



Dear
scientist!
Dare
journalist!

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European Academy Bolzano

EURAC
junior



MY SCIENCE

Image: Robert Kozak

Dear
Journalists!
Dare
Scientists!

WHAT?

TAKE PART IN A PROGRAMME FOR YOUNG JOURNALISTS INTERESTED IN SCIENTIFIC TOPICS

Step into Science Journalism with the MY SCIENCE Programme! Its goal is to bridge scientific and journalistic communities and to enhance public understanding of science in everyday life.

Take part in one-day workshops at institutes of different fields of science. Gain and expand knowledge in the research field that is the most interesting for you. Get to know the professionals and exchange best practices with them. Establish professional networks with new colleagues around Europe.

Learn about scientific discoveries and start spreading the good news now!

WHERE?

GO TO SCIENTIFIC INSTITUTES IN VARIOUS EUROPEAN COUNTRIES

University of Vienna
Vienna, Austria
Information and Communication Technologies

BioTalentum
Gödöllő, Hungary
Stem Cell and Nuclear Transfer Cloning Tech.

Institute of Chemical Technology
Prague, Czech Republic
Chemical Technologies

European Academy EURAC
Bolzano/Bozen, Italy
Renewable Energy | Environment | Humanities

WHEN?

APPLY BEFORE 15TH JULY 2009

WITH ARTICLES, PHOTOS, VIDEOS AND AUDIO

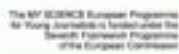
The campaign starts from April 2009 and will continue until June 2010.

The programme is opened to all university students and graduates 20 to 30 years old from EU Member States and Associated Countries.

Contact us:
info@my-science.eu

www.my-science.eu

Project partners:



Scientist

(from the Latin scientia, meaning "knowledge")

A scientist, in the broadest sense, refers to any person that engages in a systematic activity to acquire **knowledge** ...

Journalist

Journalists serve as the chief purveyors of **information** and **opinion** in contemporary mass society.

How neutral can science be?

- CO₂ is likely to increase up to x%.
- The expected CO₂ increase will have an impact on ecosystem services.
- CO₂ increase will cause harm to humans.
- Lift the dikes for x m, because of expected floods!

How to communicate uncertainties?



Please wait for Tony Patt's presentation ... next Monday

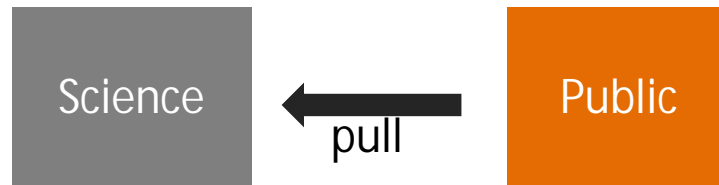
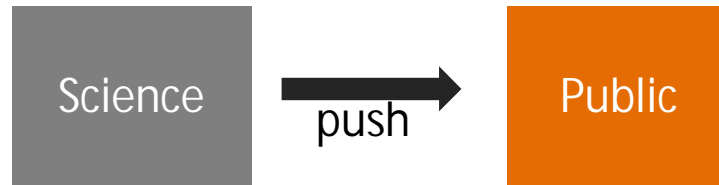
Dissemination

Publishing and spreading of research results.

Communication

Communication is a process of **transferring information** from one entity to another.

Process of communication



+
Mediating
Agents



Why communicate science?

- Science is policy related and needs the public
 - Awareness,
 - Engagement
 - Understanding

Goal: **sound public judgment** on scientific issues
- **Decrease of interest** in science in the younger generation - lack of successors
- Tax payers **pay for** science

Why communicate your research project?

- Strategy: Increasing the **success rate of a proposal**
- **Disseminating** research results
- Achieving successful integration with **stakeholders**
- Promoting **internal communication**
- Networking and marketing the consortium

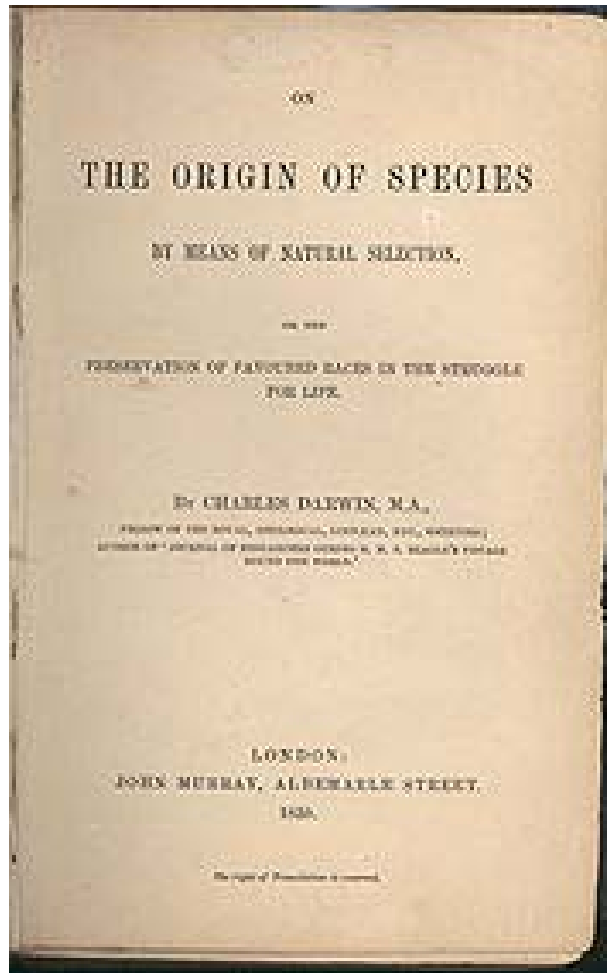
Communication: FP7

ENV

Guide for Applicants: *Collaborative projects*
FP7-NMP-ENV-ENERGY-ICT-EeB

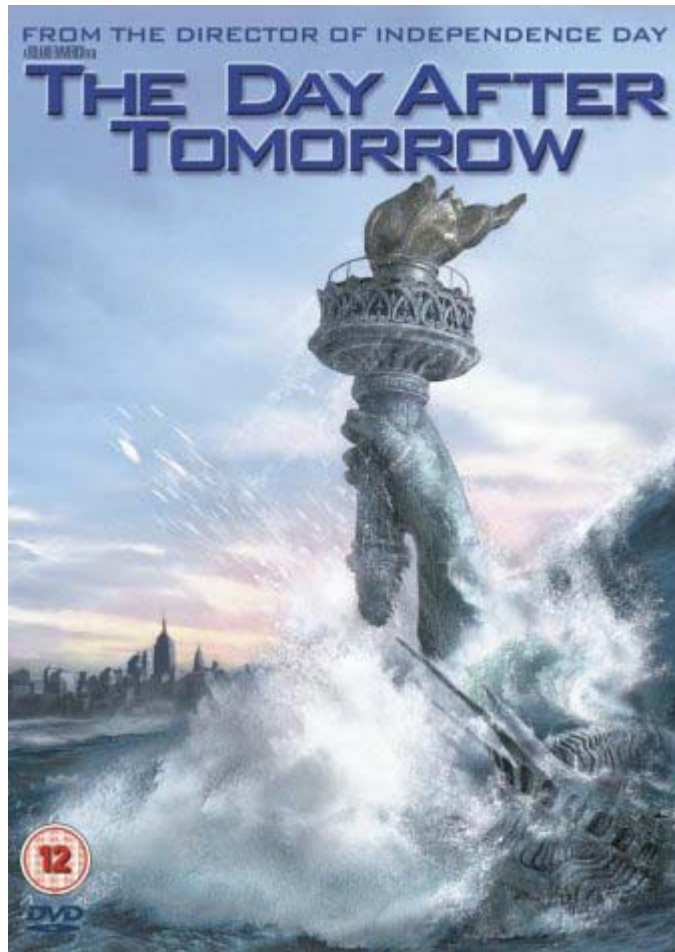
Evaluation criteria applicable to Collaborative project proposals		
S/T QUALITY	IMPLEMENTATION	IMPACT
“Scientific and/or technological excellence (relevant to the topics addressed by the call)”	“Quality and efficiency of the implementation and the management”	“Potential impact through the development, dissemination and use of project results”
<ul style="list-style-type: none">• Soundness of concept, and quality of objectives• Progress beyond the state-of-the-art• Quality and effectiveness of the S/T methodology and associated work plan	<ul style="list-style-type: none">• Appropriateness of the management structure and procedures• Quality and relevant experience of the individual participants• Quality of the consortium as a whole (including complementarity, balance)• Appropriateness of the allocation and justification of the resources to be committed (staff, equipment ...)	<ul style="list-style-type: none">• Contribution, at the European [and/or international] level, to the expected impacts listed in the work programme under the relevant topic/activity• Appropriateness of measures for the dissemination and/or exploitation of project results, and management of intellectual property.

Example of a successful science communication



On the Origin of Species by Means of Natural Selection, or The Preservation of Favoured Races in the Struggle for Life: Charles Darwin 1859

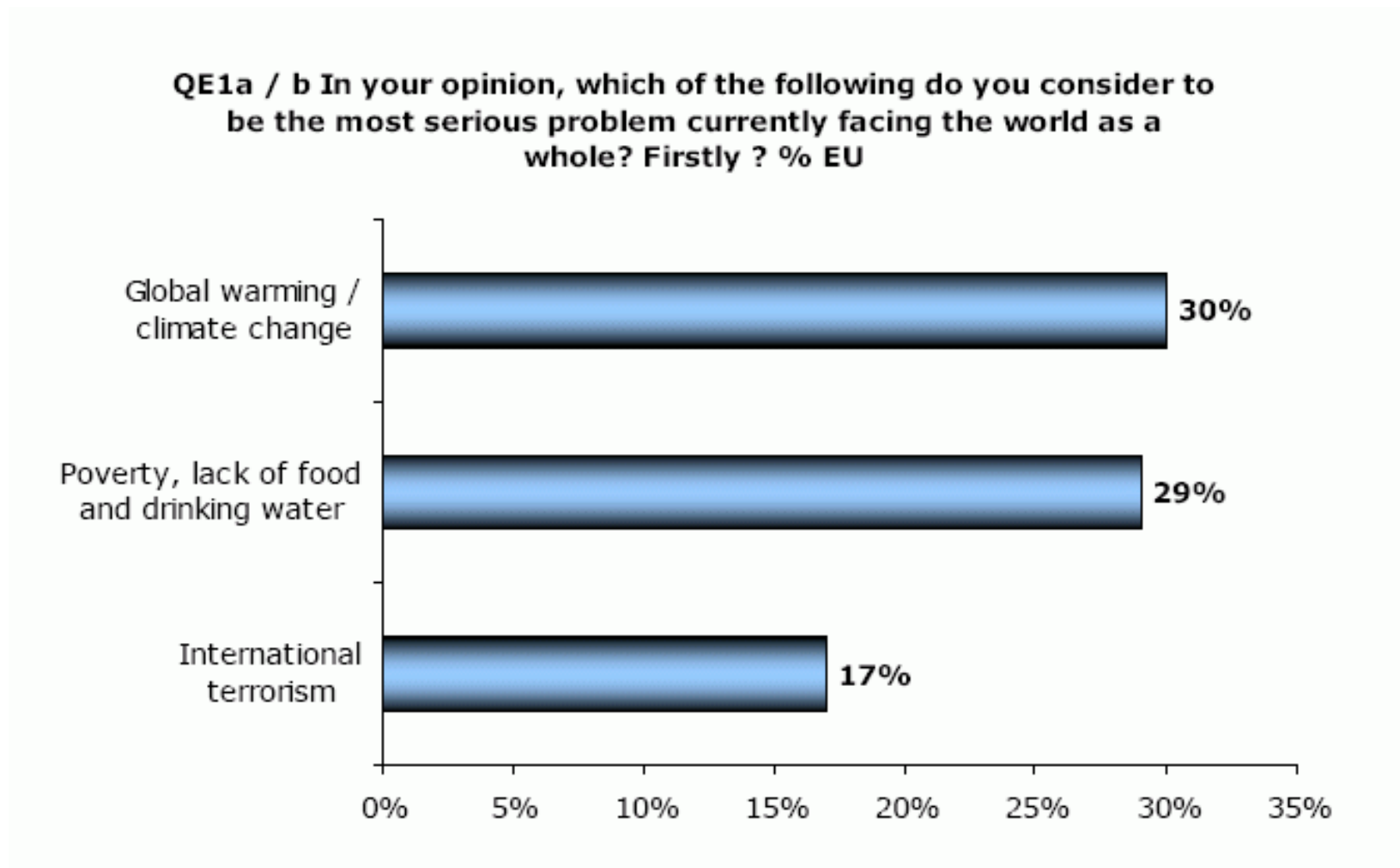
Today's popular science communication



Effect - Awareness?

QE1a / b In your opinion, which of the following do you consider to be the most serious problem currently facing the world as a whole? Firstly ? % EU

Effect - Awareness!



Reference: Europeans' attitudes towards climate change.- Report Special EUROBAROMETER 300 (2008)

Emotional selling proposition

Climate change 

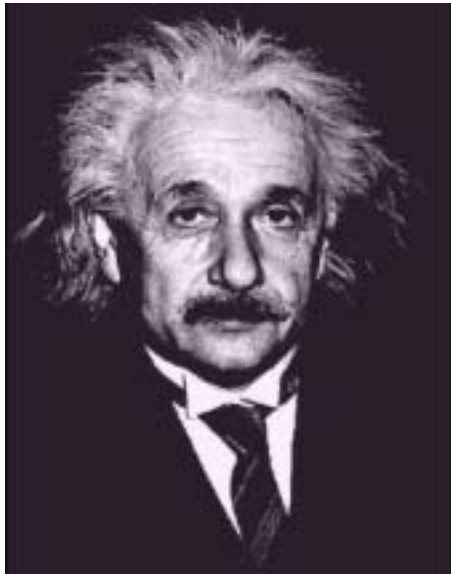
Ecosystems & Biodiversity 

Communication: science and science



That is your core business!

Communication: science and science Interdisciplinarity



science



humanities

Communication: Science and Policy



German advisory council on climate change



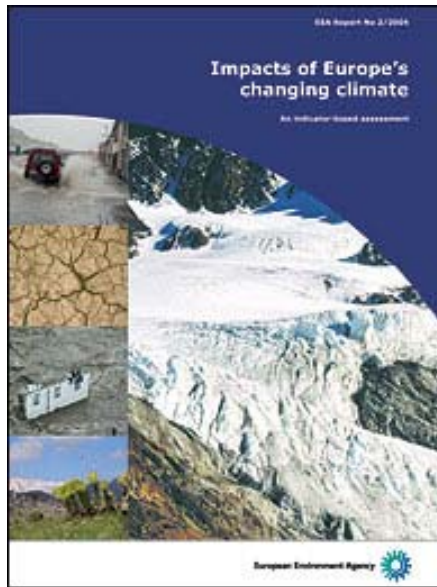
European Environment and Sustainable Development
Advisory Councils (EEAC)



Inter Governmental Panel of Climate Change

Communication: science and administration

Scientists act as consultants to translate science for policymakers with mediating agents.



European Environmental Agency (sub-global, regional)



Federal Environment Agency (UBA)



Regional-local policy

Communication: science and stakeholder



ATEAM mountain stakeholder
Workshop 2002



ALTER-Net Stakeholders 2007



Communication: science and the media

Where do Europeans get their scientific information?

Communication: science and the media

The screenshot shows the Nano²Hybrids website homepage. At the top left is the Nano²Hybrids logo. At the top right are links for 'log in' and 'register', along with flags for various countries. A left-hand navigation menu lists: Home, View Scientist Diaries, The Project, Introduction, Background Science, Recommended Links, The Scientists, The Labs, Project Background, Abstract, Workpackages, Workplanning Timetable, Publications, Staying Up To Date, Contact Us, Search, RSS Feed, and Atom Feed. At the bottom left is the logo for The Vega Science Trust.

Welcome Back! -NanoQuote of the week

Nano, nano everywhere, and not a drop to *sense*

There are new posts since you last logged in! See them [here...](#)

Welcome to nano²hybrids!



Short Introductory Video

Click here to play

To introduce you to the site, we suggest you watch the [introductory clip](#) to the left (*1 and a half minutes*) or the more complete [full introductory clip](#) (*10 minutes*)

To see what the scientists are doing at the moment, go to the [View Scientist Diaries](#) page...

View Scientist Diaries

Communication: science and economy



New production techniques



Implementing research results

Communication: science and education science for schools



5 Research areas

- Linguistics
- Minorities and autonomies
- Sustainable Development
- Management
- Life science
- + Service departments

➤ EURAC junior



Communication: science and education science for schools

EURAC
junior



Communication: science and education science for schools



Preschool



Primary school



Middle school



High school

and teachers



Communication: science and education science for schools



Hands on activities



Classical Lectures



Individual exercises with help



Collaborative learning

Communication: science and education science for schools



Long-term projects with
high school students



EURAC junior lectures
experts lecturing for pupils

Communication: science and education

Kids festivals





Communication: science and education

Contest: Young researchers wanted!



Communication: science and the public

Science festivals



Communication: science and the public

Researchers night



Communication: science and the public

Science Cafe



Insidedena.uk



www.eurac.edu



sciencecafe.org



www.britishcouncil.org/jp/cyprus-science-cafe...



sciencebuzzcafe.org

Communication: science and the public

Museums and Science Centers



expl  **ratorium**[®]
the museum of science,
art and human perception

www.exploratorium.edu

Communication: science and the public

Museums and Science Centers



Communication: science and the public

Museums and Science Centers



Communication: science and arts



Science & Arts (MELTING MEN Eco Art Calls Attention to Global Warming artist: Nele Azevedo)

MASSIF needs communication!



Define a local dissemination strategy of your results...

... be inventive...

... and write a press release about it!

What is good science communication?

- Focus on **results and background**, not on methodology like in scientific papers
- Try to **make a difference** in your communication!
- Define your **messages**, target and support!
- No propaganda!
- **Two way communication**

How to write a good press release

- **Have something to say** ... that is real news... ... and make it sound interesting
- **Get to the point**. Why should anyone care about this?
- **Think like a journalist**: how can they make a story out of this? What would you be interested in reading about over your cornflakes?
- Give all **information** needed.

Main problems with press releases?

- **Too bureaucratic** - in content and language. News is about real people. What does your story mean?
- Make your news **relevant to people!** Relate our message to things that matter to ordinary people!
- Try twice as hard to sell **good news**

Structure of a press releases?

- Title
- Summary of the main story - which stands alone and answers the main questions : Who? What? When? Why? How?and if possible Where?
- Quote (not always)
- Details
- Background
- Further information

Brussels, 10 June 2009

Noah's Ark project wins Grand Prize at European Heritage Awards 2009 (Title)

The European Research Project Noah's Ark has been awarded the **Grand Prize 2009 in the Category Research** at the 7th Annual Cultural Heritage Awards Ceremony in Taormina, Sicily, on 5 June 2009. (Summary)
In announcing the award the jury praised Noah's Ark.

“The Jury commends this groundbreaking and high quality research for its ability to clearly demonstrate the risk that climate change poses to Europe’s cultural heritage. The Jury hopes the Grand Prize to this project will lead to efforts to conduct a pan- European assessment that will be constantly updated” (Quote)

Present at the Ceremony was Manuela Soares, Director of the Environment Directorate at the Directorate General for Research of the European Commission, under which the Noah's Ark project has been funded. Also present were the Project coordinator, Cristina Sabbioni, (National Research Council, CNR-ISAC), Peter Brimblecombe (University of East Anglia, UK) and May Cassar (University College London, UK), representing the Partnership.

<http://ec.europa.eu/research/index.cfm?pg=newsalert&lg=en&year=2009&na=na-110609>

Noah's Ark (Details)

The Noah's Ark Project, a scientific research project funded by the European Union's 6th Framework Programme on Research (2004-2007), highlighted the potential consequences of climate change for the conservation of cultural heritage, which includes many of the world's most precious cultural sites.

Aptly recalling the efforts by the Biblical Noah, the Noah's Ark Project determined the distinguishing features of the climate and its changes most critical to monuments, historic buildings and sites, and carried out groundbreaking research to describe and predict the future effects of climate change on Europe's cultural heritage over the next 100 years.

The Noah's Ark Project has developed a vulnerability atlas and strategic guidance to enable the adaptive management of monuments, historic buildings and sites that are forecast to be threatened by climate change and ensuing disasters.

European Heritage Awards (Background)

The Awards scheme is organised jointly by the European Commission - Directorate General for Culture - and Europa Nostra, the pan-European Federation for Cultural Heritage that represents nearly 250 heritage NGOs active in 45 countries across Europe. The aim of the awards is to highlight some of Europe's cultural and architectural treasures, to showcase efforts to preserve Europe's rich history, to promote high standards and high quality skills in conservation practice, to stimulate trans-border exchanges in the area of heritage and to celebrate outstanding initiatives within the European cultural heritage sector.

For further information on Noah's Ark:

[The Noah's Ark Project](#)

For further information on the awards:

Europa Nostra

http://www.europanostra.org/OS/lang_en/index.html

European Union Prize for Cultural Heritage:

http://ec.europa.eu/culture/news/news2101_en.htm

http://ec.europa.eu/culture/our-programmes-and-actions/doc623_en.htm

[IP/09/784](#) : The best European cultural heritage projects 2009

For further information or to order your complimentary Best of Futuris Cultural Heritage DVD, please contact:

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Thank you for your attention!