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PRESS RELEASE

New Consortium to lead first-ever European initiative aimed at giving voice to citizens towards improving Assisted Reproduction Technologies (ART) for society.

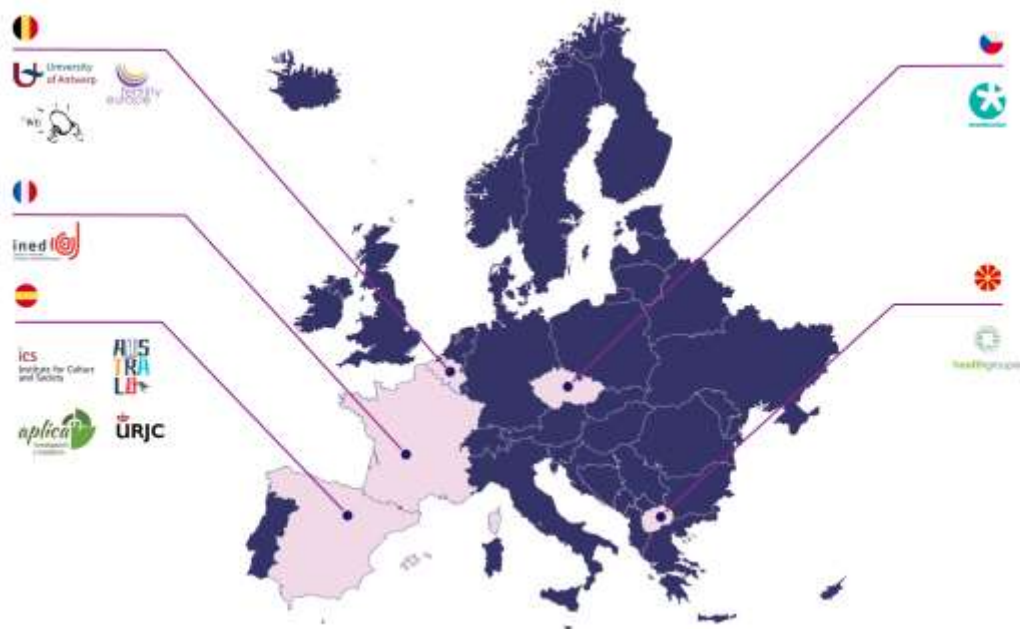
The consortium of **"B2-InF – Giving voice to citizens towards improving Assisted Reproduction Technologies for Society"** is delighted to announce the start of this joint initiative, selected and granted by the European Commission under the Horizon 2020 Science with and for society program (SwafS).

In a few years, the **10% of the population born in Europe will be the result of assisted reproduction techniques (ART)**, and about half of the population that wishes to have children will go to specialized centers. Therefore, Assisted Reproduction Technology (ART) plays a **significant role in the reproductive health of European society and is a fast-growing part of the health industry**. Surprisingly, nobody has worried about **how young people understand, react to and interact with Reproduction technologies**. In this context, B2-InF will seek to answer two questions: (1) ***How do young people perceive and think about ART?*** (2) ***How can ART clinics better align their research, services, and information with the views, concerns and expectations of citizens?*** By answering these questions, B2-InF aims to promote public participation in the science and provision of ART so that these become more responsive to the needs and concerns of society.

The project will be carried out in three stages. In the first stage, **data is collected about perceptions and awareness of ART in young populations** and the information offered by clinics to their clients. In the second stage, this **data is analysed from sociocultural, legal and gender perspectives** to detect misalignments and other weak points and to determine ways of improving the information offered by clinics. The third stage will focus on **dissemination** of the findings through the **distribution of guides with standardized guidelines**.

B2-InF **proposes an integrated research methodology to be carried out in eight European countries**, including: Belgium, Switzerland, Italy, Spain and Macedonia, Albania, Slovenia and Kosovo. The project is **designed to work bottom-up, moving from citizens to scientists and policymakers**, and will provide much-needed empirical data about the representation of ART

in society, allowing for a **better fit between the provision of ART and its legal and sociocultural environments.**



B2-InF is a strong and promising initiative in large part because of the outstanding expertise of its diverse consortium involving 10 prominent partners from: Spain ([Institute for Culture and Society](#), [Universidad Rey Juan Carlos](#), [AUSTRALO](#), [APLICA Investigación y Traslación](#)), France ([Institut national d'études démographiques](#)), Czech Republic ([Medistella](#)), Belgium ([The Walking Egg](#), [University of Antwerp](#), [Fertility Europe](#)) and Macedonia ([Healthgrouper](#)). The project receives funding by the European Commission in the frame of the European Union's Horizon 2020 research and innovation Programme under grant agreement n° 872706.

CONTACTS

