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Trustworthy, Reliable and Engaging Scientific Communication Approaches

6.2 Planned Events



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PROJECT DESCRIPTION

Acronym: **TRESCA**
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Website: <https://trescaproject.eu>
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Consortium: **Erasmus University Rotterdam**, The Netherlands (EUR), Coordinator
Agencia Estatal Consejo Superior de Investigaciones Científicas, Spain (CSIC)
Observa Science in Society, Italy (OBS)
Zentrum Für Soziale Innovation GMBH, Austria (ZSI)
Science Business Publishing Limited, United Kingdom (SBP)
In a Nutshell, Kurzgesagt GmbH, Germany (KURZ)

DELIVERABLE DESCRIPTION

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Title: **Planned Events**

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TABLE OF CONTENTS

Executive summary	5
1 Introduction	6
2 Communication Channels	7
2.1 Online Communication Channels.....	8
2.2 Face-to-face conferences or networking events	8
2.2.1 Dissemination events.....	9
2.2.2 Academic conferences	11
3 Conclusion	13

EXECUTIVE SUMMARY

The TRESCA project, designed in a way to deliver a robust and engaged impact in multiple ways for the target audience, aims to disseminate its research and findings to a broad audience of scientists, science journalists, communication researchers, policy makers and members of the public who are interested in effective science communication. The objectives of the dissemination plan includes raising public awareness about the objective and result of the project amongst the target audience and disseminating scientific findings produced during the project, methodologies used and innovative artefact deployed. Through a mix of online communication channels and networking events, the TRESCA project methodologies, findings, and results will be communicated to all stakeholders and interested parties.

The online communication will be supported by the news and media organisation Science|Business, who offers its website, twice-weekly newsletter, and social media as dissemination channels driving visibility to the TRESCA project website and social media. Project partner Kurzgesagt, who has a significant following on Youtube and other social media channels will also be involved. Other project partners will also make use of their social media networks.

Networking events are another powerful way to disseminate TRESCA research and communications. Consortium members will participate in a number of public events and academic conferences focusing on topics relevant to the three focus areas of TRESCA: misinformation and digital safety, environ-Mental health, and automation and the future for skills.

1 INTRODUCTION

The TRESCA project seeks to disseminate its research and findings to a broad audience of citizens, scientists, journalists and policy makers. Specific dissemination of the project results will follow two tracks: online communication channels and networking events. As a media outlet, Science|Business offers significant dissemination channels to promote the project's news and achievements: its website, with 101,000 average monthly unique visitors, a twice-weekly newsletter distributed to 25,000 key contacts from academia, industry and public sector organisations across Europe and over 18,500 social media followers, Science|Business' Twitter, Facebook and LinkedIn account. Combined with communications channels offered by the other partner institutions, the project will benefit from a very strong multiplication capacity. Additionally, project partner Kurzgesagt has some 11,6 million subscribers on its primary social media channel YouTube, alongside its other social media channels. Project partners will also make use of their own social media networks as universities and research organisations.

Networks are another key element in a powerful dissemination strategy. Consortium members will participate in conferences focusing on topics such as journalism, science communication, education innovation, or even policy. Relevant conferences may be academic or science conferences, professional groups, or could even be targeted at educators. Science|Business itself organises 50 innovation-related events yearly, private or public. Each of these events bring together high-level representatives of the Science|Business Network of 65+ organisations including leading research universities, multinationals and government organisations. Consortium members also aim to participate in other relevant conferences, such as ESOF (the EuroScience Open Forum) that will take place in Trieste in September 2020, where science journalism always is a central topic. During their participation, consortium members are able to expand their networks and intensify engagement with all stakeholder groups. Completed deliverables may be presented at these conferences, in order to increase attention for the TRESCA project.

The objectives of the dissemination plan are:

- To raise public awareness about the objective and results of the project amongst target audience by using effective communication methods and strategies
- To share experience amongst other consortia and stakeholder groups working in the science communication domain in order to join forces, minimize duplication and maximize potential
- To disseminate scientific findings produced during the project methodologies used and innovative artefacts deployed.
- To define a roadmap for the successful commercial and non-commercial exploitation of all project outcomes

To achieve these objectives, the remaining sections of this document indicate the activities TRESCA will carry out primarily focused on the consortium's exploitation of planned events.

2 COMMUNICATION CHANNELS

2.1 Online Communication Channels

In order to raise public awareness and build an audience, recurrent content and visibility is crucial. The TRESCA project website will be updated on a monthly basis with information and/or blog posts featuring progress made by the project. This can include (but not limited to) project press releases or storytelling of an aspect of the project, may it be a summary of a recent consortium meeting, the current stage of research being carried out, preliminary and final results, interviews of research staff, or anecdotes. All consortium partners will be involved at one stage or another on this content creation.

The Science|Business communication channels will be the main drivers of TRESCA's online content. With 83,000 average unique pageviews per month to its website, a twice-weekly newsletter distributed to 25,000 senior research and innovation specialists & decision makers in academia, industry and public policy, and over 18,500 combined social media followers, Science|Business is the ideal platform to share TRESCA's updates. Science|Business will carry out the following monthly actions:

- One news story/video/blog post will be featured on the Science|Business homepage and remain there for one week. This will be a direct link, which will allow online traffic to be counted on the TRESCA website.
- The content will also be featured in one Science|Business bi-weekly newsletter
- Social media promotion from the Science|Business account, with original and targeted posts (2 sponsored tweets or posts during the week the content is featured)
- Cross posted social media will be used in relation to Science|Business channels, including a TRESCA focused account and personal and organisational accounts.
- Collect all TRESCA updates on a specific page on the Science|Business website, which will also be promoted via social media.

2.2 Face-to-face conferences or networking events

To amplify the public awareness and disseminate the scientific findings, TRESCA consortium representatives plan on attending various relevant events and conferences. The events list with a more detailed description is below. Science|Business intends to include a TRESCA commissioned break-out session at one of its upcoming conferences to widen the scope of dissemination and reach more stakeholders.

Included in the events list is two upcoming Science|Business conferences – one focusing on health and the other on industrial policy. Science|Business organizes Brussels-based conferences that attracts over 3,000 in person and online attendance in total. Attendees of the conferences include targeted EU stakeholders in industry, academia, research and public

policy, as well as a wider audience of people who are interested in science, innovation and technology topics. All of whom are the target audience of TRESCA dissemination communication.

The two conferences identified by Science | Business will draw audiences who are particularly relevant to TRESCA's research and findings. As a consortium partner, Science | Business will utilize one of the conferences as a platform to communicate and discuss directly with this group of stakeholders through a TRESCA commissioned break-out session.

2.2.1 Dissemination Events

Date & Location	Title	Topic	Short description
Postponed, new date TBC Zagreb, Croatia	European Media Literacy Week	Disinformation, Policy	This open conference titled ' <i>Media literacy in an ever-changing world: Integrate. Gather. Empower.</i> ', focuses (among others) on countering disinformation and promoting quality journalism, which are both core aspects of the project's concern no. 1 'misinformation and digital safety'. The conference was scheduled for 31 March to 1 April 2020, but has now been postponed.
12 June 2020 The Hague, Netherlands	Bessensap 2020 , symposium by the Dutch Science Foundation	Science communication, disinformation	The Bessensap programme comprises several components. Its plenary programme will focus on current affairs and debate; a variety of sessions will allow scientists to present newsworthy research results; and at a series of workshops can get better acquainted with the working methods used by journalists and press officers, as well as polish up one's knowledge and skills in all sorts of areas.

<p>30 June 2020 Brussels, Belgium</p>	<p>Real world data: Transforming the future of European health?</p>	<p>Policy</p>	<p>This conference focusing on the digitalization of health is the perfect place for the TRESKA project to address, discuss and disseminate information/findings relevant to project concern no. 2 'environ-Mental health'.</p>
<p>8 September 2020 Brussels, Belgium</p>	<p>Industry Lab: Can R&D deliver Europe's new agenda?</p>	<p>Policy</p>	<p>In this early planning phase of the conference, the exact topic of each panel and break-out session has not been set yet, but likely topics include digital skills and talent management – relevant to the TRESKA project concern no. 3 'automation and the future of skills' and the future of health – relevant to project concern no. 2 'environ-Mental health'. Either topic can be highlighted and discussed at this conference.</p>
<p>19-20 October 2020 Groningen</p>	<p>'Nothing But the Truth' conference</p>	<p>Disinformation, science communication</p>	<p>A symposium on trust and truth in science with stakeholders in- and outside of academia.</p>
<p>14-18 April 2021 Perugia, Italy</p>	<p>International Journalism Festival</p>	<p>Disinformation, science communication</p>	<p>Topics scheduled to be covered in 2020 included:</p> <ul style="list-style-type: none"> • media literacy, • disinformation, • community, engagement & trust <p>These are all topics and panels relevant to the TRESKA project and the IJF is the perfect place for TRESKA to engage with journalists around Europe. Unfortunately the 2020 IJF festival was cancelled. The 2021 programme has not been</p>

			released but a similar range of topics can be expected.
TBC	European Science-Media Hub (European Parliament STOA workshop)	Disinformation, science communication	This platform - connecting scientists, journalists and policymakers - bringing together the exact target group and stakeholders of the TRESCA project is the perfect place to present the TRESCA project and showcase the findings. There are currently no events scheduled by the European Science-Media Hub, but it hosted at minimum 3 events in 2019, which indicate there will be future events scheduled in 2020 - 2022.

2.2.2 Academic Conferences

Date & Location	Title	Location
25-28 August 2020	International Conference on Availability, Reliability and Security	Dublin, Ireland
6-9 October 2020	The International Conference on Social Informatics (SocInfo2020)	Pisa, Italy
Fall 2020	2nd Multidisciplinary International Symposium on Disinformation in Open Online Media (MISDOOM)	Leiden, The Netherlands
January 2021	A panel for the 2021 Computer, Privacy and Data Protection Conference (CPDP).	Brussels, Belgium
Early June 2021	Surveillance Studies Network (SSN) Conference	Rotterdam, The Netherlands
2021	European Consortium for Political Research (ECPR) 2021 conference.	Canterbury, UK

2021	Society for the Social Studies of Science (4S) 2021 conference	Toronto, Canada
2022	PCST Network: Public Communication of Science and Technology	The Netherlands
2022	European Association for the Study of Science and Technology (EASST) 2022 conference	TBC

3 CONCLUSION

Aiming to share its research and findings to a targeted audience of scientists, science journalists, communication researchers, policy makers, as well as a broader audience of citizens who are interested in effective science communication, the TRESKA project consortium will carry out project dissemination activities through online communication channels, as well as at networking events.

The TRESKA project website will feature monthly progress updates of the project and/or interesting TRESKA related stories or press releases from the consortium. These updates will be disseminated by the news and media organisation Science|Business, to its audience of senior R&I specialists and decision makers in industry, research, and public policy via its mix of online communication channels including website, twice-weekly newsletter, and social media channels. The TRESKA updates will also be shared by other project partners via their social media channels. The Science|Business website currently gathers a monthly average of 101,000 unique pageviews, the newsletter is distributed to 25,000 key contacts from industry, academia and public sector organisations across Europe and internationally, and it has over 18,5000 combined social media followers. Moreover, project partner Kurzgesagt has approximately 11,6 million subscribers on its primary social media channel YouTube, alongside its other social media channels. Combined with communications channels offered by the other partner institutions, the project has very strong information dissemination, as well as multiplication capacity.

TRESKA consortium representatives also plan on attending various relevant public and academic events and conferences as part of the project dissemination plan. These events cover topics such as journalism, disinformation, science communication, cyber security, and policy. As a consortium partner, Science|Business also intends on including a TRESKA commissioned break-out session at one of its upcoming conferences focusing on health or industrial policy to widen the scope of dissemination and reach R&I stakeholders in industry, research and public policy.