



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

Science Communication beyond tomorrow

Antje Collowald

David Mair

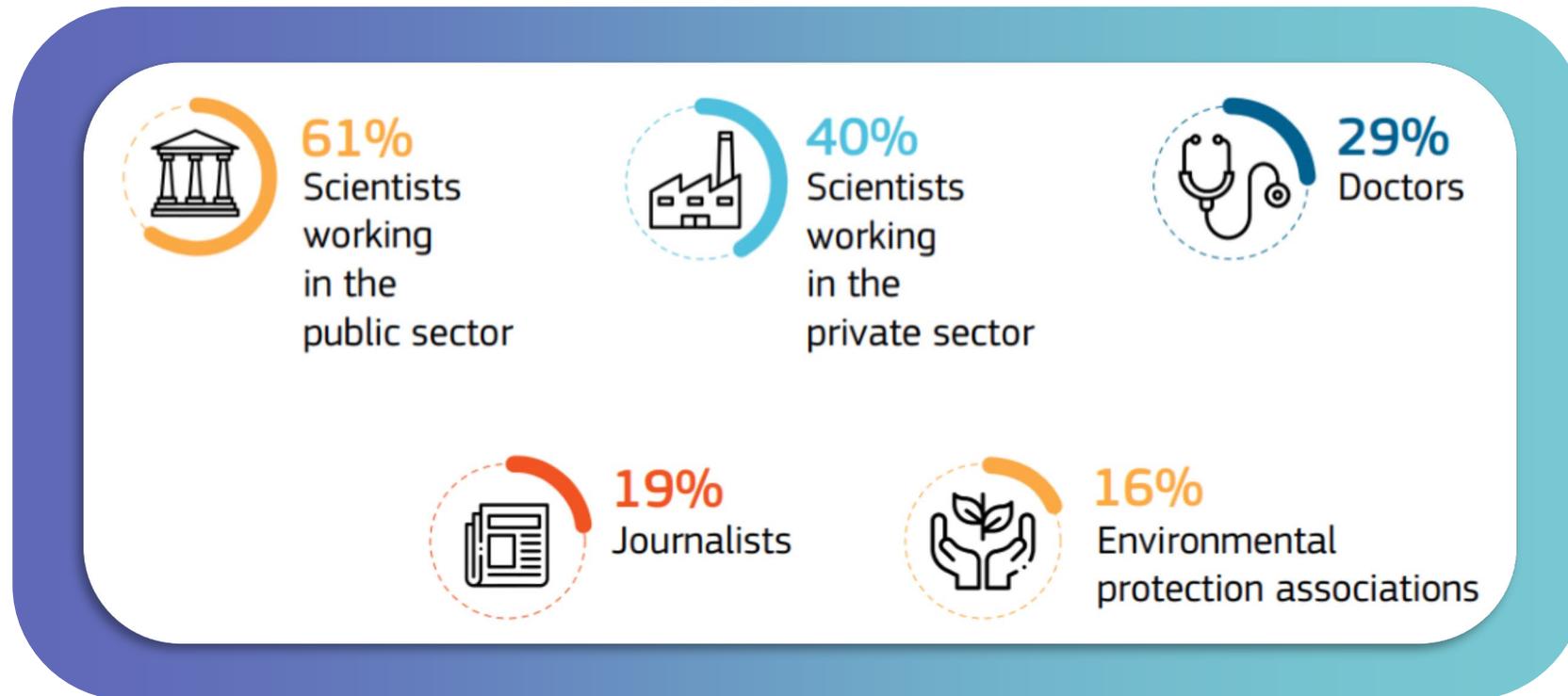
5<sup>th</sup> March 2024

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

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

---

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

## MEMBER STATES

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Institutional  
policymakers  
who have  
direct  
influence over  
the JRC  
budget

## RESEARCH PARTNERS

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

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

## JOB APPLICANTS

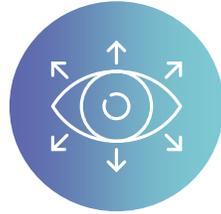
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Scientists and  
technicians  
Special focus  
on PhD  
graduates and  
PhD students

# 2024 communication priorities



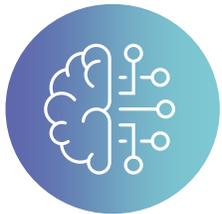
Clean industry solutions



Foresight and science for policymaking



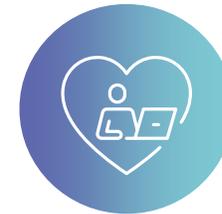
Nuclear



Artificial Intelligence (AI)



Migration, demography and the labour market



JRC as a great place to work



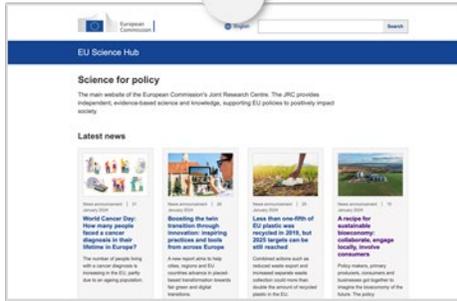
Climate change and disasters



Future of food



JRC positive impact on society



Home Opinions Health Nuclear research is as important as ever for Europeans' health  
 DISCLAIMER: All opinions in this column reflect the views of the author(s), not of EURACTIV Media network.

By Ilana Ivanova Est. 6min 23 Nov 2023 Advertisement



PublicFirst Google  
 Generative AI could increase the EU's GVA by €1.2 trillion  
 READ MORE

Recommended articles  
 Baltics, Ukraine to boycott OSCE's Group meeting over Latvia attendance

EU ScienceHub @EU\_ScienceHub  
 What is the environmental impact of the #wildfires in the Mediterranean?

- total burned area of 135,000 ha in 4 countries in 12 days
- 20,000 ha of protected areas in Italy & Greece affected
- 3.5 million tonnes of CO2 emitted in Greece in July

Wildfires in the Mediterranean: monitoring the impact, helping the response

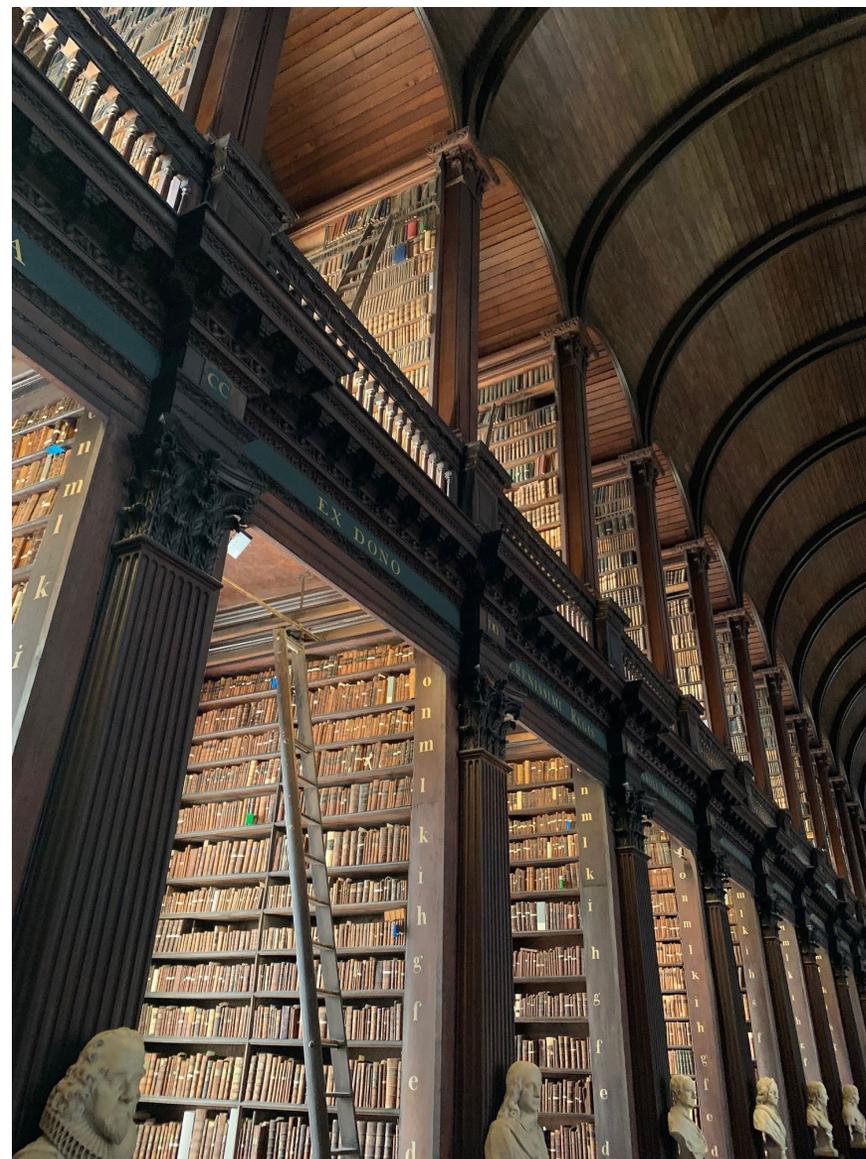


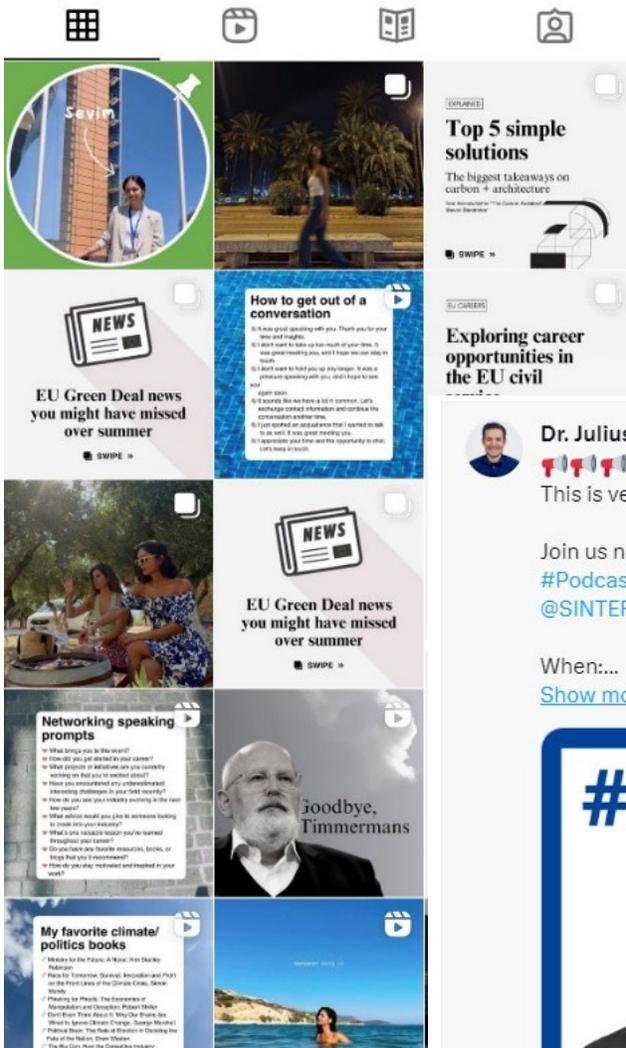
The infographic is a hand-drawn poster titled "BUILDING EUROPE'S FUTURE! TIME FOR STRATEGIC CHOICES". It features the ESPAS logo and the date "14 November". Key concepts include: "strategic foresight", "PURSUIT OF STRATEGIC FORESIGHT", "future of DEMOCRACY", "TECH GREEN ECONOMY", "SOCIO-ECONOMIC", "TRUST FOSTER (COLLABORATION)", "collaborate", "actionable joint intelligence", "developed tools", "value policy making", "resilience", "actionable", "anticipatory thinking", "perspectives", "look forward", "shape EU strategies", "shape the future", "autonomous", "useful foresight", "challenges", "LONG TERM ASSUMPTIONS", "supporting policies & society", "Marios Sakonidis", "Stephen Quest", "Moderator Rosa Balboa".

Ilana Ivanova @Ili\_Ivanova  
 Facts and evidence are key for migration policy.  
 @EU\_ScienceHub's Atlas of Migration visualises validated data for 198 countries & territories.  
 This year, it focuses on solidarity towards people displaced from Ukraine.  
 Read it here europa.eu/IDcnW4v

ATLAS OF MIGRATION 2023

# 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.

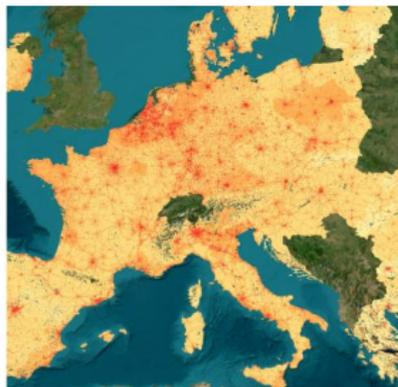
<https://lnkd.in/eDVT9i73>

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

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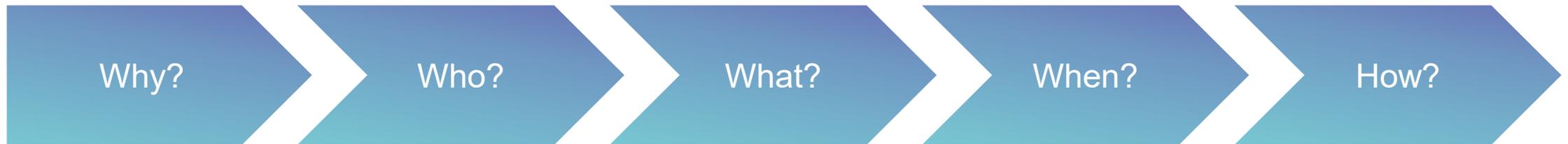
**Pinned**  
**Emilia Gomez** @emiliagogu · 15 Nov 2022  
European Centre for Algorithmic Transparency [europa.eu/!4mgj6F](https://europeancommission.europa.eu/!4mgj6F)  
**@EU\_ScienceHub @EU\_Commission #DSA #recommendersystems #transparency #fairness**

Setting the tone for a safer online space.



⋮ [Follow](#)

# Approach for JRC communication planning



## What is success

What is the **objective** of the JRC work?

How can communication help and **support the JRC positioning**?

How does this fit in the **broader EU narrative** / EU actions?

What is the **target audience** of the deliverables?

Most important **key messages** to pass (per target group)

Suitable **hooks and moments** to pass the message (events, meetings, encounters, COM announcements, ...)

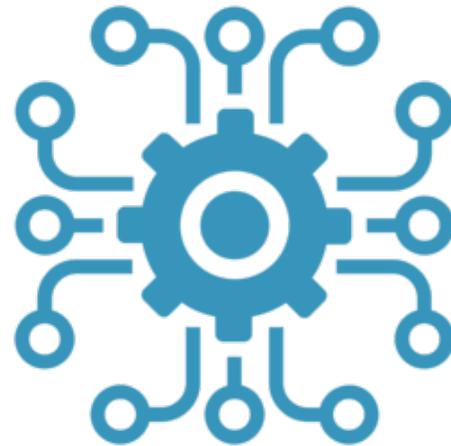
**Format and channel** of communication and dialogue (written, oral, visual, participatory, ...)

# Bridging science and policy require...

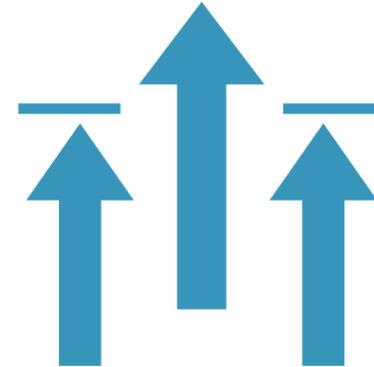
Skills & mindsets



Ecosystems



Limits

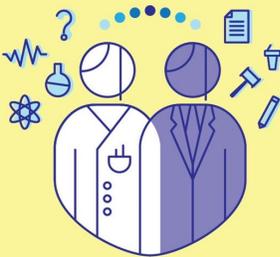


Society



**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"**.

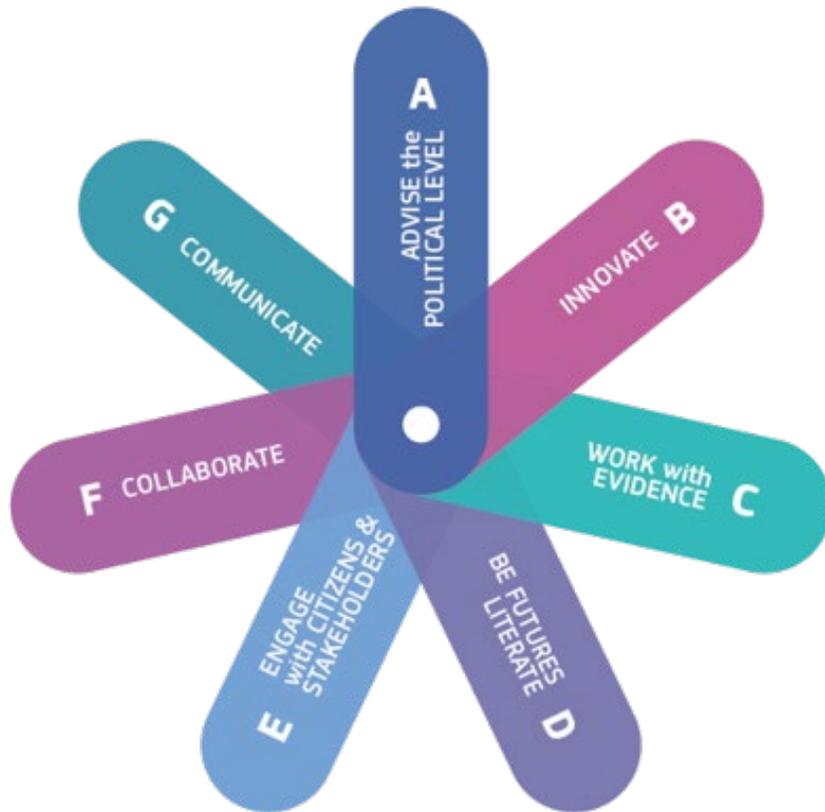
They are **complementary** to each other

**Cross cutting skills**

# Building capacity – Competence Frameworks

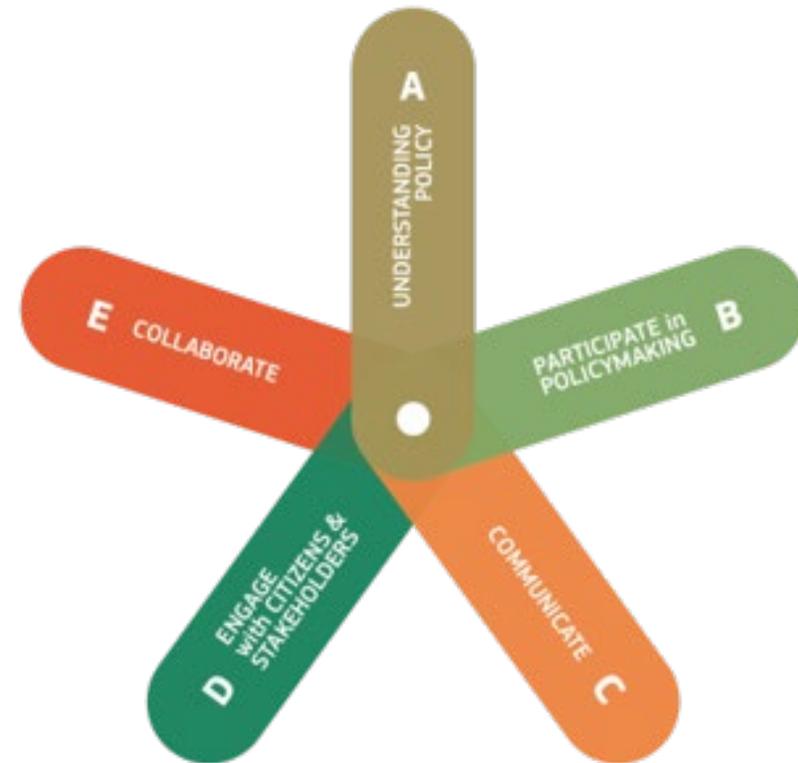
*For policymakers:*

**Cluster G: Communicate**



*For researchers:*

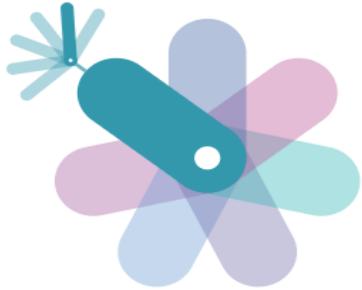
**Cluster C: Communicate**



# 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

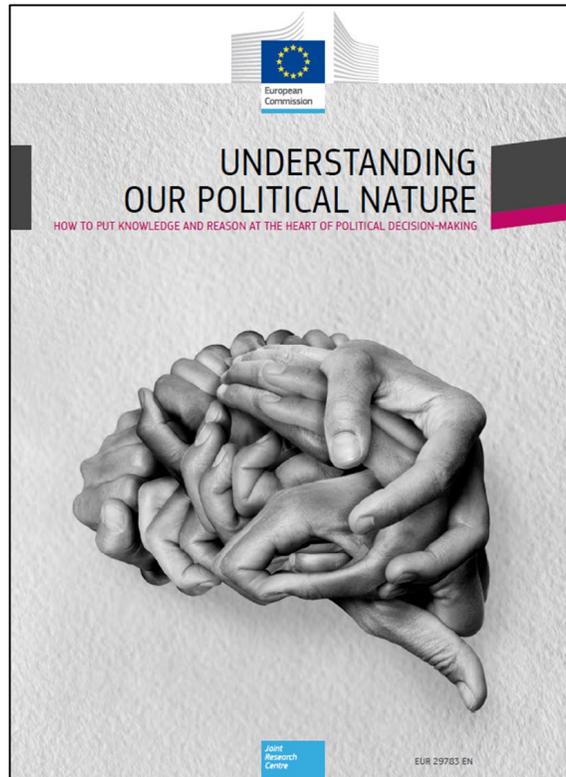
- Helps protect people against being misinformed by assisting in making them resilient against misinformation before it is encountered.
- Helps protect people against being misinformed by helping to debunk after people have been exposed to mis and disinformation.



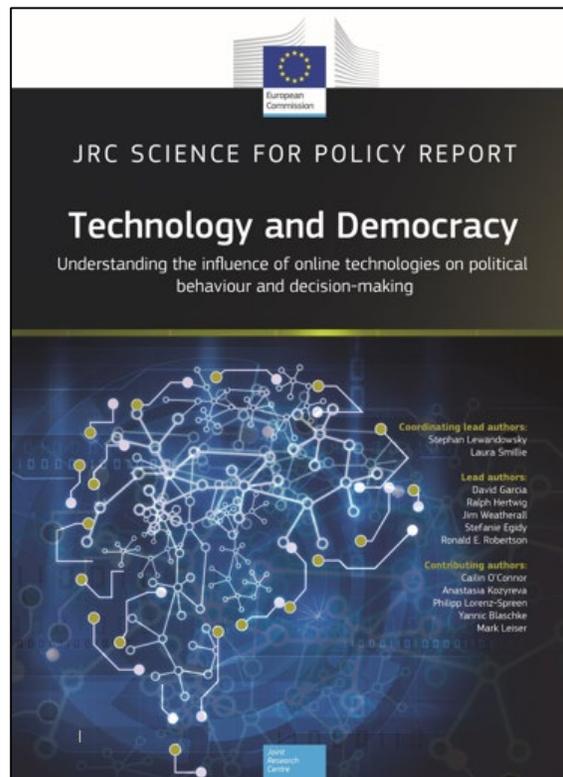
## KNOWLEDGE AND UNDERSTANDING

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

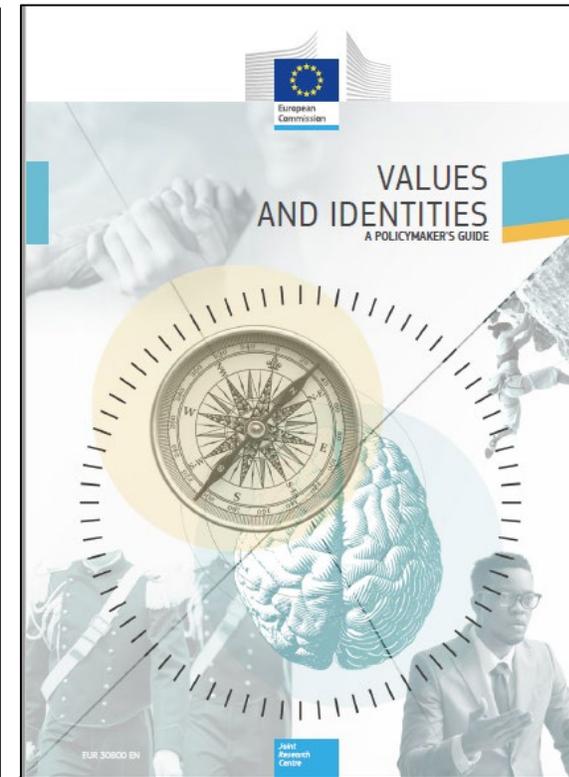
# Enlightenment 2.0



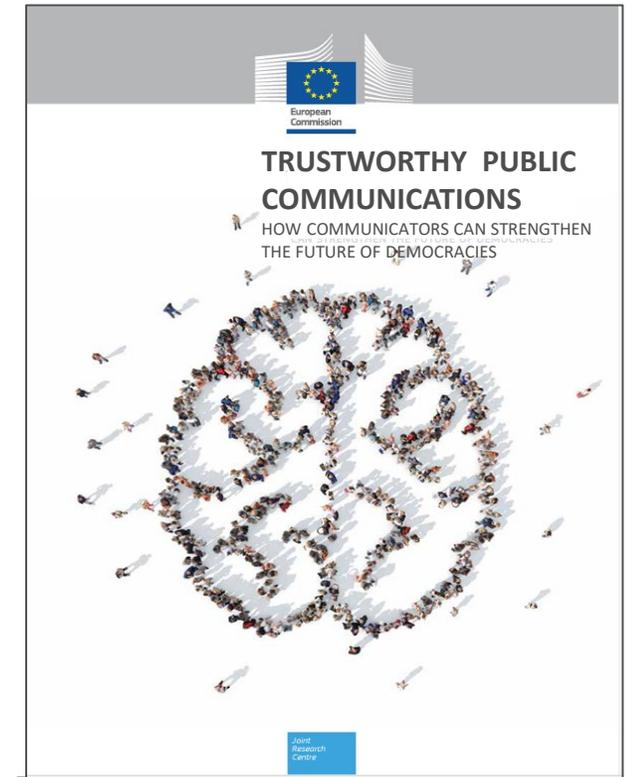
2019



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](http://joint-research-centre.ec.europa.eu)



@EU\_ScienceHub



EU Science Hub – Joint Research Centre



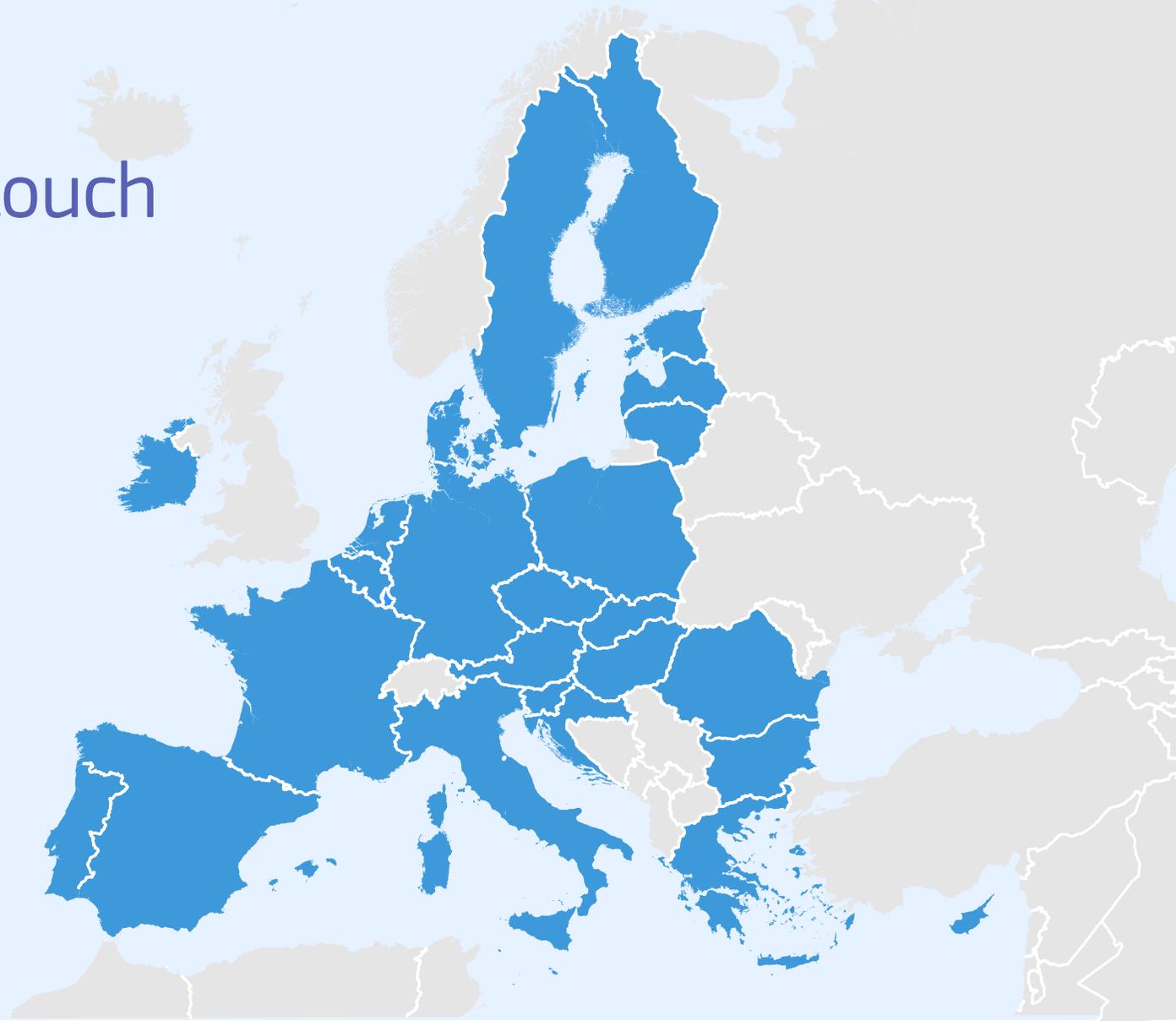
EU Science, Research and Innovation



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0 250 500 1,000 Km

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