



EUROPEAN
COMMISSION

Community research

Communicating
EUROPEAN RESEARCH



Participants' Forum

12 May 2004

Programme

9:00-11:00 Bringing scientific information to non-specialists

Room S1 Round Table

9:00-10:30 Research and local media. Lessons learned from URBEST

Room S2 Debate

10:45-12:15 Technology mapping as a dissemination and project management tool in Integrated Projects – The example of the SustainPack project

ROOM S2 Workshop

11:15-12:15 Practical support for public communication in your European health or food project

ROOM S1 Workshop

Lunch break

13:30-14:30 Communicating research success – the AlphaGalileo experience

ROOM S1 Workshop

14:45-15:45 Communicating projects results. The Adopt-IT (Good practices in multimedia and digital content) case and its communication tool-box

ROOM S1 Workshop

Forum Coordinator: Michael.Wappelhorst@cec.eu.int

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9:00-11:00 Bringing scientific information to non-specialists Room S1 Round Table

This round table examines different approaches to communicating research and science results to non-specialists. The focus will be on how to present the scientific information so that a wider audience can access, understand and use it. It will stress the role of science to ensure credibility and public trust. The target audiences for this communication range from policy-makers, journalists and stakeholders to schools, young people and the general public. The speakers will examine whether there are shared communications strategies, methodologies or common ground for translating complex scientific information for non-specialist consumption.

Contact: david@greenfacts.org.

| Speaker | Contribution in the event | Institution | Country |
|-----------------------|--|---|---------|
| David Zaruk | Moderator | GreenFacts Foundation | BE |
| Paul Galand | Popularizing research – the challenges for scientists | Professor of cancerology, ULB President of WWF Belgium, Scientific Advisor, TV presenter RTBF | BE |
| Ann Van der Auweraert | Academe's role in informing the public | Science shop/ Wecom/ Mens, Head of Science Communication Dept, University of Antwerp | BE |
| Dick Wife | Involving young people in science | Kids and Science | NL |
| Jacques de Selliers | Using the web for science communication | GreenFacts Foundation | BE |
| Mary Weed | Media Relations – how the press uses scientific information | Consultant | CH |

9:00-10:30 Research and local media. Lessons learned from URBEST Room S2 Debate

There is still a need to strengthen the basis for the establishment of a science-society dialogue on a regional basis. The URBEST (Urban Best Practices) project managed to organise the production and broadcasting of TV programmes on urban innovation themes with the involvement of local TV broadcasters. Over a time lap of six months 42 TV programmes were broadcast in 7 major urban areas in Europe on the valorisation of best practices from European funded programmes. The project proved quite successful in obtaining the involvement of media on a co-operative basis, which allowed a substantial reduction of project costs since the production and broadcasting activities were partially taken in charge by the broadcasters themselves. The URBEST model has significant potential to be applied to other scientific areas on a wider geographical basis. The concept could actually evolve into a structured platform of local media committed to information on scientific and research issues.

During the workshop showing some video content produced within URBEST is foreseen:

- short presentation video-clip, 2'30",
- excerpts of clips from the URBEST video database,
- excerpts from the programmes broadcast locally by the URBEST TV channels.

Contact: saija@teseo.be.

| Speaker | Contribution in the event | Institution | Country |
|-------------------|---|--|---------|
| Giuseppe Saija | Introduction to the workshop. Overall presentation of the URBEST project outcome and organisational model | TESEO SPRL, project co-ordinator, URBEST | Belgium |
| Jean Louis Radoux | Local media and « difficult subjects ». Treating research and innovation for local TV audiences | EAC TV, the European Association of City TVs | Belgium |

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10:45-12:15 Technology mapping as a dissemination and project management tool in Integrated Projects – The example of the SustainPack project

ROOM S2 Workshop

Technology mapping is a technique for identifying areas of technological promise and planning their development and implementation, by looking back from a predicted future and determining what needs to be done in order to get there. It is a process that provides structure and direction for developing and managing technology R&D strategies. In the SustainPack project, an important and novel aspect of the project management and project dissemination is the use of Technology Mapping tools and techniques. Technology mapping is also an inclusive process – it utilises the knowledge and expertise of all the project stakeholders, including the end users of the technological advancements achieved. By involving and engaging these stakeholders early in the project, the process achieves both enhanced dissemination and project buy-in, thereby maximising potential for success.

Technology mapping can be readily adapted for other situations or subjects. In this workshop, we intend to explain the technology mapping process (presentations). The technique will then be demonstrated through an interactive workshop session looking at a case study (a next generation mobile phone). The facilitated workshop will determine the product features required for the next generation, existing technology gaps are highlighted and research needs defined.

Contact: Kennert.Johansson@stfi.se

| Speaker | Contribution in the event | Institution, IP/NoE Acronym | Country |
|-------------------|--|-----------------------------|---------|
| Kennert Johansson | Chairperson; Why Technology Mapping in the Sustainpack IP? | STFI-Packforsk AB | Sweden |
| Michael Sturges | Workshop Facilitator; Introduction to Technology Mapping | Pira International Ltd | UK |

11:15-12:15 Practical support for public communication in your European health or food project

ROOM S1 Workshop

There are quite practical and effective ways of engaging and communicating with the public but scientists are often hesitant for a variety of reasons. This workshop will explain how you can use the experience of the members of the European Federation of Biotechnology Task Group on Public Perceptions of Biotechnology who have been carrying out these activities on a day-to-day basis since it was established in 1991.

Successful communication begins by knowing and understanding the issues. The Task Group consists of some 50 scientists, industrialists, communication professionals, journalists and public interest organisation representatives from throughout Europe with the common interest in science communication in the biotechnology field. It has been supported throughout almost entirely by the European Commission and is therefore independent. While its members are professionals, it is not a commercial organisation or consultancy and would charge your project at actual costs. This [leaflet](#) gives practical information (available at http://www.efbpublic.org/uploads/IP-NoE_flyer_A4.pdf).

Contact: David.Bennett@efbpublic.org.

| Speakers | Contribution in the event | Institution | Country |
|-------------------------|--|---|---------|
| Prof. Richard Braun | "Engaging and Communicating with the public" | Chairman, European Federation of Biotechnology Task Group on Public Perceptions of Biotechnology | CH |
| Drs Patricia Osseweijer | "Integrating science with society in a multi-institute genomics programme" | Managing Director, Kluyver Centre for Genomics of Industrial Fermentation | NL |
| Dr. Bernard Dixon | "Dealings with the media" | former editor "New Scientist", contributing editor "Nature Biotechnology" | UK |
| Dr. David Bennett | "How the Task Group can help you" | Acting General Secretary, European Federation of Biotechnology and Secretary of EFB Task Group on Public Perceptions of Biotechnology | NL |

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13:30-14:30 Communicating research success – the AlphaGalileo experience

ROOM S1 Workshop

Contact: peter.green@alphagalileo.org

As a leading resource for European research news, AlphaGalileo, is a fast and effective way to get science, engineering, medical arts, humanities and social sciences news to journalists around the world. AlphaGalileo provides continuous access to news, images, video, PDFs, events and background information, plus a database of experts relevant for European research news.

A journalist, a press officer and an IT systems expert will identify the key issues affecting communicating European research success to a global media audience. They will cover from their own perspectives: *The message* - content, writing style, language, the need for supporting materials and experts, timing and availability of materials. *The audience* - the needs of a global media audience, language, timing, time zones, differing media cultures. *Routes to success* - ways to reach the media, online, fax, post, press facilities and events, briefings, conferences.

| Speaker | Contribution in the event | Institution | Country |
|-----------------------|---|---|---------|
| Laura Miles | Chair | Director, AlphaGalileo Foundation | UK |
| Tina Zethraeus | "The key interface – the press office" | Vetenskapsrådet (Swedish Research Council) and Chair of the ESOF 04 Press Committee | SE |
| Fabrice Node-Langlois | "Understanding the media" | Journalist, Le Figaro | FR |
| Mark Payne | "Delivering a global audience – the role of information technology" | CEO, Clear Thinking Group, and Marketing Director, Alpha Galileo | UK |

14:45-15:45 Communicating projects results. The Adopt-IT (Good practices in multimedia and digital content) case and its communication toolbox

ROOM S1 Workshop

Contact: Marco.pignagnoli@aidnetwork.com

The ADOPT-IT project (Promoting the adoption of good practices in multimedia and digital content technologies and systems) aimed at helping EU RTD projects to satisfy their communication needs, identify the right targets and tools and implement them within a structured time lap.

More than two dozen RTD projects were already supported with the services Adopt IT. From the final assessment, some of the strengths that made of Adopt IT a success story:

- made researchers understand how to manage communication,
- made their life easier in dealing directly with communication issues (organising presence at international fairs, arranged video production),
- left to projects communication tools and basic knowledge that can be used afterwards.

During the workshop some examples of videos and other marketing/communications tools developed and produced by ADOPT-IT will be shown: 2 short videos (each 3'30 min) and Marcom tools (on PowerPoint).

| Speakers | Contribution in the event | Institution, IP/NoE Acronym | Country |
|--|--|--|---------|
| Marco Pignagnoli | Building the communication toolbox for projects needs | AID srl, project partner ADOPT-IT | Italy |
| Philippe Fannyoy | Helping projects to use the audiovisual mean | BELGAVOX, project coordinator ADOPT-IT | Belgium |
| To be identified A project co-ordinator from the group of projects assisted by Adopt IT | What communication can do for your project. A look from the inside | University of Florence The Wedelmusic project | Italy |