



UNLOCKING THE POWER  
OF SCIENCE COMMUNICATION  
IN RESEARCH AND POLICY MAKING

CONNECTING RESEARCH,  
GOVERNMENT, INDUSTRY, AND SOCIETY

12 AND 13 MARCH 2024, BRUSSELS

## PRELIMINARY PROGRAMME

TUESDAY 12 MARCH 2024

- 12.00–13.00 **Welcome Lunch**
- 13.00–13.40 **Opening Remarks**  
**Bruno Blondé**, President, FWO  
**Javier Moreno Fuentes**, Vice President, Science Europe  
**Thomas Dermine**, State Secretary for Economic Recovery and Strategic Investments, Ministry of Economy and Employment, Belgium  
*Other speakers to be confirmed*
- 13.40–14.10 **The role of science communication in research policy and programmes**  
Interview with high-level policy makers and research organisation representatives  
**Anu Noorma**, Director General, Estonian Research Council  
*Other speakers to be confirmed*
- 14.10–14.40 **Session 1 – State of Play of Science Communication**  
**Keynote Speeches: What makes science communication particularly crucial and urgent in today's complex and rapidly changing world?**  
**Špela Stres**, Director, Slovenian Research and Innovation Agency, Slovenia  
**Maja Horst**, Dean of the Faculty of Arts, Aarhus University, Denmark  
Moderator: **Lidia Borell-Damian**, Secretary General, Science Europe
- 14.40–15.40 **Short Presentations and Panel Discussion: What are the current priorities in science communication?**  
What are the key priorities in science communication? We will focus on its role in providing evidence to address societal challenges and policy making, informing and engaging the public, promoting the value of research funding, and inspiring the next generation of scientists.  
**Francesca Scianitti**, INFN Public Engagement Initiatives, National Institute for Nuclear Research, Italy  
**Anna Maria Fleetwood**, Senior Advisor External Relations, Swedish Research Council, Sweden  
**Alok Jha**, Science and Technology Editor, The Economist  
**Joana Magalhães**, Senior Researcher and Project & Research Manager, COALESCE  
Moderator: **David Butz Pedersen**, Professor, Department of Communication and Psychology, Aalborg University, Denmark



15.40–16.20

Break and science show

16.20–17.25

Deep Dives

Parallel sessions going deeper into individual aspects of science communication.

**Deep Dive 1: Communicating science to policy makers**

**POLICY MAKERS TRACK**

**Marc Vanholsbeeck**, Head of Department, Federal, Interfederal and International coordination, Scientific Federal Policy (BELSPO), Belgium

**Hans Plets**, Project Manager at the Einstein Telescope

**Arko Olesk**, Science and Education Advisor to the President of Estonia

**Olga Polotska**, Executive Director, National Research Foundation of Ukraine, Ukraine (online)

**Gillian Markey**, Communications Manager, HRB, Ireland

Moderator: **Veronique Halloin**, Secretary General, Fund for Scientific Research (F.R.S.-FNRS), Belgium

**Deep Dive 2: Ethics and integrity in communicating science with the public**

**SOCIETY TRACK**

**Frits Rosendaal**, Chair, LERU Research Integrity Group

**Pavla Hubalkova**, Science Communicator/Editor and author, Czech Republic

**Catherine Franche**, Executive Director, ECSITE

**Didier Viviers**, Perpetual Secretary, Royal Academy, Belgium

Moderator: **Thomas Evensen**, Special Advisor, Research Council of Norway

**Deep Dive 3: Incorporating equity, diversity, and inclusion in science communication**

**BUSINESS TRACK**

**Tine Huyse**, Parasitologist/molecular biologist, Laboratory of Biodiversity and Evolutionary Genomics, Belgium

**Jozefien De Leersnyder**, Research Professor, Centre for Social and Cultural Psychology, KU Leuven: Belgium

**Sabine Costagliola**, Research Director FNRS, Université Libre de Bruxelles

**Didier Boone**, Head of the Prevention Service, Unia, Belgium

Moderator: **Hans Willems**, Secretary General, Research Foundation Flanders, Belgium

18.30–21.00

Networking reception at Brussels Town Hall



WEDNESDAY 13 MARCH 2024

09.00–09.15

**Welcome Remarks & Recap**

**Annelly Allik**, Head of Department of Science Communication, Estonian Research Council

09.15–10.15

**Session 2 – The Political Role of Science Communication**

**Panel discussion: What are the main incentives and barriers to fostering science communication in Europe?**

This panel discussion will focus on identifying the challenges that hinder the promotion of effective science communication. It will explore strategies for including science communication in research funding programmes and developing institutional tools such as training and incentives, that can foster capacity building and help researchers communicate science more effectively.

**Carthage Smith**, Senior Policy Analyst and Lead Co-ordinator, OECD Global Science Forum

**Anthony Lockett**, Head of Communications, European Research Council

**Birte Fähnrich**, Adjunct Professor for Communication Theory at the Freie Universität Berlin, Germany

**Valérie Fromentin**, Head of the Humanities and Social Sciences Department and the 'Science with/for Society' Programme, French National Research Agency

**Alex Verkade**, Taskforce for Applied Research SIA, the Netherlands

**Joana Lobo Antunes**, Head of Communication at Instituto Superior Técnico, Portugal

Moderator: **Hayet Zeghiche**, Senior Communication Consultant (on behalf of Science Europe)

10:15–10:45

**Showcasing successful science communication initiatives and best practices**

Round table of pitch-like presentations showcasing examples and initiatives on science communication

Facilitator: **Dario Lečić**, Advisor for Monitoring Project Impact, Croatian Science Foundation

10.45–11.30

**Break and science show**

11.30–12.30

**Deep Dives**

Parallel sessions going deeper into individual aspects of science communication.

**Deep Dive 4: How science can help fight against disinformation and misinformation**

**ACADEMY TRACK**

**Jan Jagers**, Journalist and Managing Director at deCheckers, Belgium

**Alina Bărgăoanu**, Member, Advisory Council, European Digital Media Observatory, Romania

**Casper Hirschi**, Professor of History, SHSS-HSG, Switzerland



**Jon Roozenbeek**, Postdoctoral Fellow, Cambridge Social Decision-Making Lab (online)

Moderator: **Zandra Thuvesson**, Strategic Communicator, FORMAS

### Deep Dive 5: Science Communication and Artificial Intelligence

#### SOCIETY TRACK

**Pedro Russo**, Physicist, Leiden University, and Science Communicator, the Netherlands

**Ann Nowé**, Head of Lab, Professor, VUB, Belgium

**Mirko Bischofberger**, Lecturer at EPFL, ETH Zurich and University of Zurich, Switzerland

**Roland Jakab**, Chief Executive Officer, HUN-REN, Hungary

**Karel Luyben**, President, EOSC (online)

Moderator: **Didier Goossens**, Head of Communications, FNR

12.30 - 13.00

### Concluding remarks

**Representative of the Belgian Government (tbc)**

**Véronique Halloin**, Secretary General, Fund for Scientific Research (F.R.S.-FNRS), Belgium

**Hans Willems**, Secretary General, FWO, Belgium

**Annely Allik**, Head of Department of Science Communication, Estonian Research Council

**Lidia Borrell-Damian**, Secretary General, Science Europe

13.00-13.30

Lunch