European Commission

Science communication beyond tomorrow II

Reaching our stakeholders – channels and tools for success

5th March 2024
Brussels

Joint Research Centre

IN A NUTSHELL

What: Expert workshop organised by the European Commission's Joint Research Centre (JRC), aimed at communication professionals in European institutions & agencies ***[by invitation only].***

When: 5th March 2024, 09:00-14:30 (including networking lunch)

Where: Borschette Conference Centre, RUE FROISSART 36

Streaming will be available for all EU colleagues via the following link

CONCEPT

This workshop is an opportunity to debate the future of **science communication with colleagues from the European institutions and carefully selected external experts.** What is the future of science communication within a political domain? How can we **ensure that science & knowledge is communicated in a persuasive fashion? Our thinking skills are challenged by today's information environment and make us vulnerable to disinformation. We need to think more about how we think.**

- **This year the focus will mainly be on reaching our stakeholders – channels and tools for success.**
- **Which tools, procedures** and **competencies do we need** to ensure that our knowledge **reaches** our **stakeholders in a world of prevailing disinformation?**
- **How can we "hit the target?** How to carefully define our target audiences, and develop communication strategies / tools that **ensure we reach these, with tailored messages?**
- **How to create awareness & impact**, how to win the general **"battle for attention"?**
- Let us compare and contrast approaches, **skill sets, procedure**, etc. **in different domains** (industry, media, academia, etc. and EU institutions).

FORMAT

This in-person workshop will have approximately 60 invited participants [from the European institutions and agencies + selected external experts]. More colleagues will be able to follow the event via streaming. The event will have two main sessions, plus a possibility to continue discussions and network directly after the final session.

Session one will focus on a shared challenge for international research institutions in getting our message across “from the laboratory to stakeholders”. Major research institutions will share best practices and experiences in this area.

Session two will take a more in-depth look at how we can reach our target audiences, discuss different strategies to reach data users and data providers, and showcase inspirational cases of scientific communication across various channels and personas. It will also discuss AI as a tool for generating content.

Following each session, the floor will be open for further discussion both with our audience and our team of invited experts.

AGENDA

09:30 *Welcome*

Antje Collowald

Head of Unit for Communication, European Commission Joint Research Centre

09:35 *Setting the scene*

Stephen Quest

Director-General, European Commission Joint Research Centre

09:45 – 11:45 *Session 1 – Sharing best practices, getting our message across; from the laboratory to our stakeholders*

How do leading research organisations ensure that their research, knowledge and science reaches their stakeholders? Experiences and best practices will be presented

Moderated by Carine Nieuweling, European Commission Joint Research Centre

Gülcin Karadeniz - European Environment Agency

EEA web project: What we learnt from our audiences

How can we structure thousands of pages, filled with environmental data and assessments, published over two decades? This was one of the challenges we faced when we undertook a multiannual web project. Our audiences had the answer.

Olav Groenendijk – TNO - Netherlands Organisation for Applied Scientific Research

Do not communicate what you do, but what it leads to.

TNO has changed its communication approach radically in recent years with the introduction of a sharp marketing approach, based on learnings from commercial B-to-B and B-to-C organizations. In this presentation, the brilliant failures and the lessons learned are discussed, in addition to recent successful examples of how TNO successfully brought complex research to different target groups. And you will hear about how 'Moonshots' help conveying complex messages ...stay tuned.

Leena Rantasalo – VTT - Technical Research Centre of Finland

VTT´s journey to beyond the obvious

VTT has an ambitious purpose and strategy. The strategy called The path of exponential hope requires a bold brand and a brand promise that attracts stakeholders to join in. VTT´s purpose is to solve the world´s biggest challenges, and create sustainable growth and wellbeing at the same time. No one can do this alone. Science and technology are only tools, we need people and companies to apply the science in their business in order to drive the change. How is VTT´s strategy and purpose made visible in the brand communications and in the visuals? How has the drastic brand renewal worked?

Antje Collowald, David Mair - European Commission Joint Research Centre

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

The JRC works at the interface of science and policy, a complex world with recent challenges such as COVID 19 and climate change putting the spotlight on the critical role of science in policy. During this presentation, we will share some of the strategies, competencies, tools and methods that we have developed and use at the JRC to effectively communicate our research findings in a format that supports EU policy, despite the challenging landscape of mis- and disinformation.

Discussion with audience and expert panel

11:45 *Coffee break*

12:15 – 13:20 *Session 2 – Innovative approaches to reach our stakeholders*

Moderated by Julia García Lopez, European Commission Joint Research Centre

Nicole Slink Prof Bremerhaven University /Partner Lockstoff Design

AI – Possibilities and Limitations for Scientific Communication

The presentation explores the current state of Artificial Intelligence (AI) in the design domain, offering a first insight into prevalent AI tools and methods for generating AI-produced content. With a plethora of practical examples, the capability of AI to visualise (scientific) content and generate both imagery and textual material is demonstrated. The advantages and disadvantages of using AI in scientific communication will be discussed, along with its potential role as a supportive tool in this field.

Inmaculada Farfan Velasco – Publications office of the EU

Meeting the Needs of Users: Insights from Data.europa.eu

Data.europa.eu is the official portal for European data, bringing together data and information from different public administrations in Europe. Users from all around the world come to this portal on a day-to-day basis but: Who are they? What are they looking for? How do we make sure we are responding to their needs? Inma Farfan Velasco will present how the data.europa.eu service interacts with users and how they turn these needs into solutions.

Discussion with audience and expert panel

13:20 *Closing words, looking towards the future*

Antje Collowald, European Commission Joint Research Centre

13:30 *Networking lunch*