

Supplementary Material

Beyond the usual suspects: using cross-sectoral partnerships to target and engage new citizen scientists

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1 Supplementary Information

Our Nature: Creating a nationwide partnership with a common mission

The year 2020 was themed as the “year for Danish nature” by the Danish Broadcasting Corporation (DR). Taking advantage of this, leading nature and environmental organizations in the country from both private and public sectors, including the Outdoor Council, Danish Nature Agency, and the newly established National Network for Natural History Museums, joined forces with DR, and a nationwide campaign entitled *Our Nature* was launched. The aim of the campaign was to target and engage residents in Denmark who did not previously have a prior connection to or interest in nature. A secondary objective was to create new cross-sectoral partnerships among organizations and societies to achieve the aim. The campaign was financially supported by three private foundations in Denmark: the Nordea Foundation, the Aage V. Jensen Nature Foundation, and the 15 Juni Foundation.

Our approach for broad engagement included working transdisciplinarily through this cross-sectoral partnership to establish beacons for public engagement and co-create a multitude of outreach and engagement activities including the nation-wide citizen science project “Denmark Explores”. A series of workshops organized in 2019 by the four main partners, and the three funding agencies, invited all green organizations, NGOs and as well as national parks, nature guides, and museums, to allow for the co-creation of the *Our Nature* framework (Figure 1). Throughout the life of the *Our Nature* campaign, twenty-five nature and/or outdoor organizations and societies, and 76 public libraries in Denmark,

actively collaborated with the four main partners to co-create new communication and engagement activities locally and nationally. Where possible, organizations such as cycling, fitness, and public health interest groups, were also invited to collaborate and explore possible synergies with the nature theme. Extensive third-party evaluation of the *Our Nature* campaign was carried out.

Beacons of public engagement

Five thematic “beacons of public engagement” (Duncan and Manners, 2012) were adopted to help to communicate the overall *Our Nature* campaign. These thematic beacons served as critical infrastructure in the *Our Nature* framework to help organize the partner organizations into smaller working groups and facilitate collaboration and communication. The concept of using beacons for public engagement has been used in the UK to target audiences not previously talked to or engaged with, including socially excluded groups (Duncan and Manners 2012; Rashmann et al. 2005). We are not aware of any other models that used the beacon approach to facilitate the creative process of discovering synergies between partner organizations and co-creating science engagement activities together. The five *Our Nature* beacons included: nature in summer, nature by night, nature underwater, wild food, and wild nature where you live. For each of the five thematic beacons, multiple organizations worked together cross-sectorally to co-create and deliver local activities under each. Beacons were administered such that one, generally larger, organization with a national public engagement profile was designated as the lead, and three to five other often smaller organizations collaborated to represent different facets of the theme. The leading organization for each of the five beacons received and distributed funding to allow the other organizations to run a project activity, as described below.

The participating organizations greatly strengthened their networks and knowledge of other organizations through the *Our Nature* campaign (Als Research 2021). While it is difficult to measure or forecast the sustainability of the relationships built, we are aware of a few new projects involving organizations from the *Our Nature* campaign, including an engagement initiative between natural history museums and public libraries.

2 Supplementary Tables

Table S1. Results of the public engagement activities through the Our Nature campaign in Denmark to stimulate interest in nature (Als Research 2021).

Evaluation of <i>Our Nature</i> goals for public engagement:	All Danes (18+)	Danes with contact to Our Nature (18+)
Developed greater knowledge about nature in Denmark	49 %	70 %
Had conversations with friends/family about nature	61 %	76 %
Developed greater interest to get out into nature	49 %	76 %
Expects to get into nature in the future	41 %	64 %
Gained a greater interest in volunteering in nature activities	9 %	16 %

3 Supplementary Figures

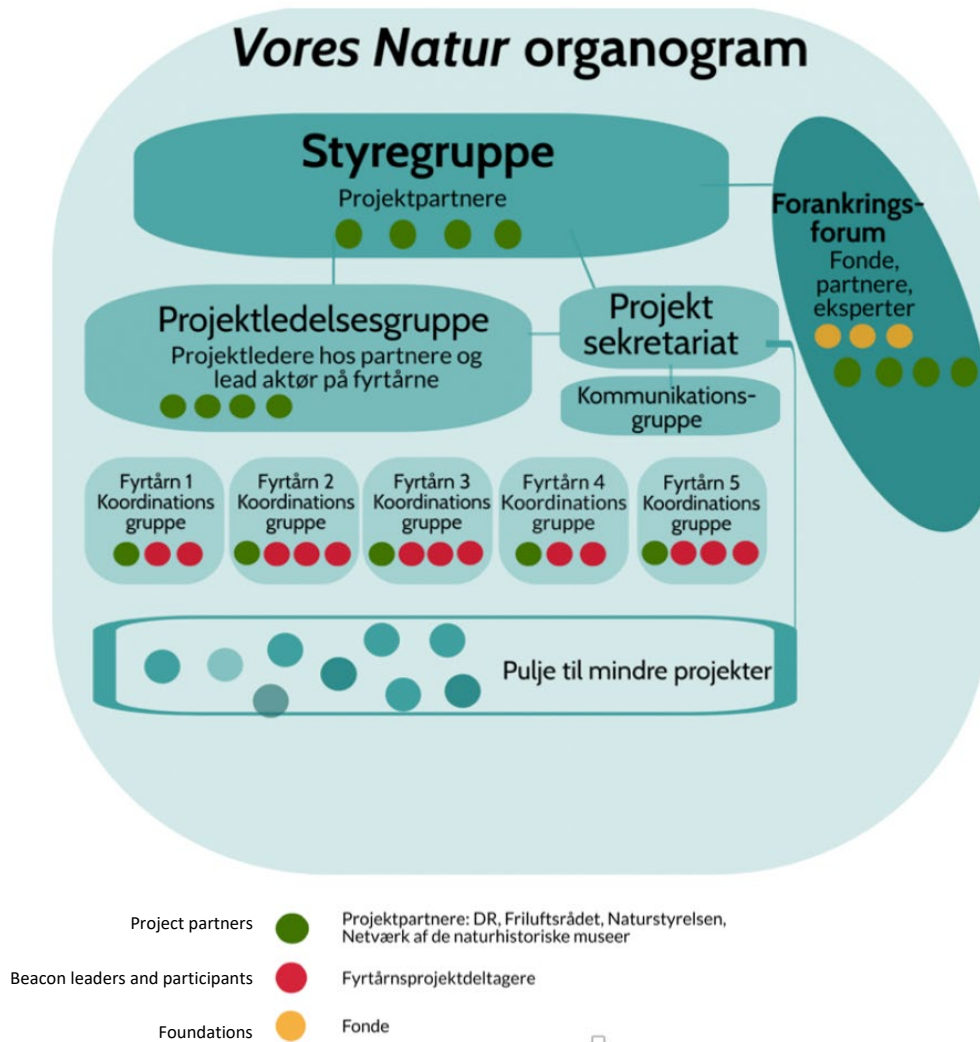
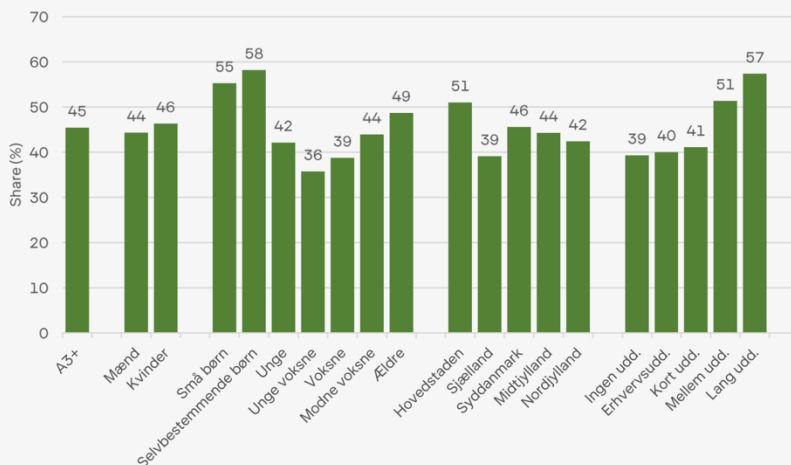


Figure S1: A conceptual overview of the Our Nature (Vores Natur) framework. The partnership included four main partners (Projektpartnere): The Danish Broadcasting Corporation, the Outdoor Council, Danish Nature Agency, and the National Network for Natural History Museums. Twenty-five additional nature and/or outdoor organizations and societies, and 76 public libraries in Denmark, actively collaborated with the four main partners to co-create new communication and engagement activities locally and nationally.

SERIEN HAR SAMLET FAMILIERNE OMKRING SKÆRMEN

Målgruppefordeling for Vilde vidunderlige Danmark
(Live+VOSDAL)



Vilde vidunderlige Danmark har forholdsvis en bred seerprofil

Særligt små og selvbestemmende børn samt hjemmeboende unge har set med – også i højere grad end Historien om DK

Tendens til større interesse blandt mænd og lavtuddannede sammenlignet med traditionelt søndagsdrama – samme tendens på naturtemaet overordnet set

Kilde: Kantar Gallup seertalsmåling

Figure S2. Evaluation of the Danish Broad Casting Coorportion (DR) programming on “Wild wonderful Denmark” included 975 survey respondents, with excellent representation across age groups, location in Denmark, and levels of education.

VORES NATUR - NØGLETAL



Temaet rammer 70 % af danskerne 15+ på tværs af DR's medier



Temaets tilfredshedsscore er 4,1 – og 76 % af brugerne er tilfredse



90 % af brugerne oplever at temaet giver værdi



70 % af brugerne oplever at have fået ny viden fra temaet



88 % af brugerne har i en eller anden grad involveret sig i temaet



Brugerne er i snit i kontakt med temaet på 1,3 medier

Kilde: Norstat for DR Medieforskning

Figure S3. Results of the evaluation of DR's nature theme in 2020, based on surveys completed by 975 people in Denmark. The theme reached 70% of Danes over the age of 15 across all of DR's media channels (radion, television, web); 90% of the

users/viewers reported that the theme brought them value; 70% of the users/viewers obtained new knowledge from the theme; 88% of the users/viewers involved themselves in the theme of nature in another way.

Literature Cited:

Als Research 2021. Evaluering af VoresNatur. Udarbejdet af Als Research for VoreNatur (Friluftsrådet, Danmarks Radio, Naturstyrelsen og Danske Naturhistoriske Museer). Forfattet af Følner B og Ploug AY. København 2021.

Duncan, S., Manners, P. (2012). Embedding Public Engagement within Higher Education: Lessons from the Beacons for Public Engagement in the United Kingdom. In: McIlrath, L., Lyons, A., Munck, R. (eds) Higher Education and Civic Engagement. Palgrave Macmillan, New York. https://doi.org/10.1057/9781137074829_14

Rashman L, Downe J & Hartley J (2005) Knowledge creation and transfer in the beacon scheme: Improving services through sharing good practice, *Local Government Studies*, 31:5, 683-700, DOI: [10.1080/03003930500293732](https://doi.org/10.1080/03003930500293732)