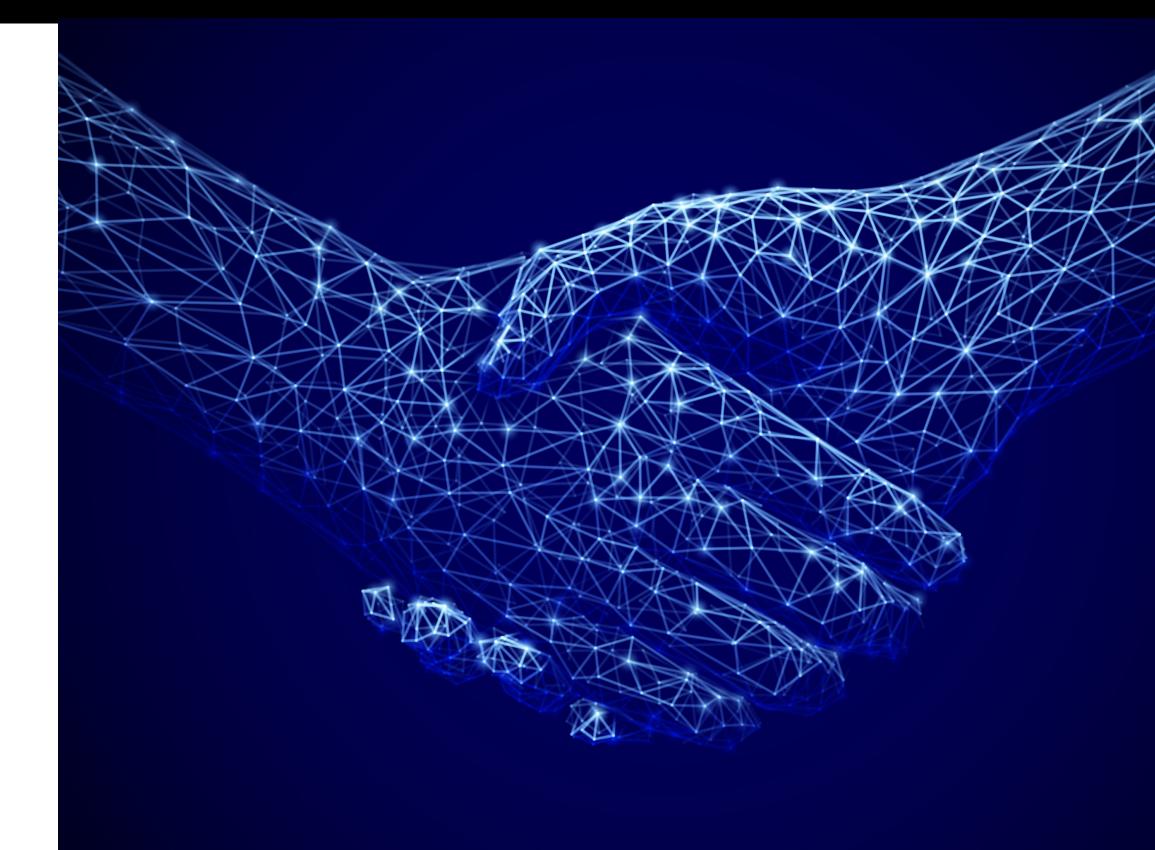# VERITY

Enhancing trust in science through VERITY Project

Summary of the project:

The VERITY project aims to address mistrust in science, research, and innovation by adopting a comprehensive approach to engage stakeholders, strengthen the ecosystem of trust, and promote research integrity. By fostering collaboration between science and society, VERITY seeks to facilitate the transition from 'science for society' to 'science with and for society'.

Ecosystem of trust

The ecosystem of trust is a conceptual space where societal trust in science is formed, shaped, and influenced. It encompasses the complex interactions, dynamics, and factors that contribute to the construction, negotiation, enhancement, or reduction of trust in science. By recognising the factors that shape trust in science and facilitating science-society co-creation and open science practices, the ecosystem of trust aims to enhance the public's confidence in scientific research and promote a more inclusive and accountable scientific enterprise.

Methods:

1 Uniting Trust and Expertise

VERITY broadens the scope of trust in science, including new stakeholders like companies, influencers, and peers. It addresses mistrust's root causes by:

- Identifying mistrust sources
- Collaborating with stakeholders to validate findings
- Conducting trust enhancement activities.

2 Engaging Stakeholders

VERITY engages citizens, institutions, companies, and knowledge platforms. A cluster of like-minded projects reduces duplication, fosters collaboration, and encourages knowledge-sharing. The ADIM Board facilitates stakeholder-researcher communication.

VERITY analyses social media to understand information dynamics and trust impact, identifying key actors.

3 Integrating Expertise

VERITY will create guidelines for 'trust stewards' with influence in science trust enhancement. This involves:

- Synthesising social sciences and engineering expertise via various research methods.
- Evaluating existing strategies, methods, and tools.

Key recommendations:

• Uphold Ethical Research

Emphasize scientific rigor and integrity and share breakthroughs through media, highlighting the self-correcting nature of science maintaining politically neutral strategies.

•Tailor the message

Collaborate with influencers, educators, and journalists to simplify scientific ideas and design educational programs considering target group trust levels and cultural appropriateness.

• Ensure Clear Communication

Train researchers to communicate clearly through relatable articles, podcasts, infographics and videos.

• Form Trusted Partnerships

Amplify messages through influential individuals or organizations connected to research and communicate conflicting evidence by experts who highlight the current scientific consensus.

•Include All Voices

Involve underrepresented groups like women and global south researchers actively recruiting participants from these groups for focus groups and studies.

•Engage Everyone

Foster open collaboration with citizens, scientists, policymakers, and educators to discuss research findings and concerns.

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