

The logo for Rumigen, featuring the word "Rumigen" in a green and blue font with a stylized animal head icon.The logo for GERONIMO, featuring the word "GERONIMO" in blue and orange with a stylized animal head icon.

GEroNIMO and RUMIGEN Joint Final Event

A background image showing a cow, a chicken, and a pig in a field, with a DNA double helix structure overlaid in the center.

Breeding the Future
*Genomics, Epigenomics & Societal
Acceptability for Sustainability in Livestock*

Make it make Sense!: From citizen engagement to useful guidance

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Funded by
the European Union

Why are we doing the research?

- **We hope to impact practice!**
- **Impact requires access**
- **Access requires ‘permission’**
- **Permission is gained through the social contract between society, research and industry**



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Why are we doing the research?

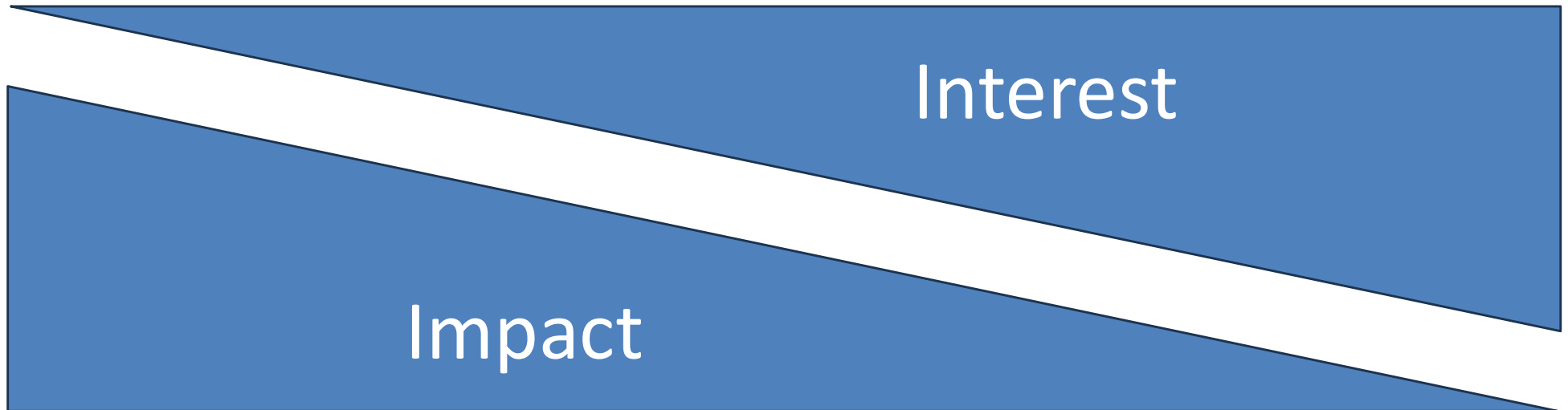
- **Research and innovation in line with societal expectations:**
 - **Creates efficient innovation pathways**
 - **Innovation is more likely to be responsive to societal needs**





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Why are we doing the research?



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Gathering the input

- **Surveys represent current attitudes to a specific technology**
- **Good at:**
 - Understanding prima facie rejection or acceptance attitudes
 - Predicting immediate reaction to implementation
- **Less good at:**
 - Predicting considered attitudes
 - Identifying underlying assumptions
 - Predicting the outcome of a societal dialogue



Gathering the input

- **Room of Acceptance is *engagement*, not surveying**
- **Good at:**
 - understanding values
 - Enabling consensus-based solutions
 - Giving guidance on adaptation
- **Less good at:**
 - Giving representative data on current attitudes
 - Predicting the effects of “sentiment events”



The simplified proces

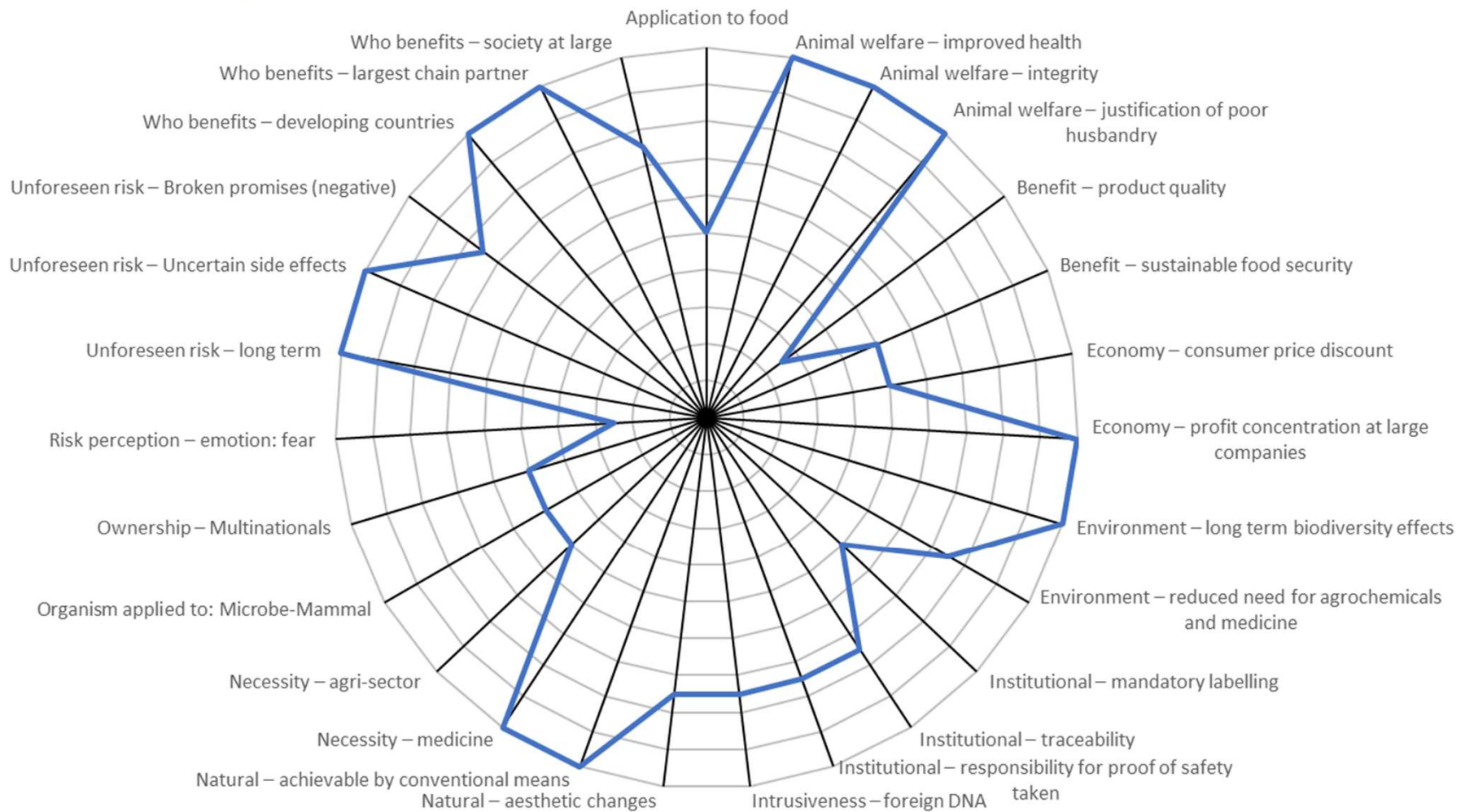
Room of Acceptance

Scenarios

Citizen engagement



Room of Acceptance





What did we learn?

- **Acceptance is conditional not binary**
- **Trade-offs are expected and accepted, but not at any cost**
- **Governance and fairness are central concerns**
- **Acceptance depends on real-world implementation, not just the technology itself**
- **Deliberation produces more stable, nuanced public judgements**



What is the takeaway?

- **To overcome the interest/impact contradiction, we need to design and implement engagement processes that provide the right input at the right time**
- **By working with deliberative scenarios, we can discover the values at stake, rather than rejection/acceptance attitudes**
- **Working with societal expectations early in the research and innovation pipeline increases the value and efficiency of the work and affords more license to operate**



Rumigen

GERON MO

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THANK YOU



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GENOME AND EPIGENOME ENABLED BREEDING IN MONOGASTRICS

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