

A MEETING POINT FOR INNOVATIVE SCIENTISTS, POLITICIANS AND CITIZENS.

What areas would you concentrate on? What goals do you think are important to achieve? Are you going to star at a unique time? Your opinion can change all of our lives.



**IMAGINE
AND PROPOSE**



**ASSESS
AND CHOOSE**



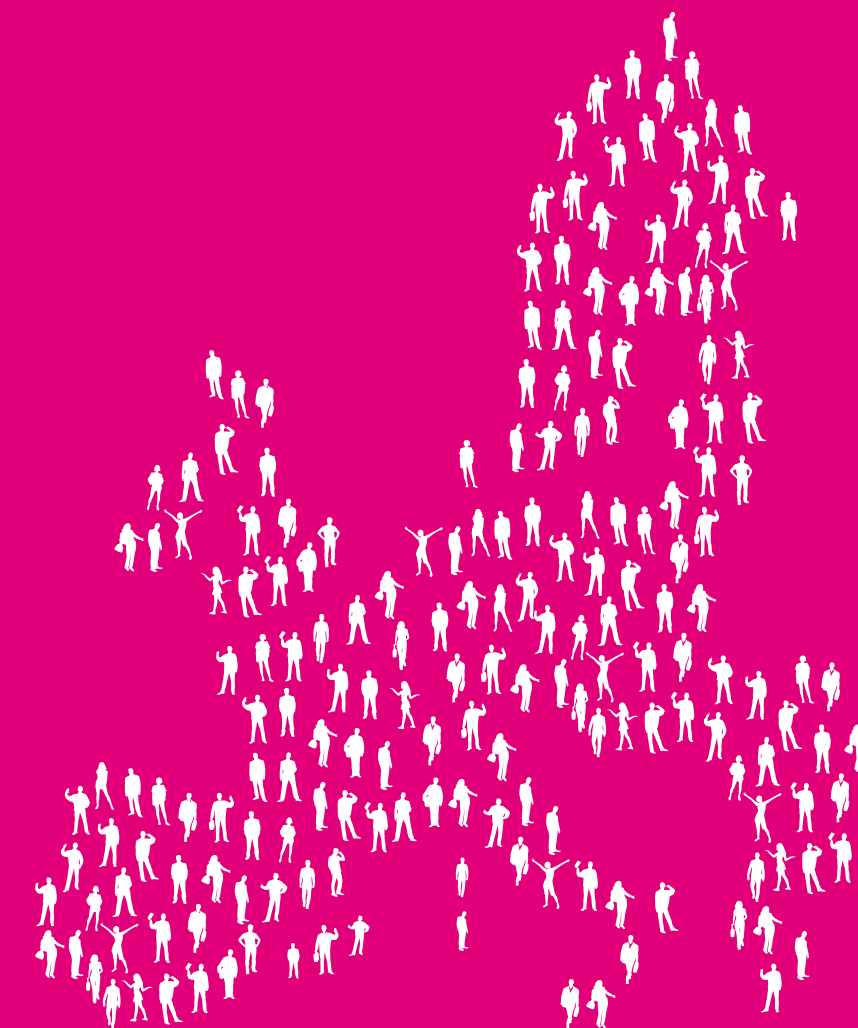
**LISTEN
AND PROMOTE**

CITIZEN'S AGENDA on SCIENCE and INNOVATION

CHOOSE YOUR CHALLENGE UNTIL 26TH MAY AT:
www.challenge2030.eu

YOU ARE GOING TO CHANGE OUR LIVES

IMAGINE THOUSANDS OF EUROPEAN CITIZENS DECIDING THE CHALLENGES OF SCIENCE AND INNOVATION FOR 2030.



FOR THE FIRST TIME, CITIZENS
HAVE THE OPPORTUNITY TO
CHOOSE THE CHALLENGES
THAT SCIENCE AND
INNOVATION MUST SOLVE.

WHAT IS THE CITIZEN'S AGENDA OF SCIENCE AND INNOVATION?

A COMMITTEE OF EXPERTS SELECTS

12 people of recognized prestige have selected the European personalities that have changed our lives thanks to their research, discoveries and initiatives.

14 SCIENCE AND INNOVATION PERSONALITIES PROPOSE

What challenges should be met by science and innovation by 2030? The 14 personalities chosen by the committee propose their challenges to citizens.

CITIZENS PARTICIPATE

The challenges proposed by the 14 scientists and innovators are presented in a joint activity targeting society so that citizen's can choose and decide which challenges will be included in the Citizen's Agenda.

THE SCOREBOARD IN BRUSSELS

An electronic scoreboard located in the Foyer of the European Council in Brussels will show the results of citizen participation in real time.

THE CABINET

The European Ministers of Science and Innovation will receive the final results of the Citizen's Agenda on the 25th and 26th of May.

WHAT CHALLENGE WOULD LIKE TO MAKE A REALITY BY 2030?



I am **Ferran Adrià** and I propose for 2030...



I am **Jane Goodall**.
My challenge for 2030 is...



I am **Norman Foster** and my challenge is...

NOW YOU CAN CREATE
AN AGENDA FULL OF VALUES

DEMOCRACY AND PARTICIPATION

Listening to citizens is enhancing democracy.

EUROPE

Generate a debate that involves us all that brings us closer to Europe.

DEVELOPMENT

Promote a new industry model that is more knowledge-based.

INITIATIVE AND CREATIVITY

Involving citizens in science and innovation creates a more enterprising and creative society.

“A LOT LESS JOBS HAVE BEEN LOST IN THE COUNTRIES WHERE THERE IS MORE INNOVATION”.

EL PAÍS

“IN 25 YEARS, SPAIN HAS BECOME THE 9TH RANKED COUNTRY IN SCIENTIFIC OUTPUT”.

LA VANGUARDIA

“R&D&I INCREASES THE PRODUCTIVITY OF COMPANIES BY 16%”.

EXPANSIÓN Y EMPLEO