



From test tubes to legislation working at the interface of science and policy

Science Communication beyond tomorrow

Joint
Research
Centre

Antje Collowald

David Mair

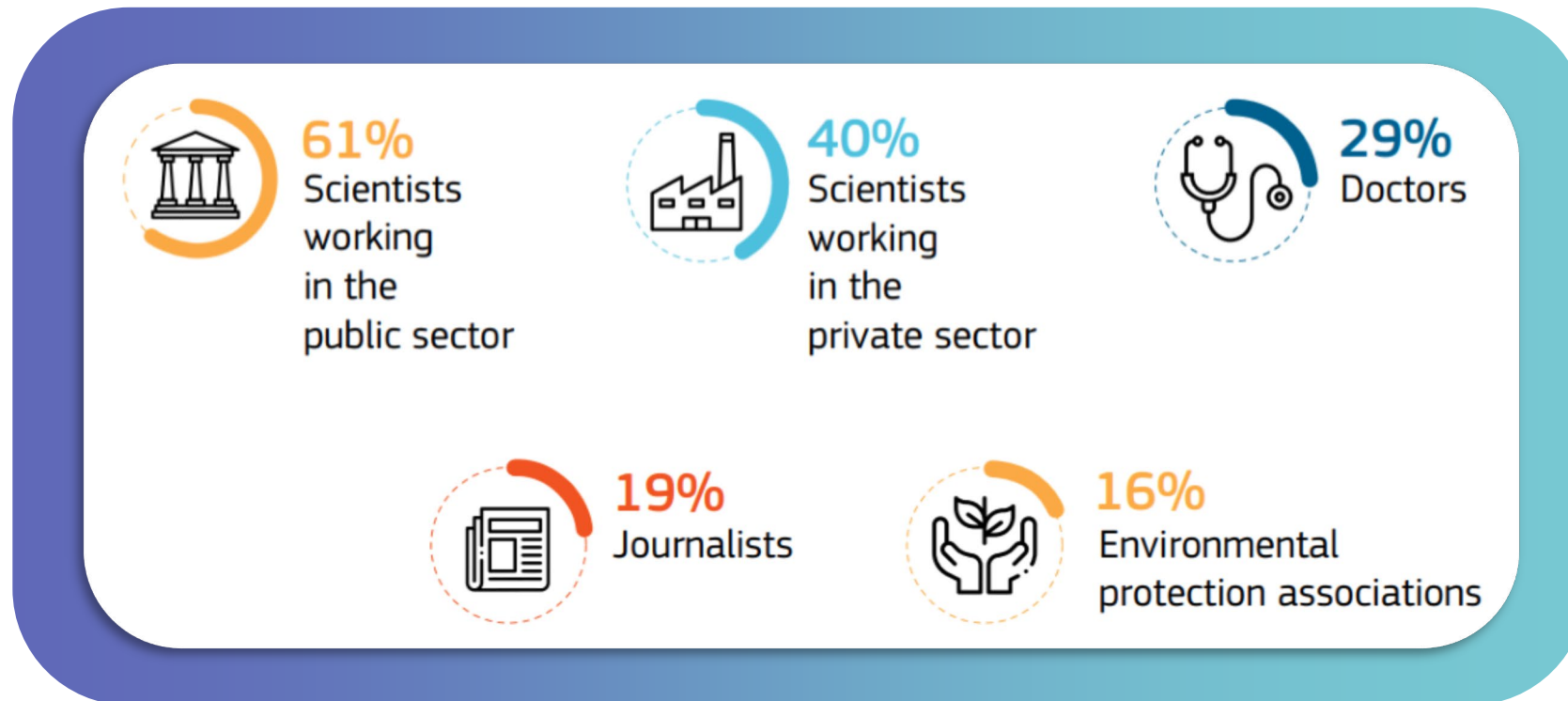
5th March 2024

Communicating on all
fronts does not work



JRC is ideally placed to communicate about science

61% of EU citizens think that scientists working in the public sector are most qualified to explain the impact of scientific and technological developments



Science for policy



ANTICIPATE



INTEGRATE



IMPACT

Our purpose

The Joint Research Centre provides independent, evidence-based knowledge and science, supporting EU policies to positively impact society.

Priority target audiences for strategic communication



EUROPEAN COMMISSION

President's and Executive
Vice-Presidents Cabinets,
Secretariat-General and
DG BUDGET

Commission Directorate-
Generals (DGs) responsible
for EU policy areas

MEMBER STATES

Institutional
policymakers
who have
direct
influence over
the JRC
budget

RESEARCH PARTNERS

Knowledge holders and
producers who help us
deliver the best and most
relevant science for EU policy

Academic, international,
governmental organisations, EU
agencies, and individual experts
and researchers

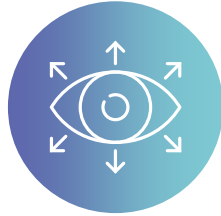
JOB APPLICANTS

Scientists and
technicians
Special focus
on PhD
graduates and
PhD students

2024 communication priorities



Clean industry
solutions



Foresight and
science for
policymaking



Nuclear



Artificial
Intelligence (AI)



Migration,
demography and
the labour market



JRC as a great
place to work



Climate change
and disasters

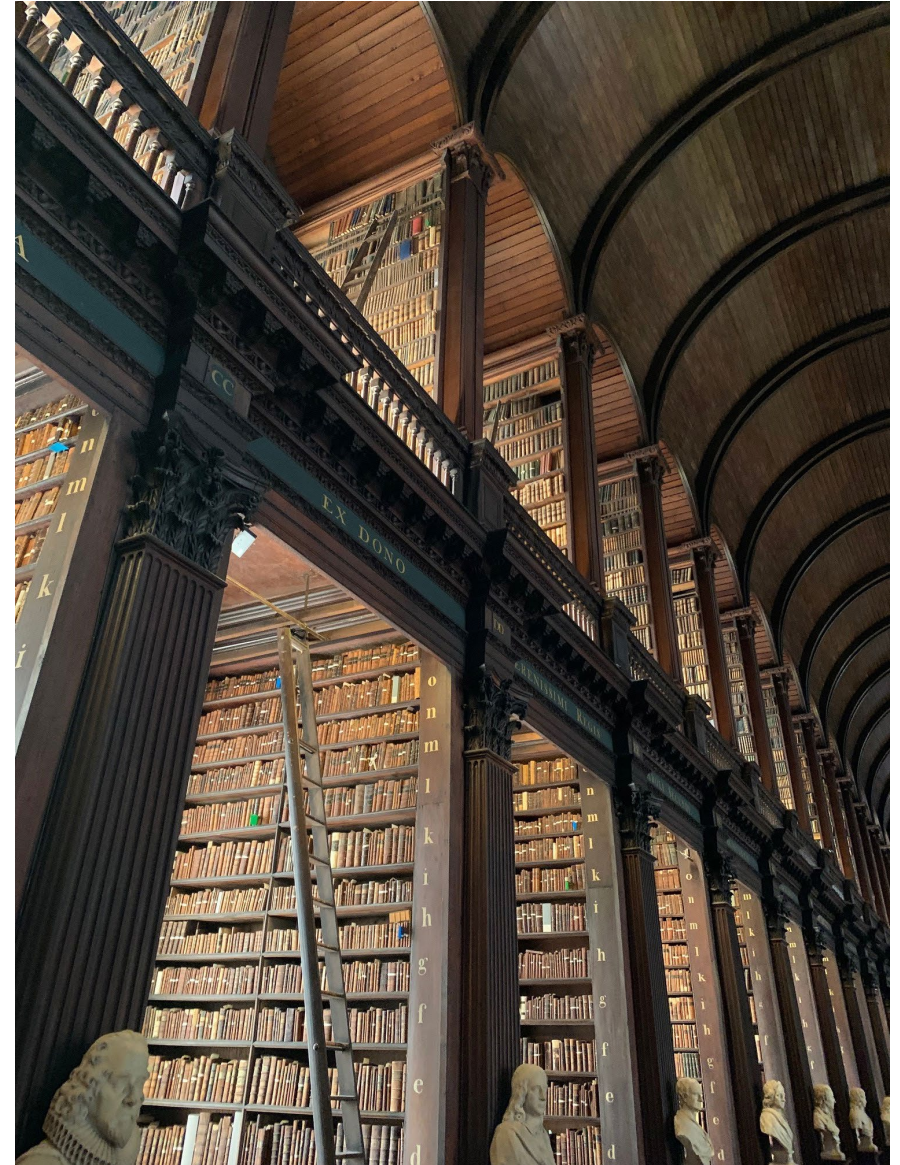


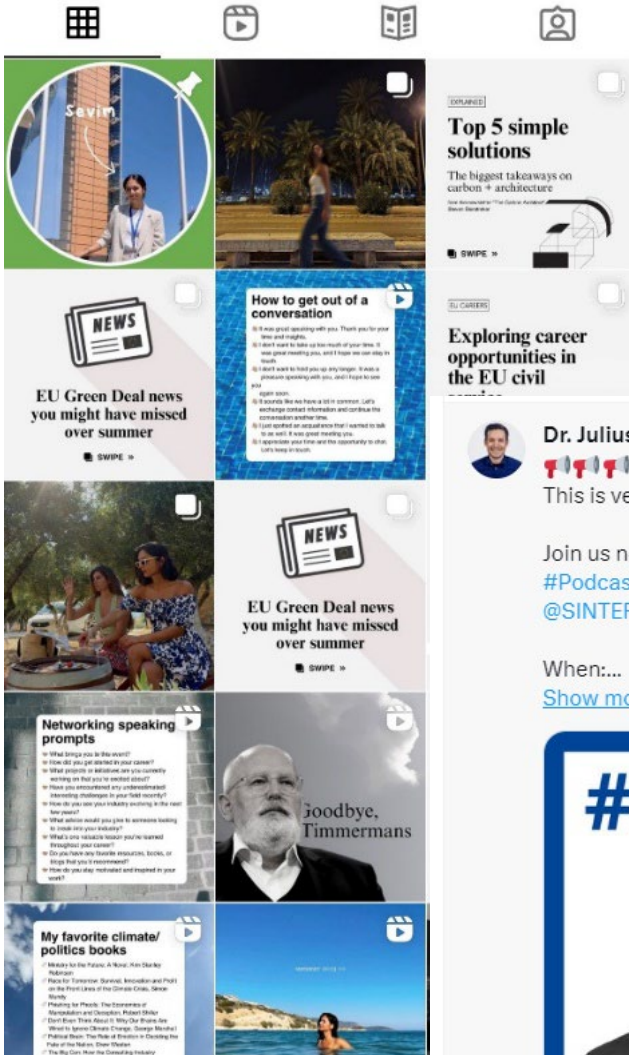
Future of food



JRC positive
impact on society

Disseminating (more of the) JRC deliverables





Series of motivational events to create more awareness, & skills.

Session on social media for scientists with **Julius Wesche*** and **Sevim Aktas****



Vangelis Tzimas • 1st
Head of Unit at European Commission
23h • 🌐

Today we are announcing the first phase of our ground-breaking high-resolution energy atlas. Our Energy and Industry Geography Lab team has devised a methodology to break down energy balances to an unprecedented degree of spatial detail, for all energy carriers and sectors. This will be of enormous help to policymakers and energy planners who need to see where energy is consumed and produced, now and in the future.

I am exceptionally proud of [Ignacio Hidalgo González](#) and [Andreas Uihlein](#) for making this happen – and [Catriona Black](#), Bada Tan and [Carine Nieuweling](#) for helping to produce this fascinating storymap to illustrate what it can do.

Next, we will add energy supply, and a range of future scenarios. Make sure to scroll all the way to the bottom to play with the slider, which compares natural gas consumption today with how it will look in 2050 according to one Commission scenario.

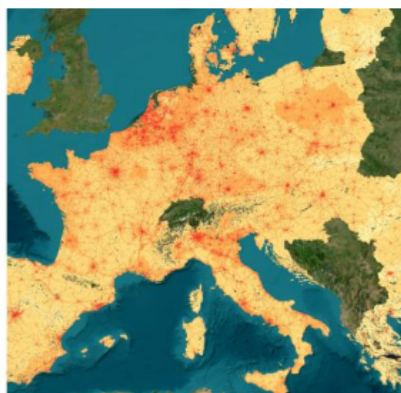
<https://lnkd.in/eDVT9i73>

Salla Saastamoinen
EU Science, Research and Innovation

Where does the EU consume energy?

Developing a high-resolution atlas of energy balances and scenarios from 2019 to 2050

Joint Research Centre - Energy and Industry Geography Lab
February 6, 2024



👤 Evangelos Flitris and 157 others

9 comments • 17 reposts



Tom De Groeve • 2e
Head of Disaster Risk Man...
1 w • 🌐

+ Volgen ...

Inspiring talk and concrete examples of [#aiforgood](#) for [#waterresilience](#)

[EU in Emergencies](#) [EU Science, Research and Innovation](#)

Well done [Andrea Toreti](#)!

[Vertaling weergeven](#)



Andrea Toreti • 2e
Senior Scientist at European Co...
1 w • 🌐

+ Volgen

[#ArtificialIntelligence](#) and [#climate](#) science in a [@TEDxVarese](#) talk I gave a few months ago and now available online

<https://lnkd.in/d5c5NSep>



giacomo grassi

@giac_grassi

Scientist [@EU_Commission](#)'s Joint Research Centre. Forests, carbon and climate in the science/policy interface. Member [#IPCC](#) task force Bureau [#AR7](#). Views mine.

📍 Gavirate, Lombardia 📅 Joined December 2018

288 Following 1,462 Followers



Emilia Gomez

7,589 posts

Following

Posts

Replies

Media

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📌 Pinned



Emilia Gomez @emiliagogu • 15 Nov 2022

European Centre for Algorithmic Transparency europa.eu/!4mgj6F
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[#transparency](#) [#fairness](#)

Setting the tone
for a safer online
space.

European Centre
for Algorithmic
Transparency

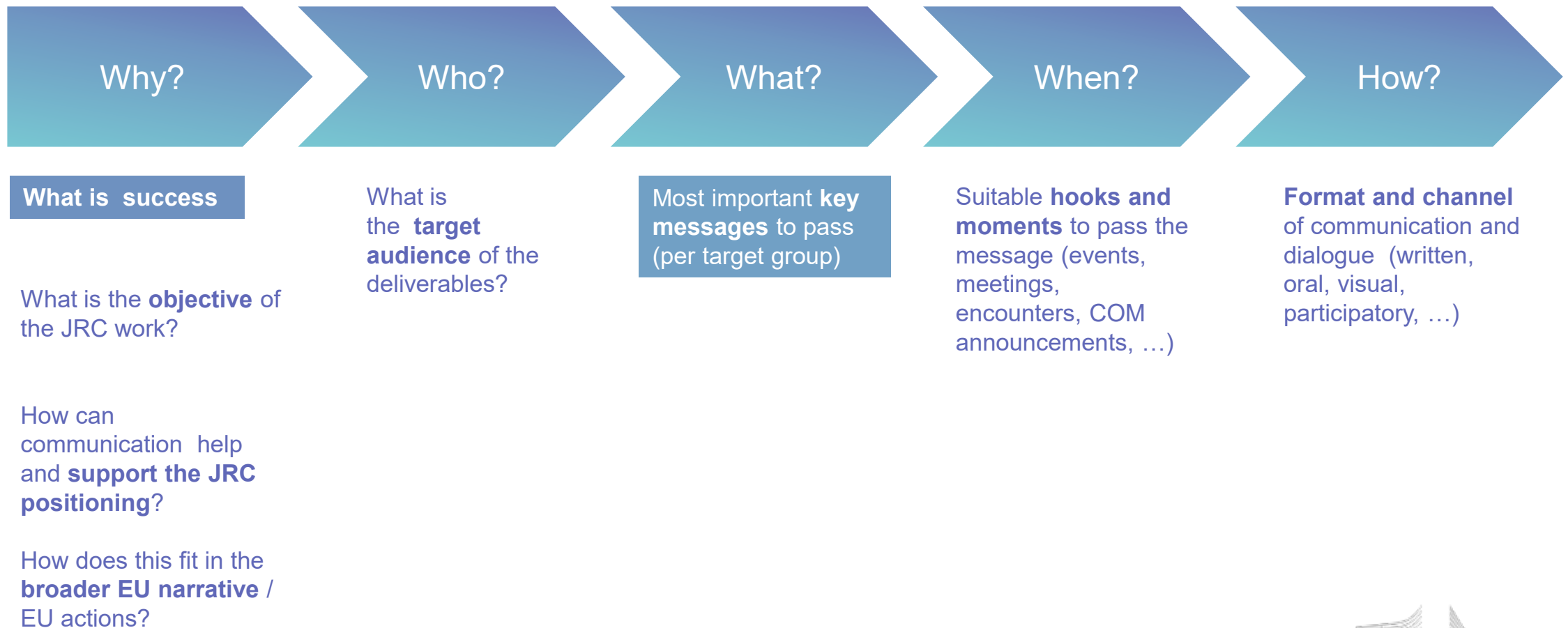


Follow



European
Commission

Approach for JRC communication planning



Bridging science and policy require...

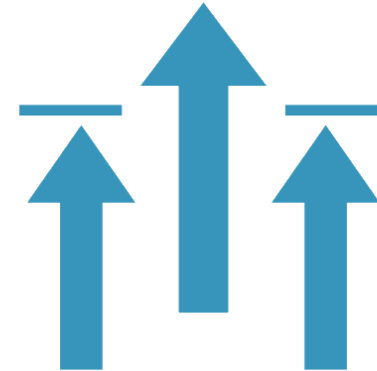
Skills & mindsets



Ecosystems



Limits



Society



**Evidence-informed
policymaking**

*Connecting researchers
and policymakers*



#Knowledge4Policy



The Competence Frameworks

For a Science for Policy ecosystem to operate properly policymakers and researchers need to build new competences in order to address the global challenges, to deliver innovative and future-proof policy solutions and reinforce trust in both democracy and science.

This requires complementary cross-cutting competences for researchers (evidence providers) and policymakers (evidence users).

To give guidance on the concrete competences behind the policymaking activities, the European Commission, led by the Joint Research Centre, developed two competence frameworks

Structure of the Competence Frameworks and rationale

A **collective and distinctive set of competences**

Competences are arranged in **clusters**

Competence descriptor: knowledge, skills and attitudes.

An **expandable "database"**.

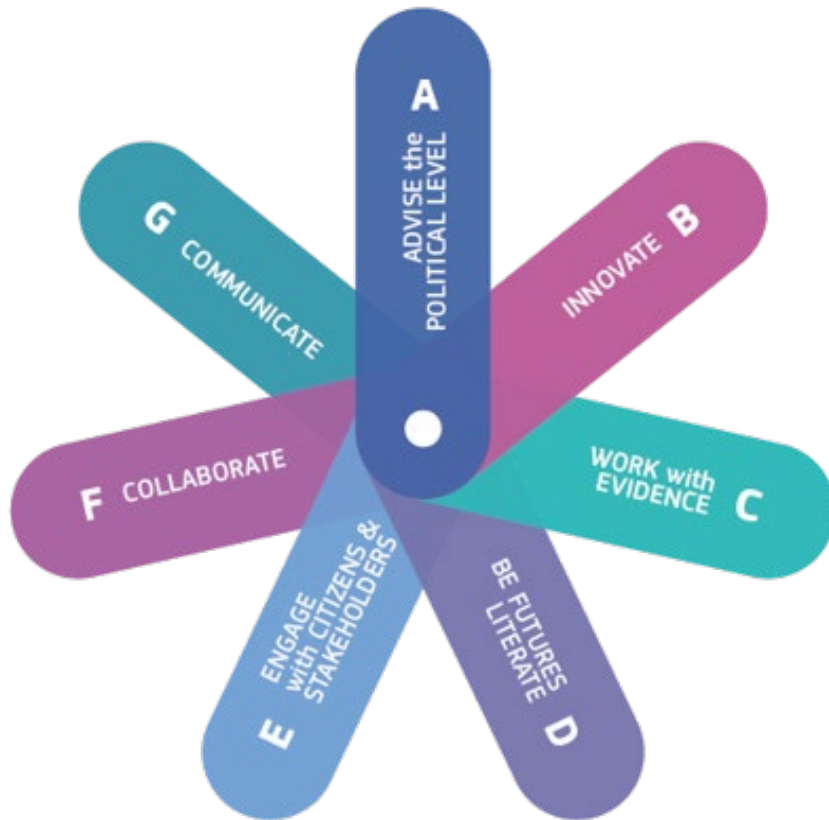
They are **complementary** to each other

Cross cutting skills

Building capacity – Competence Frameworks

For policymakers:

Cluster G: Communicate



For researchers:

Cluster C: Communicate



Competence cluster on COMMUNICATION

- Communication mindset
- Clear writing
- Speaking with impact
- Story telling and visual literacy
- Dealing with dis/ mis information
- Communicating scientific uncertainty

DEALING WITH MIS/DIS INFORMATION



ATTITUDES

- Acknowledges that mis and disinformation have the potential to cause substantial harm to individuals and society.
- Recognises that successful debunking rests on the communicator's credibility and that they should be on stand-by to support.



SKILLS

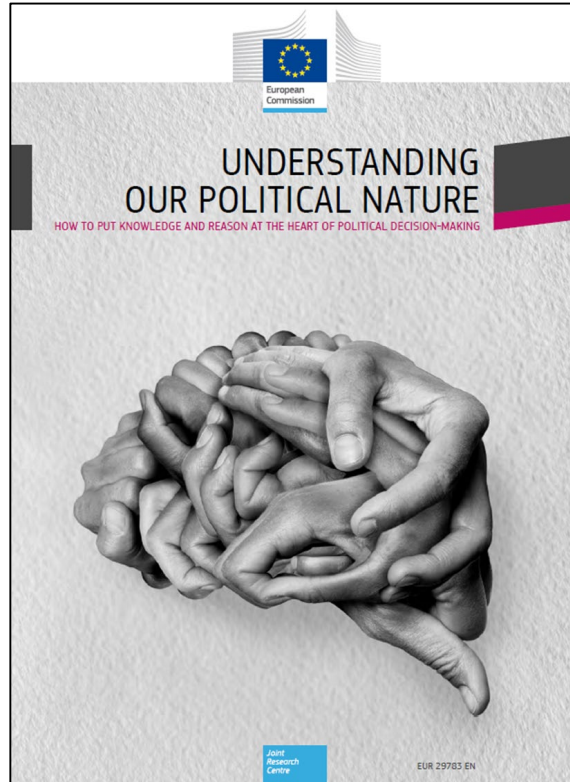
- Helps protect people against being misinformed by assisting in making them resilient against misinformation before it is encountered.
- Helps protect people against being misinformed by helping to debunk after people have been exposed to mis and disinformation.



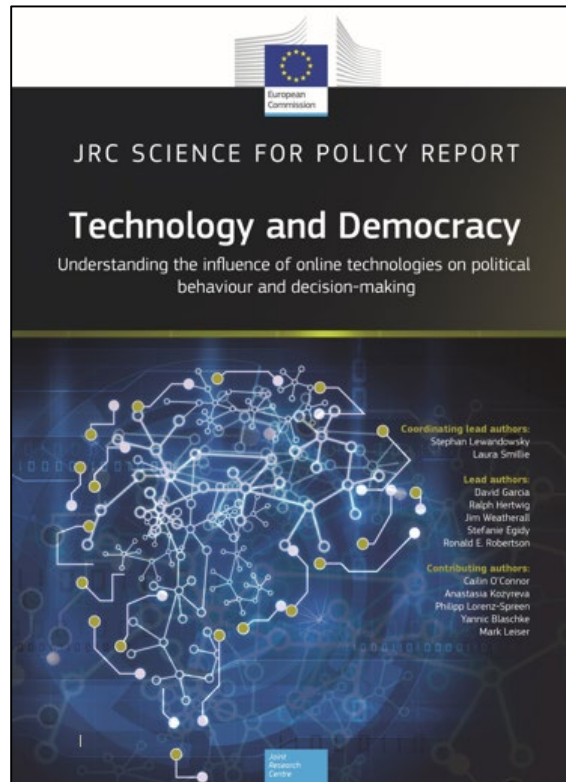
KNOWLEDGE AND UNDERSTANDING

- Knows that people continue to rely on inaccurate information memory and reasoning even after a credible correction has been presented.

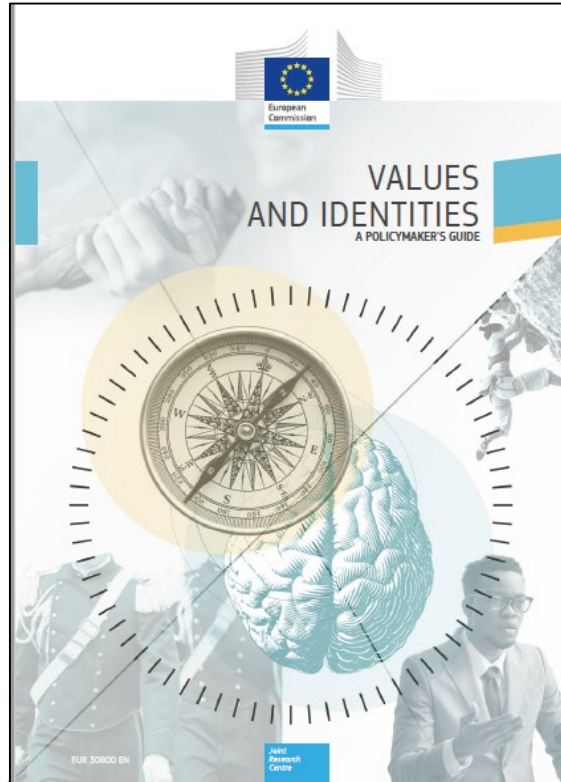
Enlightenment 2.0



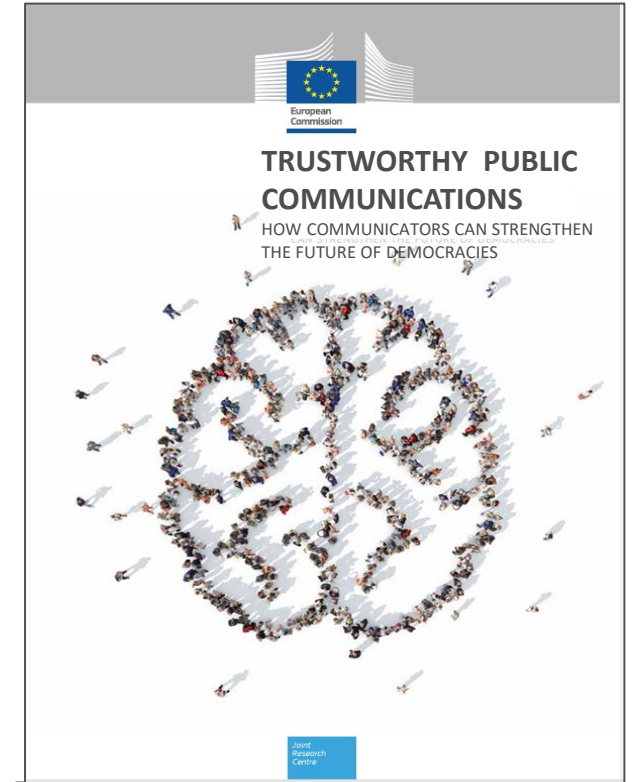
2019



2020



2021



2024

Trustworthy Public Communications



The Science

- State-of-the-art scientific reviews



New Research

- Efficacy & ethicality of framing with values



Citizen engagement

- Focus groups in 9 Member States

Highlights will include:

- Recommendations for the use of values in responsible public communications
- Strategies for listening & meaningfully engaging with different audiences
- Decision-trees drawing upon behavioural insights for communicators
- Disinformation strategies specifically for public communicators
- Recommendations for the responsible use of AI in public communications

Thank you and keep in touch

JRC Communication

[Antje Collowald](#) – Head of Unit – JRC Communication

EU Science Hub

joint-research-centre.ec.europa.eu



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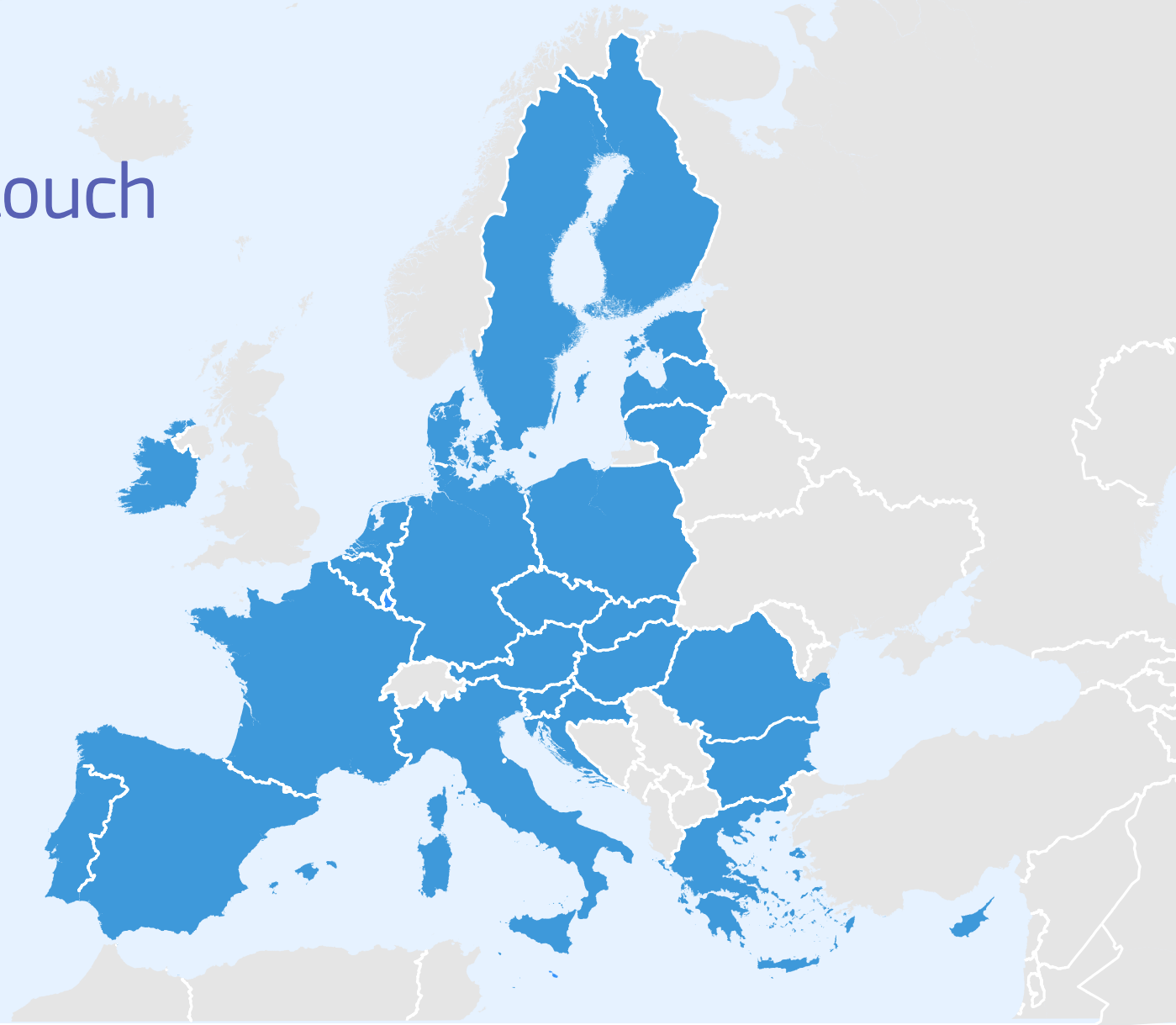
EU Science, Research and Innovation



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@eu_science



0 250 500 1,000 Km

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