

# Cross-Cutting Activity on Science Communication

## Exploring the Impact of Science Communication and Public Engagement

Final conference, 23 June 2022, Copenhagen, DK



### Conference Note

#### Date

23-24 June 2022

#### Location

Aalborg University Copenhagen  
A.C. Meyers Vaenge 15, DK-2450 Copenhagen SV  
'Auditorium'

#### Conference abstract

Communicating and exchanging scientific knowledge is more important than ever. It helps us address challenges such as climate change, pandemics, and the digital transformation within a world of complexity, uncertainty, and rapid change.

In its different forms, science communication and public engagement are essential to building bridges between communities and amplifying the impact of science and technology. Without doubt, the COVID 19 pandemic has highlighted the critical value of science. But also the challenges associated with communicating uncertainties and unknowns in public. Balancing facts and values continue to be a major challenge, and one that will continue to occupy practitioners and scholars of science communication moving beyond the pandemic.

This one-day conference takes stock of current trends and best practices of how to communicate science to policymakers and citizens, and to include science communication activities within collaborative, interdisciplinary research programmes. The conference presents the results of the COST CCA on Science Communication and explores practical solutions for integrating science communication more broadly within the European eco-system of science and innovation. The conference addresses the following questions:

- What have we learned about the importance of science communication during the pandemic?
- What should the European institutions and Member States do to amplify the impact of science communication in a post-pandemic world?
- What are best practices for including science communication activities within interdisciplinary funding programmes?





This COST CCA final Conference welcomes participants who work across funding agencies, universities, the business sector, and civil society to promote the impact of science communication. We invite you to join this multi-stakeholder dialogue organised around exciting panel discussions, keynotes, and conversations on current topics such as science and science communication. The conference is a live event in Copenhagen (with streaming available for virtual participation). It is free of charge.

### Target audience

- Science communication practitioners and stakeholders and policy-makers responsible for designing science funding programmes and impact evaluations.
- Members of the COST Cross-Cutting Activity on Science Communication.
- A selection of COST Science Communication managers.
- Stakeholders from affiliated science policy institutions e.g. EU Joint Research Centre, DG RTD, European Research Council, European Parliament, European Commission, European Science-Media Hub, Science Europe, EuroScience, European University Association, League of European Research Universities, IGLO representatives, National Contact Points for SSH, European organisations (e.g. EUSEA, Ecsite, ECSA), and communication officers at European institutions and universities.

### Format

Physical conference. Participation will be granted on a 'first-come first-served' basis.

### 23 June 2022, COST CCA Final Conference, from 9:00 to 16:00

- Welcome by COST (overview of CCA and its outcomes)
- Welcome by CCA Chair David Budtz Pedersen
- Keynote 1: Prof. Roger Pielke, Jr: *Lessons learnt for SciComm during COVID-19*
- Panel 1: *Protecting the integrity of science communication*
- Keynote 2: *Citizen-centric science communication*
- Panel 2: *How to integrate science communication in mission-oriented research and innovation projects in a post-pandemic world*
- Wrap-up of the day by Chair

We are delighted to share with you that [Professor Roger Pielke, Jr](#), has agreed to give a keynote address at the conference. Prof. Pielke teaches and writes at the University of Colorado Boulder on a diverse range of policy and governance issues related to science, technology, environment, innovation, and sports. His research currently focuses on a 16-country evaluation of science advice in the COVID-19 pandemic. Second keynote speaker will be announced shortly.

**Evening 23 June:** networking dinner, paid at participant's own expense. For CCA network members, all meals, including the networking dinner, are included in the daily allowance offered by COST.



## **24 June 2022, Masterclass on Science Communication, half-day**

The COST CCA final conference is followed by a half-day workshop on practical tools and working models for science communication and knowledge mobilisation. The workshop is a training session for scholars and practitioners, with a particular focus on young researchers. There will be a limited number of seats available at the workshop, which will be allocated on a 'first come first served' basis. The workshop will be hosted by Aalborg University and consist of interactive sessions and group work.

We invite all those interested in following the masterclass to send a separate e-mail to [judith.litjens@cost.eu](mailto:judith.litjens@cost.eu)

### **Format of the panel discussions (TBC)**

Moderator and discussion – interview style

### **Copenhagen Declaration on Science Communication in a Post-Covid World**

*The CCA final conference will produce a Declaration with main findings from the CCA as well as messages from the conference. The Declaration will outline what the CCA has learned from the Covid-19 crisis as well as the needs and support required to drive the change and impact of science communication over the next decade. Preparing for the next crisis and safeguarding a strong voice for science in society and policy, the Declaration highlights the responsibilities of science policy makers and funding agencies to secure proper integration of science communication in interdisciplinary research programmes*

### **Organising Working Group**

- David Budtz Pedersen, Aalborg University, DK (Chair)
- Judith Litjens, COST Association, BE
- Rebecca Winkels, Wissenschaft im Dialog, DE
- Louise Edwards, Cardiff University, UK
- Thomas Deane, Trinity College Dublin, IRE
- Clayton Cutajar, Malta Council for Science & Technology
- Rolf Hvidtfeldt, Aalborg University, DK
- Cissi Askwall, Vetenskap & Allmänhet, SE