

In Focus: Science Communication

“You don’t really understand something unless you can explain it to your grandmother”. This quote is attributed to Albert Einstein and should be the motto of all professional science communicators. Science communication should be part of a scientist’s everyday life as communicating with society about science and its benefits is more important than ever. Scientists give talks, write papers and proposals, communicate with a variety of audiences, and educate others. Thus, to be successful scientists must learn how to communicate effectively. In other words, to be a successful scientist, they must be effective communicators and able to transmit their message clearly and concisely so that it is understood by an engaged audience.

As far as we are concerned, the first step we invite you to take is to share your research ideas, results, calls and events with the broad WBC-RTI.info community. Do not miss the opportunity to see your information published at our platform and distributed to more than 11.250 stakeholders. Contact us at office@wbc-rti.info or submit your contribution directly through our website. Thank you in advance! p.s. Please check also the section on *Further selected articles* below. Among other articles, we would like to draw your attention to: the **new Strategy for the Western Balkans** that was adopted today by the EC; the announcement of the **Research and Innovation meeting** to be held in Skopje on March 21-22, 2018; the Announcement of the **Steering Platform** to be held in Brussels back to back with the **WB Platform on Education and Training** on June 25-26, 2018. Furthermore, please note also the open calls to **JRC scientific laboratories and facilities** in the non-nuclear and nuclear areas.

• NEWS

- Posted on January 31, 2018
[EVENT ANNOUNCEMENT] RTI POLICY IN SERVICE OF SOCIETY: IMPACT AT THE CROSSROADS OF POLICY DESIGN, IMPLEMENTATION AND EVALUATION
Austrian EU Council Presidency Conference on RTI Policy in Service of Society: Impact at the Crossroads of Policy Design, Implementation and Evaluation
- Posted on January 19, 2018
BALKAN SCIENCE JOURNALISTS AWARDED THE 2018 EUREKALERT! FELLOWSHIPS FOR INTERNATIONAL SCIENCE REPORTERS
For the first time, journalists from the Balkans have been awarded the 2018 EurekAlert! Fellowships for International Science Reporters.
- Posted on January 19, 2018
CROATIA’S SCIENCE WRITERS JOIN THE WORLD FEDERATION OF SCIENCE JOURNALISTS
Croatia’s new association of science writers has joined the World Federation of Science Journalists, WFSJ.
- Posted on January 19, 2018
EUROSCIENCE SELECTS TRIESTE TO ORGANIZE ESOF 2020 AND LEIDEN/THE HAGUE FOR ESOF 2022
The EuroScience Open Forum 2020 will be hosted from 4 to 10 July 2020 in Trieste, Italy, and that ESOF 2022 will

be organized by Leiden/The Hague, The Netherlands, in July 2022.

- Posted on January 19, 2018
FIRST 2018 EUROPEAN IPR HELPDESK BULLETIN RELEASED
It includes latest developments in the field of IP, new publications, upcoming webinars and training events by IPR Helpdesk.

• EVENTS

- April 25-26, 2018 | Bucharest , Romania
COST CONNECT - HOW TO SHAPE A SUSTAINABLE URBAN MOBILITY FOR ALL?
The COST Connect Event on “How to Shape a Sustainable Urban Mobility for all?” aims at bringing together relevant actors, funding initiatives and researchers to reflect on the current state of the art...
- May 17-18, 2018 | Madrid, Spain
EUROPEAN SCIENCE ENGAGEMENT CONFERENCE 2018
The European Science Engagement Conference 2018 is built upon the expertise and enthusiasm of the EUSEA community, and on contributions developed by practitioners around the world. The...
- June 8-10, 2018 | Bucharest, Romania
14TH EASE CONFERENCE
The theme for the event of the European Association of Science Editors (EASE) will be this year ‘Balancing Innovation and Tradition in Science Editing’.
- July 9-14, 2018 | Toulouse, France
ESOF 2018 - EUROSCIENCE OPEN FORUM TOULOUSE
Following Stockholm in 2004, Munich in 2006, Barcelona in 2008, Turin in 2010, Dublin in 2012, Copenhagen in 2014 and Manchester in 2016, the city of Toulouse has been chosen to host for the first time...

• CALLS

- Deadline: April 4, 2018
MG-4-2-2018 BUILDING OPEN SCIENCE PLATFORMS IN TRANSPORT RESEARCH
Specific Challenge: The rapid development of digital technologies and new collaborative tools are the basis of an on-going transformation and opening up of science and research, referred to as Open...
- Deadline: April 10, 2018
SWAFS - BUILDING THE SWAFS KNOWLEDGE BASE
Specific Challenge: Understanding the evolution of science and society will help proactive and anticipatory policy making. This includes examining how societal actors, including young people, behave...
- Deadline: April 10, 2018
TAKING STOCK AND RE-EXAMINING THE ROLE OF SCIENCE COMMUNICATION
Specific Challenge: Science and innovation are undergoing deep and fundamental changes, in particular thanks to digitalisation (e.g. social media and citizen science). Science communication, which ...
- Deadline: April 10, 2018
SWAFS - EXPLORING AND SUPPORTING CITIZEN SCIENCE
Specific Challenge: Citizen science is blooming across all scientific disciplines and the humanities. It can potentially bring a wide variety of benefits to researchers, citizens, policy makers and...
- Deadline: April 10, 2018
SWAFS-04-2018: ENCOURAGING THE RE-USE OF RESEARCH DATA GENERATED BY PUBLICALLY FUNDED RESEARCH PROJECTS
Specific Challenge: All research builds on former work and depends on scientists' possibilities to access and share scientific information. In the context of Open Science and Responsible Research and...
- Deadline: April 19, 2018

CALL FOR SUPPORT OF YOUNG RESEARCHERS' TRAVEL TO ESOF 2018 IN TOULOUSE

ESOF 2018, the EuroScience Open Forum, will be held in Toulouse, France, from 9 to 14 July 2018. For young aspiring researchers, including PhD candidates and master students, ESOF conferences are an excellent...

- **Deadline: December 25, 2018**
PRE-ANNOUNCEMENT: CALL FOR PROPOSALS FOR INNOVATIVE EVENTS TO ENHANCE DISSEMINATION, EDUCATION, NETWORKING AND TRAINING FROM NOW UNTIL ESOF 2020.
The organisation of ESOF2020 Trieste has started working on the project through the creation of the so-called format "The Trieste Encounters on Science and Innovation - TESI". A Call for proposals...
- **Deadline: April 2, 2019**
SWAFS-08-2019 RESEARCH INNOVATION NEEDS & SKILLS TRAINING IN PHD PROGRAMMES
Specific Challenge: Within the New Skills Agenda (adopted in June 2016)[1] and in the Modernisation Agenda (adopted in May 2017)[2] specifications on innovative employment-oriented curricula recommendations...

PROJECTS

- **COORP**
COLLABORATIVE ONLINE AND OFFLINE RESEARCH PLATFORM – COORP
COORP Aim and Objectives The overall objective of COORP is to assist in the integration of the Albanian academic community into the international community of researchers; to facilitate networking...
- **Science Communication in Western Balkans**
CURRENT PRACTICES OF SCIENCE COMMUNICATION IN WESTERN BALKAN COUNTRIES AND THEIR IMPACTS
The Centre for Southeast European Studies (CSEES) implemented a project titled "Current Practices of Science Communication in Western Balkan Countries and their Impacts" supported by the Swiss Agency...

DOCUMENTS

- **2018**
UNDERSTANDING CURRENT PRACTICES OF SCIENCE COMMUNICATION IN SERBIA AND ALBANIA
(...) Science Communication in Southeastern Europe is a reflection of the larger challenges sciences and research are facing. There has been chronicle underinvestment in education and science in recent...
- **2017**
OPEN INNOVATION, OPEN SCIENCE, OPEN TO THE WORLD : REFLECTIONS OF THE RESEARCH, INNOVATION AND SCIENCE POLICY EXPERTS (RISE) HIGH LEVEL GROUP
The focus of the analyses presented in this book is on the way open science, open innovation and open to the world – the so-called 3 O's – are likely to impact European innovation performance, growth ...
- **2014**
COMMUNICATING EU RESEARCH AND INNOVATION GUIDANCE FOR PROJECT PARTICIPANTS
This guide aims at providing guidelines for improving communication and dissemination activities beyond the scientific community.

LINKS

- **EUREKALERT**
EurekAlert! is an online, global news service operated by AAAS, the science society. EurekAlert! provides a central place through which universities, medical centers, journals, government agencies, corporations...
- **BALKAN NETWORK OF SCIENCE JOURNALISTS**
Science reporters and writers from various countries in South-East Europe gathered in this Association of Science Reporters from across South-East Europe to improve the quality of critical and ethical...
- **MAKING AN IMPACT: HOW TO DEAL WITH THE MEDIA**

These are 20 points to guide you in engaging with the media, in its various forms. They don't guarantee success, and some of them might seem obvious, but it's amazing how many people guarantee failure...

- **HOW TO GIVE A SCIENCE FLASH TALK**

Whether you are applying for funding, telling a family member about your research or engaging the public, your success will depend on how well you communicate. A flash talk is a challenge in which you ...

- **THE EU GUIDE TO SCIENCE COMMUNICATION**

The guide consists of 9 videos helping projects (especially H2020 initiatives) to understand own audiences and start communicating in a proper way from the very beginning of activities.

- **60 MINUTES WEBINAR HELPING YOU COMMUNICATE YOUR H2020 PROJECTS**

The webinar provides all information related to helping you communicate your projects (guidelines, tips & tricks, the right EU logo, presentations from this webinar etc..), please click here Questions...

- **EUROPEAN INTELLECTUAL PROPERTY RIGHTS (IPR) HELPDESK**

The Helpline service of the European IPR Helpdesk provides professional advice to your specific IP or IPR query – customized, straight-forwardly, comprehensibly and free of charge. Get in ...

[FIND MORE RELATED ARTICLES](#)

New Study published:

Understanding Current Practices of Science Communication in Serbia and Albania

"Science communication is not just an afterthought to research: Without it, research is often ignored and remains marginal. In particular for social science to remain relevant, it needs to be understood by its peers, the policy community and the larger public. Effective science communication need not be an exclusive domain of well-equipped and funded institutions or research. Science communication can compensate for some other deficiencies. For example, social media can be a low-cost strategy for disseminating research findings when other costlier strategies are not available. Science communication can also increase global visibility, undermine non-meritocratic structures and ensure the social and policy relevance of social science research."(...)

[READ MORE](#)

FURTHER SELECTED ARTICLES

• NEWS

- Posted on February 6, 2018
NEW STRATEGY FOR THE WESTERN BALKANS: EU SETS OUT NEW FLAGSHIP INITIATIVES AND SUPPORT FOR THE REFORM-DRIVEN REGION
European Commission - Press release Strasbourg, 6 February 2018 The Commission adopted today a strategy for 'A credible enlargement perspective for and enhanced EU engagement with the Western ...
- Posted on February 6, 2018
[CALL ANNOUNCEMENT] OPEN ACCESS TO JRC RESEARCH INFRASTRUCTURES
Joint Research Centre is glad to announce that the a new series of calls for open access to JRC scientific laboratories and facilities in the non-nuclear and nuclear areas has been opened...
- Posted on February 6, 2018
[EVENT ANNOUNCEMENT] MINISTERIAL MEETING - WESTERN BALKAN PLATFORMS ON EDUCATION & TRAINING AND RESEARCH & INNOVATION
The 20th Western Balkans Steering Platform on Research and Innovation will be organised in Brussels on the morning of the 25 June 2018 within the framework of the European Commission's Support for...
- Posted on February 6, 2018
[EVENT ANNOUNCEMENT] KICK-OFF MEETING OF THE WESTERN BALKANS ALUMNI ASSOCIATION
The Kick-Off Meeting of the Western Balkans Alumni Association will take place in Ohrid on March 15-17, 2018.
- Posted on January 31, 2018
[EVENT ANNOUNCEMENT] WESTERN BALKANS RESEARCH AND INNOVATION MEETING, SKOPJE
The second Western Balkans Research and Innovation meeting will be organised in Skopje on March 21-22, 2018 within the framework of the European Commission's Support for the Steering Platform (SP) on ...
- Posted on January 19, 2018
RECENT HORIZON 2020 CALL RESULTS RELEASED
The results of several recent calls under Horizon 2020 on its Participant Portal were recently released on the Participant Portal.
- Posted on January 19, 2018
PAPER ON GENDER BIAS IN ACADEMIA PRESENTED BY LERU
On 18 January 2018 LERU published a new advice paper "Implicit bias in academia: A challenge to the meritocratic principle and to women's careers - and what to do about it" during a launch event in Brussels...
- Posted on January 19, 2018
HEALTH PROGRAMME 2014-2020 PUBLISHED
Health Programme 2014-2020: Work Programme for 2018 to focus resources on European Reference Networks for rare diseases, health promotion and mitigating cross-border health threats
- Posted on January 17, 2018
EC PUBLISHES BOOKLETS ON H2020 FOCUS AREAS FOR 2018-2020
For the last three years of its duration, the EU's Research Framework Programme Horizon 2020 Work Programme focuses on fewer topics with bigger budgets, directly supporting the Commission's political ...

• EVENTS

- May 9-11, 2018 | Banja Luka, Bosnia and Herzegovina
INTERNATIONAL CONFERENCE OF APPLIED SCIENCE ICAS 2018 (WITH CALL FOR PAPERS)
The event is organised by the University of Banja Luka, Faculty of Mechanical Engineering together with the University of Timisoara, Faculty of Engineering Hunedoara.
- May 10-11, 2018 | Opatija, Croatia
INTERNATIONAL STATISTICAL CONFERENCE IN CROATIA (ISCCRO'18)

The conference is organized by the Croatian Statistical Association (CSA) and will take place from the 10th May to the 11th May 2018 in Opatija. The topic is „New Advances in Statistical Methods ...

- May 17-18, 2018 | Madrid, Spain
EUROPEAN SCIENCE ENGAGEMENT CONFERENCE 2018
The European Science Engagement Conference 2018 is built upon the expertise and enthusiasm of the EUSEA community, and on contributions developed by practitioners around the world. The...
- May 17-18, 2018 | Sofia, Bulgaria
EU-WESTERN BALKANS SUMMIT 2018
Bulgaria's capital Sofia will be the venue of a Western Balkans summit in May 2018 during the country's presidency of the European Union.
- June 5, 2018 | Sofia, Bulgaria
COST CONNECT: CLIMATE CHANGE AND FOREST SYSTEMS
The COST Connect event on "Climate Change and Forest Systems" will look at new horizons for research and innovation in the forest-based sector. The event will be held in Sofia on the 5th June and is by...
- June 8-10, 2018 | Bucharest, Romania
14TH EASE CONFERENCE
The theme for the event of the European Association of Science Editors (EASE) will be this year 'Balancing Innovation and Tradition in Science Editing'.
- June 14, 2018 | Sofia, Bulgaria
SEMIC 2018: LINKED DIGITAL PUBLIC ADMINISTRATIONS
This event, organised by the ISA² Programme of the European Commission in collaboration with the Bulgarian Presidency of the Council of the EU, will bring together policy makers, IT practitioners and ...
- June 25, 2018-July 3, 2018 | Thessaloniki, Greece
SUMMER SCHOOL: REFUGEE AND MIGRANT CRISIS: NEW CHALLENGES OF INTEGRATION
About the summer school Learn, Experience & Volunteer Have we moved from the post-2014 refugee and migrant crisis management to refugee integration in Europe or are we still in a transitional...
- June 30, 2018-July 3, 2018 | Novi Sad, Serbia
3ST SOUTH EAST EUROPEAN CONFERENCE ON SUSTAINABLE DEVELOPMENT OF ENERGY, WATER AND ENVIRONMENT SYSTEMS (SDEWES SEE2018 NOVI SAD)
The main challenge for South East Europe (SEE) economies is to commit to, and sustain the implementation of, long-term reforms aimed at increasing competitiveness and promoting sustainable, inclusive ...
- July 9-14, 2018 | Toulouse, France
ESOF 2018 - EUROSCIENCE OPEN FORUM TOULOUSE
Following Stockholm in 2004, Munich in 2006, Barcelona in 2008, Turin in 2010, Dublin in 2012, Copenhagen in 2014 and Manchester in 2016, the city of Toulouse has been chosen to host for the first time...
- July 9-14, 2018 | Toulouse, France
ESOF2018: "OPEN SCIENCE IN ACTION" SESSIONS & SIDE EVENTS
FOSTER+, EC's MSCA Office and Marie Curie Alumni Association invite you to join them at our various "Open Science in Action" sessions, "boot camp" and side events (Toulouse, France, 9-14 July 2018).
- July 10, 2018 | London, United Kingdom
LONDON WESTERN BALKANS SUMMIT
The Western Balkans Process – also known as the Berlin Process – is a joint initiative of 13 European countries and the European Commission. It supports the efforts to integrate the region into the European...
- July 14-21, 2018 | Rijeka, Croatia
SUMMER SCHOOL SAIL & LEARN
The Summer School Sail and Learn is an international project week designed for students with a program worth 5

ECTS points. It offers a unique cultural and educational experience for international students...

- September 6-8, 2018 | Split, Croatia
ENTRENOVA 2018 : ENTERPRISE RESEARCH INNOVATION CONFERENCE, SPLIT, 6-8 SEPTEMBER 2018
ENTRENOVA Conference (ENTerprise REsearch InNOVation Conference) is a multi-disciplinary conference dedicated to examining, comprehending and discussion of the economic, management, organisational, marketing...
- September 12, 2018-September 13, 2018 | Roma Eventi Fontana - Pontifical Gregorian University, Italy
ICSD 2018 : 6TH INTERNATIONAL CONFERENCE ON SUSTAINABLE DEVELOPMENT, 12 - 13 SEPTEMBER 2018 ROME, ITALY
European Center of Sustainable Development in collaboration with CIT University will organize the 6th ICSD 2018 Rome, Italy in the days:Wednesday 12 to Thursday 13 September,2018 The 6th ICSD ...
- September 12-14, 2018 | Vienna, Austria
ICRI 2018 - 4TH INTERNATIONAL CONFERENCE ON RESEARCH INFRASTRUCTURES
ICRI 2018 will take place in Vienna, Austria on 12-14 September 2018 and will be co-organised by the Austrian Federal Ministry of Science, Research and Economy (BMWFW) and the European Commission...
- September 27-28, 2018 | Belgrade, Hotel Moskva, Serbia
INTERNATIONAL CONFERENCE ON TRAFFIC AND TRANSPORT ENGINEERING, ICTTE BELGRADE 2018
ICTTE Belgrade 2018 conference will cover a wide range of topics related to traffic and transport engineering, with the aim of representing the importance of all modes of traffic and...

• CALLS

- Deadline: March 13, 2018
DT-MIGRATION-06-2018-2019 ADDRESSING THE CHALLENGE OF MIGRANT INTEGRATION THROUGH ICT-ENABLED SOLUTIONS
Specific Challenge: The integration of migrants, including refugees, in many Member States of the European Union and Associated Countries remains a challenge for both public authorities and local communities...
- Deadline: March 13, 2018
MIGRATION-08-2018: ADDRESSING THE CHALLENGE OF FORCED DISPLACEMENT
Specific Challenge: Tens of millions of people live in forced displacement, many of them in protracted refugee and displacement situations for long periods of time and even generations. This is often...
- Deadline: March 22, 2018
INFRAEOSC-01-2018 ACCESS TO COMMERCIAL SERVICES THROUGH THE EOSC HUB
Specific Challenge: To achieve excellence in their research activities, researchers need to use a broad range of state-of-the-art services that sometimes are not made available by their public e-infrastructure...
- Deadline: November 15, 2018
WIDESPREAD-03-2018 TWINNING
Specific Challenge: The specific challenge is to enhance networking activities between the research institutions of the Widening countries and internationally-leading counterparts at EU level. Driven...
- Deadline: February 28, 2019
COMMISSION LAUNCHES €2 MILLION HORIZON PRIZE IN SOCIAL INNOVATION
The European Commission launched on 27 November 2017 a Horizon Prize in Social Innovation to improve the mobility of older people. Submissions will be accepted until 28 February 2019 from any legal entities...
- Deadline: April 2, 2019
SWAFS-08-2019 RESEARCH INNOVATION NEEDS & SKILLS TRAINING IN PHD PROGRAMMES
Specific Challenge: Within the New Skills Agenda (adopted in June 2016)[1] and in the Modernisation Agenda (adopted in May 2017)[2] specifications on innovative employment-oriented curricula recommendations...
- Deadline: April 2, 2019

SWAFS-09-2018-2019 SUPPORTING RESEARCH ORGANISATIONS TO IMPLEMENT GENDER EQUALITY PLANS

Specific Challenge: Gender equality is a key priority set with the Member States and Associated countries in the European Research Area. Research funding and performing organisations and universities...

- Deadline: November 15, 2019

WIDESPREAD-04-2019 ERA CHAIRS

Specific Challenge: With adequate institutional support outstanding researchers can have a decisive and positive impact on the culture and performance of research institutions. Yet issues such as the...

- Deadline: January 15, 2020

COMMISSION LAUNCHES EIC HORIZON PRIZE FOR AFFORDABLE HIGH-TECH FOR HUMANITARIAN AID

The European Commission has launched the first of six European Innovation Council (EIC) Horizon Prizes, on Affordable High-Tech for Humanitarian Aid. EIC Horizon Prizes are part of the European Innovation...

[FIND MORE ARTICLES](#)

ABOUT THE INFORMATION PORTAL

Access, registration and upload of content to WBC-RTI.info platform is free of charge. The Platform will be regularly updated in the upcoming years, and in particular focus on one selected theme per month; however much more information is collected and included in one of our databases - see below. If you would like to suggest a research topic or promote your R&I project or your research results to over 11,000 interested researchers and policy makers in WBC and Europe-wide, or if you have any questions, do not hesitate to contact us at office@wbc-rti.info.

[INFORMATION SERVICE](#)

The WBC-RTI.info platform acts as a source of high quality targeted information on research, technology and innovation in/with/for the Western Balkan countries (WBCs). The Platform is funded by the Austrian Federal Ministry of Education, Science and Research (BMBWF) and implemented by the Centre for Social Innovation (ZSI).

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