary education/university) 		
Employment	 High diversity of employed and unemployed: At least 1/3 unemployed At least 3 participants retired from work 		

Recruitment agencies were commissioned (by the coordinator) to provide 10 participants to each of the three focus groups in each location, with two reserve participants to step in should any of the 10 not arrive. The moderators and their organisations had relatively little interaction with the recruitment agencies, save to provide details of times and locations for meeting to them (via the coordinator). The focus groups in each location took place over one weekend in March or April of 2013. Table 2.6 shows the *original* intentions for the different events. Note that some of these events were subsequently changed. For example, the event in Budapest was originally arranged for 16/17 March, but was cancelled due to snow and re-arranged for the weekend of 6/7 April. In the

case of the Netherlands, insufficient numbers were recruited (the target was 30 participants per location, with the intent that should any focus group have less than 10 participants, subsequent groups would have more to make up the total to 30), so a fourth focus group with six participants was conducted.

Table 2.5 Specific Profiling Criteria	
Urban/Non-urban residency	 % of participants drawn from urban/non-urban areas to reflect national demographics and distribution across urban and non-urban areas e.g. Italy: 70% urban, 30% non-urban. Urban participants to be recruited from bigger cities and provincial towns.
Municipal diversity	Participants ideally to be drawn from different municipalities (n=5) per each focus group of ten participants.
Accommodation type	Mixture of those whose dwelling is a house, flat, and in the case of the latter those living on high and ground floors.

Various focus groups were attended by one of the evaluators, or by the coordinators or a member of the Commission – in every case acting as a silent observer only. At the end of each event, moderators distributed evaluation questionnaires to participants for instant completion (the evaluation questionnaire having been translated into the local language of the event).

Following the completion of the focus groups, the moderators were tasked with sending a brief report to the coordinators/ Amsterdam University, as well as transcribing the data audio recordings. Furthermore, they sent copies of the completed evaluation questionnaires to the evaluators, as well as their own translations of the responses to the open questions in these.

Countries EU	Venue	Focus Group 1 (date and starting time)	Focus Group 2 (date and starting time)	Focus Group 3 (date and starting time)
Austria	Wien Museum Karlsplatz	16/3	17/3	17/3
	Karlsplatz 8 1040 Wien	14:00	10:30	14:30
Belgium	Institut royal des Sciences naturelles de Belgique Vautierstraat 29, Brussels	16/3 Flemish 10:00	16/3 Flemish 14:00	17/3 French 10:30
Bulgaria	Market LINKS, Sofia, Bulgaria	23/3	23/3	24/3
Cyprus	CYMAR Market Research Ltd., Nicosia, Cyprus	30/3	30/3	31/3
Czech Republic	Techmania Science Center Tylova 1/57 (ŠKODA complex, gate nb. 5) 301 00 Pilsen	23/3 10:00	23/3 14:00	24/3 14:00
Denmark	Experimentarium (Center for formidling af naturvidenskab og moderneteknologi) Tuborg Havnevej 7, 2900 Copenhagen	6/4 10:00	6/4 14:00	7/4 10:00
Estonia	Science Centre AHHAA Foundation, Sadama 1, 51004 Tartu	16/3 11:00	16/3 15:30	17/3 13:00
Finland	Heureka, the Finnish Science Centre Tiedepuisto 1, Tikkurila, Vantaa, Finland (Parking at Kuninkaalantie 7, Vantaa)	23/3 10:00	23/3 14:00	24/3 11:00
France	Cité des sciences et de l'industrie Rendez-vous à l'accueil général 30 avenue Corentin Cariou, 75019 Paris Metro: Porte de la Villette	23/3 10:30	23/3 15:00	24/3 11:00
France	CCSTI Grenoble la Casemate 2 place Saint Laurent 38 000 Grenoble France	16/3 10:00	16/3 14:30	17/3 14:00
Germany	Deutsches Museum Bibliotheksgebäude Museumsinsel 1 80538 München	23/3 9:30	23/3 14:00	24/3 14:00

Germany	Universum® Bremen	23/3	24/3	24/3
,	(SchauBox)	10:00	10:00	15:00
	Wiener Straße 1a			
	28359 Bremen			
Greece	Goulandris Natural	30/3	30/3	31/3
	History Museum	11:00	15:00	11:00
	13, Levidou st 145 62			
	Kifissia - Athens - Greece			
Hungary	1222 Budapest,	16/3	16/3	17/3
	Nagytétényi út 37-43,	10:30	15:00	10:30
	Campona			
	Bevásárlóközpont			
Ireland	SCIENCE GALLERY	6/4	6/4	7/4
	Pearse Street,	11:00	15:00	12:00
	Trinity College,			
H-b.	Dublin 2	22/2	22/2	24/2
Italy	Città della Scienza	23/3	23/3	24/3
	Via Coroglio 104,	10:30	14:30	11:00
Italy	80124 Napoli Museo Nazionale della	23/3	24/3	24/3
italy	Scienza e della	15:00	10:00	15:00
	Tecnologia	13.00	10.00	15.00
	Via S. Vittore 2			
	20123 Milan – Italy			
Latvia	8 Poruka str.,	23/3	24/3	24/3
Latvia	Cesis, Latvia	14:00	10:00	14:00
	Science center "Z(in)oo"	11.00	10.00	11.00
Lithuania	Lithuanian Sea Museum	23/3	23/3	24/3
	Smiltynės Street 3,	10:30	14:00	10:30
	Klaipėda, LT-93100			
Luxembourg	QUEST SA - 31, Rue du	23/3	23/3	23/3
	Puits, Luxembourg.	09:00	13:00	17:00
Malta	Allied Consultants The	23/3	23/3	24/3
	Penthouse Sean	09:30	14:30	09:30
	Building Psaila Street			
	B'Kara BKR 9078			
	MALTA			
Netherlands	SCIENCE CENTER NEMO	23/3	23/3	24/3
	OOSTERDOK 2,	10:00	14:30	10:30
	1011 VX AMSTERDAM			
Poland	- I		· ·	
	*	10:00	15:00	12:00
	=			
Poland		22/2	22/2	24/2
ruiaiiu		-	· ·	
		10.00	13.00	10.00
	-			
Portugal		16/3	16/3	17/3
· ortugui			· ·	The state of the s
			25.00	20.00
	lote 2.10.01,	1		
	1990-223, Lisbon,	1		
	Portugal			
Poland Poland Portugal	Copernicus Science Centre, 00-390, Wybrzeże Kościuszkowskie 20, Warsaw Centrum Nowoczesności Młyn Wiedzy, Plac Teatralny 7, 87-100 Toruń Pavilhão do Conhecimento – Ciência Viva Alameda dos Oceanos, lote 2.10.01, 1990-223, Lisbon,	16/3 10:00 23/3 10:00 16/3 10:00	16/3 15:00 23/3 15:00 16/3 15:00	17/3 12:00 24/3 10:00 17/3 10:00

Romania	IMAS Marketing si Sondaje (IMAS Marketing and Polls), Bucharest, Romania	30/03 10h00	30/03 14h00	31/3 11h00
Slovakia	ACRC - Kremnická 14,	23/3	23/3	24/3
	Bratislava	10:00	13:30	10:00
Slovenia	Ustanova Hiša	16/3	17/3	17/3
	eksperimentov	11:00	10:00	14:00
	Trubarjeva c. 39,			
	1000 Ljubljana			
Spain	Parque de las Ciencias	23/3	23/3	24/3
	Edf Macroscopio	11:00	16:00	11:00
	Av de la Ciencia s/n			
	18006 Granada Spain			
Spain	CosmoCaixa Barcelona	16/3	16/3	17/3
	C/Isaac Newton 26	10:00	15:30	11:00
	Barcelona, 08022			
Sweden	Riksidrottsmuseet	23/3	23/3	24/3
	Djurgårdsbrunnsvägen	10:00	14:00	10:00
	26			
	115 93 Stockholm			
	Sweden			
UK	NHM boardroom	23/3	23/3	24/3
	Natural History Museum	11:00	15:00	11:00
	Cromwell Road			
	London SW7 5BD	,	,	,
UK	Centre for Life	23/3	23/3	24/3
	Times Square	11:00	15:00	11:00
	Newcastle upon Tyne			
	NE1 4EP			
	United Kingdom			

Table 2.6 Original Time and Location of the focus groups

Discussion

Focus groups are a well-established means for conducting social science research, recognised as having many benefits in terms of establishing how people (in a group) think about a particular topic. The contractors devised their own detailed version of the focus group protocol, with considerable advice given to the moderator as to how to implement the design, recognising the important role that the moderator might play in eliciting full and appropriate information from participants (crucial for good 'information translation'). As evaluators, we have no criticisms of the generic method, nor of the specific design aspects of the present case – and indeed, the instruction manual produced for the moderators is to be commended for its thoroughness. Not only was process information thoroughly translated through the manual, but it was also communicated – in an intense, and also practical manner - to its target audience, the moderators, through the lengthy training workshop held in Brussels. On top of the use of a number of trial focus groups to test the process, and the input of a well-composed advisory panel, the genesis and development of the process should be

regarded as *highly impressive*. We can recall few (if any) public engagement approaches that have put so much effort into methodology development. Our only real concern with the early stages of this project is with the actual language translation issues: at the training event, there were some concerns voiced about the nature of the translations of the scripts they were to use. We collected moderator opinions of the process, so we may have more to say on this topic later.

However, setting aside the impressive 'ground work', potential issues *may* arise later from the *implementation* of the method – that is, from how the moderators in fact operationalized the process, and from whether this specific topic (urban waste and the establishment of research priorities) is most relevantly addressed using this process as opposed to another. Each of these aspects will be critically considered in the subsequent pages of this report. At present we have little to say on the 'visible lab', which is meant to record all key information from the project online, nor the nature of the outputs from the focus groups and how these have been collated by the main contractor (this is material we have not yet seen, and nor would we have time to consider it before the due date of this report).

In the next three sections, we provide an analysis of the focus groups from three different perspectives – ours as observers; the participants'; and the moderators'. A final chapter attempts to draw together the conclusions from the evaluation so far – conclusions largely on the focus groups themselves, but also, relatedly, on the project to-date. The second evaluator report will continue the story, following what happens to the information from the focus groups.

3. Evaluation of the Focus Groups: the Observers' Perspective

Introduction: Events attended

Evaluators managed to attend four different events, including two different focus groups (by the two separate evaluators) at one event (Dublin). The events were:

- Paris (France), 23/3/2013, 1st group (youngest participants)
- London (UK), 24/3/2013, 3rd group (oldest participants)
- Bucharest (Romania), 31/3/2013, 3rd group (oldest participants)
- Dublin (Ireland), 6/4/2013 and 7/4/2013, 2nd and 3rd groups (middle-aged and oldest participants)

The main purpose of the observations was to consider the information translation efficiency of the processes. Observation is an important addition to simply taking participant perceptions (e.g. through a questionnaire), as participants become focused on their own contributions in an exercise without seeing the wider picture, or being aware of processes and activities that might constitute (relatively) poor translation. Observing multiple events is important, as it gives an impression of the consistency with which a process is applied (as apparently 'tight' protocols might still leave room for variable interpretation by the separate parties running different events), as well as to get a sense of how the different contexts (e.g. in terms of nationality, age of participants, and experience of facilitators – growing from the first to the third event) impact upon how events are implemented and the kinds of results they allow to emerge. In the discussion below, an attempt is made to avoid identifying particular locations where potential issues regarding information translation emerged, in line with our evaluation philosophy of remaining impersonal and avoiding the allocation of 'blame'. A copy of the Observation Protocol that was used to direct the note-taking of the observers can be found in Appendix 1.

Logistics

Of the venues visited, a couple were large national museums, with the focus groups expected to begin shortly after opening. Consequently, at two of the events there were large queues and many people around. At one of these events, not all participants turned up (indeed, only eight of twelve did so - including two non-appearing substitutes in the twelve), and all of these were late. It is possible that the general confusion of finding a precise location in a busy venue may have been to blame (perhaps the participants had turned up after all, but couldn't find the meeting place?). At the other, the entrance queue was so long that, had any participants joined this (as opposed to walking to the front and asking security staff to let them in), then they may have also missed the

event. Although we cannot say with certainty that venue issues directly resulted in poor attendance, it is still worth emphasizing that, if future events like this are to be re-run, organisers need to think carefully about their venue and likely barriers to attendance, and plan accordingly (e.g. start at a time of day when queues will be small; provide entry passes or clear instructions on what to do in certain circumstances). This is a 'translation' issue in the sense that non-attending participants create an information hole.

The other main logistical issue concerned the rooms in which the focus groups took place. These were generally adequate for most purposes in the four different venues attended. There was sufficient space for all of the plenary exercises, and they were well equipped with all the necessary materials/resources (as would be expected). However, there are clear issues related to information translation when the focus groups broke up into the small group exercises. In all of the four venues, the breakout groups took place within one room. One of these rooms was large, but in three rooms the groups appeared somewhat cramped. Noise could have been an issue. However, the main concern would seem to be that, because of these logistics, the small groups were not specifically recorded (using separate recorders). As such, in the group exercises, the only material recorded would be that written on sheets of large paper by self-appointed scribes in each group. It is unlikely that all relevant information, or the reasons for solutions written on the sheets, will have been recorded, and hence, information will have been 'lost'. For more on this, see the 'process' section.

Consistency of implementation

One reason for observing a variety of events is to assess the consistency of implementation of the focus group design. It was clear from observing the different events that consistency was good. The main elements were implemented in order and roughly according to the time intended. Only minor differences were noted. For example, at one event the first exercise in which participants drew a diagram of their own urban waste situation was succeeded by a plenary discussion in which the facilitator focused on one of the diagrams, leading a discussion in which all of the group contributed, with little reference to the other diagrams, while in the other events the moderators carefully addressed each diagram in turn, talking specifically to the participant who had drawn it. However, it is not clear that the former approach was necessarily worse than the latter, as long as all got a chance to speak (and it may have been that the participants had highly similar situations in the former, such that the moderator's approach was indeed more suitable, rather than constantly reiterating the same pattern).

Nature of facilitation

In most cases (and at three of the four venues observed), the moderators running the focus groups were relatively inexperienced. The two/three day training event in Brussels was held in order to teach the moderators the appropriate skills needed to run events such as this, as well as acquainting them with the material that they would be using (the nature of the training is discussed in a separate chapter). Facilitation is an important issue with regards information translation, as it is the facilitation that attempts to ensure that all participants get a chance to speak about the issues being discussed, not just the most vocal; facilitation should also ensure that discussions stay on-theme and on-time; that reasons for expressed views are explored; and that discussions consider many options, not just one or two. In terms of the events observed, the facilitation at a general level seemed to be good. Indeed, the moderators as a whole (who, recall, were mainly non-professionals) clearly had good science communication/pedagogical expertise and performed in highly professional manners. Thus, at each event, it was clear to the observers that the moderators made good efforts to involve all participants, including the quieter ones, and that they generally kept to time well. Some of the discussions - in at least two of the events - became excited, posing control problems for the moderators (trying to rein-in very outspoken participants who started to dominate proceedings), but these were handled competently (with some firmness, when necessary). In general, the atmospheres at the events were good, with some humour, and with most participants being fairly well engaged. Moderators did attempt to sum up results after sessions or exercises (good practice), and generally did so fairly accurately. In any case, the presence of one or two note-takers at each event, along with tape recording apparatus, should ensure that any key points in the plenary discussions will not be missed. Indeed, it might have made sense in the plenary sessions to have one of the note-takers write comments on the flip-sheet, rather than moderator, leaving the latter free to focus on what participants were saying; and further, it might have been apt for a note-taker to write on the computer (using Powerpoint or Word), using the projector, to ensure that their notes were more legible and visible to participants... as flip-chart notes frequently seemed to the observers to be difficult to read from any distance.

There was only one issue that was observed as a cause for some concern. In one event it was evident that the (non-professional) moderator started to speak to a greater degree than optimal (i.e. at the expense of listening), and began to not just reiterate issues from participants but to also provide suggestions as well as personal anecdotes that could have influenced the topics on which the participants were speaking (this moderator did not write their ideas on the flip charts, but the ideas themselves were ones the participants were happy to agree with and think about, and may have been introduced independently had they not been raised by the moderator). This is the biggest

danger with using moderators who *are* knowledgeable about the subject of concern and have their own views, particularly when they are not professionals at this job. However, there is clearly a trade-off between running events like this: though having professional, subject-disinterested moderators would be ideal, there would clearly be extra financial costs compared to the present project – costs that, we suggest, would not be merited. To reiterate, in most cases the facilitation was highly competent (and even for this one event, it should be noted that the evaluator received other feedback suggesting that the moderator had *not* behaved in a similar way in their previous focus group). Furthermore - and a major positive for the VOICES project overall - because the project has included many focus groups spread over many countries, isolated 'inefficiencies' such as this – which are to be expected - can essentially be treated as 'random error'.

Process issues

Aside from the facilitation, the quality of information translation during the event proper will depend upon the nature of the separate processes themselves. The focus groups entailed a variety of individual and group exercises – interspersed with presentations by the moderator on the topic. The presentation material itself seemed suitable: participants were told all of the important things they needed to be told (what the event was about, agenda, who were the people/organisations involved, house rules, overviews on the urban waste topic) using clear slides. There was an introduction round, which is important for getting people talking. And the exercises involving individual input seemed to be well conceived. If there was one designed element to the process that may have been vulnerable to 'information loss', however, it was the group element of exercise three. In this, the participants were divided into three groups (usually of sizes three, three and four), given a large sheet of flipchart paper, and asked to think of ideas for realizing a zero-waste-society, and note the research needed to realize these ideas. The main potential issue here is that the groups were self-facilitated, and the logistics, as discussed, did not allow good recording of all of these and hence, some information loss is almost assured. (It was notable that moderators did attempt to 'round robin', visiting the groups in turn to ensure that they were addressing the topic as intended, and to add a degree of facilitation, but this still meant that, at any one time, at least two groups were 'on their own'.) The point is this: facilitation is a skilled task. The project team recognised this, by including an important element of training for those who would be facilitating the processes. But the participants got no such training, and were instead expected to effectively moderate themselves. In such groups, much power resides with the individuals who wield the pen. How 'the pen' was acquired seemed to differ from group-to-group, both within and between events. In some groups, there was evidence of a democratic ownership of the problem and the pen, and a shared responsibility for the task. In others, however, it was observed that one of the more dominant (outspoken) individuals took the pen, and soon started writing what in-all-probability were their own ideas. In such situations, not everything gets recorded (being a note-taker or scribe is also a skilled task in which the participants had not been trained). For example, when pen-wielders were speaking, they rarely wrote at the same time. Consequently, the amount and specificity of what was written varied greatly, down to the diligence of the pen-wielders. Also, observing the sheets after, the evaluators found some difficult to decipher, as they were written in note form, or with various arrows or symbols indicating relationships. During the subsequent plenary aspect of this exercise, it is unlikely that all of the issues written on all of the sheets were perfectly represented or reprised, and that 'pet ideas' of some of the dominant individuals got considerably more discussion time than other ideas from more reticent individuals.

As a general point, therefore, this evaluation would caution against the over-use of self-facilitated groups, especially when no external scribe is provided to ensure the comprehensiveness of recording, or there is no tape recording because, for example, groups are held in too-close a proximity to each other.

The suitability of the questions

One of the issues worth considering is the appropriateness of the questions for the participants. Indeed, part of the reason for providing information to participants in engagement events is to ensure that they have the requisite level of knowledge to consider the issue at hand (as well as to ensure common framing and information across participants, and hopefully provide an opportunity to address any misconceptions). This is an important 'translation' issue, in the sense that an inappropriate question — to uninformed participants — might be a sign that the communicated information was not sufficiently relevant, or understandable to participants, or might open up the possibility of mistranslation at a later stage, where the organisers and sponsors fail to appreciate the severe limits of the information that they *receive* as output (and act on that information as though it constitutes a kind of truth). Consider trying to build a building on the basis of the blueprints from a poorly trained group of architects!

There were four exercises in the focus group process. In the first, participants were asked to sketch out their own experience of urban waste. Being based on personal knowledge this is clearly appropriate. In the second exercise, participants were asked to identify their barriers and concerns regarding urban waste. Again, this is clearly appropriate, being based upon participants reporting their perceptions. Setting aside the third exercise for a moment, the fourth exercise asked participants to apportion three million euros (in the form of three stickers) to various self-generated options for dealing with urban waste. This seems apt, in the sense that it requires participants to make policy decisions on issues for which there are not necessarily any 'right' answers; and is apt in

the sense of this exercise taking place in democratic countries in which participants regularly receive mandates to vote against competing options (e.g. at elections). As an exercise in participant role-play the fourth exercise was also valuable as a stimulus to participants' creative imaginings and capacity to prescribe waste management solutions. Returning to the third exercise, this had two parts: in the first, participants were asked to consider solutions to identified problems (in small groups), and then in the second part, in plenary, they were asked to throw out any solutions, no matter how futuristic and 'sci-fi'. While not necessarily rejecting the suitability of either element of this exercise, it is still worth flagging up a couple of *potential* concerns - as much to do with the way this information may be interpreted or used as anything.

The main issue here is appropriateness. The exact wording of the task as appeared on slides (and translated verbatim in the different languages) was: "Which ideas do you have for realizing a zero-waste-society" and "what techniques and knowledge are needed for realizing these ideas". In the focus group toolkit, the moderators are asked to suggest: "Imagine you have a whole set of different kinds of researchers, technicians, chemistry, social researchers etcetera who could help to realise your ideas. What is needed from them regarding techniques, knowledge and options to realize your ideas (?). Try to write down these things." Furthermore, in plenary after the group discussion, participants were asked to explain their ideas, followed by what is needed 'regarding research'.

From the observations, it was interesting to note that participants were readily able to provide a variety of (sensible) solutions to waste problems. Often, however, and as analysis may show, many of these solutions appeared to be practical, political, or economic... but not scientific. Efforts to involve lay or non-expert publics as co-creators of research and in the context of mode-2 knowledge production (Gibbons et al. 1994) may always be limited or face a special challenge in the sense of participants' low threshold of scientific knowledge. Incorporating citizen-expertise in the production of scientific knowledge or, in other words, licensing 'citizen-science' cannot occur in any linear or 'route-one' fashion where the extent of scientific knowledge is imbalanced. Instead, citizens' scientific solutions ought to be routed and framed via their social, cultural and/or behavioural expertise - as it is through this kaleidoscopic lens that science is enriched. Participants were able, for example, to discuss incentive schemes, or the practical issues of when and how waste should be collected, or the importance of educating the public in the urban waste problem, but they were less able to answer the question as to what research was needed to solve the problems that had been highlighted. In a couple of events it was clear to the evaluator that the moderators had to struggle to get the participants to state what research was needed, even at a generic level (e.g. at one event the moderator was left with making suggestions, such as '...so that would be... behavioural research? ...that would be ...materials research?', at which the participants would simply agree). The point here

is that, in order to suggest new research that is needed, it is best if one knows what is at the forefront of current research. Likewise, it is unclear how productive was the second part of the exercise asking participants to come up with futuristic solutions... a task again, arguably, best left to 'futurists' and those at the cutting edge of technologies (e.g. a point made by M. Kaku in his book 'Physics of the Future', 2011). Hence, the 'what research?' question would seem more apt for actual researchers and specialists; if the current project was more determined to answer this question, then arguably more time was needed to further inform participants about current research projects and findings – perhaps presenting them with various research options (social, technological, etc.) and concrete examples, and then eliciting opinions and preferences between these. The caveat is therefore: from exercise three, while the participants were able to elaborate on pragmatic solutions, the reader should be wary of the 'scientific' solutions recommended – as this did not appear in the participants' ready comprehension. (Note that people can, and will, answer any question put to them - if pushed - but one would be unwise to assume that their answers necessarily had much merit.) Were these exercises to be repeated, it might be that more thought should be given to exercise three and its purpose. As long as the results are not over-interpreted, however, there is no 'loss' here (save, perhaps, from the time spent doing a task that was perhaps not so appropriate, and which might consequently have been spent doing something else).

Discussion

This chapter has briefly considered a number of 'information translation' issues that occurred to the evaluators having attended and observed a small number of focus groups (five in four different countries). It would have been desirable to attend more, but the delay in concluding project negotiations and in issuing the evaluation subcontract militated against this (and there is a major lesson here in terms of the commissioning of projects such as this, in which evaluators need to be in place as soon as possible to enable them to observe as many events as possible and to increase the opportunity for formative evaluation). Nevertheless, observations led to a generally positive conclusion: the events were well and consistently run, and the facilitation was generally good (probably due in large part to the comprehensive toolkit and the extensive training event). A few issues were raised, however, where some information loss might have occurred, notably due to: logistic limitations (particularly concerning the small group exercises); facilitator inexperience (overinvolvement in the discussion process); the self-facilitated group processes; and some questions that perhaps could have been better phrased or perhaps were inappropriate for the present participants. In order to get a clearer sense of what was done, and to gain information from all of the events, not just those observed, a questionnaire was designed to be sent to moderators. This is described in Chapter 5. In the next chapter, the views of the participants – as ascertained from their completed participant questionnaires – will be reported, and these may yield some interesting comparisons and contrasts with the observation evidence presented here.

4. Evaluation of the Focus Groups: the Participants' Perspective

Introduction: The Participant Questionnaire

A participant questionnaire was developed based upon a previous questionnaire (devised by the authors) that has been used in a several other UK and European engagement events for assessing public and stakeholder views. A draft of the revised questionnaire was circulated to two members of the sponsors (the Commission), the project coordinator, and the contractors responsible for developing the specific focus group process, and comments were sought. A copy of the final revised and accepted version of the participant questionnaire is shown in Appendix 2. This copy is the 'Translation Version', which was translated into all of the relevant different languages of the project by the coordinator's translation company. This version differs slightly from the version used in the English-language events (held in London, Newcastle and Dublin), in having an extra paragraph on the final page that notes that any interview of participants would probably need to be in English, and asks whether participants would be prepared to be interviewed if this could be done in their own language (naturally, the English version simply asks respondents if they would be prepared to be interviewed, without the proviso).

The moderators were instructed to give the questionnaire to the participants of their three focus groups at the very end of their events. They were then asked to collect the questionnaires, send scanned copies to the evaluators (so that responses to closed questions could be coded), and to translate the answers to the open questions and send these to the evaluators when they could. In spite of the fact that this was an additional task for them (it was not written into any agreement they had with the project coordinator, though it should have been), the moderators all complied, and we are grateful for their efforts.

In the following chapter, the results from the 100 focus groups (in the Netherlands, a fourth group was conducted to make up for a lack of requisite numbers in the first three groups, and hence there were 33 times three plus one group) are analysed. Results from the closed questions are represented graphically for each question, with summary tables of the data (raw scores) provided in Appendix 3. Descriptive as opposed to inferential statistics are generally used, as the results are mainly quite clear. For all of the open questions, participant answers (translated into English by the moderators) were first transferred into a word file, and then grouped according to broad similarity of themes within each location (across the three separate focus groups) by one of the evaluators. A further attempt to group the data into more concise themes across all of the events was undertaken by the same evaluator in writing this report. The results from this distillation are reported in this chapter. A more comprehensive coding scheme could not be implemented on so much data in such

a short time (e.g. including reliability checks using another coder), and would in any case be of dubious merit, given that the data in English will already contain transcription (due to mistakes in interpreting handwriting) and language translation errors. That is, we caution against the over-interpretation of the open data, but commend our report here as an adequate summary of the key issues that emerged.

Results regarding Information Provision

Recall that the questions in the questionnaire were largely designed to address the quality of *information translation*, as well as to address issues to do with participant satisfaction, event impact, and issues of particular concern to the sponsors. The idea of good translation is that all relevant information should be efficiently, fully, and in a non-biased way, presented to participants, who are then given ample opportunity to reflect upon and explore that information, and then to express their opinions, again, in a full and non-biased way (with such information then being comprehensively recorded, coded, and summarised by the event organisers). Poor translation is associated with information loss – when potentially significant information gets lost in the process somehow (e.g. it is not elicited or discussed).

The first set of questions therefore asked participants whether they believed that they had *received* important information of various types, such as what the event was about, whether the aims were clearly specified, whether it was made clear to participants as to why they were invited, whether it had been made clear how the participants in general were selected, and relatedly, whether participants believed that those attending were appropriate for the event (the latter question indicates the presence/absence of other needed information, rather than anything about information communication by the organisers). All of these are important aspects, arguably needed by participants so that they have adequate information about their roles and what is expected of them. Put another way, it is difficult to argue that the *absence* of such information would, in any way, be beneficial to participants and the process. That is, the absence of such information is at best *neutral*, at worst, *negative*.

The answers to these five questions related to information provision are shown in Tables 4.1 to 4.5 in Appendix 3. For clarity, the data from these Tables is plotted in bar charts in Figures 4.1a-4.5a, respectively, with Figures 4.1b-4.5b using pie charts to present the *combined* data across all of the focus groups from all of the 33 locations for these questions.

Taking the individual questions in turn, question 2 asked: "Was it clear from the information you were provided prior to the event what the topic was about?" As Figures 4.1a and 4.1b show, the answer to this was invariably 'yes'. Nearly 90% of all respondents (comprising answers from all but

one of the participants) answered 'yes'; less than 10% of the total sample answered 'no'. This pattern was consistent across almost all of the locations (with every participant in six of the locations answering 'yes') — the one notable exception being at Copenhagen (where 23 of 30 respondents answered 'no'), and, to a much lesser degree, at Budapest and Stockholm (where about one-third answered 'no'). In the context of the project as a whole, such variation is not a problem, although it might be interesting to check how the recruitment process took place in Copenhagen (i.e. what information was given to participants). It is also possible that this anomaly may be down to inaccurate translation of the question in the evaluation questionnaire!

Figure 4.1a: Summary of responses to the question: "Was it clear from the information you were provided prior to the event what the topic was about?"

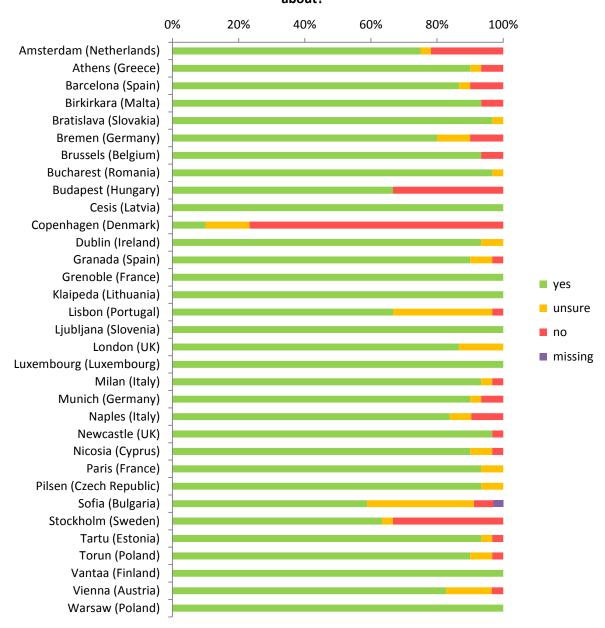
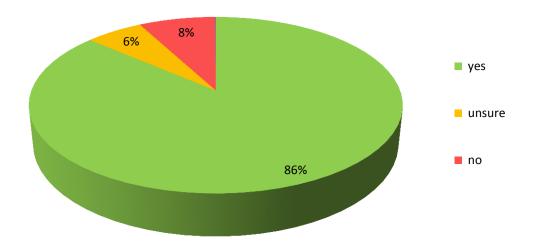


Figure 4.1b: Summary of the combined responses to Question 2



Question 3 asked: "At the start of the event, were the aims clearly specified, in particular that the EU will take up the results of VOICES to define future research and innovation actions?" In this case, the results are highly consistent, with about 97% of the entire sample answering 'yes' (see Figure 4.2b). Figure 4.2a (and Table 4.2) confirms that this response was consistent across all locations, i.e. there was no anomaly as for the previous question. The fact that almost all participants acknowledged that they were informed that the EU will 'take up the results of VOICES' should be kept in mind, as a subsequent question asked, essentially, whether this information was believed (to be discussed shortly).

Figure 4.2a: Summary of responses to the question: "At the start of the event, were the aims clearly specified, in particular that the EU will take up the results of VOICES to define future research and innovation actions?"

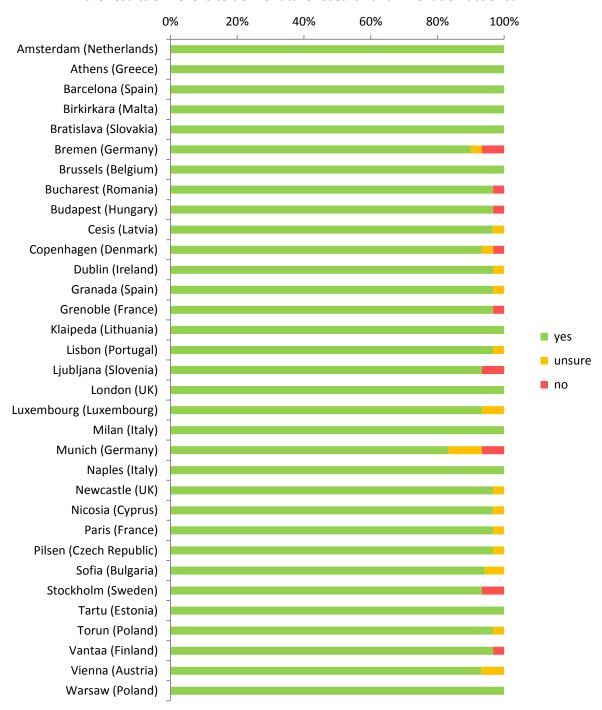
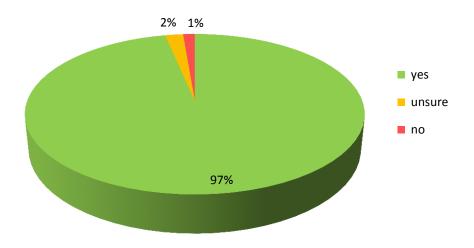


Figure 4.2b: Summary of the combined responses to Question 3



Question 4 asked: "Was it clear to you from the information you were provided prior to the event why YOU were invited?" Again, participants generally answered in the affirmative, with approximately three-quarter saying 'yes', and one-quarter either stating that they were not sure, or answering 'no'. Figures 4.3a and 4.3b show the responses graphically (Table 4.3 shows the data). As with question 2, the Copenhagen participants were less clear about this matter than the participants from the other locations: a total of 16 (53%) of them answered 'no'. In comparison, the next *most-negative* events were Amsterdam and Bremen, with 12 (38%) and 9 (30%) participants answering 'no', respectively. In this case, there were only three events at which there were no negative responses.

Figure 4.3a: Summary of responses to the question: "Was it clear to you from the information you were provided prior to the event why YOU were invited?"

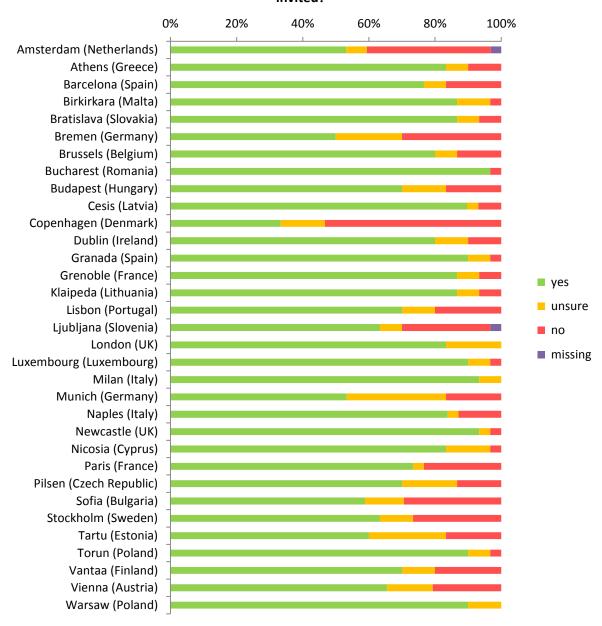
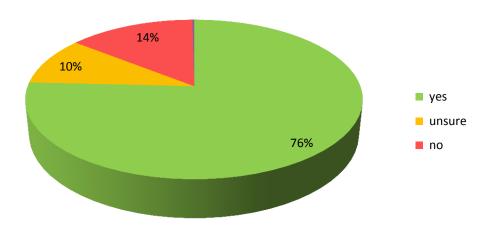
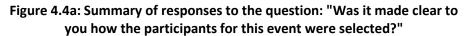


Figure 4.3b: Summary of the combined responses to Question 4



Question 5 asked: "Was it made clear to you how the participants for this event were selected?" This question also addresses the selection issue — but concerns the broader selection process. In this case, participants were less clear about this issue than the previous ones, with one-quarter answering 'no' (see Table 4.4 in Appendix 3, and Figures 4.4a and 4.4b), and a further 15% stating that they were 'unsure'. In four cases, over half of respondents answered 'no' (Stockholm, Copenhagen, Barcelona and Amsterdam). Although confusion about selection process can cause concerns among events participants, particularly when the topic is emotive and there is disagreement among participants, it is unclear whether it would have much of an effect here, where most participants were essentially of one opinion regarding the central topic (as will be discussed shortly). In essence, this may be a case where the absence of a certain piece of information is merely neutral rather than negative.



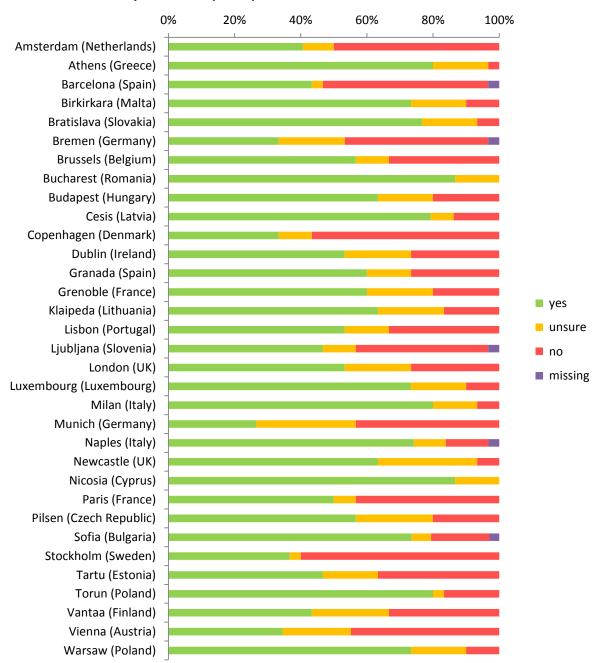
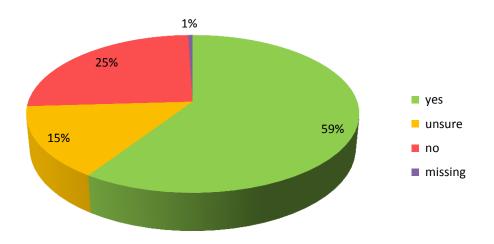
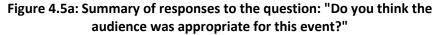


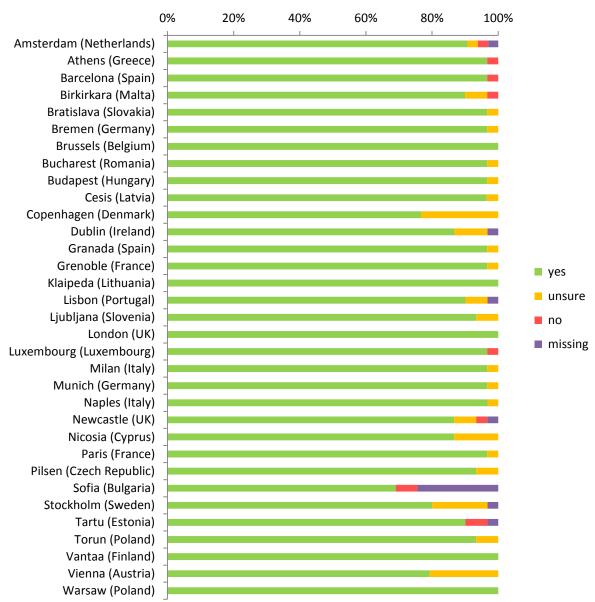
Figure 4.4b: Summary of the combined responses to Question 5



Question 6 asked: "Do you think the audience was appropriate for this event?" Table 4.5 (Appendix 3) shows the answers to this; Figures 4.5a and 4.5b summarise these details graphically. As can be seen from these, the participants endorsed the choice of audience for the event, with over 90% agreeing with the statement. The only slight anomaly here concerns the high number of missing responses from Sofia. Could it be that the translation of this question was difficult to answer for many respondents, who subsequently left it blank?

In summary, the focus groups appear to have done a good job at *informing* participants about the important issues related to their attendance. In every case, the majority of respondents gave positive responses to the five questions, ranging from 59% being positive (answering 'yes') to 97%. Results were fairly consistent across the different locations, although there were one or two locations that seemed to yield less-positive results (e.g. Copenhagen), and it might be worth bearing this in mind in considering their transcribed outputs (should these also prove anomalous in any way). The only issue that might need to be considered in future should this process be re-run is the issue of how clear it was made to those involved about how the participants as a whole were selected to take part (note: this is not to say participants weren't informed - it is quite possible that they were! – it is just that they did not remember this information). However, this issue is arguably more significant in cases where views are more polarised than the current one, where a lack of clarity can feed fears of biased selection. In short, this slight information deficit is not something that concerns us.





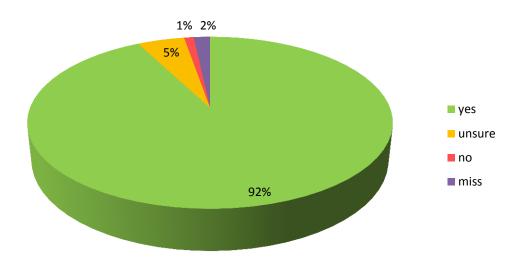
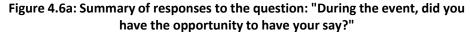


Figure 4.5b: Summary of the combined responses to Question 6

Information elicitation

The second component of the translation model concerns how information is elicited from the participants within the engagement process (as opposed to being communicated to the participants by the organisers and, to a degree, by other participants). Good translation requires information to be fully and fairly elicited from all participants, so that it becomes available for consideration by other participants. Aspects of the design of an event, and how it is enacted (e.g. moderated) can help or hinder such elicitation, and the free flow of that information within the system.

Two questions asked participants their views on whether they had been given adequate opportunity to talk – i.e. to provide the information to the organisers/sponsors/other participants in return for (and in response to) the information that they had previously received. Table 4.6 records the participants' answers to Question 7: "During the event, did you have the opportunity to have your say?", and Figures 4.6a and 4.6b show the responses graphically. By-and-large the participants were very positive: approximately 98% of the total sample indicated that they had said 'all' or 'most' of what they had wanted to say (about three-quarters indicating that they had said 'all' they had wanted to say). Only about 1% said they had only managed to say a 'little' of what they had wanted to say (10 participants!) and not one said that 'they didn't get a chance to say anything'. The results are fairly consistent across the locations, and suggest that the moderators of the event by-and-large did a good job of ensuring that all got a chance to speak.



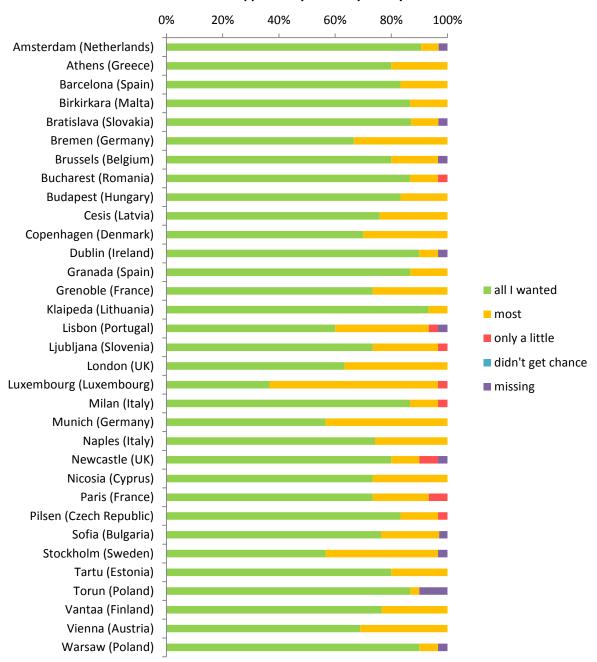
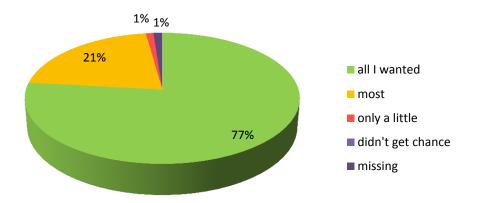
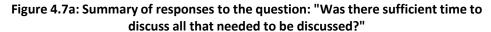
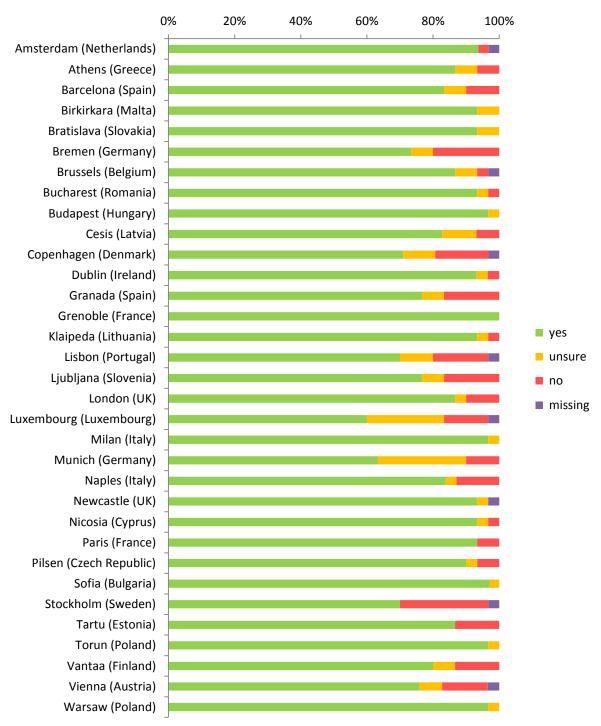


Figure 4.6b: Summary of the combined responses to Question 7



A second question on this broad issue asked participants: "Was there sufficient time to discuss all that needed to be discussed?" (Question 8). Results are shown in Table 4.7 (Appendix 3) and Figures 4.7a and 4.7b. This is an important issue as time limitations can potentially undermine dialogue processes by preventing discussions reaching their conclusions or denying the opportunity to discuss all relevant aspects of an issue (reducing translation efficiency). Results were generally positive with around 85% of the total answering 'yes', although 8% of the total answered 'no' and a further 6% were 'unsure'. Figure 4.7a suggests there were some differences between locations. For example, in some locations there was not a single respondent who answered 'no': Grenoble (100% 'yes'), Birkirkara, Bratislava, Budapest, Milan, Newcastle, Sofia, Torun and Warsaw. In contrast, about 28% of Stockholm respondents answered that there was not sufficient time, as did 20% from Bremen, and approximately 17% from Copenhagen, Lisbon, Ljubljana and Granada. Indeed, this time issue will be returned to later in considering respondents' answers to a question on what was worst about the event. It thus seems that, in some of the locations, for whatever reason (perhaps poor timing related to a particular exercise, perhaps because time was taken up on off-topic discussions, or perhaps just because participants at certain events were more engaged with the issue than at others) - the time was insufficient. The issue of whether three hours was truly long enough will also be discussed in Chapter 6 (on moderator views on the event). Clearly, this is an issue that might be dealt with relatively easily in any re-run of this event by allowing extra time (an extra hour perhaps).





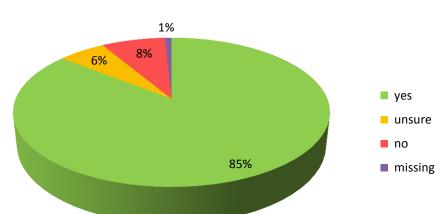


Figure 4.7b: Summary of the combined responses to Question 8

Continuing on this theme of information elicitation, Question 9 asked: "Do you think there were any significant issues related to urban waste that were not discussed, but which should have been? What were these?" This question required written responses (an open question), rather than for respondents to selection an option from several alternatives (a closed question). Many participants didn't answer this question at all, with the number of actual responses ranging from seven (from the Brussels focus groups) to 27 (from Bucharest and Naples). Furthermore, many of those who did respond either stated or implied that there were 'no' missing issues. For example, all but one of the 15 respondents from Grenoble said 'no', all but one of 20 from Torun did the same, and all but two of the 25 from Bucharest said 'no' (or words to this effect). Participants from some of the locations, however, came up with a variety of different issues – the most coming from Paris, Munich, Bremen, Milan, Malta and Slovenia (with eight or more different issues raised).

Of the issues that were raised, the following emerged from across the different locations, with the numbers in brackets after each theme representing the minimum number of participants (when two or over) who *clearly* raised a particular issue (the numbers should not be over-interpreted; the data is primarily qualitative, though the numbers are used to give some sense of significance of the different issues according to their frequency of expression):

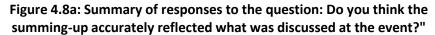
- Extra-household waste/pollution including environmental pollution (e.g. the subway, on the street, in public areas, in forests, in the oceans, aquifers) (10)
- The financial/commercial aspects of waste disposal (10)
- What exactly/really happens with the different types of waste (specifics on recycling, sorting, landfill) (10)
- The role of EU/government/public authorities in the problem (6)
- Waste as a multi-national issue (e.g. imported waste) (5)

- Special waste (hazardous, nuclear/radioactive, fuel/oil, pharmaceutical/medical) (5)
- What processes could be standardised and how (regionally and in EU)? (5)
- The role of industry/producers (4)
- The way to reduce urban waste/ improve current procedures (4)
- Waste from companies/ shops (3)
- Animal excrement (Horses, dogs, etc.) (3)
- Energy/power consumption as waste (3)
- Lack of waste/sorting containers/bins in the street (3)
- Personal motivation (for separating waste) (3)
- The legal frame/issues e.g. liability distribution (3)
- Liquid waste (2)
- The matter of waste packaging (2)
- Prevention (2)
- Rethinking the production-consumer process (increasing consumer involvement) (2)
- Electric equipment waste
- Wastewater treatment
- Promoting the extension of the life cycle of many electronic products
- Programmed obsolescence
- Traffic pollution
- Air/noise pollution
- Waste landscaping
- Waste transportation
- The use of magnetic cards for waste disposal
- Hygiene aspects and pests (personal responsibility)
- The amount of waste
- Involving society more actively
- Large parking lots in cities
- Used clothing and shoes
- The Mafia
- The behaviour of organizations responsible for collecting waste
- The glass deposit system

A couple of points are worth noting here. First, the evaluator has attempted to code the responses into key themes (see the discussion about this earlier). The coherence and comprehensiveness of the coding is not likely to be perfect – for example, there is an issue of the independence of the

themes, where some of those in the above list may better belong in one of the broader themes, or might better be collated with others into a different theme. The second point is that the question asked participants to discuss "urban waste", which is the focus of this project, yet many of the answers given (above) are largely outside the project remit. Nevertheless, we suggest the data above is interesting and informative - being useful should a similar event to this be run again. Thus, there were three themes that were relatively frequently noted: one would appear clearly ex-remit, in concerning non-urban/environmental waste (as defined). However, the other two would seem pertinent to the urban waste problem and its potential solution: one concerns the financial issues of dealing with waste (an issue on which there was no information in the focus groups) and the other concerns the specifics of what really happens to waste in the different pathways. Further questions were raised about various actors and stakeholders in the issue (authorities, industry, producers), sources of waste (trans-national, producers, shops), special types of waste (such as nuclear and pharmaceutical waste - that are perhaps also beyond the project remit), as well as some very specific concepts (some of which may or may not have been covered in some of the events). Nevertheless, it should not be forgotten that most of the near-1000 participants suggested that no important issues were excluded, and as such the long list above should not be seen as a litany of significant information losses equating to poor information translation, but rather, a list that the organisers might wish to consider in case there is one or more significant issues that, in retrospect, they feel ought to have been covered.

Another issue concerned with good translation is the adequacy with which the participants' views are understood and recorded by the organisers. One important process that often takes place in engagement events may be termed the 'summing-up'; it occurs when the moderator reflects back to the participants what they believe the participants have been saying - as a kind of validity check. Sometimes such 'summing-up' occurs at the end of an event, sometimes after every section (question/ exercise) of an event... and in sometimes it just does not take place at all (and in such cases we would argue that this is generally a mistake as means a good opportunity is missed to allow participants to clarify their views or contest interpretations). One question (Question 12) asked: "Do you think the summing-up accurately reflected what was discussed at the event?" results are recorded in Table 4.8 and Figures 4.8a and 4.8b.



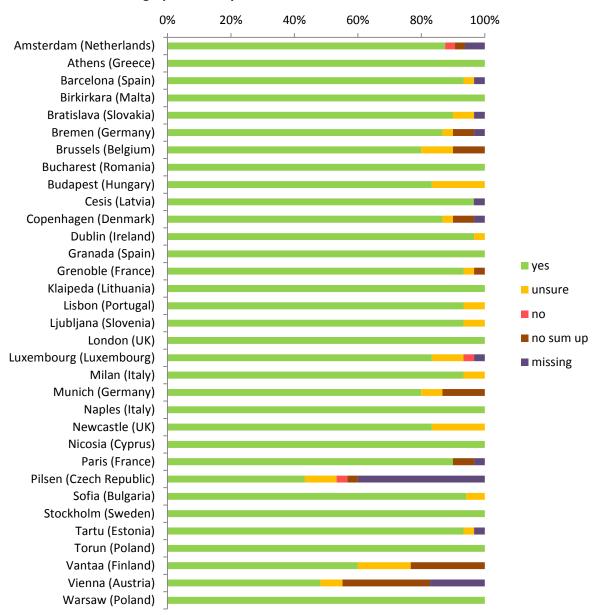
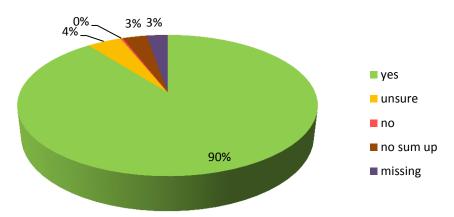
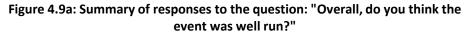


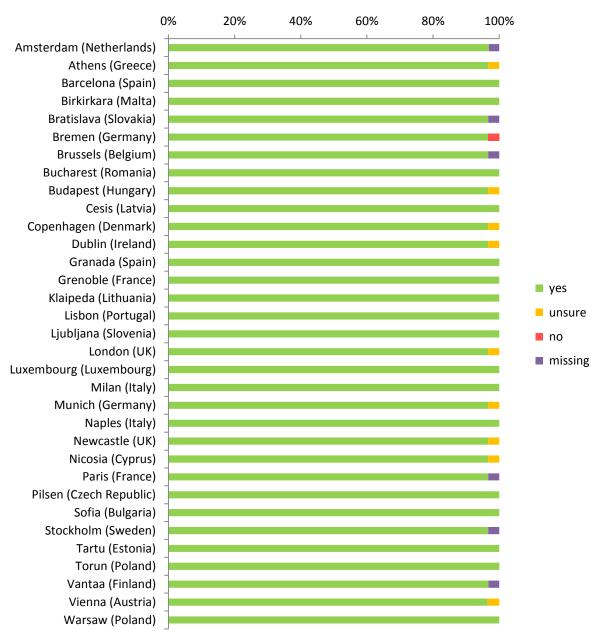
Figure 4.8b: Summary of the combined responses to Question 12



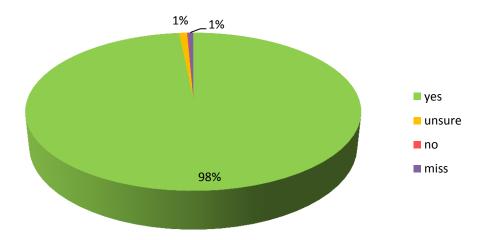
The data and figures reveal that, while over 90% thought the summing-up accurately reflected what was discussed at their event, there were three locations that stand out as somehow different. In Vienna, there were five missing responses (often indicating that respondents had trouble answering a question); only 58% of respondents (of the 25 who did respond) answered 'yes', while one-third of respondents said there was no summing up. In Pilsen, 12 of 30 failed to respond – which may suggest a problem in the translation of the question, or that they found this particular question difficult to answer (e.g. because there was no summing up). And in Vantaa, all participants answered this question, but only 60% said 'yes' and the other 40% were 'unsure' or said the summing up did not accurately reflect the discussions. We therefore suggest that some extra caution may be needed in translating the results from these particular events – although we also note that 30 of 33 locations did receive positive responses to this question.

Aside from the summing up, we were interested in participants' generic impressions as to whether the event was well-run overall. One question (13) therefore asked: "Overall, do you think the event was well run?" Results are shown in Table 4.9, and are presented graphically in Figures 4.9a and 4.9b. Fortunately, these results are easy to interpret: 98% of respondents answered 'yes', and there was just one person from all the participants in the entire sample that said 'no'. This appears to be a ringing endorsement for the performance of the moderators!

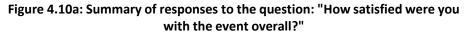


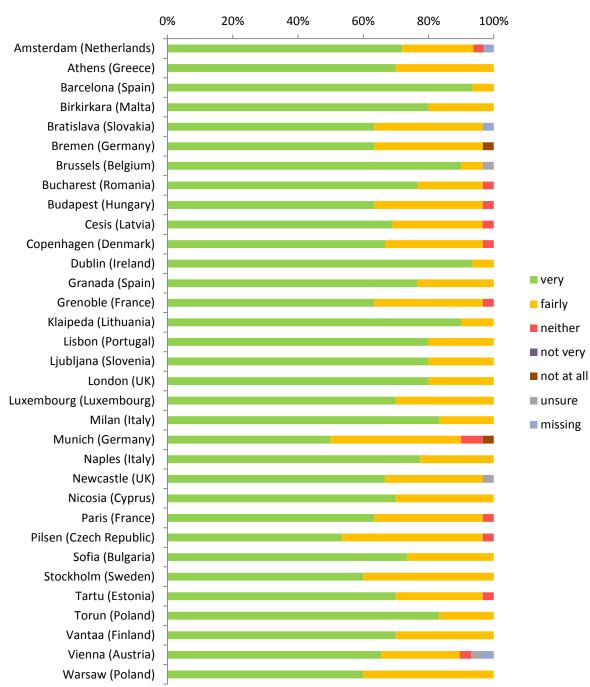






Another question (14) asked a similar question, but concerned respondents' personal satisfaction with the event ("How satisfied were you with the event overall?"). Results are shown in Table 4.10 and Figures 4.10a and 4.10b. There was a greater spread of responses than to the previous question, probably a consequence of this question having more options (the previous one demanded a straightforward 'yes', 'no' or 'unsure' answer). However, the results are very similar: approximately 99% answered that they were either 'very' or 'fairly' satisfied with the event, and about 1% answered that they were 'neither satisfied nor dissatisfied' (the neutral option). Just two respondents gave a negative response, indicating that they were 'not at all satisfied'. The response patterns were fairly consistent across the different events. Answers to this question therefore, again, provide a strong endorsement for how the events were handled.





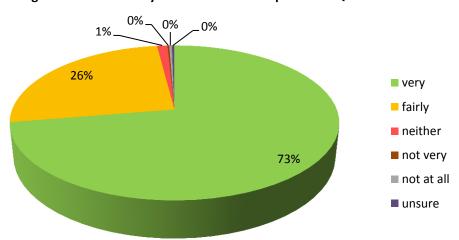
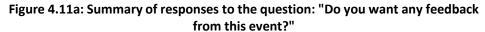


Figure 4.10b: Summary of the combined responses to Question 14

Impact of the focus groups

The first two sections have considered the flow of information to participants, and the flow of information from (and between) participants within the focus group process (as well as general perceptions of the focus groups and how they have been run). At the end of the process there arises the issue as to what will happen to the results/outputs, and what impact these may have — on the participants themselves, and on wider European policy. From an information translation perspective, if the results from the process are gathered into a report, but then nothing further arises from this, then information loss might be considered *total*, with the project being deemed a failure irrespective of how well the events themselves had gone. Of course, impact is difficult to judge at this stage (the issue of impact is central to the evaluation concerns during the remainder of this project, and will be the focus of the second evaluation report). At this stage all that can be considered is *immediate* impact, and *potential* or *desired* impact. In this questionnaire, several questions addressed these matters: two looked at expectations for the participants; two looked at immediate impact on participants, and two looked at the wider potential influence of results.

The first two questions are essentially elements of one question, and concern participants' expectations regarding their own continued involvement in this issue. Question 15 asked: "Do you want any feedback from this event?" and Question 16 asked: "Do you expect any feedback from the event?" The organisers' future behaviour, interacting with participant expectations as recorded here, are one element of impact that may be worth studying. Lack of expected or desired feedback would, we expect, have a negative (or at best, neutral) impact on participants – in terms of their views towards the organisers and sponsors, and perhaps even in terms of their behaviour on the topic of concern (waste recycling).



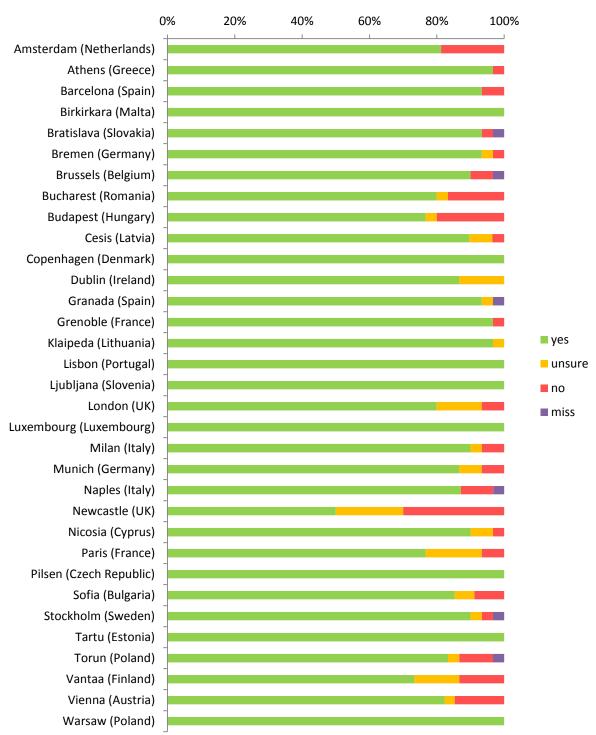
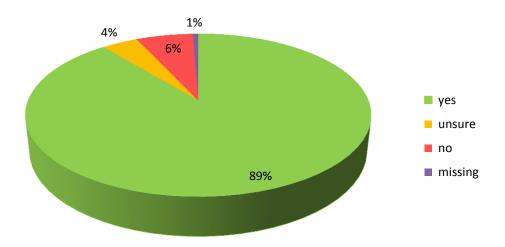
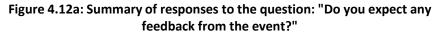


Figure 4.11b: Summary of the combined responses to Question 15



Tables 11 and 12, respectively, record the answers of respondents to these two questions, while these results are presented graphically in Figures 4.11a and 4.11b, and 4.12a and 4.12b. The first set of results reveal clearly (and perhaps unsurprisingly) that the respondents do want feedback from the event - with approximately 90% of all respondents answering 'yes'. Figure 4.11a does reveal some differences in enthusiasm, however. While 100% wanted feedback from a number of locations (Birkirkara, Copenhagen, Lisbon, Ljubljana, Luxembourg, Pilsen, Tartu and Warsaw), this figure dropped to 80% or less for others (Newcastle, Budapest, Bucharest and Amsterdam). Participants were slightly less positive with regards whether they expected to receive feedback, at 83%, where only those from Birkirkara and Granada were 100% in expecting this. Those in Newcastle were the most sceptical about receiving feedback (only 57% responded 'yes'), with (relatively) low numbers (69/70% positive) also in London, Paris, Dublin and Munich. There is no particularly clear pattern here across locations, and so the results may just reflect the personalities recruited to the different events and their different degrees of scepticism. In short, though, these results suggest it is important that the participants do receive some subsequent feedback as unfulfilled expectations have been found to correlate with low satisfaction in past research (albeit in different contexts, such as patient expectations of health care e.g. Bowling et al, 2012).



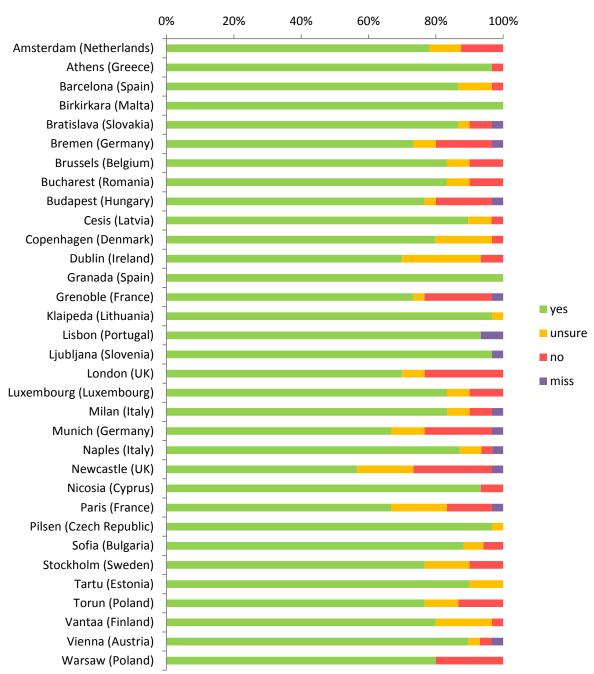
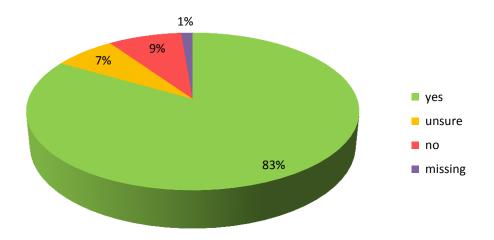
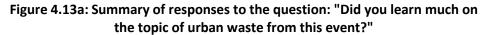
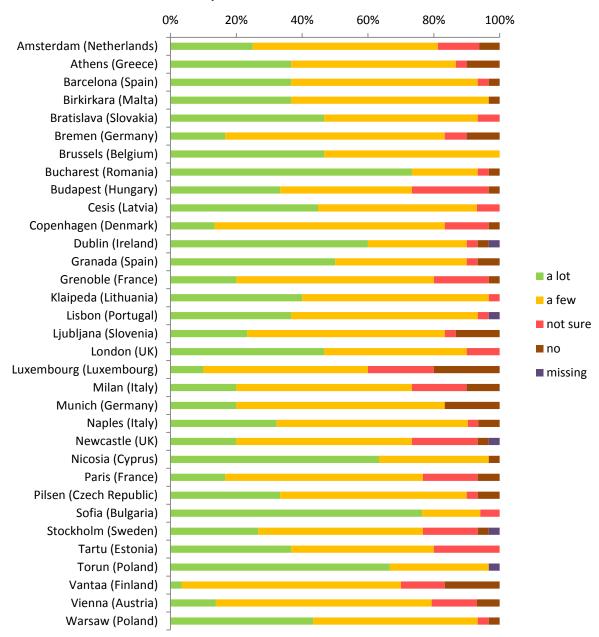


Figure 4.12b: Summary of the combined responses to Question 16



One clear sign of impact is whether participants were in some way changed as a consequence of their involvement in the focus groups. One issue is whether participants learnt anything from the event. Question 10 therefore asked: "Did you learn much on the topic of urban waste from this event?" Results from this question – recorded in Table 4.13 and depicted graphically in Figures 4.13a and 4.13b showed that the majority of respondents claimed to have learnt at least something. Over one-third of the total claim to have learnt 'a lot' and about one-half claimed to have learnt 'a few new things' (i.e. around 86% combined); only 5% claimed to have learnt nothing new. The responses across the different locations are reasonably consistent, with the proportion of 'learnt nothing' responses ranging from 20% from Luxembourg and 17% from Vantaa and Munich, down to zero, from Bratislava, Brussels, Cesis, Klaipeda, Lisbon, London, Sofia and Torun. Of course, there are various reasons why someone might report learning nothing new – and most are probably unrelated to the potency of the event (e.g. being related perhaps to personal knowledge). To establish what is was that participants claimed to have learnt, there was an open element to this question that asked participants "If you felt you learnt something in relation to urban waste, please explain what it was". There were more responses to this question than the previous open question about missing topics of discussion. The fewest responses came from Copenhagen (just 10 answered this question), with low numbers also from Stockholm and Vanaa (13 each). In contrast, 27 responded from Malta, and 26 from Ireland and Romania.





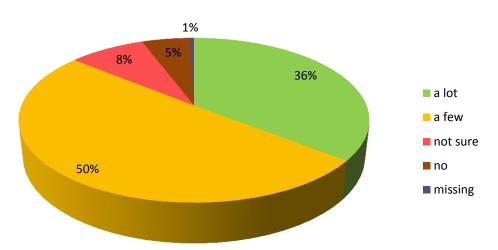


Figure 4.13b: Summary of the combined responses to Question 10

Respondents gave many different answers to this question, though these could broadly be classified as having learnt:

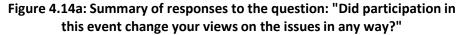
- About the diversity of waste collection in different municipalities
- Facts about waste (waste pathways; amount produced, etc.)
- Practical lessons that they might follow
- How *important* is the topic (to resolve)
- Other people's *views* on the topic (especially how everyone seemed to agree about the problem and with the participant)
- Ideas about future innovations

Most of these themes were evident in the responses of participants in most of the locations, varying to a greater or lesser degree, with certain themes dominant in some places, and other themes dominant elsewhere. For example, in Luxembourg and Newcastle there were a lot of responses that discussed having learnt about how waste varied across municipalities or areas, while in Torun the participants produced a large list of facts they had learnt about recycling. Sometimes some highly specific topics were noted, which had clearly been uniquely discussed in certain events – for example, seven participants from Ljubljana discussed banana skins and how they had learnt that these should not be put in with other bio-waste. Although several of these themes seemed to map onto specific exercises from the focus groups (the 'diversity' issue being related to what was discussed in exercise one, and the 'future innovations' topic having been discussed in exercise three), other, not-necessarily-intended lessons had been learnt from the occasion too, notably, how the participants' colleagues thought about the issues (essentially establishing norms). Here, a common answer by respondents was that they were pleased to discover that most of the

participants seemed to agree about the importance of the problem, and the need to do something about it. There were no responses that suggested the converse, that people had an exaggerated view of the issue, though there was the occasional response bemoaning the laziness (etc.) of some of the participants in their recycling efforts. In short, the events clearly did have some significant impact on many participants, being *factually* as well as *normatively* informative.

Question 11 looked at a further sign of event impact, asking participants: "Did participation in this event change your views on the issues in any way?" Results are shown in Table 4.14 and in Figures 4.14a and 4.14b. Just over half of the entire sample responded that their views had changed 'considerably' or 'to some degree'; about 20% were unsure; and just over one-quarter answer 'no'. Given the difficulty of changing people's views, this must be seen as a positive result. Interestingly, there was some variability across the locations. For example, those in Athens, Amsterdam, Luxembourg, Newcastle and Vantaa seemed particularly reluctant to admit changing their views: no-one from any of these claimed to have changed their views 'considerably', whereas around 80% of those in Birkirkara and Granada claimed to have changed their views at least 'to some degree'.

To explore reasons for such differences, and establish the way in which views had been changed, Question 11 also had an open element that asked: "If you felt the event changed your views, please explain in what way." The number of written responses varied from a low of seven (Budapest and Milan) and eight (Vienna) to a high of 22 (Malta) and 24 (Bucharest). These differences did not necessarily reflect the dogmatism of respondents, however, as much as their propensity to write something down, since the responses included those that stated 'NA' (not applicable) and others that stated that respondents hadn't changed their views. Interestingly, some of the latter were accompanied by a claim that, though the respondent had not changed their views, these had been strengthened or reinforced - which is a sign of event impact! Indeed, most of the responses indicated a strengthening of opinion in the current direction, rather than a radical reversal of views, with not a single response of the kind "I used to be cynical and now I am a convert to the recycling cause". Thus, responses talked about increasing awareness of the importance of the issue, and of what to do about it. Beyond this, many of the responses went beyond suggestions of changes of opinion to statements of new motivations and behavioural intentions - to take the matter more seriously; to recycle more; to use less plastic, and so on. The need to educate people further on the topic was a minor issue that was also raised. In short, these responses - along with those from the previous question – do suggest that the events have had a significant impact on many participants.



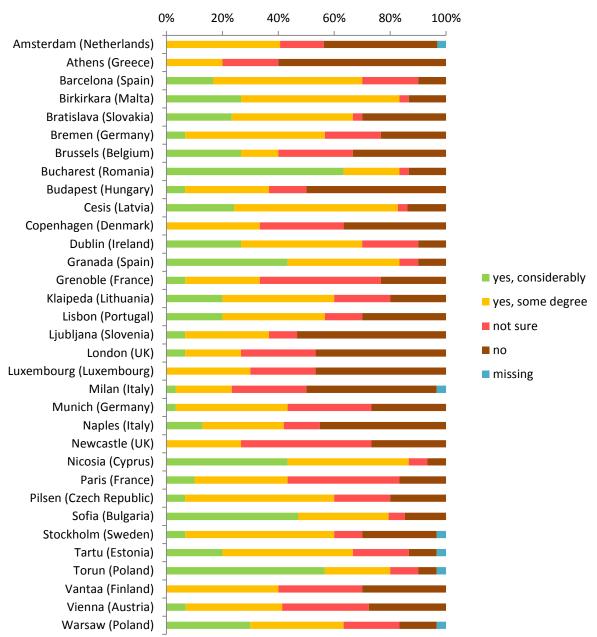
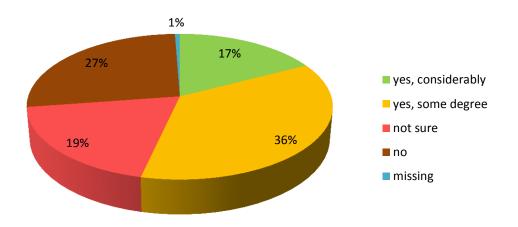
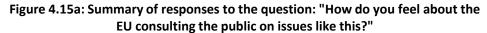


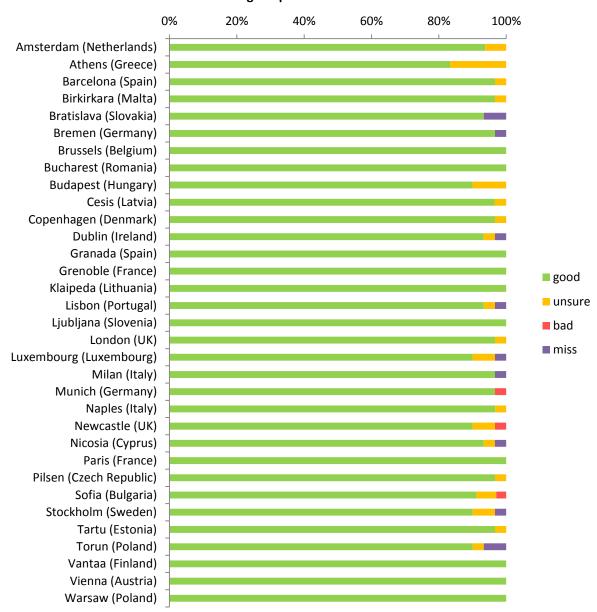
Figure 4.14b: Summary of the combined responses to Question 11



Another question that addressed the issue of *impact* was Question 17, which asked: "How do you feel about the EU consulting the public on issues like this?" After selecting one of a closed set of three options, respondents were asked to explain their choice. The closed question results are shown in the figures below (Figures 4.15a and 4.15b) and recorded in Appendix 3 in Table 4.15. These reveal an almost total agreement that this consultation is a 'good' thing. Over 96% of those who responded indicated that this was 'good', and indeed, the figure was 100% in several locations (Brussels, Bucharest, Grenada, Grenoble, Klaipeda, Ljubljana, Paris, Vantaa, Vienna and Warsaw), with just *three people in the entire sample* indicating that this is a 'bad' thing.

Participants were then asked to explain their responses. This question did receive a lot of written responses. The fewest number (17) came from Klaipeda (Lithuania), while the most (29) came from Lisbon. Unsurprisingly, given responses to the closed question, the vast majority of comments were in favour the public being consulted. Although there were many positive comments, there were actually only a few general themes that seemed to cover most of these comments.





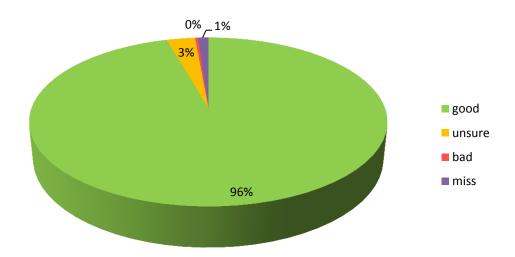


Figure 4.15b: Summary of the combined responses to Question 17

The key themes (which overlap to some degree) were:

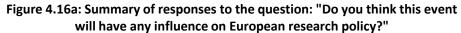
- It is just good (no rationale given)
- It is good/right because we are the people/ this is a democracy/ we are the taxpayers (a
 question of rights)
- It is good because the topic ultimately affects the public (the public are relevant stakeholders)
- It is important to involve the public as policy won't be implemented unless the public agree/ the problem cannot be solved without the public being 'on-board' (co-responsibility)
- It is good because it shows that the EU cares about its people/ wants to listen to them (appreciation for the exercise)
- It is good to consult the public because they *do not* have vested interests (unlike politicians, industry, lobbyists...)
- It is good because the public have relevant knowledge/ experience that can help solve the problem (the public as information sources: with diverse, novel, informed ideas that others do not have)
- It is good as it provides the public with insight/information/knowledge (i.e. the event serves an educational/informative role; the public as information targets)
- It is good to address this important topic (implying this consultation process will help solve the actual problem)
- It is good... but it's 'about time'; such consultation should be done more often/ on other subjects/ on all subjects

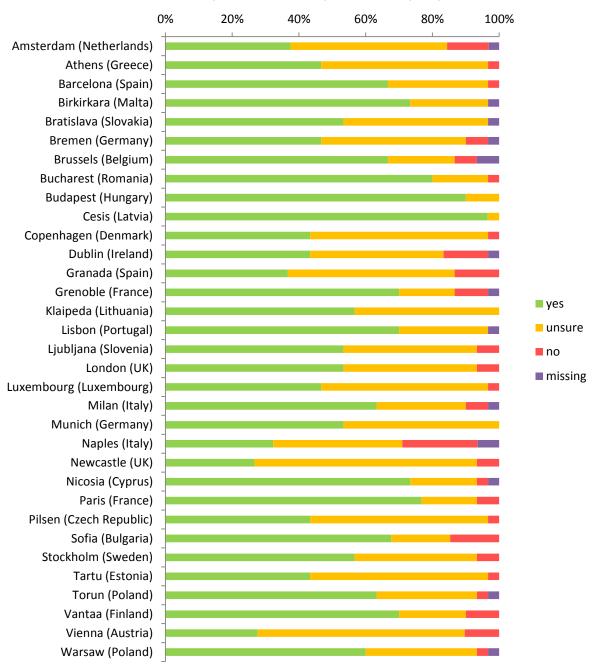
It is good... as long as the information is used (hint of scepticism)

Sometimes respondents expressed a personal satisfaction that their voices seemed to be being heard and might make an impact. Generally, most of these themes were brought up by respondents in most of the different locations (i.e. there was no clear pattern of differences). Although there were some less positive comments (related to the last theme) these were rare. Even fewer comments were actually *negative* about the prospect of the event influencing policy – for example, one person commented that they thought that scientists were a more appropriate target to be consulted (than the public), another wondered whether the consultation might get untruthful information (e.g. people would lie about recycling), and a couple wondered whether people's views might not be valuable/useful enough to help. In brief, however, respondents were *extremely positive* about the *prospect* of them having an impact through this event.

The next question went further. Instead of asking whether the event should influence policy, Question 18 asked: "Do you think this event *will* have any influence on European research policy?" Results are shown in Figures 4.16a and 4.16b. These are generally quite positive, with over half of the total sample suggesting this event will be influential, although there was also a significant amount of uncertainty too: while only 6% of the sample thought the event *would not* be influential, over one-third indicated that they were *unsure*. The most positive respondents appeared to be from the East of the EU: 97% from Cesis (Latvia) answered 'yes', as did 90% from Budapest and 80% from Bucharest. On the flip side, the more uncertain (sceptical?) were from the South and North of the EU: only 27% from Newcastle said 'yes', followed by 28% from Vienna, 34% from Naples (which had by the largest proportion of 'no' responses, at 24%), 37% from Granada and 39% from Amsterdam.

As with the previous question, respondents were asked to explain their answers. About two-thirds of all participants gave some form of written response to this question (the fewest came from Budapest and Vienna, with 12 and 13 responses respectively; the most came from Copenhagen, where 27 of the respondents gave a written answer). Again, although there were many responses, these seemed to readily group into a relatively small number of themes. The most frequent theme was an expression of hope, in which the respondents simply stated 'I hope so' or words to this effect, without giving any form of rationale (many of these respondents had given an 'unsure' response to the closed question). To illustrate this, 11 from Dublin, 10 from Milan, nine from London and Ljubljana, eight from Brussels, Stockholm, Grenoble, Vantaa and Copenhagen, and seven from Amsterdam, Munich and Klaipeda, gave such responses.





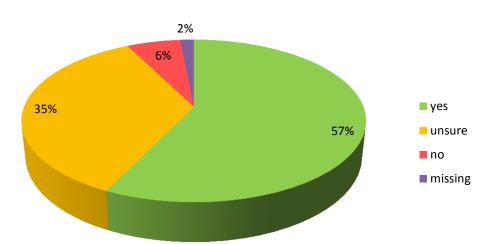


Figure 4.16b: Summary of the combined responses to question 18

Of the positive responses, the following were the main themes that emerged (and note that these overlap to some degree):

- Yes (it will have influence) because they (the EU) wouldn't have done/ funded this exercise otherwise
- Yes because we have been told it will (accepting project assertions on this)
- Yes because the EU need our views to make a decision (legitimation)
- Yes because a lot of Europeans have been consulted (implying the numbers issue has relevance)
- Yes because we're all 'in it together' (a common problem requiring a common solution)
- Yes because citizens have the appropriate knowledge to provide good solutions (citizen utility)
- Yes because the ideas were many/ good/ feasible/ implementable
- Yes because this is a priority problem (steps needed now)
- Yes because the EU cares about citizens

On the one hand, some respondents had quite a rational response: they thought that influence would follow because the project people had said that something would, while it would not make much sense to do this project if the EU were not going to listen. On the other hand, other respondents were positive because they saw the problem as a necessary one to be fixed, and they felt that this process was one that would be able to fix it – involving large numbers of appropriate

stakeholders who had lots of useful ideas. The positive respondents also, clearly, felt a degree of trust (or perhaps, at least, were *less distrustful*) of the EU and politicians than the less-positive ones.

Although the majority of respondents had expressed positive sentiment about influence following from this event, and few were negative, there was still much *uncertainty* (i.e. 42% did not answer 'yes'). As such, there were almost as many sceptical assertions made as there were positive ones. The main potentially negative themes to emerge were as follows:

- Unsure (no) because policies are already mapped out (by the EU)
- Unsure because other powerful stakeholders (industry etc.) will lobby for their positions (money more important than citizen opinions; greed; corruption)
- Unsure because politicians will ultimately do what they want (negative comments on politicians' integrity)
- Unsure as don't trust EU/ it doesn't listen to the people (trust EU specifically as opposed to generic 'politicians', as above)
- Unsure because the granting of research funds depends on many (additional) factors (policy has its own rules)
- Unsure because this is an 'alibi' project (or 'tick-box exercise'); a case of 'populism' (public relations; no serious intent to listen)
- Unsure as the theory may seem fine, but will implementation truly follow (or will results be stored in a drawer)? (bureaucratic obstacles/ red tape/inflexible system)
- Unsure because of the variability in countries/ each needing their own solutions (something 'might happen elsewhere but not here')
- Unsure because of the money that is/ may not be available
- Unsure because the output from these events are little more than common sense/ we don't
 have the knowledge of experts/ solutions may not be workable
- Unsure as too few involved

In short, there was quite a lot of scepticism expressed by respondents, at the bottom of which seemed a lack of trust in 'politicians', 'big business', and also the EU itself. Interestingly, there were some locations where such distrust was particularly evident (Luxembourg, Grenada, Athens, Naples), and where many sceptical concerns were raised. Beyond concerns about the politics of the situation and the motivations of the event sponsors (with several participants suggesting this was just a 'public relations exercise'), there was concern over the bureaucracy issue ('red tape'), with a significant number of respondents suggesting that such barriers might ultimately undermine the influence of this project (as one said, the "theory is fine, but will implementation follow?"). There were only relatively few (perhaps a dozen in the entire sample), however, who suggested that the

process output might be an inadequate basis for making policy (i.e. because participants were too few, lacked knowledge, etc.).

In summary, the focus groups had some impact on participants in the sense of providing them with new knowledge, and although few suggested that their minds had actually been changed, there was impact in the sense of reinforcing respondents' views and increasing their motivation to think and do more on the issue in future (so it is to be hoped that beneficial actions may follow from the participants themselves). For the future, participants wanted feedback on this event, and most expected to get it: whether this does or does not take place may lead to further positive or negative impact on participants. In terms of impact on wider policy, this, of course, cannot be judged at this point. However, it is absolutely clear that respondents felt that it is a good idea to consult the public on issues like this in such a manner. Although more than half did expect results to actually influence policy, more than one-third expressed some doubts, with a lack of trust in other relevant stakeholders being at the heart of concern that participants' views will ultimately be ignored.

In their own words: the pros and cons of the focus groups according to participants

Most of the questions in the participant questionnaire are informed by a theoretical concept as to what makes a good public dialogue (essentially, good information translation), along with a concern about event influence (which is seen as the necessary outcome of good translation of public dialogue aims). However, it is useful to ask participants in their own words what they have found good and bad about an event, as this can reveal alternative conceptualisations of the 'effectiveness' issue. The questionnaire therefore included two additional open questions that asked (19) "overall, what was the best thing about the event?", and (20) "overall, what was the worst thing about the event?"

There were a number of common themes in response to the 'pros' question (which was well-answered, with over 20 responses from every location). These themes (with some degree of overlap) were:

- Everything(!)
- Having good/ interesting discussions/ sharing views in groups ('open' information exchange)
- Having the chance to voice my opinion and concerns (be heard in free/open conversations)
- The teamwork/ group exercises/ team spirit/ group dynamics (social aspects of exercises)
- Meeting interesting/ diverse/ different people (networking; social aspect; 'making friends')
- The diversity of participants
- Hearing other people's views and opinions
- The ideas (interesting/ crazy/ good)

- Making me think more about the issue
- The positive nature of the engagement (people were involved; took it seriously; were interested and positive; were honest; were enthusiastic)
- Sense of responsibility and commitment to the issue/ desire for change/ public spirit
- Helping provide a solution/ hoping will influence events (feeling part of something that will implement good change)
- Learning more on (aspects of) the topic of waste management
- The topic itself (interesting and important)
- Raising awareness (of all)
- Realising that most people feel the same as I do regarding waste (common concern)
- Appreciating that the EU (people in high level) cares about our opinions (revelation/ satisfaction)
- The event was well run/ organised/ moderated (moderator was polite/ kind/ friendly/ professional)
- The presentations (and examples given)
- Communications with the moderator/ organisers
- The good/ relaxed/ friendly/ positive/ informal/ convivial/ creative/ open atmosphere
- The brainstorming
- The dynamism
- Interesting tasks
- Exercise 3
- Exercise 4
- The future visions
- The post-its exercise
- Good location
- The refreshments/food
- Enjoyable/ fun/ entertaining
- Taking part in an interesting event
- The project itself/ fact that it is happening

Thus, there were several elements that were well regarded. Respondents thought the events were well run and moderated and often stated that they enjoyed the different exercises, particularly the group work. Interacting with different and diverse participants was also a major positive for many: respondents often enjoyed the social aspects and meeting new people (several even wrote about 'making friends'), and many were also very positive about the nature of the other participants and

how they responded to the task (with enthusiasm, seriousness, etc.). This element may have been enhanced by the nature of the topic – one on which most seemed to agree (and for several participants, the 'best thing' was finding that the other participants agreed with them!). The nature of the atmosphere in which the exercises took place was an issue of frequent acclaim – variously described as open, convivial, friendly, scholarly, informal, creative and relaxed. This seemed to aid the discussions themselves, which was noted as the best thing by many of the respondents. Hearing others' views, learning, and hearing ideas, were important for many; in contrast, for others the best thing was expressing their own views, being heard, and helping to actually solve an important problem. Beyond these main themes, there was, to a lesser degree, appreciation of the EU for showing care in people's opinions, while the more logistic issues (location, food) were also praised, but only by a few. These different themes seemed to be spread fairly evenly across the different locations, that is, it is difficult to pinpoint certain places where certain themes predominated or did not occur.

Turning now to the 'worst thing' about the event, there were far fewer responses. For example, just four participants wrote a response from the 30 attending the focus groups in Vienna, and seven did so from Brussels. At the opposite extreme, 27 of the Newcastle participants wrote something in response to this question. However, the writing of many responses does not necessarily correlate to a high perception that an event was poor as the *large majority* of all responses was to indicate that there was no 'worst thing' about an event (i.e. no, nothing, not applicable, everything was fine). For example, all 16 respondents from Klaipeda who answered this question indicated that there was no worst thing/ nothing wrong, while 17 of the 18 respondents from Naples and Bucharest also said there were no problems. However, participants at a number of other events did compile a number of negative themes, particularly from Newcastle, Dublin, Copenhagen, Munich, Ljubljana, Amsterdam, London and Malta (albeit that concerns expressed were often minor). Our suspicion is that these latter events should certainly not be seen as worse than the others, as there seems to be an element of respondents from some locations trying harder to answer questions than those from others leading, for example, to some trying to genuinely think of a 'worst thing' while others were disinclined to do so and simply left the question blank or wrote 'N/A'. Nevertheless, the worst things were consolidated into the following list, with the main themes to emerge (and the locations in which they emerged) being:

 Too short/not enough time to respond or exchange views or discuss matters/ too rushed (London, Vienna, Bratislava, Luxembourg, Torun, Pilsen, Paris, Barcelona, Lisbon, Budapest, Birkirkara, Ljubljana, Stockholm, Cesis, Granada, Munich, Naples, Bucharest, Vantaa, Copenhagen, Dublin, Tartu, Milan, Bremen)

- Too long (Lisbon, Amsterdam, Ljubljana, Newcastle, Vantaa, Milan, Bremen)
- Slow pace of the event (Barcelona, Dublin)
- Too much talking on the same things/ repetition/ could have been more concise (Amsterdam, Newcastle, Celsis)
- Timing (during weekend/ across middle of day/ on a Sunday) (Ljubljana, Newcastle, Granada, Copenhagen, Dublin, Tartu)
- Schedule not as planned/ changed at short notice (Vantaa, Milan)
- Introduction took too long (Amsterdam)
- Could have been a second break (Tartu)
- Off-topic conversations (London, Amsterdam, Newcastle)
- Opinionated/ negative/ non-contributing people (some only there for money) (London, Amsterdam, Ljubljana, Stockholm, Newcastle, Sofia, Dublin)
- Some participants knew little/ discussion level low (Vienna, Amsterdam, Athens)
- Some of the ideas/ opinions from participants (e.g. crazy) (Nicosia, Bratislava, Torun, Pilsen, Lisbon, Dublin)
- People don't speak true minds in groups/ do anonymously (Stockholm)
- Having to argue with unknown people (Budapest)
- Complexity/ difficulty of the topic/ questions (Luxembourg, Lisbon, Copenhagen)
- No information on financial issues (Vienna, Paris)
- Absence of some information e.g. on how stuff is recycled (Dublin)
- Not talking about a specific issue (dog mess) (Barcelona)
- Not enough generic information on waste (Budapest)
- Not being sure why I was chosen to participate (Copenhagen)
- Being asked to leave as I was a reserve, then being asked to stay (Copenhagen)
- Moderator didn't know answer to some questions on waste (Newcastle)
- Being asked to come up with technological solutions/ be imaginative (exercise 3)
 (Luxembourg, Birkirkara, Sofia)
- Lack of information before the event/ so couldn't prepare (Newcastle, Cesis, Copenhagen, Dublin, Bremen)
- Introduction round (Amsterdam)
- The first exercise (Amsterdam)
- The groupwork (Copenhagen)
- Telling other how we separate waste at home (Birkirkara)
- The brainstorm exercise with the post its (Amsterdam)

- Lack of support from authorities/ EU representative (Nicosia, Munich)
- A sense that nothing will come from this (opinions will be ignored) (Nicosia, Bratislava, Warsaw, Cesis, Granada, Dublin)
- That we can't change the world! (Warsaw, Budapest)
- Will the ideas be financially feasible? (Paris)
- The problem itself (amount of waste/ pollution) wrong topic (power supply too)
 (Bratislava, Torun, Warsaw, Dublin, Bremen)
- Purpose of event not 'transparent socially' (Athens)
- Too many participants (Munich)
- Participants too similar educationally (Munich)
- Location (Ljubljana, Grenoble, Vantaa)
- Small/ narrow/ cramped room (London, Budapest, Newcastle)
- Refreshments/ coffee/ food or lack thereof (London, Pilsen, Newcastle, Athens, Vantaa, Dublin, Bremen)
- The weather (London, Bremen)
- Travelling to the event (London, Pilsen, Barcelona)
- External noise/ bad acoustics (Barcelona, Munich)
- The climate of the room (Lisbon, Budapest, Grenoble, Milan)
- Uncomfortable chairs (Budapest)
- Room lighting (Birkirkara)

Before discussing this list, several points need to be made. First, the names of locations from which participants made the specific criticism are noted, first, because they may be helpful to the moderators of those events, in the sense of indicating a specific problem to resolve (e.g. poor refreshments!), and second, because noting the locations does provide a rough indication of the prevalence of concerns. That is, some criticisms were made by participants from several different events and may indicate more general problems, whereas criticisms noted by participants from just one or two locations may indicate minor or relatively specific issues. Second, the reader should not read too much into the length of the list and the number of locations in which certain issues were raised: this list is an attempt to be comprehensive and specific whereas the previous list on 'good' points was more generic, and further, it is often the case that there was only *one* participant in the location mentioned who raised a particular point (or at most, two or three) – not the whole sample!

The above list does show a range of difficulties, but by far the most common was that of lack of time – raised by respondents from 24 of the 33 different locations, and often by two or three respondents from these. This supports the result from a previous question that found a significant minority

thought that there was not enough time to discuss everything. (This issue will reappear in the next chapter.) Allied to this critique were a few more specific observations about where time was perhaps lost or could have been saved to enable a better use of the time - such as the slow pace of some aspects, the repetition in places (possibly the first exercise, which the observer noted could be repetitive if participants shared similar experiences), and off-topic conversations. Others also criticised the timing of the events (during weekend/ on Sundays etc.), although it is difficult to know how this could be countered without raising greater problems (e.g. in recruiting working people). And others suggested the event was too long, or that it dragged, but these concerns might well reflect a lack of motivation in certain respondents - an issue that itself was raised by a few (though far more respondents praised the character of their colleagues in response to the previous question than queried them in this one). Beyond this general issue, there are two more that are perhaps worth noting because of their prevalence. The first is the concern expressed by some that this event "might come to nothing" (raised by respondents from six locations) - reflecting also some of the concerns about impact that were raised in response to Question 18. The second is the (relatively) high incidence of criticisms of logistic factors – concerning room specifications, temperature, travel arrangements, and especially, the nature of food and refreshments. Perhaps the main observation to emerge from the latter is that, if these were the worst aspects of the focus groups, then we might perhaps consider the event to have truly been a success.

Discussion

This chapter describes the results from a participant questionnaire that was given to all participants in every focus group in every location at the end of their event. The questionnaire was based on a previous questionnaire used in past UK and European evaluations of engagement events (involving both public and stakeholder participants), which was amended slightly to take account of some specific aspects of the current project, and which was then was translated into all of the relevant languages. The questionnaire is theoretically informed, being based on the 'information translation' evaluation criterion, discussed previously. Responses were received from a total of 995 participants (almost 100% of the sample).

In general, the results suggest that the focus groups were highly successful events. Participants generally received most of the important information they (theoretically) might need to effectively take part in the events. Furthermore, the conduct of the events was such that most participants were able to have their say. The events were almost unanimously perceived as having been well run and were either 'fairly' or 'very' satisfying. Furthermore, most participants claimed to have learnt something, and most evinced some impact on their views on the topic (even those who claimed that their minds had not been changed in any way often reported that their views had actually been

confirmed or strengthened). Regarding other outcomes, participants wanted and expected feedback (an important point for the organisers to register), and were almost entirely approving of the events being conducted (with many feeling that such consultations should be done more often). However, participants were slightly less assured about whether the events would actually influence EU policy on urban waste, with around 40% suggesting they were unsure or thought there would be no influence. The uncertain respondents generally seemed to be sceptical of the trustworthiness of the EU and other significant stakeholders (industry, politicians) to accept and act on their recommendations, or were concerned that other barriers, such as bureaucracy (red tape) would see the results "end up in a drawer".

Finally, when allowed to use their own words to express what was best and worst about the events in which they had taken part, respondents provided a list of many positive aspects, that ranged from the organisation and running of the event, to the conducive atmosphere, the chance to hear ideas and have themselves heard, the act of exchanging opinions in open discussions, and the social elements of the event – including meeting people and "making friends". Many respondents refused to name any worst aspect of the event, or stated that there was none. However, some responses indicated that – as hinted at in response to a previous question – a minority did think that there was insufficient time in the event to discuss all that needed to be discussed (i.e. an element of 'information loss' or 'poor translation'), and some confirmed doubts that anything would come from these events, while others had rather more mundane (but far from irrelevant) concerns about the nature of refreshments and the working environment.

In summary, the focus groups were well regarded by most participants, and in many respects should be seen as highly successful exercises.

5. Evaluation of the Focus Groups: the Moderators' Perspective

Introduction: The Moderator Questionnaire

The Moderators of the focus groups are important stakeholders as well as important sources of information, and therefore it is necessary to gather their views on the focus groups in order to gain a full picture of the relative merits (or otherwise) of these processes. To acquire this information, a 'moderator questionnaire' was developed by the evaluators. A draft version of this was sent for comments to members of the sponsors from the EC, to the coordinator/project manager at EcSite, and to the head of the main contractors responsible for developing the focus group design (and running the training session in Brussels). The draft questionnaire was slightly revised as a consequence of a number of comments received. The final questionnaire version is shown in Appendix 4. The questionnaire essentially has three significant parts: the first deals with the moderators' perceptions of the training event held in Brussels; the second deals with their perceptions of the moderator manual, which was the prime source of guidance detailing how the focus groups should be run; and the third deals with perceptions about the focus groups themselves. In the following chapter, results from analysing the responses are discussed with respect to these three elements in turn.

It should be noted here that the questionnaire was initially sent by email to the moderators of all 33 of the different events/locations in the middle of April, with a reminder email sent one week later (indicating a cut-off date for responses of May 3rd – just over one week after the reminder email). By the deadline, responses were attained from moderators of 29 of the 33 events/locations (a response rate of 87.9%) – which is a good response given the extreme time pressure under which the different organisations were labouring to complete their analysis of the focus group material.

The first part of the questionnaire asked for details on the respondent, including one question about their experience at moderating 'events like this'. Respondents had to check one of four boxes to indicate whether they were: *very experienced, fairly experienced, not very experienced,* or *not at all experienced*. The results are shown in Figure 5.1: in short, they reveal that approximately half of the moderators could be seen as experienced and about half as not experienced. These facts may partially explain some of the subsequent responses, as will be discussed.

Figure 5.1: Response to question: How experienced were you at moderating events like this before this project?

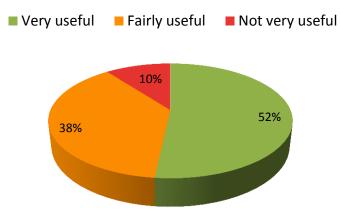


Perceptions of the Training Event in Brussels

Recall that the moderators of *all* of the events were instructed to attend a training event in Brussels that lasted several days.

Question 4 in the questionnaire asked respondents to indicate how *useful* they thought the training had been, on a four-point scale from *very useful* to *not at all useful*. Figure 5.2 graphically represents their responses. As can be seen, just over half rated the training as *very useful*, with most of the remainder suggesting it was *fairly useful*. Only three respondents indicated that it was *not very useful* and none at all suggested it was *not at all useful* (hence the absence of any segment of the pie chart showing this worst option). Perhaps unsurprisingly, two of those three had indicated in answer to the previous question that they were 'very experienced', i.e. less likely to need such training. (Here, and in the remainder of this section, the names/nationalities of the moderators will *only* be used to relate *value-free* responses, rather than responses that might be interpreted as *critical* in some manner, as respondents were assured of anonymity in the questionnaire in order to encourage them to respond honestly.)

Figure 5.2: Response to question: How useful did you find the training?



This question also asked respondents to explain why they had given the rating they did. Eight provided no comment. Of the rest, several simply stated that it had been positive/effective and had enabled them to subsequently run their focus groups successfully. Various more-specific positives were also given, as noted in the following excerpts (which have been amended in places to correct grammar and punctuation only):

- (It) provided ample background on the project allowing us to get familiar with the topic
- Everything (was) explained clearly
- I learned everything I need about focus groups and waste management...
- I would not have been able to run the focus groups without the training...
- ... useful because it pointed out the possible difficulties of the moderation
- ...good organization, perfectly prepared material, possibilities to be in contact with organizers to get answers to the questions
- I felt I was empowered to run the focus group after the training
- I enjoyed the training in groups with an equal level of experience...

Even some fairly experienced moderators suggested that, though a lot was not new to them, it was still "nice to practise". Indeed, several others mentioned that they felt the practise element was important (and one suggested that they would have liked even *more* of this).

On the other hand, there were a few less-positive comments. One issue was time. One experienced moderator suggested that "three days' training was... overkill for people with this much experience", suggesting that there should have been "two different kind(s) of training", essentially "long" and

"short" for those of differing experience (which would have "saved a lot of budget too"). A second experienced moderator echoed that this had taken "way too much time".

A second slight criticism was that the script was perhaps too tight. One suggested that "I would have liked not to have such a close script", while another stated that "the scenario and rules were already very strict and even important conclusions or opinions from moderators could not be taken into consideration." Their concern was that "...cultural differences and restrictions in each Third Party's formal procedures... had not been included when creating the script."

Two other questions tried to explore opinions on the training in greater detail. Question 5 asked respondents "What aspect of the training did you find *most useful* in subsequently helping you to run the focus groups?" Several main themes emerged, although the most common concerned the issue of *practising* the 'scripts' or *rehearsing* the exercises, and in particular, practising *moderation* in the group tasks. A number of participants were also positive about the repetition element – going through the tasks several times (perhaps unsurprisingly, as repetition is the main route to learning). Several appreciated getting (instant) feedback during such practise sessions and one member of the training team was singled out by a couple of respondents as being particularly useful/informative. Other respondents highlighted the sharing of experiences with other participants as being a positive (with one suggesting that they had even "learned mostly from other participants"). Gaining knowledge about waste management was, by contrast, only identified by one respondent as the most useful aspect.

Question 6 asked: "Is there anything about the training that you would change, if a similar event to this were to be run in future? That is, would you *add*, *remove*, or *change* anything?" In line with the generally positive appraisal of the training, six respondents answered "nothing" (or at least implied this or made positive statements about it). The main issues identified – in rough order of popularity - were:

- To shorten the event (noted/implied by four respondents, three of whom had rated themselves 'very experienced'), or at least to have separate (long and short) events matched to the experience of the participants, or to start with a common programme and then have extra modules for the less-experienced afterwards (allowing the more experienced to leave early);
- To have more time (suggested by three respondents, two of whom were less-experienced respondents), and in particular "(have) one half day more... to work on obstacles produced by participants' behaviour or any other blocking situation... (which) was done in the end of the third morning but could have been a whole cession";

- To reduce the amount of one-way communication (lecturing/presenting) to participants (noted by two);
- To give more 'administrative' information on aspects such as deadlines and how to manage the transcriptions (two respondents);
- To give more preparation information in advance to participants, e.g. to allow moderators to prepare more questions (two respondents);
- To consider possible cultural differences more (two);
- To have the training earlier in the project (one);
- To have included more information about the new technological solutions in waste prevention or recycling (one);
- To have the translation to the national language before the training (so "the script doesn't change afterwards") (one);
- To have a longer lunch break/ breaks (one);
- To have a common social event (e.g. first evening) (one);
- To have a website where you can find all information and documents ("instead of 1000 mails") (one);
- To hear from the more experienced moderators in the group about their past experiences (one);
- To be clearer on the desired outcome of each exercise (one);
- To ensure you don't create anxiety amongst participants by making facilitation appear so complicated (a fault of one of the trainers, according to one respondent... ironically, the same trainer who was discussed positively by two others – see previously);
- To start the training by going through the whole script, with participants playing the participants of focus groups and the trainers working as moderators ("perhaps after (this) everything would be easier to understand...") (one);
- To introduce the methodology using a different topic to waste (as it was "boring talking all the time about the same topic we were going to discuss in the focus groups").

Although some of these amendments are somewhat contradictory (have more time/have less time; or have less time/include more information, etc.), there do seem some interesting suggestions that might be useful for informing future training in future events such as this.

Perceptions of the Moderators' Manual

The moderators' manual – as described in a previous chapter – comprises a comprehensive document detailing how to run the focus groups. A number of questions in the questionnaire asked moderators their perceptions about this. Question 7 asked: "How useful did you find *the Moderator*

Manual?" Respondents were asked to tick one of four boxes to indicate their answer, equating to very useful, fairly useful, not very useful, and not at all useful. Of the 29 respondents, 20 (69.0%) indicated that the document was very useful and nine (31.0%) said it was fairly useful. Not a single respondent selected either of the less-positive options. This question also asked respondents to explain why they had answered as they did. Six respondents provided no answer. Most respondents were positive and simply noted how comprehensive the guide was, often commending the amount of detail it contained. For example, two described it as their "bible" for the event; others said it contained "everything (they) needed"; and one stated that "the script was the tightest and most complete I've ever seen... the instructions in the moderator's handbook were clear and without ambiguity". On the flip side, however, several respondents (three) suggested that it contained too much (an "overkill") of information, suggesting it could have been "more succinct". Aside from this, the only other specific concerns noted were about the "change of script" (due to translations of the material from the manual into different languages) (noted by one), and also that "sometimes the manual said one thing and the slides/the lecturer another (which was) confusing sometimes" (according to one respondent).

A second question (Question 8) asked: "Is there anything about the Moderator Manual that you would alter to make it more useful? That is, would you *add*, *remove*, or *change* anything?" Five respondents did not respond, which, given their positive general assessment to the manual, can probably be taken as indicating 'no change'. A further 11 respondents specifically stated that they would change nothing, or stated that everything with it was good/fine/ok (etc.).

The remaining respondents made the following suggestions:

- Include/attach a promotional video explaining the methodology (possibly with subtitles) (an idea brought up by two respondents);
- Make it more consistent so it matched the slides/powerpoint better (e.g. "the slide of the
 waste production in EU and the last slide did not work very well together with it") (an issue
 raised by two respondents);
- Include the translation in the manual (with some concern expressed about the quality of translations received);
- Make it shorter/more compact;
- Have the first part on doing a moderation as a separate document, with a separate
 document on the focus group session itself (and this respondent had some very precise
 suggestions for how such a document could be constructed);
- Add some more general information about waste management;
- Perhaps add more examples;

- Add a short explanation at the beginning about the role of science centres in the process
 ("for me it was important, to tell participants our interest on the project... and tell them that
 I am not especially interested in... urban waste");
- Add more detail on transcription;
- Have more detail of how to report after the focus groups;
- Group everything concerning one exercise together (" Mostly this was done, but sometimes you had to search a bit");
- Have a clear running timeline for the focus group;
- Have a larger 'spiracle' so the pages don't fall out (!).

In short, the Moderator Manual was viewed very positively by the moderators, although a few suggestions for amendments were also noted.

Perceptions of the Focus Group Process

A variety of questions were included in the questionnaire concerning different aspects of the focus group events and how the moderators perceived these. The first question in the relevant section (Question 9) asked: "Was there enough time for all of the exercises? Did any of the exercises take longer or shorter amounts of time than you expected?" In short, this question was concerned with the significant issue (for the *information translation* evaluation criterion) of *time*, since time limitations are one of the main ways through which information is lost from any engagement process (lost in the sense of remaining un-elicited).

Generally, responses were positive. Many respondents (over half) stated that the timing was fine, and that there were no time issues with any of the events (they had sufficient time to complete all of the exercises). Several agreed that time was fine, but with caveats. One respondent noted that the various elements around the exercises – notably, greeting participants, serving refreshments, signing the consent form, and doing the evaluation questionnaire – were not included in their estimations for the process, and took longer than expected, putting pressure on the rest of the event. Another also pointed out that allowing only 15 minutes for a refreshment break was too short. A couple of respondents noted that some events took slightly longer than expected, or slightly shorter (without stating which), though overall the time was sufficient. Another suggested that "it depended on the participants, some needed more time for all the exercises as they needed more time to understand (their) aim(s)." The issue of participant nature was raised by others: for example, one noted that their oldest group required more time, and another essentially agreed, noting that their two groups of older participants were more talkative and probably could have done with more time to express their opinions (this moderator suggested that four hours might have been better than three).

Of the few who queried the adequacy of the time available, one respondent said that they thought "most of the exercises were short of time"; another stated that their participants were asking for a little more time for discussion; and another wanted more time to debrief participants and deconstruct what had been written (which wasn't optimal: they described the experience as "more like running a tightly planned school lesson than facilitating a discussion around a particular topic"). Regarding the respective exercises, there was no particular agreement: one respondent suggested that exercise one took longer than expected; another suggested the last exercise took longer; while a third noted that, in contrast, the second part of exercise three was shorter than expected, essentially because it was difficult for people to "think outside the box" (this issue will be reprised shortly).

The next question (10) went beyond the time issue, and asked specifically: "Please comment on the ease or difficulty of running the four different exercises. That is, did you have any problems running or moderating these? Why?" (Details of the four different exercises have been described previously.) The responses will be considered for the four exercises in turn.

Exercise one seemed to have been the least problematic exercise. The large majority of respondents (around two-thirds) claimed that they had had no problems with this and that it had been easy to run (e.g. "all participants understood the task and participated willingly"). The few issues that emerged were:

- The exercise started to feel a bit repetitive towards the end because most participants had fairly similar experiences/ diagrams (noted by two respondents);
- The participants were (initially) a bit shy;
- There was an issue of keeping to time and allowing all participants to speak;
- Many participants tried to include non-municipal things like compost in their garden;
- Some things in the script and slides were impossible to translate ("for example we don't
 collect any waste bags from the streets like in Brussels, but have bins for them in every
 apartment building");
- Some participants had real difficulties to write or draw (very low level of education).

There appeared to be more problems with exercise two (although seven of the respondents wrote that they had no difficulty with it). The main problem (identified by a significant minority of the respondents) concerned understanding the concepts of *barriers* and *concerns*, and *prevention* and *waste pathways*. As one respondent noted, "four variables was possibly too much for this", while another noted that "the barriers vs concerns separation (always) caused some confusion". Indeed, several respondents indicated that they themselves didn't fully understand the purpose of the

exercise and the distinction between the various terms, or how to adequately explain this to participants. Other difficulties noted included:

- Difficulty for the participants focusing on the exercise as they were keen to talk about solutions (three respondents);
- Difficulty for the moderators in doing the thematic clustering (two respondents);
- Difficulty in identifying barriers and concerns due to a lack of familiarity with waste management (generating "obsessively" one answer: "my worries are about the environment") (two respondents);
- Difficulty in moderating the task ("a bit exhausting");
- Difficulty in explaining the task, possibly due to inadequacies in the translation of materials.

Exercise three also had a couple of fairly frequent concerns (albeit eight respondents said that they had no problem with it, and another described it as "the best"). The main problem (noted by around a dozen respondents) seemed to be that participants found it hard to "think outside the box", "get sci-fi ideas", "provide innovative ideas", "go beyond their conventional thinking", "think in more futuristic terms", "(think) creatively", "imagine revolutionary solutions", "move from solutions which are already here to new ideas and not... (get) stuck in political and social problems". In short, the task was "too abstract" for some. Several respondents noted that having examples was important—either suggesting a need for examples, or admitting that they had had to provide a few helping examples (participants needed "coaxing" according to one). Another phrased this as a need for them to be "more inspiring... to... stimulate their creativity". One respondent further noted that participants "they were not often able to comment on what type of research this would require", suggesting that "this is possibly not a useful question to ask". Interestingly, this was a key concern of the evaluators (see the chapter on Observers' Perspectives).

Finally, exercise four emerged as relatively unproblematic. Almost all of the respondents who actually addressed exercise four said that they had no problems with this, and that it was easy to conduct. A couple of respondents even noted that it was "fun for participants" who "loved having three million to spend". The only real issue, raised by one respondent, was a concern about "how representative the outcomes are", because "people might have put their stickers on what they thought were the best ideas, or just ones they liked the sound of or had come up with themselves so were biased towards." Beyond this, five respondents provided comments that suggested that they had mixed up the money-allocation exercise with the futuristic component of exercise three, noting as did prior respondents in response to the previous question - that there was "a degree of difficulty in getting participants to think out of the box", or to get participants to "give examples of future

scenarios", "get... into really crazy ideas" and provide "futuristic solutions", and that, for some groups, it was "too abstract".

Finally, one respondent expressed a problem that they had with all four of the exercises, related to the issue of time. That is, "there was time to find out 'what' people thought, but not enough to really drill down into 'why' they thought like that or to elicit their evidence for their views", so that consequently they "found (themselves) needing to close down those discussions because of the need to move to the next exercise".

To elaborate on the differences between the different exercises, question 11 asked "Which of the four exercises do you think worked best (if any)? Why?" Several respondents refused to identify any one exercise as better than the others, noting that they all worked well individually, or that they all worked well together, or that any differences "depended on the group". There were, however, advocates of each of the first three exercises (the fourth was only mentioned by one – perhaps because it was a relatively short exercise compared to the others), although the first was chosen most frequently. The first exercise was generally advocated because it was somehow the most pertinent, concrete, familiar and relevant to participants' "day-to-day lives". As such, respondents often thought that the participants found this task the easiest (it didn't require participants to "think and be creative" – they just had to relate their experiences); it was thus a good warm-up exercise, enabling the ice to be broken, and allowing people to readily engage in the issue.

The second exercise was often advocated jointly with the first for similar reasons, i.e. it was "closer to participants' day-to-day life" and so accepted as "natural". However, respondents also suggested that this exercise allowed the participants "the opportunity to say the most", and "let (them) think deeply about the problem, and made them a bit more concern(ed) about their own position related to the topic". One respondent suggested it was "more useful to understand the... view(s) of the participants"; another suggested that it was good because participants "really entered in the subject by examining what has to be improved and they tried to find solutions."

The third exercise, as noted previously, had some perceived difficulties, and yet it was also perceived by some as the best of the exercises – for the very reasons that, for others, it was difficult. That is, it "really got participants thinking", even the quieter ones who had been less active in their groups (this is an observation made by two different respondents), it was "motivating", "helped … make more pleasant the atmosphere", and participants (according to two respondents) "enjoyed the creativity" of it, being "free to use their fantasy".

In counterpoint to question 11, question 12 asked: "Which of the four exercises do you think worked least well (if any)? Why?" Five did not respond to this (which we presume to mean that they thought none of the exercises were worse), and four more simply stated that all of the exercises were "ok". Perhaps unsurprisingly, given the answers to question 10, exercise three was the most-frequently chosen option. Respondents reiterated their concern that participants found it difficult to think outside the box/ be creative. One noted that participants were "looking backward when thinking about solutions more than looking (forward) into the future", and another stated that "there was not enough time to generate really interesting creative ideas (and) many of the participants clearly found it 'silly'... one even said as much in their response email to me".

Exercise two was the second-most chosen option. The main reason given was that it was difficult – for participants and for the moderators too – largely because of the problem of defining barriers and concerns (not helped by translation problems for one). For another, the exercise just seemed to "drag". After exercise two, exercise four was nominated by a few people. For a couple of respondents, there were concerns about how the results might be interpreted: one was not sure that the results were really "representative" and they warned against "set(ing) too much store by the decisions people made"; another also warned against the results being seen as an "impartial evaluation" because "some participants always choose their own ideas as the best" (they suggested perhaps asking groups to rate the ideas of other groups, and not their own). A couple also noted that the exercise was simple, and seemed "like a last minute aside", suggesting that it be "broaden(ed)... a bit". Finally, exercise one was selected as least-good, but only once, by a respondent who noted that by this stage "participants were not very interested in each other".

Question 13 moved attention on from the nature of the exercises to the nature of the groups themselves. It asked: "Did you notice any major differences between the three focus groups? For example, was any one easier or more difficult than the others to moderate? Please explain." Several respondents (five) reported no major differences, while there was notable contrast between the other respondents as to which of the three age-similar groups was easiest and hardest.

The youngest group was identified by some as the most difficult, for several reasons: for example, their members were described as "more interested in money than in taking part in the discussion itself", "most quiet", "less expansive", "most critical about the project", "had few ideas... and didn't want to talk", "were uninterested in the event and each other", and, in one case (perhaps because of their national situation in this recession) "always complaining... pessimistic". In contrast, other respondents suggested that the youngest group was the easiest to moderate, describing their members as "much more dutiful" (they didn't talk over each other, were very task orientated, and

did not challenge each other's ideas), "respectful and constructive", and more "used to work(ing) in groups and think(ing) creatively". One respondent suggested that they were easiest because they themselves were least tired for this event, it being their first (and moderator tiredness was identified as a factor by at least one other respondent as a reason for choosing their 'middle' group as the most difficult). And for one respondent, the youngest group was both good and bad, containing some who were just there for the money and others who were really keen on finding novel solutions.

The oldest group also received variable appraisal. They were viewed relatively negatively by some respondents for several reasons, such as for being unused to group work (unlike the young), for being more insistent on "express(ing) their opinion... (irrespective of whether it) concerned the topic of the focus group", for being more likely to "tell stories which... were not to the point", for giving "all their personal experiences... (with) more difficulties... listen(ing) to others", for having "side talks... during the plenum" and for "externalizing their problems with waste and... reliving their frustrations". Again in contrast, the oldest group was seen by some as the easiest because they were "the most active, enthusiastic and chatty", "motivated and grateful to have been chosen", "more concerned about the discussion theme", "most open and interested in each other... engaging in all exercises", and even "most innovative in finding creative solutions".

The middle group (aged about 35-50) were less discussed, but were again noted in both a positive and negative light. They were perceived positively by some for being "the most dynamic", for "having a lot of fun discussing and exchanging knowledge and experience", and for being "very concern(ed) about the subject... (and) quite competitive". For one respondent, the strong motivation of this group made them the hardest to moderate, while another suggested that they were actually the *least* motivated of the groups. Another respondent suggested that this group "needed more time" being "focussed more on administrative and financial problems", while one compared them to the older group in wanting to tell stories that were not to the point.

Beyond these characterisations, several respondents raised some more generic issues. Factors related to their own tiredness and their growing experience (from conducting the first and second focus groups) were important to some in explaining differences in the easiness in conducting the different groups. Several respondents also noted the importance of individual personalities within the groups in determining whether they were easy to moderate or not, with some groups made difficult because of particularly dominant or egotistical individuals (who could be young, middleaged or elderly). The level of education of participants was also noted as a factor impacting the ease of the process. And finally, sometimes the groups were characterised in ways that that did not

necessarily indicate ease or difficulty of moderation. For example, one respondent suggested "the elderly group enjoyed talking a lot and their participants... agree(d) a lot with each other, the middle aged group was more sceptical and practical, while the youngest group seemed to be used to a setting in which they are asked for their opinion". In short, there appeared several factors that affected the ease of conduct of the focus groups, and the age of the groups was not necessarily the most important of these.

The final question (14) asked respondents: "How would YOU change the process if you could? Please suggest *three ways* in which the overall process (from training, to the conduct of the focus groups) might be improved in your opinion." Most respondents gave two or three suggestions, though some gave only one, and one respondent simply stated that "the process was satisfactory". Below the different themes are summarised, roughly in order to which they relate to the overall process (from beginning to end), with the number of respondents who noted a particular issue given in brackets after each suggestion (*if* greater than one). The main suggestions were:

- Better clarity of contract, work load and responsibilities
- Have considerably more preparation time (before and after the focus groups e.g. for
 preparation and for producing/ sending documentation/ summaries, as well as advance
 notice for meetings) ("transcribing this material was far too much work for one person for
 one week!") (10)
- Include ideas/opinions of the moderators at the preparation stage
- Provide more practical guidance beforehand (on transcriptions, deadlines for sending documents, a list of "what to do" and "until when"), including a realistic estimation of the workload it takes (3)
- Better communication with the project coordinator
- Translations of the script should be available before the training to give moderators time to consider them
- Training should start with the final script
- Don't create too many documents ("avoid overkill")
- Divide up the training different for experts (less time) and novices (4)
- More training, including a full dress-rehearsal if novice moderators are to be used (2)
- Extend the part of training on behaviour management
- Allow two people to attend the training (more funding for this)
- Have smaller groups in the training to increase their effectiveness
- Don't create anxiety when you train newcomers (less academic, more fun)
- Enhance the practical part of training

- Include a social programme in the training
- Assign a concrete sum of money (from each association/partner) to moderators ("otherwise they could get... very little... depending on the idea of the project manager")
- Take greater care with the translation/ allow more time for feedback and revision/ rethink the process (e.g. have translations from the companies inserted direct into the powerpoint file itself) (3)
- Add half a day more time to translate the text and discuss the results with other moderators
 who will use the script in the same language and need to use the same words
- Ensure good contact between moderators and recruiting agencies to "avoid last minute surprises" and "confusion" (2)
- Be careful in recruiting (e.g. some suggestions it wasn't always well done, such as one group having "three friends from the dame village")
- Use education level as a way to ensure effectively homogenous groups (selection criterion)
- If the aim of the process is to produce revolutionary/novel ideas, then include a group of appropriate people (students, engineers) (but if it is to "create awareness" then keep it as it is)
- Have four focus groups and use the first as a pilot
- Longer for the focus groups (3.5 4 hours) allowing more time for discussions (2)
- Fewer exercises and so more time to discuss people's ideas
- Three groups in one week-end was too much ("the results were almost certainly influenced by the level of energy of the moderator"; "I felt burnt-out") (4)
- Allow the focus groups to be held at more flexible times such as during the week
- Within countries, run different focus groups in different locations (a specific suggestion from the Belgian respondent, who noted the difficult national issue of having Dutch and French speaking people)
- Have a web site that can provide an overview of everything at once e.g. videos of the process, timeline with deadlines, documents to download images to involved parties)
- Bring results earlier onto the website ("there is still no more information than... at the beginning")
- Provide participants with more information on the topic before the focus group/ ask them to do a little homework (2)
- Allow the moderator more freedom to explain the exercises i.e. not have to use the same phrases in the manual (although one respondent understood "the reasons why this has been asked") (3)

- Allow the script to be more flexible to take account of cultural differences between countries
- Have a better-looking powerpoint presentation
- Use more examples, pictures, movies to turn on peoples imagination/ encourage creativity
- Add an activity or an exercise to stimulate participant creativity
- Exercise 3 should make use of "some pedagogical innovative tools"
- Cut out the defining research area aspect of exercise 3 ("most participants just don't get it")
- Modify exercise 4 so that participants vote on ideas from other groups
- The transcription is difficult have it all done professionally
- Feedback local concerns from the events to local councils

As can be seen, the respondents produced many different suggestions – some quite broad and strategic and others quite specific. The main issue – raised by ten of the respondents – concerned the preparation time for this project. These thought that considerably more time was needed, not just to prepare for the event (do the training and develop the materials) but also for producing the transcriptions and reports afterwards. A number of respondents admitted to feeling stressed about this. However, it is likely that all parties would admit that this project has had to be implemented rapidly according to deadlines beyond the organisers' control, and would recognise a need to allow more time in any future project such as this. Aside from this, the training issue was also brought up by multiple respondents, who particularly wanted a separation between the training for the more and less experienced – proposing generally less training for the former but more for the latter. The timing of the focus groups was also queried by a number of participants, who generally felt that it was asking a lot to do all three over a single weekend. Probably one focus group a day, of slightly longer duration, might have gained greater approved.

Discussion

This chapter has considered the moderators' perspectives on the project, being informed by responses to a questionnaire sent to them after the focus groups had concluded (to which 29 of 33 responded). The questionnaire asked about the moderators' views on the training, the moderator manual, and the focus groups themselves, as well as asking for general suggestions about ways to enhance the project. Regarding the training, most respondents were fairly positive – they particularly liked the experience of practising the exercises. If there was one major negative issue with this, it was that a number of the more experienced moderators felt that the event was too long for them. Regarding the moderators' manual, this was perceived even more positively by the respondents, and there were few real criticisms of it. In terms of the focus groups themselves, most

respondents were fairly content with how these had progressed. The two main issues that arose with these events were that the third exercise was quite difficult for some participants (requiring a degree of creativity), while there was some difficulty in the second exercise with participants (and indeed, moderators) being unclear in how to distinguish barriers from concerns. There were no particularly clear trends across the three focus groups, though respondents generally felt that the younger group was perhaps (but not always) the most difficult to manage. And finally, the respondents provided a large number of ideas for further enhancing a project such as this, with their main concern being about the relative lack of preparation time allowed. From an 'information translation' perspective, these results are generally positive: the training and manual might both be seen as being effective and comprehensive sources of information. However, the time barriers caused by the speed with which the project has had to be implemented - with focus groups squeezed into one weekend (leading to some "exhaustion" and reduction in process efficiency) and lack of time to consider the quality of translated materials - do point to areas where a degree of 'information loss' might be expected, and indicate where future improvements might be achieved.

6. Conclusions – and the Next Report

Content of this Report

This report is the first of two providing an evaluation of the VOICES project. The aim of this report is to evaluate the genesis and implementation of the focus groups – the main public engagement approach employed in this project. Should the results of this evaluation prove negative, then the overall effectiveness of the project would need to be questioned. However, should the evaluation thus far prove positive, this still leaves the effectiveness of the overall project to be confirmed, and this can only be determined at the project's end. The second report will therefore consider how the focus group outputs are used, and it will draw conclusions about the project as a whole.

This report begins with a description of the evaluation approach taken here. The evaluation is essentially based on three pillars, or three sets of criteria. The first is the stated aim of the project as described, for example, in the project's Description of Work. This clearly states that the aim is to consult the public to allow input into the setting of certain research priorities. The second is the normative criterion of 'information translation', which conceptualises the project as an information system, and checks the efficiency with which full, unbiased information is propagated through it, from beginning to end. It considers the focus groups as a sub-system within the wider project system. In evaluating the focus groups it seeks to ensure that full, unbiased information is used to inform the public participants (about their role; the topic; the project rationale, etc.); that the process of the events are managed to ensure efficient information flow to, between, and from participants; and that information is elicited and recorded in a similarly comprehensive and non-biased manner. In particular, this approach looks for places of 'information loss'. The third pillar is the views of relevant parties — in this particular case, the participants (and also the moderators); with respect to the project as a whole this will also involve the views of others, such as the sponsors and other external observers.

The evidence for this evaluation has been taken from documentary analysis, event observation (following an observation protocol) and questionnaires (to participants and moderators). Interviewing is an important mechanism for gathering evaluation data, and this will be a preeminent method used in the next stage of the evaluation. Generally we are pleased with the content, quality and quantity of data we have assembled to conduct this first part of the evaluation, although it should be noted that we, the evaluation team, were not recruited until fairly late in the process (one evaluator just happened to be in Brussels during the training event and was able to observe some of this), and consequently we had only second hand access to information about early events – such as the advisory group discussions on the content and process of the focus groups –

and hence we are less confident in our evaluative assertions about the genesis (as opposed to implementation) of the approach. The absence of having the evaluation written-in to the project also meant that the requirements of the evaluators were not present in the expectations of the various partner organisations — and we can only express our thanks that they were so willing to help us acquire data (through distributing participant questionnaire, translating the responses to these into English, and completing moderator questionnaires). Whatever other (formative) recommendations emerge from this report, one key recommendation is that it is absolutely vital to ensure that evaluation is written into any project from the outset, to enable evaluators to have access to early evidence and to prevent surprises for contractors and sub-contractors later down the line.

Following the discussion of the evaluation rationale in Chapter 1, Chapter 2 provided a description of the early stages of the project (to which we had limited access), essentially the genesis of the focus group process. The following chapters (3, 4 and 5) have presented data on the implemented focus groups – from the perspective of an evaluator/ observer, from the perspective of participants, and from the perspective of the moderators. Appendix 1, 2, 3 and 4 provide copies of the observation protocol, participant questionnaire, tabulated responses to the participant questionnaire, and the moderator questionnaire, respectively. The participant questionnaire was translated into the different languages used at the different focus group locations: copies of these versions are available from the authors or from the coordinator.

The next section summarises the main results from this first evaluation.

Summary of Focus Group Evaluations and Recommendations

The genesis of the focus groups was discussed in Chapter 2. Focus groups are a well-established method used in social science to gain participant views on a topic. The method used in this project was especially tailored to address the issue of urban waste - establishing public practices, perceived barriers and concerns, solutions (including potentially radical ones), and research preferences. A detailed guideline (and manual) was produced, and the method was piloted with a small number of focus groups. Amendments were further informed by an advisory group comprising a wide range of relevant expertise. Thereafter, a compulsory two-and-a-half day training workshop was organised in Brussels, at which all 33 moderators of the events were present (each of whom was to run three three-hour focus groups over the course of a weekend). Our consideration of the documentation related to the method development, and attendance at (most) of the training event, left us with a highly positive view of the process. Rarely in public engagement processes is the methodology designed so precisely, let alone piloted prior to a first event, and rarely is such a thorough training event organised (indeed, we have not personally encountered an event as thoughtfully and

rigorously developed as this, and nor are we aware of any such event described in 'the literature'). Assuming the recruitment of public participants (numbering about 1000 across Europe) took place according to the guidelines given to the recruiting agencies in the respective countries (and we have no reason to doubt this), the project would seem to have married a good process with an appropriate audience — with little evidence of any 'information loss' to this stage. However, problems can occur with the *implementation* of any process — which is why this is considered in the main part of the evaluation report.

The focus groups successfully took place over a number of weekends in March and April of 2013. In one case, low numbers at one location led to the running of a fourth focus group with six participants (in Amsterdam). In total, 100 focus groups were conducted in 33 different locations, with 995 participants (assuming, as we are led to believe, that all participants did complete the evaluation questionnaire). This report has considered the quality of the process from the different perspectives – it does not detail the content of the focus group discussions, as these are reported elsewhere.

Evaluators attended five different focus groups in four different countries (the focus groups took place over a small number of weekends: because they overlapped, it was not possible for the evaluators to realistically attend any more). In general, the different events appeared to have been well run. Moderators stuck to their scripts; provided all the relevant information to help participants appreciate their role; helped ensure a positive atmosphere; and managed discussions well, allowing them to be largely inclusive (although there were occasional cases of vocal participants dominating discussions at potential expense of others). However, there were a number of issues that might have led to a degree of information loss: these included rooms that were too small (so all breakout groups were in one place, with concomitant noise and hence no chance to audio record conversations, leading to reliance on the scribbled notes of self-appointed scribes); the reliance at points on output from (untrained) self-facilitated groups; and the uncertain appropriateness of one of the exercises asking about future research and solutions, which participants seemed to find more difficult. Aside from this, we would also suggest a couple of minor logistical amendments that might have ensured more accurate information translation – such as by having the note-takers present at the events write on flip charts instead of moderators (to enable the latter more time to think) or indeed, to write up notes in real-time on Powerpoint to ensure they were more visible and readable to all).

From the participants' perspective, the events were highly regarded (and, as a general point, there was considerable uniformity of opinions across the different locations). In terms of the information they received, participants were generally clear on what the event was about, its aims, why they were invited, and, to a lesser degree, how participants had been selected. They also concurred that

the participants were appropriate for the event. In terms of the process and information elicitation, the majority of participants agreed that they had been able to say all or most of what they wanted to say and thought that the summing-up had been accurate. Around 85% thought that there had been sufficient time to discuss all that needed to be discussed – leaving a significant minority that thought that more time was needed. Of topics not discussed but which "should have been", a number were noted, with perhaps the most relevant being the financial aspects of urban waste. Furthermore, over 98% of respondents indicated that the event was "well run" (indeed, just one respondent from the entire sample answered that it was not well-run), and approximately 99% of all respondents were either "very" or "fairly" satisfied with the event.

Regarding the impact of the event and other outcomes, most expected to receive feedback on the event. Around one third claimed to have learnt a lot from the event while around one half had learnt "a few new things". Around half claimed that the event had made them "change (their) views", although many of those who claimed that their views hadn't been changed actually stated that they effectively had been by being strengthened (most being clearly pro-environment/ anti-waste). There was also almost total agreement that it was "a good thing" that the EU were consulting participants on this issue: participants thought that it was right that they be consulted (because they are citizens and we live in democracies) but also that citizens have relevant knowledge on the topic that could lead to objectively good/ better solutions. Over half thought the event would influence future EU policy, although there was a considerable amount of uncertainty too (only 6% thought the event would not influence policy, but about one-third were "unsure"). The uncertainty largely seemed to be concerned with a lack of trust in the EU or in other stakeholders (industry, politicians) as well as concern about the practical feasibility of their ideas being implemented (in the face of other influencing factors, current finances, bureaucratic obstacles/ red tape).

Finally, when asked what was best about the event, participants identified many aspects. They thought the events were well run and moderated; they enjoyed the different exercises; they appreciated interacting with different and diverse participants; they often enjoyed the social aspects and meeting new people; they were positive about the nature of the other participants and how they responded to the task (with enthusiasm, seriousness, etc.); they approved of the atmosphere (open, convivial, friendly, scholarly, informal, creative and relaxed); they thought the topic was good/ important/ appropriate; and they enjoyed the discussions (hearing others' views, learning, and hearing ideas, and also expressing their own views, being heard, and helping to actually solve an important problem).

When asked what was worst about the event, many respondents gave no answer or simply stated "nothing" or that "everything was fine". By far the most common response was that there was a lack

of time, while others criticised the timing of the events (during weekend/ on Sundays etc.), were concerned that this event "might come to nothing", or criticised logistic factors (room specifications, temperature, travel arrangements, and especially, the nature of food and refreshments).

We also considered the moderators' views – as important stakeholders in the events as well as important sources of information. Regarding the training, most were fairly positive - they particularly liked the experience of practising the exercises. If there was one major negative issue with this, it was that a number of the more experienced moderators felt that the event was too long for them. Regarding the moderators' manual, this was perceived even more positively by the respondents, and there were few real criticisms of it. Most were also content with how the focus groups had gone. The two main issues that arose with these events were that the third exercise was quite difficult for some participants (requiring a degree of creativity), while there was some difficulty in the second exercise with participants (and indeed, moderators) being unclear on how to distinguish barriers from concerns. There were no particularly clear trends across the three focus groups, though respondents generally felt that the younger group was perhaps (but not always) the most difficult to manage. And finally, the moderators provided a large number of ideas for further enhancing a project such as this, with their main concern being about the relative lack of preparation time allowed. From an information translation perspective, these results are generally positive: the training and manual might both be seen as being effective and comprehensive sources of information (as suggested earlier). However, the time barriers caused by the speed with which the project has had to be implemented - with focus groups squeezed into one weekend (leading to some "exhaustion" and reduction in process efficiency) and lack of time to consider the quality of translated materials - do point to areas where a degree of information loss might be expected, and indicate where future improvements might be achieved.

From all of this, our general assessment of the genesis and implementation of the focus groups is *very positive*. The set-up of the process is particularly praise-worthy, providing a standard in rigour that is rarely found elsewhere. Good design can still be undone by implementation, however (which is not always entirely under the control of the organisers and often affected by events like the weather or extremely vocal participants). In this case, the skills and dedication of the moderators helped to implement the process in a generally impressive way. Of course, there are always ways to improve events such as this – and typically, these rely on greater resources, particularly in terms of time and human/ financial resources. With this in mind, we make the following tentative recommendations (for the re-running of this project, or the running of a similar project on a different topic):

• Involve the evaluators earlier in the process

- Allow more time for various elements of the project, especially for translation of materials and for moderators to complete their activities
- Consider reframing exercise two to address the difficulty participants (and moderators) had in appreciating the difference between barriers and concerns
- Reconsider exercise three: if novel ideas are to be required from participants, or ideas about future research, think about using other exercises or providing more information (on research processes or options) to ease the creative burden on participants
- Extend the time of the focus groups to about four hours, with only one event per day to ease the burden on the moderators (and events taking place over two weekends instead of one)
- Should resources allow, consider having break-out groups in separate rooms and using audio recording to ensure good translation
- Think about the role of the note-takers and use them to better effect, e.g. to help the facilitator by recording information and displaying this more clearly to all
- Provide extra help to break-out groups, such as a scribe to capture more information (and potentially reflect back to the participants) (although again this has resource implications).

Follow-up Issues: The Second Report

As noted, this report has focused on the genesis and implementation of the focus groups. According to the normative criterion, and the participants' own (inferred) criteria, the events would appear to have been successful (albeit with a number of relatively minor caveats). However, the focus groups are but part of the entire project, and the project's own criterion for success is the influence of the output from these groups on the actual research prioritisation of the EU. The next report will therefore continue to trace the information flow from the focus groups to the end of the project, to see whether the project objectives are achieved (these correspond to the normative criterion for success too, as the lack of use of the focus group output at this stage would equate to complete information loss). The next evaluation stage will consider the way the output is/ has been condensed into summary reports (which has been taking place simultaneous to the current evaluation analysis), and how these reports are treated by the consolidation group; it will also comment on the online treatment of the material; and it will seek additional perspectives on the focus groups and overall project (aside from the views of participants) – mostly attained through the conduct of interviews with significant stakeholders, such as members of the Commission. Finally, it will consider whether the focus group method here is the best method to address this particular problem (or indeed, other problems), or whether there might be other methods that might potentially be more appropriate.

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Appendix 1: Copy of the Observation Protocol

Observation Protocol

NB The following schedule suggests aspects to observe that are related to the 'translation' concept. The schedule is expressed in the form of various questions: the observer should seek to answer the questions and provide explanation/ evidence for their answers.

Information Comprehensiveness (Do the organizers provide full information to participants?)

- Do the organizers clearly state the aims of the event at the outset?
- Do the organizers clearly elaborate on an agenda?
- Do the organizers clearly explain to participants what is expected of them (defining their task)?
- Do the organizers explain how they have selected participants/ why they are there?
- Do the organizers explain what will follow from the event (i.e. what feedback they might expect and what will happen with the output from the event)?

Information Appropriateness/Fairness (Do the organizers fairly frame the problem or is there any evidence of bias in terms of information provision/ recording/ translation?)

- At the outset, do the organizers provide a fair summary of the subject being considered, or do they provide a particular slant, bias or frame that might lead some perspectives to be focused upon at the expense of others?
- Does the way in which information is collected suggest any particular bias (beyond, say, randomness)?
- Is the process managed in such a way that bias is introduced in terms of the information that is considered or recorded (e.g. participants with one position allowed to speak at the expense of those with another position)?
- In any summing up, is there any bias in the reporting of the output from participants?
- Is participation fair, or do some participants have much greater opportunity to speak and influence than others (whether due to facilitator bias or event logistics)?

Process Limitations to Effective Translation

- Is there sufficient *time* for participants to consider all the necessary information, provide all necessary information, and think about this information? Are certain debates uneccessarily cut short because of time limits?
- Are there any information resource limitations that hinder the effective consideration of the topic of debate? That is, are participants asked to discuss an issue or solve a problem on

- which it is clear that extra information might have been made available (report findings, academic evidence)?
- Are there sufficient resources (personnel, tape recorders etc.) to enable the full output from the event to be recorded, or do such resource/logistic deficiencies ensure that there is only a partial recording of output, or imperfect recording of information?

Information synthesis

- How is the various information outputs synthesized, and are there any apparent inefficiencies? For example, how are competing priorities compared and contrasted?
- How are pro and con arguments set against each other?
- How is such information displayed to participants and is it in a way that may help or hinder them from synthesizing different points of view? [For example, are there whiteboard or computer screen displays of pro and con lists? Are accurate 'minutes' taken? Is there any form of voting process to confirm participants' aggregate views?]

Appendix 2: Copy of the Participants Questionnaire (in English – The Translation Version)

Evaluation Questionnaire

Dear Participant,

Thank you for having taken part in this event. We would now like to ask you a few questions about it as part of our evaluation of this project; we would be extremely grateful if you could complete this questionnaire. Please be assured that your responses will be treated anonymously. Although we ask for your name below, this is just so that we can make contact with you again for the evaluation (with your permission). Your name will not be cited in any evaluation report or associated with any comment you make here.

Thanks for your cooperation. Dr Gene Rowe (evaluator for VOICES) 1. What is your name? 2. Was it clear from the information you were provided prior to the event what the topic was about? Yes No Unsure 3. At the start of the event, were the aims clearly specified, in particular that the EU will take up the results of VOICES to define future research and innovation actions? Yes No Unsure 4. Was it clear to you from the information you were provided prior to the event why YOU were invited? Yes No Unsure 5. Was it made clear to you how the participants for this event were selected? Yes

	No Unsure
6.	Do you think the audience was appropriate for this event? Yes
7.	During the event, did you have the opportunity to have your say? I said all I wanted to say I said most of what I wanted to say I was only able to say a little of what I wanted to say I didn't get a chance to say anything
8.	Was there sufficient time to discuss all that needed to be discussed? Yes
9.	Do you think there were any significant issues related to urban waste that were NOT discussed, but which should have been? What were these?
10.	Did you learn much on the topic of urban waste from this event? I learnt a lot of new things I learnt a few new things I'm not sure I learnt anything new
	No, I did not learn anything new If you felt you learnt something in relation to urban waste, please explain what it was:

11.	Did participation in this event change your views on the issues in any way?
	Yes, I changed my views considerably Yes, I changed my views to some degree I'm not sure whether I changed my views or not No, I did not change my views in any way
	If you felt the event changed your views, please explain in what way:
12.	Do you think the summing-up accurately reflected what was discussed at the event? Yes
13.	Overall, do you think the event was well run? Yes No Unsure
14.	How satisfied were you with the event overall? Very satisfied Fairly satisfied Neither satisfied nor dissatisfied Not very satisfied Not at all satisfied Unsure
15.	Do you want any feedback from this event? Yes No Unsure

16.	Do you expect any feedback from the event?
	Yes
	No
	Unsure
17.	How do you feel about the EU consulting the public on issues like this?
	It's a good idea
	It's a bad idea
	Unsure
	Please explain your response.
	The state of the s
12	Do you think this event will have any influence on European research policy?
10.	Yes
	No
	Unsure
	Please explain your response.
19.	Overall, what was the best thing about the event?

. O	verall, what was the worst thing about the event?
•••	
•••	
•••	
qı cc in	inally, we would like to phone a few people afterwards to ask them some more detailed uestions about the event. Unfortunately, it is likely that interviews will need to be onducted in English. Would you be prepared to talk to us again in a short 30 min. telephone aterview? (Please note: saying 'yes' does not mean we would definitely phone you, as we will only re-contact a small sample of participants after the event.)
Ye	es
N	
fii	you said 'no' because you do not speak English, and an interview could be arranged in you rst language, would you be prepared to be interviewed? es
If	you said 'yes', please provide the details below:
Н	ome phone number (including area code):
W	Vhat is your email address:
۱.	Vhat is your postal address:
V۷	

nt organizer when you leave.

Appendix 3: Summary Tables of Responses to the Participant Questionnaire

Table 4.1: Summary of answers to the question: "Was it clear from the information you were provided prior to the event what the topic was about?"

Location	yes	unsure	no	total
Amsterdam (Netherlands)	24 (75%)	1 (3%)	7 (22%)	32
Athens (Greece)	27 (90%)	1 (3%)	2 (7%)	30
Barcelona (Spain)	26 (87%)	1 (3%)	3 (10%)	30
Birkirkara (Malta)	28 (93%)	0 (0%)	2 (7%)	30
Bratislava (Slovakia)	29 (97%)	1 (3%)	0 (0%)	30
Bremen (Germany)	24 (80%)	3 (10%)	3 (10%)	30
Brussels (Belgium)	28 (93%)	0 (0%)	2 (7%)	30
Bucharest (Romania)	29 (97%)	1 (3%)	0 (0%)	30
Budapest (Hungary)	20 (67%)	0 (0%)	10 (33%)	30
Cesis (Latvia)	29 (100%)	0 (0%)	0 (0%)	29
Copenhagen (Denmark)	3 (10%)	4 (13%)	23 (77%)	30
Dublin (Ireland)	28 (93%)	2 (7%)	0 (0%)	30
Granada (Spain)	27 (90%)	2 (7%)	1 (3%)	30
Grenoble (France)	30 (100%)	0 (0%)	0 (0%)	30
Klaipeda (Lithuania)	30 (100%)	0 (0%)	0 (0%)	30
Lisbon (Portugal)	20 (67%)	9 (30%)	1 (3%)	30
Ljubljana (Slovenia)	30 (100%)	0 (0%)	0 (0%)	30
London (UK)	26 (87%)	4 (13%)	0 (0%)	30
Luxembourg (Luxembourg)	30 (100%)	0 (0%)	0 (0%)	30
Milan (Italy)	28 (93%)	1 (3%)	1 (3%)	31
Munich (Germany)	27 (90%)	1 (3%)	2 (7%)	30
Naples (Italy)	26 (84%)	2 (6%)	3 (10%)	31
Newcastle (UK)	29 (97%)	0 (0%)	1 (3%)	30
Nicosia (Cyprus)	27 (90%)	2 (7%)	1 (3%)	30
Paris (France)	28 (93%)	2 (7%)	0 (0%)	30
Pilsen (Czech Republic)	28 (93%)	2 (7%)	0 (0%)	30
Sofia (Bulgaria)	20 (61%)	11 (33%)	2 (6%)	33 *
Stockholm (Sweden)	19 (63%)	1 (3%)	10 (33%)	30
Tartu (Estonia)	28 (93%)	1 (3%)	1 (3%)	30
Torun (Poland)	27 (90%)	2 (7%)	1 (3%)	30
Vantaa (Finland)	30 (100%)	0 (0%)	0 (0%)	30
Vienna (Austria)	24 (83%)	4 (14%)	1 (3%)	29
Warsaw (Poland)	30 (100%)	0 (0%)	0 (0%)	30
ALL	859 (86%)	58 (6%)	77 (8%)	994

^{*}There was one missing value from Sofia

Table 4.2: Summary of answers to the question: "At the start of the event, were the aims clearly specified, in particular that the EU will take up the results of VOICES to define future research and innovation actions?"

Location	yes	unsure	no	total
Amsterdam (Netherlands)	32 (100%)	0 (0%)	0 (0%)	32
Athens (Greece)	30 (100%)	0 (0%)	0 (0%)	30
Barcelona (Spain)	30 (100%)	0 (0%)	0 (0%)	30
Birkirkara (Malta)	30 (100%)	0 (0%)	0 (0%)	30
Bratislava (Slovakia)	30 (100%)	0 (0%)	0 (0%)	30
Bremen (Germany)	27 (90%)	1 (3%)	2 (7%)	30
Brussels (Belgium)	30 (100%)	0 (0%)	0 (0%)	30
Bucharest (Romania)	29 (97%)	0 (0%)	1 (3%)	30
Budapest (Hungary)	29 (97%)	0 (0%)	1 (3%)	30
Cesis (Latvia)	28 (97%)	1 (3%)	0 (0%)	29
Copenhagen (Denmark)	28 (93%)	1 (3%)	1 (3%)	30
Dublin (Ireland)	29 (97%)	1 (3%)	0 (0%)	30
Granada (Spain)	29 (97%)	1 (3%)	0 (0%)	30
Grenoble (France)	29 (97%)	0 (0%)	1 (3%)	30
Klaipeda (Lithuania)	30 (100%)	0 (0%)	0 (0%)	30
Lisbon (Portugal)	29 (97%)	1 (3%)	0 (0%)	30
Ljubljana (Slovenia)	28 (93%)	0 (0%)	2 (7%)	30
London (UK)	30 (100%)	0 (0%)	0 (0%)	30
Luxembourg (Luxembourg)	28 (93%)	2 (7%)	0 (0%)	30
Milan (Italy)	30 (100%)	0 (0%)	0 (0%)	30
Munich (Germany)	25 (83%)	3 (10%)	2 (7%)	30
Naples (Italy)	31 (100%)	0 (0%)	0 (0%)	31
Newcastle (UK)	29 (97%)	1 (3%)	0 (0%)	30
Nicosia (Cyprus)	29 (97%)	1 (3%)	0 (0%)	30
Paris (France)	29 (97%)	1 (3%)	0 (0%)	30
Pilsen (Czech Republic)	29 (97%)	1 (3%)	0 (0%)	30
Sofia (Bulgaria)	32 (94%)	2 (6%)	0 (0%)	34
Stockholm (Sweden)	28 (93%)	0 (0%)	2 (7%)	30
Tartu (Estonia)	30 (100%)	0 (0%)	0 (0%)	30
Torun (Poland)	29 (97%)	1 (3%)	0 (0%)	30
Vantaa (Finland)	29 (97%)	0 (0%)	1 (3%)	30
Vienna (Austria)	27 (93%)	2 (7%)	0 (0%)	29
Warsaw (Poland)	30 (100%)	0 (0%)	0 (0%)	30
ALL	962 (97%)	20 (2%)	13 (1%)	995

Table 4.3: Summary of answers to the question: "Was it clear to you from the information you were provided prior to the event why YOU were invited?"

Location	yes	unsure	no	total
Amsterdam (Netherlands)	17 (53%)	2 (6%)	12 (38%)	31*
Athens (Greece)	25 (83%)	2 (7%)	3 (10%)	30
Barcelona (Spain)	23 (77%)	2 (7%)	5 (17%)	30
Birkirkara (Malta)	26 (87%)	3 (10%)	1 (3%)	30
Bratislava (Slovakia)	26 (87%)	2 (7%)	2 (7%)	30
Bremen (Germany)	15 (50%)	6 (20%)	9 (30%)	30
Brussels (Belgium)	24 (80%)	2 (7%)	4 (13%)	30
Bucharest (Romania)	29 (97%)	0 (0%)	1 (3%)	30
Budapest (Hungary)	21 (70%)	4 (13%)	5 (17%)	30
Cesis (Latvia)	26 (90%)	1 (3%)	2 (7%)	29
Copenhagen (Denmark)	10 (33%)	4 (13%)	16 (53%)	30
Dublin (Ireland)	24 (80%)	3 (10%)	3 (10%)	30
Granada (Spain)	27 (90%)	2 (7%)	1 (3%)	30
Grenoble (France)	26 (87%)	2 (7%)	2 (7%)	30
Klaipeda (Lithuania)	26 (87%)	2 (7%)	2 (7%)	30
Lisbon (Portugal)	21 (70%)	3 (10%)	6 (20%)	30
Ljubljana (Slovenia)	19 (63%)	2 (7%)	8 (27%)	29*
London (UK)	25 (83%)	5 (17%)	0 (0%)	30
Luxembourg (Luxembourg)	27 (90%)	2 (7%)	1 (3%)	30
Milan (Italy)	28 (93%)	2 (7%)	0 (0%)	30
Munich (Germany)	16 (53%)	9 (30%)	5 (17%)	30
Naples (Italy)	26 (84%)	1 (3%)	4 (13%)	31
Newcastle (UK)	28 (93%)	1 (3%)	1 (3%)	30
Nicosia (Cyprus)	25 (83%)	4 (13%)	1 (3%)	30
Paris (France)	22 (73%)	1 (3%)	7 (23%)	30
Pilsen (Czech Republic)	21 (70%)	5 (17%)	4 (13%)	30
Sofia (Bulgaria)	20 (59%)	4 (12%)	10 (29%)	34
Stockholm (Sweden)	19 (63%)	3 (10%)	8 (27%)	30
Tartu (Estonia)	18 (60%)	7 (23%)	5 (17%)	30
Torun (Poland)	27 (90%)	2 (7%)	1 (3%)	30
Vantaa (Finland)	21 (70%)	3 (10%)	6 (20%)	30
Vienna (Austria)	19 (66%)	4 (14%)	6 (21%)	29
Warsaw (Poland)	27 (90%)	3 (10%)	0 (0%)	30
ALL	754 (76%)	98 (10%)	141 (14%)	993

^{*} There was one value missing from Amsterdam and Ljubljana

Table 4.4: Summary of answers to the question: "Was it made clear to you how the participants for this event were selected?"

Location	yes	unsure	no	total
Amsterdam (Netherlands)	13 (41%)	3 (9%)	16 (50%)	32
Athens (Greece)	24 (80%)	5 (17%)	1 (3%)	30
Barcelona (Spain)	13 (45%)	1 (3%)	15 (52%)	29*
Birkirkara (Malta)	22 (73%)	5 (17%)	3 (10%)	30
Bratislava (Slovakia)	23 (77%)	5 (17%)	2 (7%)	30
Bremen (Germany)	10 (34%)	6 (21%)	13 (45%)	29*
Brussels (Belgium)	17 (57%)	3 (10%)	10 (33%)	30
Bucharest (Romania)	26 (87%)	4 (13%)	0 (0%)	30
Budapest (Hungary)	19 (63%)	5 (17%)	6 (20%)	30
Cesis (Latvia)	23 (79%)	2 (7%)	4 (14%)	29
Copenhagen (Denmark)	10 (33%)	3 (10%)	17 (57%)	30
Dublin (Ireland)	16 (53%)	6 (20%)	8 (27%)	30
Granada (Spain)	18 (60%)	4 (13%)	8 (27%)	30
Grenoble (France)	18 (60%)	6 (20%)	6 (20%)	30
Klaipeda (Lithuania)	19 (63%)	6 (20%)	5 (17%)	30
Lisbon (Portugal)	16 (53%)	4 (13%)	10 (33%)	30
Ljubljana (Slovenia)	14 (48%)	3 (10%)	12 (41%)	29*
London (UK)	16 (53%)	6 (20%)	8 (27%)	30
Luxembourg (Luxembourg)	22 (73%)	5 (17%)	3 (10%)	30
Milan (Italy)	24 (80%)	4 (13%)	2 (7%)	30
Munich (Germany)	8 (27%)	9 (30%)	13 (43%)	30
Naples (Italy)	23 (77%)	3 (10%)	4 (13%)	30*
Newcastle (UK)	19 (63%)	9 (30%)	2 (7%)	30
Nicosia (Cyprus)	26 (87%)	4 (13%)	0 (0%)	30
Paris (France)	15 (50%)	2 (7%)	13 (43%)	30
Pilsen (Czech Republic)	17 (57%)	7 (23%)	6 (20%)	30
Sofia (Bulgaria)	25 (76%)	2 (6%)	6 (18%)	33*
Stockholm (Sweden)	11 (37%)	1 (3%)	18 (60%)	30
Tartu (Estonia)	14 (47%)	5 (17%)	11 (37%)	30
Torun (Poland)	24 (80%)	1 (3%)	5 (17%)	30
Vantaa (Finland)	13 (43%)	7 (23%)	10 (33%)	30
Vienna (Austria)	10 (34%)	6 (21%)	13 (45%)	29
Warsaw (Poland)	22 (73%)	5 (17%)	3 (10%)	30
ALL	590 (60%)	147 (15%)	253 (26%)	990

^{*} There was one value missing from Barcelona, Bremen, Ljubljana, Naples and Sofia

Table 4.5: Summary of answers to the question: "Do you think the audience was appropriate for this event?"

Location	yes	unsure	no	total
Amsterdam (Netherlands)	29 (94%)	1 (3%)	1 (3%)	31*
Athens (Greece)	29 (97%)	0 (0%)	1 (3%)	30
Barcelona (Spain)	29 (97%)	0 (0%)	1 (3%)	30
Birkirkara (Malta)	27 (90%)	2 (7%)	1 (3%)	30
Bratislava (Slovakia)	29 (97%)	1 (3%)	0 (0%)	30
Bremen (Germany)	29 (97%)	1 (3%)	0 (0%)	30
Brussels (Belgium)	30 (100%)	0 (0%)	0 (0%)	30
Bucharest (Romania)	29 (97%)	1 (3%)	0 (0%)	30
Budapest (Hungary)	29 (97%)	1 (3%)	0 (0%)	30
Cesis (Latvia)	28 (97%)	1 (3%)	0 (0%)	29
Copenhagen (Denmark)	23 (77%)	7 (23%)	0 (0%)	30
Dublin (Ireland)	26 (90%)	3 (10%)	0 (0%)	29*
Granada (Spain)	29 (97%)	1 (3%)	0 (0%)	30
Grenoble (France)	29 (97%)	1 (3%)	0 (0%)	30
Klaipeda (Lithuania)	30 (100%)	0 (0%)	0 (0%)	30
Lisbon (Portugal)	27 (93%)	2 (7%)	0 (0%)	29*
Ljubljana (Slovenia)	28 (93%)	2 (7%)	0 (0%)	30
London (UK)	30 (100%)	0 (0%)	0 (0%)	30
Luxembourg (Luxembourg)	29 (97%)	0 (0%)	1 (3%)	30
Milan (Italy)	29 (97%)	1 (3%)	0 (0%)	30
Munich (Germany)	29 (97%)	1 (3%)	0 (0%)	30
Naples (Italy)	30 (97%)	1 (3%)	0 (0%)	31
Newcastle (UK)	26 (90%)	2 (7%)	1 (3%)	29*
Nicosia (Cyprus)	26 (87%)	4 (13%)	0 (0%)	30
Paris (France)	29 (97%)	1 (3%)	0 (0%)	30
Pilsen (Czech Republic)	28 (93%)	2 (7%)	0 (0%)	30
Sofia (Bulgaria)	21 (91%)	0 (0%)	2 (9%)	23*
Stockholm (Sweden)	24 (83%)	5 (17%)	0 (0%)	29*
Tartu (Estonia)	27 (93%)	0 (0%)	2 (7%)	29*
Torun (Poland)	28 (93%)	2 (7%)	0 (0%)	30
Vantaa (Finland)	30 (100%)	0 (0%)	0 (0%)	30
Vienna (Austria)	23 (79%)	6 (21%)	0 (0%)	29
Warsaw (Poland)	30 (100%)	0 (0%)	0 (0%)	30
ALL	•	• •	10 (1%)	978

^{*}There was one value missing from Amsterdam, Dublin, Lisbon, Newcastle, Stockholm and Tartu, and *eleven* values missing from Sofia

Table 4.6: Summary of answers to the question: "During the event, did you have the opportunity to have your say?"

				didn't get	
Location	all I wanted	most	only a little	a chance	total
Amsterdam (Netherlands)	29 (94%)	2 (6%)	0 (0%)	0 (0%)	31*
Athens (Greece)	24 (80%)	6 (20%)	0 (0%)	0 (0%)	30
Barcelona (Spain)	25 (83%)	5 (17%)	0 (0%)	0 (0%)	30
Birkirkara (Malta)	26 (87%)	4 (13%)	0 (0%)	0 (0%)	30
Bratislava (Slovakia)	27 (90%)	3 (10%)	0 (0%)	0 (0%)	30*
Bremen (Germany)	20 (67%)	10 (33%)	0 (0%)	0 (0%)	30
Brussels (Belgium)	24 (83%)	5 (17%)	0 (0%)	0 (0%)	29*
Bucharest (Romania)	26 (87%)	3 (10%)	1 (3%)	0 (0%)	30
Budapest (Hungary)	25 (83%)	5 (17%)	0 (0%)	0 (0%)	30
Cesis (Latvia)	22 (76%)	7 (24%)	0 (0%)	0 (0%)	29
Copenhagen (Denmark)	21 (70%)	9 (30%)	0 (0%)	0 (0%)	30
Dublin (Ireland)	27 (93%)	2 (7%)	0 (0%)	0 (0%)	29*
Granada (Spain)	26 (87%)	4 (13%)	0 (0%)	0 (0%)	30
Grenoble (France)	22 (73%)	8 (27%)	0 (0%)	0 (0%)	30
Klaipeda (Lithuania)	28 (93%)	2 (7%)	0 (0%)	0 (0%)	30
Lisbon (Portugal)	18 (62%)	10 (34%)	1 (3%)	0 (0%)	29*
Ljubljana (Slovenia)	22 (73%)	7 (23%)	1 (3%)	0 (0%)	30
London (UK)	19 (63%)	11 (37%)	0 (0%)	0 (0%)	30
Luxembourg (Luxembourg)	11 (37%)	18 (60%)	1 (3%)	0 (0%)	30
Milan (Italy)	26 (87%)	3 (10%)	1 (3%)	0 (0%)	30
Munich (Germany)	17 (57%)	13 (43%)	0 (0%)	0 (0%)	30
Naples (Italy)	23 (74%)	8 (26%)	0 (0%)	0 (0%)	31
Newcastle (UK)	24 (83%)	3 (10%)	2 (7%)	0 (0%)	29*
Nicosia (Cyprus)	22 (73%)	8 (27%)	0 (0%)	0 (0%)	30
Paris (France)	22 (73%)	6 (20%)	2 (7%)	0 (0%)	30
Pilsen (Czech Republic)	25 (83%)	4 (13%)	1 (3%)	0 (0%)	30
Sofia (Bulgaria)	26 (79%)	7 (21%)	0 (0%)	0 (0%)	33*
Stockholm (Sweden)	17 (59%)	12 (41%)	0 (0%)	0 (0%)	29*
Tartu (Estonia)	24 (80%)	6 (20%)	0 (0%)	0 (0%)	30
Torun (Poland)	26 (96%)	1 (4%)	0 (0%)	0 (0%)	27*
Vantaa (Finland)	23 (77%)	7 (23%)	0 (0%)	0 (0%)	30
Vienna (Austria)	20 (69%)	9 (31%)	0 (0%)	0 (0%)	29
Warsaw (Poland)	27 (93%)	2 (7%)	0 (0%)	0 (0%)	29*
ALL	764 (78%)	210 (21%)	10 (1%)	0 (0%)	984

^{*}There was one value missing in Amsterdam, Bratislava, Brussels, Dublin, Lisbon, Newcastle, Sofia, Stockholm and Warsaw, and there were three values missing in Torun

Table 4.7: Summary of answers to the question: "Was there sufficient time to discuss all that needed to be discussed?"

Location	yes	unsure	no	total
Amsterdam (Netherlands)	30 (97%)	0 (0%)	1 (3%)	31*
Athens (Greece)	26 (87%)	2 (7%)	2 (7%)	30
Barcelona (Spain)	25 (83%)	2 (7%)	3 (10%)	30
Birkirkara (Malta)	28 (93%)	2 (7%)	0 (0%)	30
Bratislava (Slovakia)	28 (93%)	2 (7%)	0 (0%)	30
Bremen (Germany)	22 (73%)	2 (7%)	6 (20%)	30
Brussels (Belgium)	26 (90%)	2 (7%)	1 (3%)	29*
Bucharest (Romania)	28 (93%)	1 (3%)	1 (3%)	30
Budapest (Hungary)	29 (97%)	1 (3%)	0 (0%)	30
Cesis (Latvia)	24 (83%)	3 (10%)	2 (7%)	29
Copenhagen (Denmark)	22 (73%)	3 (10%)	5 (17%)	30*
Dublin (Ireland)	27 (93%)	1 (3%)	1 (3%)	29
Granada (Spain)	23 (77%)	2 (7%)	5 (17%)	30
Grenoble (France)	30 (100%)	0 (0%)	0 (0%)	30
Klaipeda (Lithuania)	28 (93%)	1 (3%)	1 (3%)	30
Lisbon (Portugal)	21 (72%)	3 (10%)	5 (17%)	29*
Ljubljana (Slovenia)	23 (77%)	2 (7%)	5 (17%)	30
London (UK)	26 (87%)	1 (3%)	3 (10%)	30
Luxembourg (Luxembourg)	18 (62%)	7 (24%)	4 (13%)	29*
Milan (Italy)	29 (97%)	1 (3%)	0 (0%)	30
Munich (Germany)	19 (63%)	8 (27%)	3 (10%)	30
Naples (Italy)	26 (84%)	1 (3%)	4 (13%)	31
Newcastle (UK)	28 (97%)	1 (3%)	0 (0%)	29*
Nicosia (Cyprus)	28 (93%)	1 (3%)	1 (3%)	30
Paris (France)	28 (93%)	0 (0%)	2 (7%)	30
Pilsen (Czech Republic)	27 (90%)	1 (3%)	2 (7%)	30
Sofia (Bulgaria)	33 (97%)	1 (3%)	0 (0%)	34
Stockholm (Sweden)	21 (72%)	0 (0%)	8 (28%)	29*
Tartu (Estonia)	26 (87%)	0 (0%)	4 (13%)	30
Torun (Poland)	29 (97%)	1 (3%)	0 (0%)	30
Vantaa (Finland)	24 (80%)	2 (7%)	4 (13%)	30
Vienna (Austria)	22 (79%)	2 (7%)	4 (14%)	28*
Warsaw (Poland)	29 (97%)	1 (3%)	0 (0%)	30
ALL	853 (86%)	57 (6%)	77 (8%)	987

^{*}There was one value missing in Amsterdam, Brussels, Copenhagen, Lisbon, Luxembourg, Newcastle, Stockholm and Vienna

Table 4.8: Summary of answers to the question: "Do you think the summing-up accurately reflected what was discussed at the event?"

Location	yes	unsure	no	no sum up	total
Amsterdam (Netherlands)	28 (93%)	0 (0%)	1 (3%)	1 (3%)	30*
Athens (Greece)	30 (100%)	0 (0%)	0 (0%)	0 (0%)	30
Barcelona (Spain)	28 (97%)	1 (3%)	0 (0%)	0 (0%)	29*
Birkirkara (Malta)	30 (100%)	0 (0%)	0 (0%)	0 (0%)	30
Bratislava (Slovakia)	27 (93%)	2 (7%)	0 (0%)	0 (0%)	29*
Bremen (Germany)	26 (90%)	1 (3%)	0 (0%)	2 (7%)	29*
Brussels (Belgium)	24 (80%)	3 (10%)	0 (0%)	3 (10%)	30
Bucharest (Romania)	30 (100%)	0 (0%)	0 (0%)	0 (0%)	30
Budapest (Hungary)	25 (83%)	5 (17%)	0 (0%)	0 (0%)	30
Cesis (Latvia)	28 (100%)	0 (0%)	0 (0%)	0 (0%)	28*
Copenhagen (Denmark)	26 (90%)	1 (3%)	0 (0%)	2 (7%)	29*
Dublin (Ireland)	29 (97%)	1 (3%)	0 (0%)	0 (0%)	30
Granada (Spain)	30 (100%)	0 (0%)	0 (0%)	0 (0%)	30
Grenoble (France)	28 (93%)	1 (3%)	0 (0%)	1 (3%)	30
Klaipeda (Lithuania)	30 (100%)	0 (0%)	0 (0%)	0 (0%)	30
Lisbon (Portugal)	28 (93%)	2 (7%)	0 (0%)	0 (0%)	30
Ljubljana (Slovenia)	28 (93%)	2 (7%)	0 (0%)	0 (0%)	30
London (UK)	30 (100%)	0 (0%)	0 (0%)	0 (0%)	30
Luxembourg (Luxembourg)	25 (86%)	3 (10%)	1 (3%)	0 (0%)	29*
Milan (Italy)	28 (93%)	2 (7%)	0 (0%)	0 (0%)	30
Munich (Germany)	24 (80%)	2 (7%)	0 (0%)	4 (13%)	30
Naples (Italy)	31 (100%)	0 (0%)	0 (0%)	0 (0%)	31
Newcastle (UK)	25 (83%)	5 (17%)	0 (0%)	0 (0%)	30
Nicosia (Cyprus)	30 (100%)	0 (0%)	0 (0%)	0 (0%)	30
Paris (France)	27 (93%)	0 (0%)	0 (0%)	2 (7%)	29*
Pilsen (Czech Republic)	13 (72%)	3 (17%)	1 (6%)	1 (6%)	18*
Sofia (Bulgaria)	32 (94%)	2 (6%)	0 (0%)	0 (0%)	34
Stockholm (Sweden)	30 (100%)	0 (0%)	0 (0%)	0 (0%)	30
Tartu (Estonia)	28 (97%)	1 (3%)	0 (0%)	0 (0%)	29*
Torun (Poland)	30 (100%)		0 (0%)	0 (0%)	30
Vantaa (Finland)	18 (60%)				30
Vienna (Austria)	14 (58%)	2 (8%)	0 (0%)	8 (33%)	24*
Warsaw (Poland)	30 (100%)	0 (0%)	0 (0%)	0 (0%)	30
ALL	890 (92%)	44 (5%)	3 (0%)	31 (3%)	968

^{*}There was one value missing in Barcelona, Bratislava, Bremen, Cesis, Copenhagen, Luxembourg, Paris, and Tartu; two missing in Amsterdam; five in Vienna; and 12 in Pilsen

Table 4.9: Summary of answers to the question: "Overall, do you think the event was well run?"

Location	yes	unsure	no	total
Amsterdam (Netherlands)	31 (100%)	0 (0%)	0 (0%)	31*
Athens (Greece)	29 (97%)	1 (3%)	0 (0%)	30
Barcelona (Spain)	30 (100%)	0 (0%)	0 (0%)	30
Birkirkara (Malta)	30 (100%)	0 (0%)	0 (0%)	30
Bratislava (Slovakia)	29 (100%)	0 (0%)	0 (0%)	29*
Bremen (Germany)	29 (97%)	0 (0%)	1 (3%)	30
Brussels (Belgium)	29(100%)	0 (0%)	0 (0%)	29*
Bucharest (Romania)	30 (100%)	0 (0%)	0 (0%)	30
Budapest (Hungary)	29 (97%)	1 (3%)	0 (0%)	30
Cesis (Latvia)	29 (100%)	0 (0%)	0 (0%)	29
Copenhagen (Denmark)	29 (97%)	1 (3%)	0 (0%)	30
Dublin (Ireland)	29 (97%)	1 (3%)	0 (0%)	30
Granada (Spain)	30 (100%)	0 (0%)	0 (0%)	30
Grenoble (France)	30 (100%)	0 (0%)	0 (0%)	30
Klaipeda (Lithuania)	30 (100%)	0 (0%)	0 (0%)	30
Lisbon (Portugal)	30 (100%)	0 (0%)	0 (0%)	30
Ljubljana (Slovenia)	30 (100%)	0 (0%)	0 (0%)	30
London (UK)	29 (97%)	1 (3%)	0 (0%)	30
Luxembourg (Luxembourg)	30 (100%)	0 (0%)	0 (0%)	30
Milan (Italy)	30 (100%)	0 (0%)	0 (0%)	30
Munich (Germany)	29 (97%)	1 (3%)	0 (0%)	30
Naples (Italy)	31 (100%)	0 (0%)	0 (0%)	31
Newcastle (UK)	29 (97%)	1 (3%)	0 (0%)	30
Nicosia (Cyprus)	29 (97%)	1 (3%)	0 (0%)	30
Paris (France)	29 (100%)	0 (0%)	0 (0%)	29*
Pilsen (Czech Republic)	30 (100%)	0 (0%)	0 (0%)	30
Sofia (Bulgaria)	34 (100%)	0 (0%)	0 (0%)	34
Stockholm (Sweden)	29 (100%)	0 (0%)	0 (0%)	29*
Tartu (Estonia)	30 (100%)	0 (0%)	0 (0%)	30
Torun (Poland)	30 (100%)	0 (0%)	0 (0%)	30
Vantaa (Finland)	30 (100%)	0 (0%)	0 (0%)	30*
Vienna (Austria)	28 (97%)	1 (3%)	0 (0%)	29
Warsaw (Poland)	30 (100%)	0 (0%)	0 (0%)	30
ALL	980 (99%)	9 (1%)	1 (0%)	990

^{*}There was one value missing in Amsterdam, Bratislava, Brussels, Paris, Stockholm and Vantaa

Table 4.10: Summary of answers to the question: "How satisfied were you with the event overall?"

Location	very	fairly	neither	not very	not at all	unsure	total
Amsterdam (Netherlands)	23 (74%)	7 (23%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)	31*
Athens (Greece)	21 (70%)	9 (30%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
Barcelona (Spain)	28 (93%)	2 (7%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
Birkirkara (Malta)	24 (80%)	6 (20%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
Bratislava (Slovakia)	19 (66%)	10 (34%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	29*
Bremen (Germany)	19 (63%)	10 (33%)	0 (0%)	0 (0%)	1 (3%)	0 (0%)	30
Brussels (Belgium)	27 (90%)	2 (7%)	0 (0%)	0 (0%)	0 (0%)	1 (3%)	30
Bucharest (Romania)	23 (77%)	6 (20%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)	30
Budapest (Hungary)	19 (63%)	10 (33%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)	30
Cesis (Latvia)	20 (69%)	8 (28%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)	29
Copenhagen (Denmark)	20 (67%)	9 (30%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)	30
Dublin (Ireland)	28 (93%)	2 (7%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
Granada (Spain)	23 (77%)	7 (23%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
Grenoble (France)	19 (63%)	10 (33%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)	30
Klaipeda (Lithuania)	27 (90%)	3 (10%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
Lisbon (Portugal)	24 (80%)	6 (20%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
Ljubljana (Slovenia)	24 (80%)	6 (20%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
London (UK)	24 (80%)	6 (20%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
Luxembourg (Luxembourg)	21 (70%)	9 (30%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
Milan (Italy)	25 (83%)	5 (17%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
Munich (Germany)	15 (50%)	12 (40%)	2 (7%)	0 (0%)	1 (3%)	0 (0%)	30
Naples (Italy)	24 (77%)	7 (23%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	31
Newcastle (UK)	20 (67%)	9 (30%)	0 (0%)	0 (0%)	0 (0%)	1 (3%)	30
Nicosia (Cyprus)	21 (70%)	9 (30%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
Paris (France)	19 (63%)	10 (33%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)	30
Pilsen (Czech Republic)	16 (53%)	13 (43%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)	30
Sofia (Bulgaria)	25 (74%)	9 (26%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	34
Stockholm (Sweden)	18 (60%)	12 (40%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
Tartu (Estonia)	21 (70%)	8 (27%)	1 (3%)	0 (0%)	0 (0%)	0 (0%)	30
Torun (Poland)	25 (83%)	5 (17%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
Vantaa (Finland)	21 (70%)	9 (30%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
Vienna (Austria)	19 (68%)	7 (25%)	1 (4%)	0 (0%)	0 (0%)	1 (4%)	28*
Warsaw (Poland)	18 (60%)	12 (40%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	30
ALL	720 (73%)	255 (26%)	12 (1%)	0 (0%)	2 (0%)	3 (0%)	992

^{*}There was one value missing in Amsterdam, Bratislava and Vienna

Table 4.11: Summary of answers to the question: "Do you want any feedback from this event?"

Location	yes	unsure	no	total
Amsterdam (Netherlands)	26 (81%)	0 (0%)	6 (19%)	32
Athens (Greece)	29 (97%)	0 (0%)	1 (3%)	30
Barcelona (Spain)	28 (93%)	0 (0%)	2 (7%)	30
Birkirkara (Malta)	30 (100%)	0 (0%)	0 (0%)	30
Bratislava (Slovakia)	28 (97%)	0 (0%)	1 (3%)	29*
Bremen (Germany)	28 (93%)	1 (3%)	1 (3%)	30
Brussels (Belgium)	27 (93%)	0 (0%)	2 (7%)	29*
Bucharest (Romania)	24 (80%)	1 (3%)	5 (17%)	30
Budapest (Hungary)	23 (77%)	1 (3%)	6 (20%)	30
Cesis (Latvia)	26 (90%)	2 (7%)	1 (3%)	29
Copenhagen (Denmark)	30 (100%)	0 (0%)	0 (0%)	30
Dublin (Ireland)	26 (87%)	4 (13%)	0 (0%)	30
Granada (Spain)	28 (97%)	1 (3%)	0 (0%)	29*
Grenoble (France)	29 (97%)	0 (0%)	1 (3%)	30
Klaipeda (Lithuania)	29 (97%)	1 (3%)	0 (0%)	30
Lisbon (Portugal)	30 (100%)	0 (0%)	0 (0%)	30
Ljubljana (Slovenia)	30 (100%)	0 (0%)	0 (0%)	30
London (UK)	24 (80%)	4 (13%)	2 (7%)	30
Luxembourg (Luxembourg)	30 (100%)	0 (0%)	0 (0%)	30
Milan (Italy)	27 (90%)	1 (3%)	2 (7%)	30
Munich (Germany)	26 (87%)	2 (7%)	2 (7%)	30
Naples (Italy)	27 (90%)	0 (0%)	3 (10%)	30*
Newcastle (UK)	15 (50%)	6 (20%)	9 (30%)	30
Nicosia (Cyprus)	27 (90%)	2 (7%)	1 (3%)	30
Paris (France)	23 (77%)	5 (17%)	2 (7%)	30
Pilsen (Czech Republic)	30 (100%)	0 (0%)	0 (0%)	30
Sofia (Bulgaria)	29 (85%)	2 (6%)	3 (9%)	34
Stockholm (Sweden)	27 (93%)	1 (3%)	1 (3%)	29*
Tartu (Estonia)	30 (100%)	0 (0%)	0 (0%)	30
Torun (Poland)	25 (86%)	1 (3%)	3 (10%)	29*
Vantaa (Finland)	22 (73%)	4 (13%)	4 (13%)	30
Vienna (Austria)	28 (82%)	1 (3%)	5 (15%)	34
Warsaw (Poland)	25 (100%)	0 (0%)	0 (0%)	25
ALL	886 (90%)	40 (4%)	63 (6%)	989

^{*}There was one value missing in Bratislava, Brussels, Granada, Naples, Stockholm and Torun

Table 4.12: Summary of answers to the question: "Do you expect any feedback from this event?"

Location	yes	unsure	no	total
Amsterdam (Netherlands)	25 (78%)	3 (9%)	4 (13%)	32
Athens (Greece)	29 (97%)	0 (0%)	1 (3%)	30
Barcelona (Spain)	26 (87%)	3 (10%)	1 (3%)	30
Birkirkara (Malta)	30 (100%)	0 (0%)	0 (0%)	30
Bratislava (Slovakia)	26 (90%)	1 (3%)	2 (7%)	29*
Bremen (Germany)	22 (76%)	2 (7%)	5 (17%)	29*
Brussels (Belgium)	25 (83%)	2 (7%)	3 (10%)	30
Bucharest (Romania)	25 (83%)	2 (7%)	3 (10%)	30
Budapest (Hungary)	23 (79%)	1 (3%)	5 (17%)	29*
Cesis (Latvia)	26 (90%)	2 (7%)	1 (3%)	29
Copenhagen (Denmark)	24 (80%)	5 (17%)	1 (3%)	30
Dublin (Ireland)	21 (70%)	7 (23%)	2 (7%)	30
Granada (Spain)	30 (100%)	0 (0%)	0 (0%)	30
Grenoble (France)	22 (76%)	1 (3%)	6 (21%)	29*
Klaipeda (Lithuania)	29 (97%)	1 (3%)	0 (0%)	30
Lisbon (Portugal)	28 (100%)	0 (0%)	0 (0%)	28*
Ljubljana (Slovenia)	29 (100%)	0 (0%)	0 (0%)	29*
London (UK)	21 (70%)	2 (7%)	2 (7%)	30
Luxembourg (Luxembourg)	25 (83%)	2 (7%)	3 (10%)	30
Milan (Italy)	25 (86%)	2 (7%)	2 (7%)	29*
Munich (Germany)	20 (69%)	3 (10%)	6 (21%)	29*
Naples (Italy)	27 (90%)	2 (7%)	1 (3%)	30*
Newcastle (UK)	17 (57%)	5 (17%)	7 (24%)	29*
Nicosia (Cyprus)	28 (93%)	0 (0%)	2 (7%)	30
Paris (France)	20 (69%)	5 (17%)	4 (14%)	29*
Pilsen (Czech Republic)	29 (97%)	1 (3%)	0 (0%)	30
Sofia (Bulgaria)	30 (88%)	2 (6%)	2 (6%)	34
Stockholm (Sweden)	23 (77%)	4 (13%)	3 (10%)	30
Tartu (Estonia)	27 (90%)	3 (10%)	0 (0%)	30
Torun (Poland)	23 (77%)	3 (10%)	4 (13%)	30
Vantaa (Finland)	24 (80%)	5 (17%)	1 (3%)	30
Vienna (Austria)	26 (93%)	1 (4%)	1 (4%)	28*
Warsaw (Poland)	24 (80%)	0 (0%)	6 (20%)	30
ALL	829 (84%)	70 (7%)	83 (8%)	982

^{*}There was one value missing in Bratislava, Bremen, Budapest, Grenoble, Ljubljana, Milan, Munich, Naples, Newcastle, Paris and Vienna; there were two values missing in Lisbon

Table 4.13: Summary of answers to the question: "Did you learn much on the topic of urban waste from this event?"

Location	a lot	a few	not sure	no	total
Amsterdam (Netherlands)	8 (25%)	18 (56%)	4 (13%)	2 (6%)	32
Athens (Greece)	11 (37%)	15 (50%)	1 (3%)	3 (10%)	30
Barcelona (Spain)	11 (37%)	17 (57%)	1 (3%)	1 (3%)	30
Birkirkara (Malta)	11 (37%)	18 (60%)	0 (0%)	1 (3%)	30
Bratislava (Slovakia)	14 (47%)	14 (47%)	2 (7%)	0 (0%)	30
Bremen (Germany)	5 (17%)	20 (67%)	2 (7%)	3 (10%)	30
Brussels (Belgium)	14 (47%)	16 (53%)	0 (0%)	0 (0%)	30
Bucharest (Romania)	22 (73%)	6 (20%)	1 (3%)	1 (3%)	30
Budapest (Hungary)	10 (33%)	12 (40%)	7 (23%)	1 (3%)	30
Cesis (Latvia)	13 (45%)	14 (48%)	2 (7%)	0 (0%)	29
Copenhagen (Denmark)	4 (13%)	21 (70%)	4 (13%)	1 (3%)	30
Dublin (Ireland)	18 (62%)	9 (31%)	1 (3%)	1 (3%)	29*
Granada (Spain)	15 (50%)	12 (40%)	1 (3%)	2 (7%)	30
Grenoble (France)	6 (20%)	18 (60%)	5 (17%)	1 (3%)	30
Klaipeda (Lithuania)	12 (40%)	17 (57%)	1 (3%)	0 (0%)	30
Lisbon (Portugal)	11 (38%)	17 (59%)	1 (3%)	0 (0%)	29*
Ljubljana (Slovenia)	7 (23%)	18 (60%)	1 (3%)	4 (13%)	30
London (UK)	14 (47%)	13 (43%)	3 (10%)	0 (0%)	30
Luxembourg (Luxembourg)	3 (10%)	15 (50%)	6 (20%)	6 (20%)	30
Milan (Italy)	6 (20%)	16 (53%)	5 (17%)	3 (10%)	30
Munich (Germany)	6 (20%)	19 (63%)	0 (0%)	5 (17%)	30
Naples (Italy)	10 (32%)	18 (58%)	1 (3%)	2 (7%)	31
Newcastle (UK)	6 (21%)	16 (55%)	6 (21%)	1 (3%)	29*
Nicosia (Cyprus)	19 (63%)	10 (33%)	0 (0%)	1 (3%)	30
Paris (France)	5 (17%)	18 (60%)	5 (17%)	2 (7%)	30
Pilsen (Czech Republic)	10 (33%)	17 (57%)	1 (3%)	2 (7%)	30
Sofia (Bulgaria)	26 (76%)	6 (18%)	2 (6%)	0 (0%)	34
Stockholm (Sweden)	8 (28%)	15 (52%)	5 (17%)	1 (3%)	29*
Tartu (Estonia)	11 (37%)	13 (43%)	6 (20%)	0 (0%)	30
Torun (Poland)	20 (69%)	9 (31%)	0 (0%)	0 (0%)	29*
Vantaa (Finland)	1 (3%)	20 (67%)	4 (13%)	5 (17%)	30
Vienna (Austria)	4 (14%)	19 (66%)	4 (14%)	2 (7%)	29
Warsaw (Poland)	13 (43%)	15 (50%)	1 (3%)	1 (3%)	30
ALL	354 (36%)	501 (51%)	83 (8%)	52 (5%)	990

^{*}There was one value missing in Dublin, Lisbon, Newcastle, Stockholm and Torun

Table 4.14 Summary of answers to the question: "Did participation in this event change your views on the issues in any way?"

	yes,	yes, some			
Location	considerably	degree	not sure	no	total
Amsterdam (Netherlands)	0 (0%)	13(42%)	5 (16%)	13 (42%)	31*
Athens (Greece)	0 (0%)	6 (20%)	6 (20%)	18 (60%)	30
Barcelona (Spain)	5 (17%)	16 (53%)	6 (20%)	3 (10%)	30
Birkirkara (Malta)	8 (27%)	17 (57%)	1 (3%)	4 (13%)	30
Bratislava (Slovakia)	7 (23%)	13 (43%)	1 (3%)	9 (30%)	30
Bremen (Germany)	2 (7%)	15 (50%)	6 (20%)	7 (23%)	30
Brussels (Belgium)	8 (27%)	4 (13%)	8 (27%)	10 (33%)	30
Bucharest (Romania)	19 (63%)	6 (20%)	1 (3%)	4 (13%)	30
Budapest (Hungary)	2 (7%)	9 (30%)	3 (10%)	15 (50%)	30
Cesis (Latvia)	7 (24%)	17 (59%)	1 (3%)	4 (14%)	29
Copenhagen (Denmark)	0 (0%)	10 (33%)	9 (30%)	11 (37%)	30
Dublin (Ireland)	8 (27%)	13 (43%)	6 (20%)	3 (10%)	30
Granada (Spain)	13 (43%)	12 (40%)	2 (7%)	3 (10%)	30
Grenoble (France)	2 (7%)	8 (27%)	13 (43%)	7 (23%)	30
Klaipeda (Lithuania)	6 (20%)	12 (40%)	6 (20%)	6 (20%)	30
Lisbon (Portugal)	6 (20%)	11 (37%)	4 (13%)	9 (30%)	30
Ljubljana (Slovenia)	2 (7%)	9 (30%)	3 (10%)	16 (53%)	30
London (UK)	2 (7%)	6 (20%)	8 (27%)	14 (47%)	30
Luxembourg (Luxembourg)	0 (0%)	9 (30%)	7 (23%)	14 (47%)	30
Milan (Italy)	1 (3%)	6 (21%)	8 (28%)	14 (48%)	29*
Munich (Germany)	1 (3%)	12 (40%)	9 (30%)	8 (27%)	30
Naples (Italy)	4 (13%)	9 (29%)	4 (13%)	14 (45%)	31
Newcastle (UK)	0 (0%)	8 (27%)	14 (47%)	8 (27%)	30
Nicosia (Cyprus)	13 (43%)	13 (43%)	2 (7%)	2 (7%)	30
Paris (France)	3 (10%)	10 (33%)	12 (40%)	5 (17%)	30
Pilsen (Czech Republic)	2 (7%)	16 (53%)	6 (20%)	6 (20%)	30
Sofia (Bulgaria)	16 (47%)	11 (32%)	2 (6%)	5 (15%)	34
Stockholm (Sweden)	2 (7%)	16 (55%)	3 (10%)	8 (28%)	29*
Tartu (Estonia)	6 (21%)	14 (48%)	6 (21%)	3 (10%)	29*
Torun (Poland)	17 (59%)	7 (24%)	3 (10%)	2 (7%)	29*
Vantaa (Finland)	0 (0%)	12 (40%)	9 (30%)	9 (30%)	30
Vienna (Austria)	2 (7%)	10 (34%)	9 (31%)	8 (28%)	29
Warsaw (Poland)	9 (31%)	10 (34%)	6 (21%)	4 (14%)	29*
ALL *There was one value missin	173 (17%)	• •	• •	• •	989

^{*}There was one value missing in Amsterdam, Milan, Stockholm, Tartu, Torun and Warsaw

Table 4.15: Summary of answers to the question: "How do you feel about the EU consulting the public on issues like this?"

Location	good	unsure	bad	total
Amsterdam (Netherlands)	30 (94%)	2 (6%)	0 (0%)	32
Athens (Greece)	25 (83%)	5 (17%)	0 (0%)	30
Barcelona (Spain)	29 (97%)	1 (3%)	0 (0%)	30
Birkirkara (Malta)	29 (97%)	1 (3%)	0 (0%)	30
Bratislava (Slovakia)	28 (100%)	0 (0%)	0 (0%)	28*
Bremen (Germany)	29 (100%)	0 (0%)	0 (0%)	29*
Brussels (Belgium)	30 (100%)	0 (0%)	0 (0%)	30
Bucharest (Romania)	30 (100%)	0 (0%)	0 (0%)	30
Budapest (Hungary)	27 (90%)	3 (10%)	0 (0%)	30
Cesis (Latvia)	28 (97%)	1 (3%)	0 (0%)	29
Copenhagen (Denmark)	29 (97%)	1 (3%)	0 (0%)	30
Dublin (Ireland)	28 (97%)	1 (3%)	0 (0%)	29*
Granada (Spain)	30 (100%)	0 (0%)	0 (0%)	30
Grenoble (France)	30 (100%)	0 (0%)	0 (0%)	30
Klaipeda (Lithuania)	30 (100%)	0 (0%)	0 (0%)	30
Lisbon (Portugal)	28 (97%)	1 (3%)	0 (0%)	29*
Ljubljana (Slovenia)	30 (100%)	0 (0%)	0 (0%)	30
London (UK)	29 (97%)	1 (3%)	0 (0%)	30
Luxembourg (Luxembourg)	27 (93%)	2 (7%)	0 (0%)	29*
Milan (Italy)	29 (100%)	0 (0%)	0 (0%)	29*
Munich (Germany)	29 (97%)	0 (0%)	1 (3%)	30
Naples (Italy)	30 (97%)	1 (3%)	0 (0%)	31
Newcastle (UK)	27 (90%)	2 (7%)	1 (3%)	30
Nicosia (Cyprus)	28 (97%)	1 (3%)	0 (0%)	29*
Paris (France)	30 (100%)	0 (0%)	0 (0%)	30
Pilsen (Czech Republic)	29 (97%)	1 (3%)	0 (0%)	30
Sofia (Bulgaria)	31 (91%)	2 (6%)	1 (3%)	34
Stockholm (Sweden)	27 (93%)	2 (7%)	0 (0%)	29*
Tartu (Estonia)	29 (97%)	1 (3%)	0 (0%)	30
Torun (Poland)	27 (96%)	1 (4%)	0 (0%)	28*
Vantaa (Finland)	30 (100%)	0 (0%)	0 (0%)	30
Vienna (Austria)	29 (100%)	0 (0%)	0 (0%)	29
Warsaw (Poland)	30 (100%)	0 (0%)	0 (0%)	30
ALL	951 (97%)	30 (3%)	3 (0%)	984

^{*}There was one value missing in Bremen, Dublin, Lisbon, Luxembourg, Milan, Nicosia and Stockholm; there were two values missing in Bratislava and Torun

Table 4.16: Summary of answers to the question: "Do you think this event will have any influence on European research policy?"

Location	yes	unsure	no	total
Amsterdam (Netherlands)	12 (39%)	15 (48%)	4 (13%)	31*
Athens (Greece)	14 (47%)	15 (50%)	1 (3%)	30
Barcelona (Spain)	20 (67%)	9 (30%)	1 (3%)	30
Birkirkara (Malta)	22 (76%)	7 (24%)	0 (0%)	29*
Bratislava (Slovakia)	16 (55%)	13 (45%)	0 (0%)	29*
Bremen (Germany)	14 (48%)	13 (45%)	2 (7%)	29*
Brussels (Belgium)	20 (71%)	6 (21%)	2 (7%)	28*
Bucharest (Romania)	24 (80%)	5 (17%)	1 (3%)	30
Budapest (Hungary)	27 (90%)	3 (10%)	0 (0%)	30
Cesis (Latvia)	28 (97%)	1 (3%)	0 (0%)	29
Copenhagen (Denmark)	13 (43%)	16 (53%)	1 (3%)	30
Dublin (Ireland)	13 (45%)	12 (41%)	4 (14%)	29*
Granada (Spain)	11 (37%)	15 (50%)	4 (13%)	30
Grenoble (France)	21 (72%)	5 (17%)	3 (10%)	29*
Klaipeda (Lithuania)	17 (57%)	13 (43%)	0 (0%)	30
Lisbon (Portugal)	21 (72%)	8 (28%)	0 (0%)	29*
Ljubljana (Slovenia)	16 (53%)	12 (40%)	2 (7%)	30
London (UK)	16 (53%)	12 (40%)	2 (7%)	30
Luxembourg (Luxembourg)	14 (47%)	15 (50%)	1 (3%)	30
Milan (Italy)	19 (66%)	8 (28%)	2 (7%)	29*
Munich (Germany)	16 (53%)	14 (47%)	0 (0%)	30
Naples (Italy)	10 (34%)	12 (41%)	7 (24%)	29*
Newcastle (UK)	8 (27%)	20 (67%)	2 (7%)	30
Nicosia (Cyprus)	22 (76%)	6 (21%)	1 (3%)	29*
Paris (France)	23 (77%)	5 (17%)	2 (7%)	30
Pilsen (Czech Republic)	13 (43%)	16 (53%)	1 (3%)	30
Sofia (Bulgaria)	23 (68%)	6 (18%)	5 (15%)	34
Stockholm (Sweden)	17 (57%)	11 (37%)	2 (7%)	30
Tartu (Estonia)	13 (43%)	16 (53%)	1 (3%)	30
Torun (Poland)	19 (66%)	9 (31%)	1 (3%)	29*
Vantaa (Finland)	21 (70%)	6 (20%)	3 (10%)	30
Vienna (Austria)	8 (28%)	18 (62%)	3 (10%)	29
Warsaw (Poland)	18 (62%)	10 (34%)	1 (3%)	29*
ALL	569 (58%)	352 (36%)	59 (6%)	980

^{*}There was one value missing from Amsterdam, Birkikara, Bratislava, Bremen, Dublin, Grenoble, Lisbon, Milan, Nicosia, Torun and Warsaw; there were two values missing from Brussels and Naples

Appendix 4: Copy of the Moderator Questionnaire

Moderator Questionnaire

Thank you for collecting the participant questionnaires, and for translating the answers to the open questions. These will give us insights into what the participants thought about the focus groups. We would now like to ask you - the moderators - a few questions about your experiences and impressions of the focus groups. This will help us to understand how to improve events such as this in the future. We would therefore be extremely grateful if you could complete this questionnaire which is relatively short. Although we ask for your name, this is simply so that we can contact you about your comments in the future, if you agree to this. You will remain anonymous in any report that is written on the basis of analysing the results from this questionnaire – so please be honest in your opinions.

To answer most questions, simply start typing into the shaded box, which will expand to allow you to write as much as you like. For the 'closed' questions, simply click on one of the available boxes to indicate your answer (as instructed). Also, when you respond, please try to avoid pressing the 'return' key, as this can do odd things to the questionnaire. If you do accidentally press it, click on the backspace delete key, and this should remove the problem.

When you have completed this questionnaire, please email it directly to me, at: generowe00@gmail.com.

Once again, thank you for your time.

Drs. Gene Rowe and Richard Watermeyer (VOICES evaluators)

About you	Α	b	οι	ιt	v	o	u
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About you
1. Name (for contact purposes only)
2. Which events did you run? (please state COUNTRY, CITY and DATE, e.g. UK, London, 23 and 24 April)
3. How experienced were you at moderating events like this <i>before</i> this project? (please tick one box)
Very experienced (e.g. it is part of my job) Fairly experienced (e.g. I sometimes moderate events) Not very experienced (e.g. I have occasionally moderated events) Completely inexperienced (e.g. I have never moderated events before)

About the training and materials

4. How useful did you f did.	ind the training? Please tick a box and then explain why you answered as you
Very useful	
Fairly useful	
Not very useful	
Not at all useful	
Why did you answer th	is way?
5. What aspect of the t groups?	raining did you find <i>most useful</i> in subsequently helping you to run the focus
, •	out the training that you would change, if a similar event to this were to be is, would you add, remove, or change anything?
7. How useful did you f answered as you did.	ind the Moderator Manual? Please tick a box and then explain why you
Very useful	
Fairly useful	
Not very useful	
Not at all useful	
Why did you answer th	is way?
	out the Moderator Manual that you would alter to make it more useful? That ove, or change anything?
About the event	
_	me for all of the exercises? Did any of the exercises take longer or shorter ou expected? Please explain.
	n the ease or difficulty of running the four different exercises. That is, did you unning or moderating these? Why?

Exercise 1
Exercise 2
Exercise 3
Exercise 4
11. Which of the four exercises did you think worked best (if any)? Why?
12. Which of the four exercises do you think worked least well (if any)? Why?
13. Did you notice any major differences between the three focus groups? For example, was any one easier or more difficult than the others to moderate? Please explain.
14. How would YOU change the process if you could? Please suggest <i>three ways</i> in which the overall process (from training, to the conduct of the focus groups) might be improved in your opinion.1.
2.
3.
Thank you for answering this questionnaire. It is possible that one of the evaluators may wish to recontact you about something you have written here. If you <i>agree</i> to this, please note a contact email below; if you would rather not be re-contacted, please leave the space blank. Email:
Now please save this questionnaire with a unique name (e.g. London Moderator Qnaire) and return

to: generowe00@gmail.com