

relate

REsearch LABs for TEaching journalists

RELATE project Final Conference

**Bridging the gap between
science and journalism**

Programme

28th January 2011

**Scotland House,
Place Schuman 6, 8th floor
Brussels, Belgium**



Project partners

Funded by



Bridging the gap between science and journalism

Relate Final Conference

Friday 28th January 2011
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8th floor
Brussels, Belgium

The gap between science and journalism is well known, but how to address this gap is still not clear.

There is a need to strengthen the culture of science communication in Europe for a better and wider circulation of scientific information in the mass media. By improving the common understanding between journalists and scientists for a better dialogue, the information can become clear and accessible to EU citizens at large.

This is the reason behind the RELATE project that will be presented during this Final Conference.

RELATE project tried to find a possible way to reduce the gap, creating a more effective communication exchange between the two main responsible to release the scientific information: the scientist and the journalist.

The result is that science is presented under another perspective, to make it more attractive: through a direct experience lived by the journalist reporting the information.

78 young journalists visited a total of 12 EU research centres, with more than 30 different labs, taking part in the RELATE programme.

Journalists discovered about biotechnology, chemistry, food, global health, microbiology and genetics, photovoltaics, nanotechnology, space and many other research topics.

RELATE offered journalists the chance not only to meet researchers but to collect a unique content from inside the labs and then to transform it into a written article or a video or radio production, and finally send it out for publication.

This experience gave them the opportunity for launching their career as a scientific journalist but also to researchers the occasion to practice a communication exercise, ending in a learning curve for everyone.

In this Final Conference, the partners will present the results of the project and the outputs of the young journalists who took part in the initiative and the best ones will be awarded. In addition, this event will be also the occasion for a common debate among different stakeholders to discuss about the value of such gatherings between journalists and researchers and the future of similar initiatives.

The event is open to everybody, in particular European media experts, journalists and science communicators, researchers from universities, research centre or industries at EU level, European Commission representatives, policy makers and students.

Visit our website: <http://relateproject.eu>

Agenda

- 9:45 - 10:15** **Registration, welcome tea and coffee**
- 10:15 - 10:30** **Introduction and presentation of ReLaTe project: Concept and results**
Ms. Hinano Spreafico D.F., Minerva C&C, project co-ordinator
- 10:30 – 11:30** **RELATE experience: First round table**
Moderator: Mr. Giuseppe Saija
- Ms. Fabiola Falconieri, ENEA- Italian National agency for New Technologies, Energy and Sustainable Economic Development
 - Ms. Netta Ahituv, journalist (visited ENEA – Photovoltaic lab)
 - Ms. Yolanda Alamillo, journalist (visited ENEA – Spectroscopy lab)
 - Mr. Massimo Izzi, ENEA, senior researcher
 - Ms. Sinéad Kennedy, ICFO - Institute of Photonic Sciences, Spain, researcher
- Focus: Environment, photovoltaic and spectroscopy**
- 11:30 - 12:00** **'Science in Audiovisual Media: Production and Perception in Europe'**
• Mr. Markus Lehmkuhl, Freie Universität Berlin
- 12:00 – 12:15** • Ms. Raffaella di Iorio - Policy Officer, European Commission
- 12:12 – 12:30** **'Recent trends in science journalism and science communication'**
• Mr. Michel Claessens – Deputy Head of Unit, EC, DG Research
- 12:30 – 12:45** **'The Babylonian speech confusion of science journalism: what is news and how do you report it?'**
• Mr. Stephan Van Duin (Freelance science writer, visited Univ. of Bologna)
- 12:45 - 14:00** **Lunch Break**
- 14:00 - 14:45** **RELATE experience: Second round table**
Moderator: Mr. Giuseppe Saija
- Ms. Mary Parlange, EPFL - École Polytechnique Fédérale de Lausanne, Switzerland
 - Ms. Gülnihal Ergen, TUBITAK - Scientific and Technological Research Council of Turkey
 - Ms. Jana Witt, journalist (visited EPFL: Robotics lab)
 - Ms. Luciana Grosu, journalist (visited Bilkent: Genetics lab)
 - Ms. Elena Roda, journalist (visited INRA: Neuroscience lab)
 - Ms. Sabine Hauert, researcher (EPFL)
 - Ms. İrem Durmaz, researcher (Bilkent University, Turkey)
- Focus: Genetics, robotics and neuroscience**
- 14:45 - 15:00** **'Science journalism vs. popular science: under standing the fine line'**
• Mr. Mico Tatalovic (deputy news editor at SciDev.Net, science blogger and freelancer, visited University of Bologna)
- 15:00 - 15:15** **Participants award ceremony**
Winning students are awarded and present their articles
- 15:15 - 15:45** **Project achievements, feedback and assessment: The future of RELATE and science journalism**
• Mr. Howard Hudson, Editor, European Journalism Centre
- 15:45 - 16:15** **Open debate with media and science communicators, researchers, journalists, other EU-funded projects and EC representatives**
- Summary & Conclusions**
- 16:30** **Coffee and tea farewell**

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Speakers:
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Hinano Spreafico

RELATE project coordinator, Minerva Consulting and Communication, Belgium



Hinano Spreafico has been Managing Director of Minerva Consulting & Communication since 2006. Minerva is a PR agency based in Brussels, actively contributing to the promotion and communication of European projects in the Research and Development sector.

Hinano is responsible for management of Minerva and looks after new-business development. She has extensive expertise in managing and writing project proposals funded under the EU Framework Programmes. She manages Minerva's EU contracts and the implementation of the communication and dissemination activities foreseen in the projects. She is also experienced in the design and setting up of actions to disseminate information and raise awareness about the activities and results of research projects towards the expected relevant stakeholders and target groups. Hinano has participated in over 15 research and supporting action projects taking charge of the design and development of strategic communication and dissemination plans, the preparation of communication material and activities and organisation of events and workshops at international level. Hinano is also Funding and Communication Director of CERI - Centro Europeo per la Ricerca Italiana, established in 2010 in Brussels.

Hinano conceived and wrote the RELATE project together with the project partners and, currently, she is the project coordinator and communication manager.

Fabiola Falconieri

ENEA – Italian National agency for New Technologies, Energy and Sustainable Economic Development, Rome, Italy



Fabiola Letizia Falconieri has a Master Degree in Foreign Languages (Università La Sapienza) and a Diploma in Marketing and Corporate Communication (Istituto Superiore di Design, Rome). Fabiola joined ENEA in 1998, after 15 years' experience as a consultant in adult language training. Since then, she has been working as an author, both in Italian and English, of science dissemination projects, research exhibition projects, and dissemination brochures on

ENEA research activities, while developing her special interest in the energy issue and climate change. Since 2006, she has also been writing short video news and promo video scripts for ENEA News, a fortnightly in-house video webzine focussing on research and its relevance towards civil society. (<http://webtv.sede.enea.it>). In 2007, she joined the consortium of the ReLaTe (REsearch LABs for Teaching journalist) Project, and is the local coordinator for ENEA's activities.

In 2010 the video Skyland, she authored with her colleague Massimo Maffioletti, was the winner of the category New Media production of The European Science Television and New Media Awards, London.

Netta Ahituv

Journalist, Relate participant at ENEA Photovoltaic lab, Italy

Netta Ahituv (30) graduated in Biology and Humanities at Tel Aviv University and now completing her Masters in Environmental Philosophy at Tel Aviv University. After working for four years at a Tel Aviv based weekly of Haaretz newspaper, she has moved to Switzerland for one year and writes to several newspapers and magazines, Israelis and Europeans. Before leaving to Basel, Netta had a weekly TV corner about the political aspects of Israeli culture; she also participated in a weekly political debate program and was a frequent guest in several news programs. She continues to write regularly for National Geographic and to publish her weekly column at the Tel Aviv based weekly, focusing on urbanism and environmental subjects. She is engaged in a documentary production about Environmental Debates in Israel, which is scheduled to be screened at the end of 2011.



Yolanda Alamillo Jordá

Journalist, Relate participant at ENEA Spectroscopy lab, Italy



I am 24 years old and I live in Barcelona. I have always had passion for the communication, that's why when the moment came, I decided to join the Journalism Bachelor degree. During my studies I did some work and internships in media, like newspaper, magazine and radio. In my bachelor I also discovered the scientific journalism because I took an specific subject, so when I saw the Relate opportunity I thought it was great cause it gave me the chance of being involved with science communication again. After my Bachelor, I did a master in PR and Press

Offices. It gave me also the opportunity to do an internship in a communications office, which for me it was completely different from the jobs I did in the newspaper or the radio. Now I am going to study a postgraduate in Community Management.

I think that this field of communications is the future, and there are no so many people in my country which are professionally prepared. I have personal experience in social media and I think is fascinating so I hope I will enjoy it.

Massimo Izzi

Senior Researcher. ENEA- Italian National agency for New Technologies, Energy and Sustainable Economic Development, Rome, Italy

Dr. Massimo Izzi (Germany, 1963) studied at the University of Rome La Sapienza. He has a degree in solid-state Physics and started his work of researcher at the Rome University with the study on the nanomaterials' structural and electronic properties. He moved to the ENEA, the Italian national Agency for new technology, energy and sustainable economic development, where he specialized on photovoltaic crystalline solar cells. He is the author of numerous reports and papers in international journals. Actually he is involved in different research programs, founded by European Commission in the 7th framework, whose main target is the development of high efficiency and low- cost solar cell technology to promote the solar electricity towards the grid parity. In order to become competitive, new improved solar cell concepts and cost-effective manufacturing solutions have to be developed to facilitate further growth of the sector. Within the projects he is involved in PV cells manufacturing technology, based on highly innovative manufacturing concept as the selective emitter and the back contact heterojunction structures.



Sinéad Kennedy

ICFO - Institute of Photonic Sciences, Spain



Dr. Kennedy joined the Knowledge and Technology Transfer team at ICFO in 2009. She has a background in Chemistry, with a BSc Chemistry from University College Cork, Ireland (1998) and a PhD in Physical Chemistry (2002) from The University of Reading, UK. As well as research, Sinéad has worked in science policy, scientific project management and as a consultant for European and International research Projects. Over the past 5 years Sinéad has been involved in more than 20 European projects.

Sinéad is currently responsible for Strategic Project Management at ICFO. She oversees the Institute's participation in several large-scale research projects, both at the European and international level as well as developing new research opportunities. Science communication plays an important role within these projects, and Sinéad ensures that ICFO's research activities are widely disseminated. This involves creating links and engaging with other scientific organisations but also with schools, journalists, hospitals, industry, government bodies etc. Sinéad, together with the rest of the KTT team, promotes science outreach and the public awareness, and understanding, of photonics.

ICFO-The Institute of Photonic Sciences is a centre of research excellence devoted to the science and technology of light, located in Barcelona, Spain.

Markus Lehmkuhl

Frei Univesität Berlin, Germany



Dr. Markus Lehmkuhl (born 1968) is a science journalist and senior researcher at Freie Universität Berlin, division Science Journalism. Currently he is a coordinator of the research project „Audio Visual Science Audiences“, which is funded by the European Commission under FP7. Additionally, he is the chief editor of the internet journal *wpk-quarterly*, which aims to bridge the gap between theory and practice in science journalism. He has been a team leader in various national qualitative and quantitative studies on elaboration of risk information (2000-2004, published 2006), the perception of risk by

mass media (2004-2005, published 2006), science journalism in the local press (2004), and the role of interpersonal influence in risk perception and judgement (2005-2006, publication forthcoming in *Public Understanding of Science*). He is a member of the United Nations Expert Roster located in Thailand and has developed and run workshops on teaching science journalism in the developing world. Between 2000 and 2003 he was a member of the European Network of Science Communication Teachers (ENSCOT), funded by the European Commission under Framework 5 “Raising Public Awareness of Science and Technology Programme”. He has been working for five years as a TV and radio editor for two of the biggest public broadcast companies in Germany (WDR, Cologne and DLF, Cologne).

Raffaella di Iorio

Policy Officer, European Commission, DG Research

Raffaella Di Iorio is an Italian Seconded National Expert at the DG Research and Innovation - Unit Gender and Ethics. The Unit is responsible for the implementation of the Science in Society Programme of the 7th Framework Programme for Research and Technological Development. Her activities are mainly in the field of public engagement with science and science education in informal settings. After her master's degree in German and English Literature, she worked for the Institute of Scientific and Technological Research in Trento (Italy) as responsible for the outreach activities. From 1998 till 2006 she was at the Autonomous Province of Trento – Department University and Scientific Research, carrying out activities aimed at promoting the development of the Higher Education and Research in Trentino and its performance at national and international level.



Michael Claessens

Deputy Head of Unit, European Commission, DG Research



Michel Claessens has a PhD in physical chemistry. After a professional experience in academic and industrial research and in science journalism, Michel joined the European Commission in 1994 where he is currently deputy Head of Unit in the Research Directorate-General. Until 31 December 2010, his main responsibilities concerned the design and implementation of communication and publication strategies in the Research Directorate-General. He was also the editor-in-chief of the *research*eu* magazine of the European Commission. Michel Claessens has published or edited 9 books, is a member of the

scientific committee of the international PCST network (Publication Communication of Science and Technology) and professor of science communication at the Free University of Brussels.

www.michelclaessens.net

Mary Parlange

EPFL – École Polytechnique Fédérale de Lausanne, Switzerland

Mary Parlange has a BA in Philosophy from Pomona College, and a MS in Atmospheric Science from the University of California at Davis. From 1997-2004 she worked as an independent science journalist in Baltimore, USA, and from 2004 - 2008 she was the English Language Press Officer in the Media and Communications Service at EPFL (Ecole Polytechnique Fédérale de Lausanne). She is currently working as an independent translator, editor and writer.



Gülnihal Ergen

TÜBİTAK - Scientific and Technological Research Council of Turkey



Ms. A. Gülnihal Ergen received her Bachelor's Degree in Economics from Middle East Technical University (Ankara, Turkey) in June 2006 and currently working on her dissertation to complete master's degree in MBA programme. She has been working as an Assistant Expert in Science and Society Division at TÜBİTAK since September 2007. One of the main missions of TÜBİTAK is to promote scientific literacy among the public, to raise awareness of science, and eventually to instil a culture of science, technology, and innovation. To this end, Science and Society

Division of TÜBİTAK coordinates the related initiatives and activities. Ms. Ergen worked at the organisation of several science and society events, including science festivals, trainings, workshops in Turkey. Additionally, she coordinates national funding programmes of TÜBİTAK which are designed to support science and society projects of schools, universities and other national public bodies. She has responsibilities in management of the works related to international Science in Society activities of TÜBİTAK including 7th Framework Programmes. Recently she was the project coordinator of European Researchers' Night 2010 in Turkey.

Jana Witt

Journalist, Relate participant at EPFL Robotics lab, Switzerland



Originally from Germany, I have lived in the UK for the past six years. After receiving a Bachelors degree in Medical Sciences from the University of Bristol, I obtained a Masters of Science Communication from the University of the West of England and gained my first experiences of science writing at the student newspaper 'The Western Eye' and the website ARKive.org.

Currently I am doing a PhD at the University of Cardiff (Wales), developing an information and decision aid tool for women at increased risk of ovarian and breast cancer, who have to decide on whether or not to have their ovaries removed in order to decrease their cancer risk. I am also still involved with the charity Meningitis UK for whom I re-designed part of their website (www.meningitisuk.org/meningitis) in 2010 to provide engaging information to the public about meningitis infection and ongoing vaccine research. Additionally I am planning to do some further freelance work for the magazine 'Robot' who printed the article I wrote after my ReLaTe exchange at EPFL in Switzerland.

Luciana Grosu

Journalist, Relate participant at Bilkent University Genetics lab, Turkey

My name is Brindusa Luciana Grosu. I am currently pursuing my MA degree in International Relations. I have an academic background in Journalism, being also a Basic Consultant of Positive Psychotherapy. My plan is to combine journalistic writing with social activism and interventions aimed at the emotional healing of the socially disadvantaged.

In 2010, I was nominated for the Online Media Category of the Anna Lindh Foundation Journalist Award. The winning article presented the situation of Asian and Arabian-origin immigrants that live in Romania.

I am passionate about science because I believe new discoveries can improve people's well-being. This is the reason why I would like to be given the chance to continue to report from the labs.

In the near future, I hope to specialize on human rights reporting, science journalism and, if possible, start working as a psychologist.



Elena Roda

Journalist, Relate participant at INRA Neuroscience lab, France



I am 27 years old and I come from Como, a town in the north of Italy. I obtained my Master degree in Journalism and Publishing at the State University of Milan. During my studies I spent a year at the University of Montpellier as an Erasmus student. I worked as intern for a publishing house, for some NGO's in Italy and Morocco and for the Italian Cultural office in Oslo. I worked as a journalist for an online magazine focused on environmental issues and for a local newspaper. Since last I am enrolled in a Master Program in Journalism and

Globalization within a European perspective at the University of Aarhus and at the Danish School of Journalism of Aarhus. Next year I will move to Hamburg, Germany, for the second year of my Master where I will specialize in Comparative and Trans-cultural Approaches in the Journalistic and Media field. I am currently studying the role of journalism in our multicultural and globalized society. Besides my studies I am working as a freelance journalist for a monthly magazine focused on gender equality issues, based in my town.

Sabine Hauert

Researcher, EPFL – École Polytechnique Fédérale de Lausanne, Switzerland

Sabine Hauert has a PhD in robotics from the Laboratory of Intelligent Systems at the EPFL in Switzerland. Her main research interest is to make swarms of simple robots work together towards real-world applications. Along this line, she investigated ways of deploying large numbers of flying robots to create communication networks in disaster scenarios (SMAVNET project).

Besides research, Sabine is passionate about disseminating knowledge about robotics to the general public thanks to the Robots podcast which she co-founded and presides. Over the last four years, she has interviewed nearly 100 top roboticists from industry and academia for their expert view on today's robotics and tomorrow's hopes. Sabine is also Media Editor for one of the major robotics journals Autonomous Robots and as such is responsible for presenting the latest publications in robotics in a fresh and interactive manner on the Autonomous Robots Blog.



Irem Durmaz

Researcher, Bilkent University, Turkey



Irem Durmaz holds a degree in Molecular Biology and Genetics at the Bilkent University of Ankara, Turkey. Currently, she is doing her thesis project about Molecular Biology and Genetics. Her topic is the Inhibition of Fibroblast growth factor receptor 2 (FGFR2) in human endometrial and gastric cancer cell lines using synthetic small peptide inhibitors. She has been intern researcher in Georgetown University Center (USA) and in École Polytechnique Fédérale de Lausanne (Switzerland).

Her research interests are focused on cell Biology, Cancer, Epigenetics, Signal Transduction, Developmental Biology, Stem Cell, and Drug Screening.

Irem Durmaz has also a background as a teacher assistant in the Biochemistry Course and in the Molecular Basis of Evolution Course, run by the Bilkent University.

Mico Tatalovic

Journalist, Relate participant at Università di Bologna, Italy

Mico Tatalovic, born in Rijeka, Croatia. Studied biology at the University of Oxford, and did a research masters in zoology at the University of Cambridge, where he edited BlueSci magazine. Then studied for an MSc in Science Communication at Imperial College London, where he edited I, science magazine. After a few internships at e.g. Nature, Wired UK started working as deputy news editor at SciDev.Net. Current role involves reporting and editing news and feature stories on science and technology for development at SciDev.Net. Also freelancing for English, Croatian and Serbian language outlet, including Science, Cosmos, Priroda and Planeta, and blogging on Croatian science and science policy at Jutarnji List daily newspaper.



Stephan Van Duin

Journalist, Relate participant at Università di Bologna, Italy



Stephan van Duin (The Netherlands, 1984), obtained his MSc in functional anatomy and in Business Management and Communication from Wageningen University. Already during his college years, Stephan decided to move into the dissemination of science to the public. His internship at the University of California in Berkeley was aimed at this discipline, and the success it turned out to be inspired him to abandon research. Nowadays he is contributing more to science by writing about it than he would ever be able to as a researcher. Stephan currently works as a freelance science

writer based in Haarlem, The Netherlands. Biology is a large field of interest in his work, and he writes stories for popular magazines like KIJK, Grasduinen and Zo Zit Datm and specialized newspapers such as Bionieuws and Technisch Weekblad. This February Stephan will see the publication of his first comedy article about biology, in Playboy.

Besides biology Stephan writes about food, consumer behaviour and the worldwide food and energy problems.

Giuseppe Saija

Director of Euknow, Belgium



Giuseppe Saija is managing director at Euknow, Brussels. He holds a BA in Political Science from the University of Messina (Italy) and a MA in Asian Studies from the University of New South Wales in Sydney (Australia). Giuseppe worked as a press and TV reporter in Italy for regional and national newspapers and broadcasters covering energy and environmental issues. He eventually moved to Brussels and managed several of communication projects on behalf of TESEO. Among these URBEST, a pilot action involving 7 local TV broadcasters from large urban areas across Europe, on the themes of innovation in cities, under the City of Tomorrow Programme.

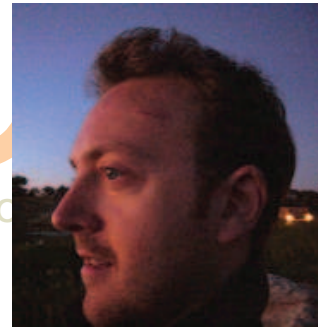
He was also responsible for the production of a series of videoclips on ICT research projects in the framework of the Adopt IT project focussing on new technologies for multimedia and electronic publishing. Giuseppe has also contributed to originate several other communication projects on science and research under specific actions funded by the European Commission on Health, Environment, Energy, ICT and the Future Internet. He has also been involved in Media pilot projects to increase the accessibility of European film libraries resources.

Howard Hudson

Editor, European Journalism Centre, The Netherlands

Born in London in 1976, Howard Hudson has worked in five European countries. Beyond writing for magazines in Belgium and Italy, he has drafted 100 reports for the European Social Fund, brochures for several EU summits, and a Corporate Social Responsibility report for Air France-KLM.

In 2009-10, he worked as editor and project manager at the European Journalism Centre, specializing in media ethics and science journalism. Howard now works for UNU-MERIT, a Maastricht-based UN research agency, focusing on national and international governance of science, technology and innovation, with an emphasis on the creation, diffusion and access to knowledge.



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