



Estonian
Research Council

Eesti
Teadusagentuur

TeaMe+ 

miks?ee

CHALLENGES AND OPPORTUNITIES OF SCIENCE COMMUNICATION AND BEYOND

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Estonian Research Council

SCIENCE
EUROPE



POSITION STATEMENT
**SCIENCE COMMUNICATION
FOR GREATER
RESEARCH IMPACT**
2022



**Success is about listening,
understanding the
language of 'the other'!**

ESTONIAN RESEARCH COUNCIL

SCIENCE COMMUNICATION
STRATEGY 2020–2035

“Estonia knows”





ESTONIAN RESEARCH COUNCIL

SUPPORTS RESEARCH AND INNOVATION IN ESTONIA.
WE MAINTAIN AND DEVELOP A BALANCED, HIGH-
LEVEL AND INTERNATIONALLY SUCCESSFUL R&D
SYSTEM IN ESTONIA, AS WELL AS A KNOWLEDGE-
BASED AND SUSTAINABLE ESTONIAN SOCIETY

TeaMe+ programme

COLLABORATION

miks.ee

The pinnacle
of curiosity

Engineering
tree

Conferences,
seminars

Spring school for career
counselors

Miks.ee summer school

Task force for science
popularizers

Schools and
companies

Rocket69

Network for research
coordinators

Science
education

Science
camps

Science Education
Conference

Student
Researchers'
Festival

Competitions

Ministries

Youth programmes

**SCIENCE
BASED
SOCIETY**

TEACHERS/PARENTS

Facebook

- articles
- news
- competitions
- communication

Homepage

- personas
- news
- materials/instructions
- events

Newsletter

- monthly

SCIENCE TV SHOWS

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STUDEN RESEARCHERS' FESTIVAL

STUDENTS

Instagram

- science facts
- story takeovers
- "Rocket69" and other TV shows

TikTok

- science fun
- behind scenes

THE PICTURE IS EVEN BIGGER



Rocket 69

TV SCIENCE COMPETITION

SCIENCE STUDIO

SCIENCE CAMPS



RAKETT69



STEM IN EDUTAINMENT

"Rocket 69" is a TV contest which aims to show that STEM is fun and exciting. It has impacted countless students, influenced teaching methods and popularized STEM careers in Estonia.

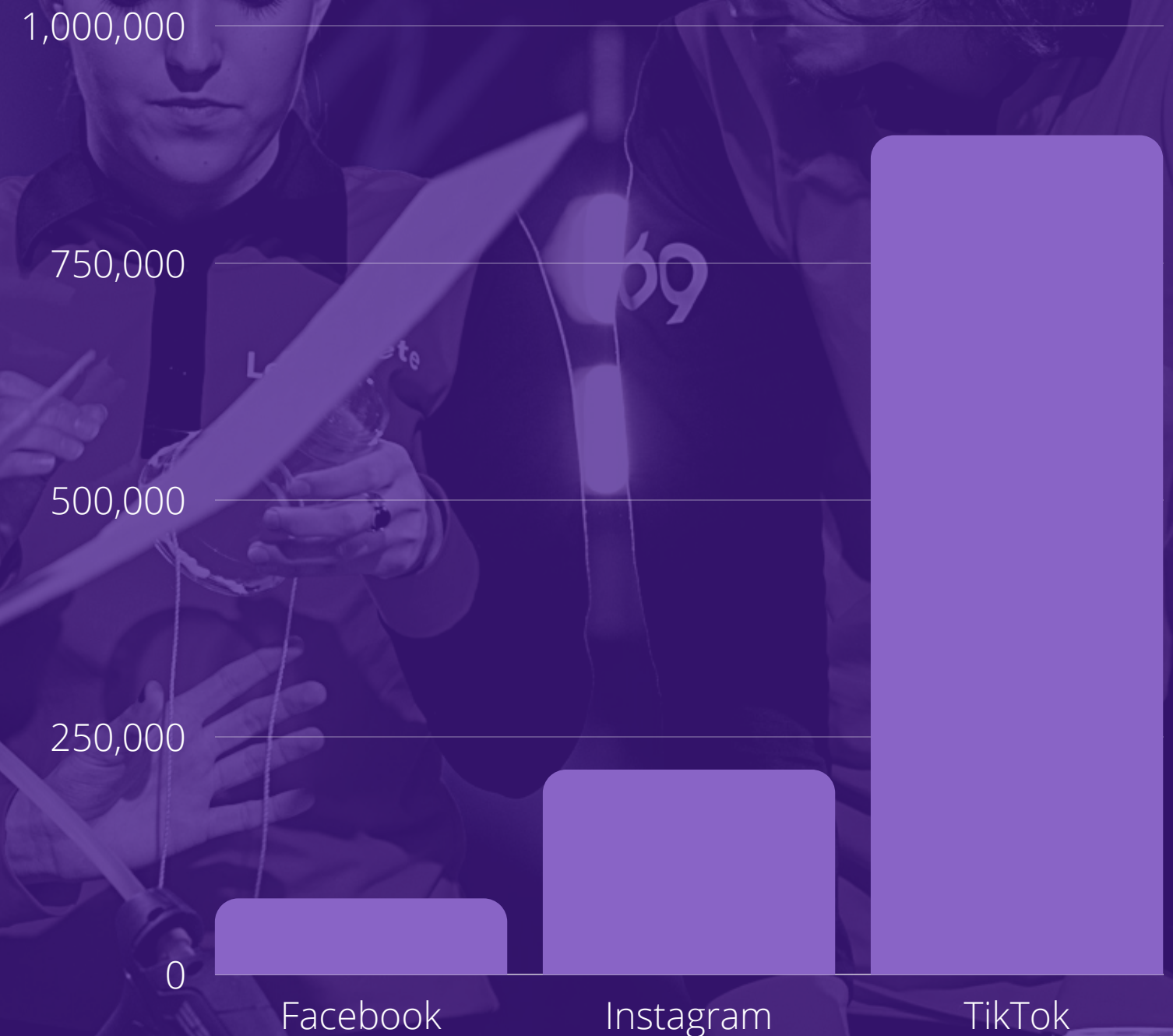
In addition, there is strong collaboration with the Festival and social media.

RAKETT69

116 TIKTOKS

39 INSTAGRAMS

6 PERSONAS



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MARKETING FUNNEL

Social media/edutainment

Events, seminars

Competitions

Career

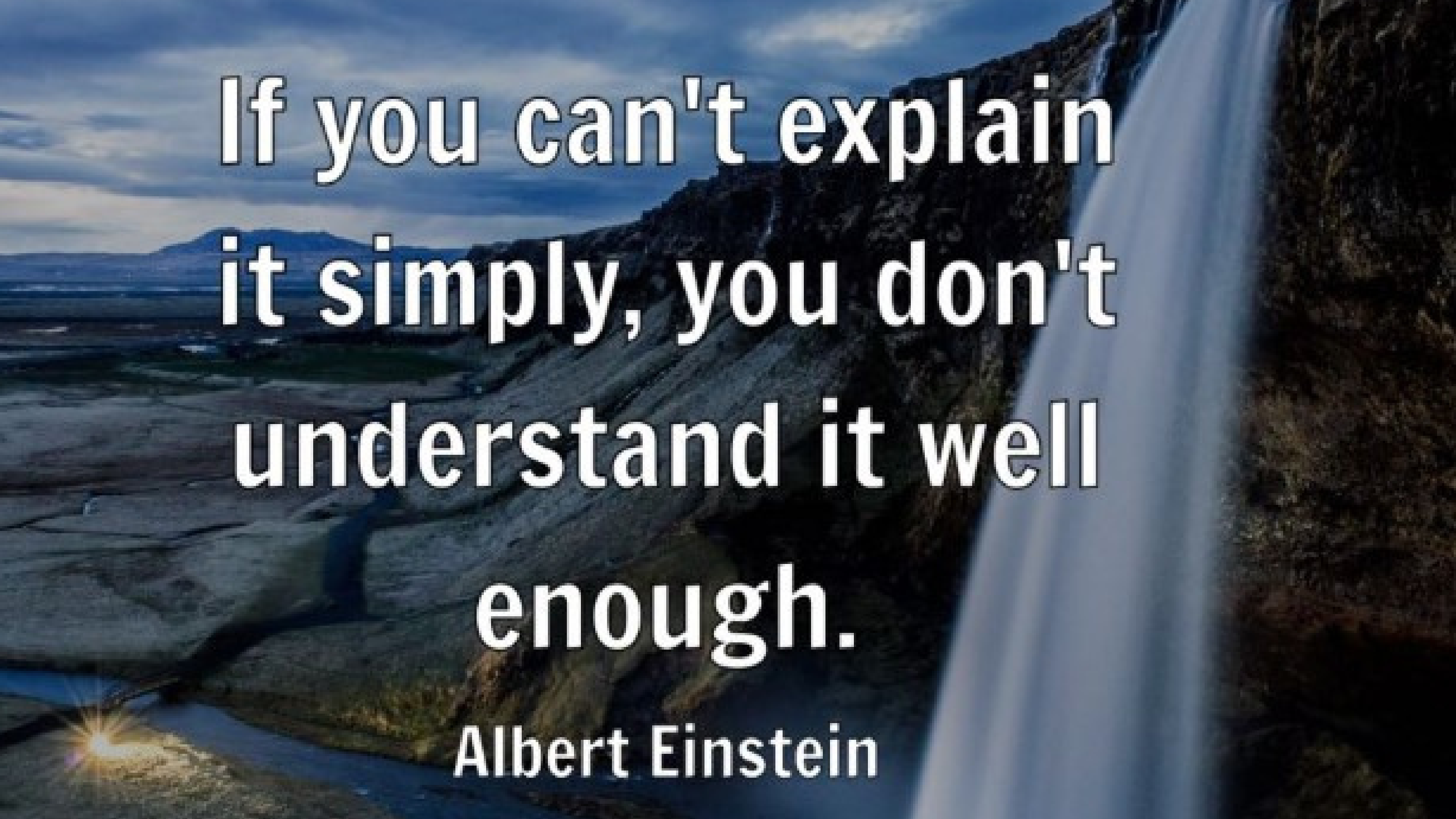
STRATEGIC COMMUNICATION

In reaching the target
audiences



TO CONCLUDE

- **The outputs from scientific research are many and varied**
- **Scientific output should be measured accurately and evaluated wisely**
- **Popularizing science and Science communication is important!**
- **Build meaningful collaboration**
- **Start traditions, build a ecosystem**
- **Learn from others**
- **Find the right messages and channels to target audiences**
- **Great science does not speak for itself:
it is critical that scientific evidence is readily available and easy to understand**



If you can't explain
it simply, you don't
understand it well
enough.

Albert Einstein

THANK YOU!

