



Science communication beyond tomorrow II

Reaching our stakeholders – channels and tools for success

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Brussels

BIOS SPEAKERS,

Gülcin Karadeniz

Has been working in the field of external communications and EU policies for over 20 years. She currently leads the group responsible for external communication activities at the European Environment Agency, including media relations, social media, audiovisuals, outreach events and targeted web content management, and, recently, Copernicus Land Monitoring communications. Before joining the EEA, she worked in the European Commission and the private sector. She is a political economist by training.

Olav Groenendijk

Has over 20 years of experience in the field of communication and marketing of complex services. After having worked as a marketing director at various consultancy organizations such as Deloitte and engineering firm Sweco, he wrote a book about his specialism: the marketing of complex professional service organisations. He now has been affiliated with TNO for 2 years as manager Brand, Marketing & Digital and contributes to further improving TNO's market orientation. His magical moment: when the right people are moved by a good campaign.

Leena Rantasalo

Leena is a people person and gets inspired by collaboration. She has an extensive background in various Communications roles, in leading change and culture.

Leena is now leading Communications and developing culture at VTT Technical Research Center of Finland. She drives VTT's and its brand awareness, thought leadership and media relations globally to strengthen company reputation and commercial sales. She leads engaging workplace and internal communications to enhance culture and commitment.

For her Communications is all about supporting strategy, culture and leadership by bringing people forward. She has transformed VTT's Communications into high performing, motivated & engaged team and capability with strong impact.

Before joining VTT Leena has worked at Varma Mutual Pension Insurance Company, Minister of Labor, MSD Finland and her parents' company in several customer and commercial responsibilities. She's the Vice Chair and member of Finance Committee at the board of ProCom – The Finnish Association of Communication Professionals.

For Leena the role of Communications is to strengthen trust and interaction and she truly believes that joy, curiosity and courage – the cornerstones of VTT's culture – are the source of success for a company.

Antje Collowald

Antje joined the European Commission in 2008, bringing with her 15 years of experience in the retail industry (IKEA Germany), management consulting (Cap Gemini), and as the Director of a communication agency (Carlson Marketing). She initially served for two years in the Commission's Internal Audit Service before transitioning to DG HR, where she focused on organizational development and HR policy and strategy. In November 2014, she joined DG COMM as a Policy Assistant to the Commission's Chief Spokesperson, playing a key role in establishing the new Spokespersons Service in its current format. Antje then

progressed to become the Deputy Head of Unit responsible for defining, steering, and implementing the Commission's communication strategy and campaigns. Later, she established a new central unit within DG HR dedicated to finance and budget. Since July 2021, Antje has taken charge of the newly created communication unit within the JRC.

David Mair

David has been with the European Commission since 1995 and specifically with the Joint Research Centre (JRC), the Commission's science and knowledge service, since 2011. As of July 2016, he has held the position of head of unit, overseeing research, tools, and training related to science for policy, collaboration, knowledge-sharing, and participatory democracy ("Science for Democracy and Evidence Informed Policymaking").

During his tenure from 2011 to 2016, David was responsible for the JRC's work programme, science advice to policy, and foresight. Additionally, he served as the Acting Director for Policy Support Coordination from April to December 2015.

Before the Commission he worked for the UK Treasury in Brussels and London and has also worked in the City of London as a corporate financier and in the British Army. He studied History at Cambridge University.

Nicole Slink

Nicole has a deep connection to communication design. With over 20 years of experience in the field, she has managed a design agency for 15 years and has been recognised with numerous design awards. Currently, she serves as a Professor of Communication Design at the University of Applied Sciences in Bremerhaven. In her role, she contributes to the

bachelor's degree programme "Digital Media Production," instructing students on effective message delivery using contemporary visualization techniques.

(Additionally, Nicole's research interests lie in the areas of Sustainability and Diversity in Communication, reflecting her commitment to understanding and advancing the field.)

Inma Farfán Velasco

Inma Farfan Velasco is Project Manager at the Publications Office of the EU. She works and coordinates projects under data.europa.eu – the official portal for European data. She manages the learning offer of the [data.europa academy](https://data.europa.eu/academy) organising webinars and training material to increase digital skills. She also works in a day-to-day basis on how to translate data from public sector into tangible insights for citizens with compelling [data stories](#).

BIOS Experts

Claudio Rosmino

Claudio has over 25 years' experience in television journalism, science coverage and communications. During my years at Euronews, I produced magazines sponsored by some of the European Commission's Directorates-General, including Futuris, Farm to Fork, Smart Health and Smart Regions; I also worked on the series Space, in partnership with ESA, and collaborated with CERN on public events and video productions.

I'm currently completing a master's degree in science communication at Bicocca University in Milan, Italy.

Florian Flachenecker

Florian is a Policy Officer in the Directorate-General for Environment at the European Commission, working on the circular economy and in particular on the Waste Framework Directive. Florian is also an Honorary Lecturer at University College London. Previously, he worked in the Recovery and Resilience Task Force of the Secretariat-General that directly reports to the European Commission President Ursula VON DER LEYEN on the design and implementation of the green transition under the Facility. Florian started his career at the European Commission at the Joint Research Centre researching the effects of environmental innovations. Before joining the European Commission, Florian was an Economist at the Organisation for Economic Co-operation and Development (OECD) developing and harmonising environmental data and policy.