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INSPIRING ERA

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Connecting to ERA Priorities

Mutual Learning Exercise on Science Communication

ScienceComm and Trust is an ERA topic

My focus today:

1. How does “ScienceComm” and “Trust in Science” sit in the European Research Area
2. Working assumption at policy level: if trust erodes, it becomes harder to (a) mobilise participation, (b) secure sustained support for R&I, and (c) translate results into societal uptake.
3. Therefore: in ERA, trust/communication are increasingly treated as **cross-cutting enablers**, not merely “add-ons”.

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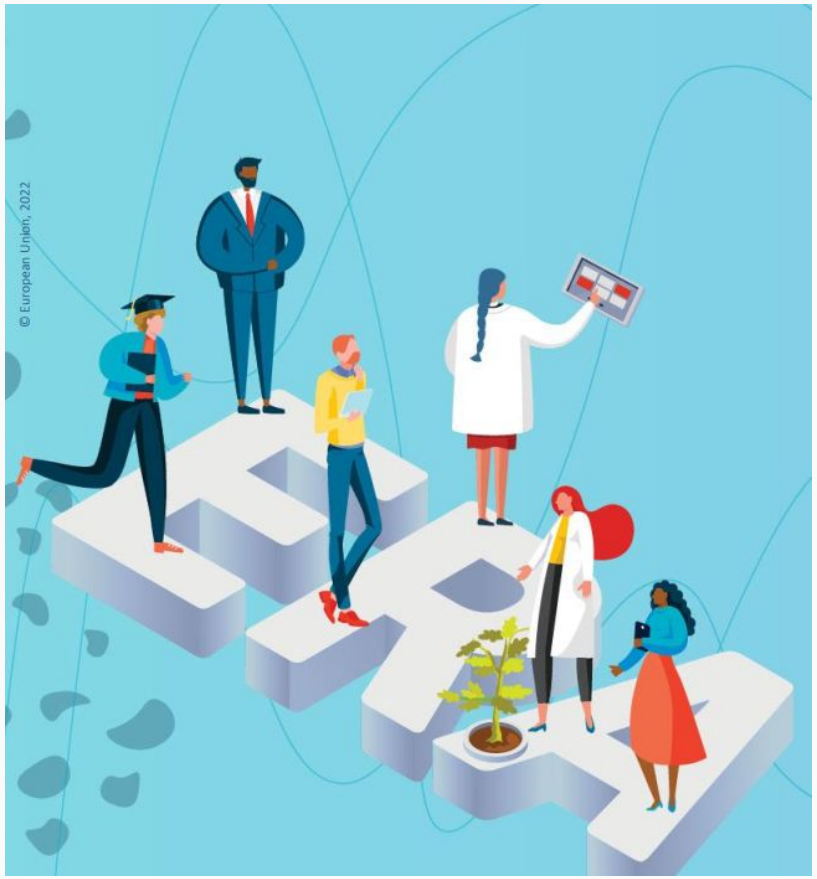
The four ERA priority areas



1. Deepening a truly functioning internal market for knowledge

2. Taking up together the challenges posed by the twin green and digital transition, and increasing society's participation in the ERA

3. Amplifying access to research and innovation excellence across the Union

4. Advancing concerted research and innovation investments and reforms

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Long line of Policy: The ERA Policy Agendas

2022–2024:
First ERA Policy Agenda

voluntary actions; explicitly described as a first step, with subsequent editions complementing it over the long term.

2025–2027:
Second ERA Policy Agenda

Again voluntary; **19 ERA activities** created through a co-design process in the ERA Forum.

Structure of 2025–2027: three building blocks

Policy narrative (sets scene; highlights achievements/lessons)

11 structural policies (long-term undertakings with objectives/work plan)

8 ERA actions (time-bound; fill gaps/pilot emerging issues)

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Structural Policy: Trust in Science

- In 2025–2027, there is a structural policy explicitly titled **‘Enhancing trust in science through citizen participation, engagement and science communication’**.
- It **builds on ERA Action 14 (2022–2024)** (“Bring science closer to citizens”).
- The point for today: its placement as a **structural policy** signals **mainstreaming** (long-term, embedded work) rather than a short-term initiative.
- The policy logic: **common approaches**, **mutual learning**, and **scaling** are explicitly part of the structural approach.

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Looking ahead: The ERA Act

- The Commission **plans to adopt an ERA Act in 2026**.
- The ERA Act is presented as a response to **fragmentation**, **uneven R&D investment**, and **barriers to knowledge sharing**.
- Key aspects highlighted include: focus on **3% R&D investment target**, **policy alignment**, **improving research careers/mobility**, **open science measures**, and **safeguarding fundamental values**.
- Relevance for trust/communication (as a policy frame): trust becomes part of the **enabling environment** for knowledge sharing, uptake, and legitimacy of reforms/investment (even when not labelled as “comms”).

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What is INSPIRING ERA?

We make ERA outcomes:

Visible

Showcasing tools, services & policies

Understandable

Explaining what policies mean in practice

Usable

Helping researchers and institutions apply ERA outcomes in daily work

INSPIRING ERA ensures that **ERA policies** are **understood**, **applied**, and **improved** through practical engagement and structured feedback. By enabling mutual learning and **community building**, we help make ERA a lived reality for the people it's designed to serve.

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Join our ERA Community!

- Stay informed about ERA developments that impact research and innovation
- Access expert insights, resources and practical tools
- Take part in online events and mutual learning exchanges
- Receive regular news, updates, and opportunities via our newsletter

www.inspiring-era.eu/join-the-era-community/

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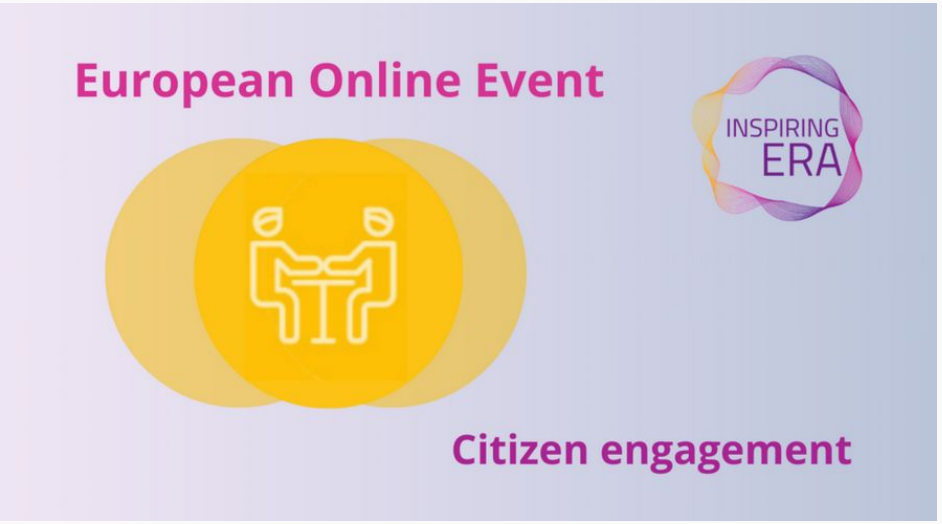
Upcoming Event: Tuesday, next week



Engaging citizens with science:

Insights and success stories from across Europe

Tuesday, 27 January 2026, 10:00–12:00 CET, online (Zoom)

Focus: what works in public engagement and citizen science; lessons and mutual learning on bringing science closer to citizens

Organised in consultation with Trust-in-Science ERA Action sponsors incl. ***Swedish Research Council, ALLEA, and BMFTR****.*

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Thank you for your attention!