UNLOCKING THE POWER OF SCIENCE COMMUNICATION IN RESEARCH AND POLICY MAKING

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
Break and science show

Deep Dives
Parallel sessions going deeper into individual aspects of science communication.

Deep Dive 1: Communicating science to policy makers
POLICY MAKERS TRACK
Marc Vanholsbeek, 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

Networking reception at Brussels Town Hall
**WEDNESDAY 13 MARCH 2024**

**09.00–09.15**  
**Welcome Remarks & Recap**  
*Annely 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