

HIGH-LEVEL CONFERENCE



UNLOCKING THE POWER OF SCIENCE COMMUNICATION IN RESEARCH AND POLICY MAKING

CONNECTING RESEARCH, GOVERNMENT, INDUSTRY, AND SOCIETY

PALACE OF THE ACADEMIES, RUE DUCALE 1, 1000 BRUSSELS

12 AND 13 MARCH 2024



Colophon

March 2024

Programme Development

Science Europe: Hayet Zeghiche, Lidia Borrell-Damián, Valentina Garoia, Rosemary Hindle, Alexander Halksworth, Iwan Groeneveld; FWO: Kim Barbé; FNRS: Stéphanie Tuetey, Eric Winnen; ETAG: Annely Allik (Chair of the SE Working Group on Communication)

Science Europe would like to warmly thank the members of the Working Group on Communication for their engagement and contribution to the conference programme development.

Conference visual design: Iwan Groeneveld (Science Europe)

Photo Credits

All speaker photos belong to their owners and/or organisations and are used with permission. Applicable copyrights indicated where known.

Page 14	<i>Marius Gilbert</i>	© David Plas
Page 21	<i>Arko Olesk</i>	© Raigo Pajula
Page 29	<i>Jo Brouns</i>	© Marco Mertens
Page 43–45		© Science Europe/Iwan Groeneveld

© Copyright Science Europe 2024. This work is licensed under a Creative Commons Attribution 4.0 International Licence, which permits unrestricted use, distribution, and reproduction in any medium, provided the original authors and source are credited, with the exception of logos and any other content marked with a separate copyright notice. To view a copy of this license, visit <http://creativecommons.org/licenses/by/4.0/> or send a letter to Creative Commons, 444 Castro Street, Suite 900, Mountain View, California, 94041, USA.



Table of Contents

Introduction	4
Welcome Statement	6
Conference Programme	7
Opening Session	
What is the Role of Science Communication at the Political Level?	12
Session 1 – State of Play of Science Communication	
What Makes Science Communication Crucial and Urgent in Today's Complex and Rapidly Changing World?	16
What are the Current Priorities in Science Communication?	18
Deep Dives	
1. Communicating Science to Policy Makers	20
2. Ethics and Integrity in Communicating Science with the Public	23
3. Incorporating Equity, Diversity, and Inclusion in Science Communication	25
EU Initiatives on Science Communication	28
Session 2 – The Political Role of Science Communication	
What are the Main Incentives and Barriers to Fostering Science Communication in Europe?	30
Pitch Session	
Showcasing Successful Science Communication Initiatives & Best Practices	33
Deep Dives	
4. How science can help fight against disinformation and misinformation	38
5. Science Communication and Artificial Intelligence	40
Practical Information	43
About the conference venue	43
Map of the Venue	44
About the reception	45



UNLOCKING THE POWER OF SCIENCE COMMUNICATION IN RESEARCH AND POLICY MAKING

In recent years, researchers have become increasingly involved in public communication programmes. The Covid-19 pandemic and other global challenges have accelerated this trend. Despite this, misinformation and ‘fake news’ about important social issues – such as artificial intelligence, big data, food security, energy, and climate change – continue to spread through social and new media. This has led to growing international recognition that science communication is an essential aspect of research culture.

This high-level conference is co-organised by Science Europe, FWO, and FNRS under the auspices of the Belgian Presidency of the Council of the European Union (January–June 2024). It will bring European policy makers and stakeholders together to highlight the importance of open, ethical science communication in research processes. It will also raise awareness of the need to address science communication more formally in research programmes.

Science Europe Context

One of Science Europe's priorities is to “strengthen the voice of science in and for society.” Science communication has emerged as a priority in its own right as part of this. In June 2022, Science Europe published a [position statement](#) that aligned its Member Organisations in the initiation of actions to contribute to fostering better and more effective evidence-based science communication. The statement was produced in full collaboration with Science Europe's Working Group on Communication and approved by its General Assembly.

Science Europe and its members envision a system that considers science communication as an important part of the research culture we want to build, and embeds it in a research framework based on open science, ethical standards, and renewed research assessment practices.

Objectives and Dynamics of the Conference

The main goal is to highlight the importance of science communication in research processes and raise awareness of the need to address it more formally in research programmes and policy making, in particular:

1. foster a better understanding of the importance of science communication in research and innovation systems and shift the mindset of policy makers at the national and the EU level.
2. highlight the role of science communication in providing timely evidence relevant to societal challenges and policy making, informing and engaging citizens, explaining the importance of public investment in research, and inspiring new generations.
3. promote the development of institutional tools for researchers to better communicate research, such as toolkits and guidelines, training activities, incentives, and integration of science communication into funding schemes.
4. build partnerships with science communication stakeholders, intergovernmental bodies and media representatives to address misinformation as we navigate through an increasingly polarised, diverse, and volatile context.
5. showcase successful science communication initiatives and best practices, including new and diverse forms of knowledge communication.

The conference will include plenary sessions, panel discussions, deep dives, and networking possibilities. The plenary sessions with high-level keynote speakers will provide an overview of the current state of science communication in Europe and worldwide and advocate the importance of science communication in addressing societal challenges and informing policy making. The panel discussions will showcase successful science communication initiatives and include policy makers and practitioners from the field. The deep dives will focus on specific science communication topics and best practices from across Europe and beyond.

Organised under the auspices of the Belgian Presidency of the Council of the EU, the conference aims to support the priority of the Presidency to enhance the role of research, providing recommendations on integrating more and better science communication into research programmes. This will contribute to reinforce the value of science for society, and thus the programme has been structured to address the four main audiences in the Presidency's priorities: researchers, government, industry, and society.

Expected Outcomes of the Conference

As the overarching objective is to actively promote the seamless integration of science communication as an integral component within research programmes, two types of outcomes will be produced:

- Strategic conclusions targeting policy makers on how to integrate more and better science communication in research programmes. These conclusions will feed the Belgian Presidency of the Council of the EU R&I priorities.
- Longer and more detailed recommendations for Science Europe members, including, for instance, suggestions on integrating science communication into research programmes and enhancing science communication training offers.

Welcome Statement

Effective science communication is a crucial aspect of research processes to ensure that research findings benefit our societies. Scientific results must be made available to other researchers to continue the advancement of knowledge, to entrepreneurs to create useful products and services, and to policy makers to build evidence-based knowledge. Scientific processes should be better explained to the general public to inform and inspire them, and to engage them in the dialogue between research and society.

The importance of science communication was highlighted in particular during the Covid-19 pandemic. However, our societies face other equally crucial challenges (such as those related to health, climate, and access to clean water) where the availability of research outcomes is of paramount importance to addressing them.

At the same time, science communication faces challenges of its own. Social media enabled immediate outreach to broad audiences and allow every individual to participate in public debates, but they have also lowered the barriers to spread research mis- and disinformation. Moreover, although trust in science remains high, some vocal minorities challenge the research endeavour and seek to erode that trust without sound arguments.

Science communication is one of the priorities of the 2024 Belgian Presidency of the Council of the EU, and it is also a priority area for Science Europe, FNRS, and FWO. With this High Level Conference, we aim to promote the development of improved institutional tools for researchers to better communicate their work and to build stronger partnerships with science communicators. We will also delve deeper into relevant topics to science communication, including talking to policy makers, ethics and integrity, and the opportunities and challenges of artificial intelligence and of social media.

We will do so by learning from successful examples of ethical science communication, bringing together European policy makers, research and innovation stakeholders, and science communicators.

As an event held under the auspices of the 2024 Belgian Presidency of the Council of the EU, we hope that the conclusions will be taken into account by EU Member States and pan-European research and innovation stakeholders.

Join us in this dialogue to improve science communication!



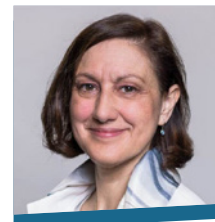
Hans Willems

Research Foundation Flanders



Véronique Halloin

Fund for Scientific Research – FNRS



Lidia Borrell-Damián

Science Europe

Conference Programme

TUESDAY 12 MARCH 2024

Palace of the Academies, Rue Ducale 1, 1000 Brussels

12.00–13.00

ATRIUM

Registration & Welcome Lunch

13.00–14.00

ALBERT II

MARBLE GALLERY

Opening Session

What is the role of science communication at the political level?

- **Javier Moreno Fuentes**, Vice-President of Science Europe and Vice-President for International Affairs of the Spanish National Research Council
- **Bruno Blondé**, President of the Research Foundation Flanders
- **Thomas Dermine**, State Secretary for Economic Recovery and Strategic Investments in charge of Science Policy at the Ministry of Economy and Employment, Belgium
- **Joanna Drake**, Deputy Director-General for Planet, People, and Science for Policy at the Directorate-General for Research and Innovation, European Commission
- **Etienne Gilliard**, Director-General for Higher Education, Lifelong Learning and Scientific Research, Wallonia–Brussels Federation
- **Marius Gilbert**, Vice-Rector for Research and Valorisation at the Université libre de Bruxelles, Member of the expert group to the Belgian authorities during the COVID pandemic

Moderator: **Lidia Borrell-Damián**, Secretary General of Science Europe

14.00–14.30

ALBERT II

MARBLE GALLERY

Session 1 – State of Play of Science Communication

What makes science communication crucial and urgent in today's complex and rapidly changing world?

- **Maja Horst**, Dean of the Faculty of Arts at Aarhus University, Denmark (*online*)
- **Špela Stres**, Director of the Slovenian Research and Innovation Agency (*online*)

Moderator: **Anu Noorma**, Director General of the Estonian Research Council

14.30–15.15

ATRIUM

Coffee Break & Rocket69 Science Show

15.15–16.15

ALBERT II

MARBLE GALLERY

What are the current priorities in science communication?

- **Francesca Scianitti**, Head of Public Engagement & Outreach, National Institute for Nuclear Physics, Italy
- **Anna Maria Fleetwood**, Senior Adviser External Relations, Swedish Research Council
- **Alok Jha**, Science and Technology Editor, The Economist, United Kingdom
- **Joana Magalhães**, Science Communication Area Manager at Science for Change, Co-coordinator COALESCE project

Moderator: **David Butz Pedersen**, Professor of Science Communication at the Department of Communication and Psychology, Aalborg University, Denmark

16.15–17.30

Deep Dives

These parallel breakout sessions will dive deeper into a particular aspect of science communication with experts in the field.

ALBERT II

1. Communicating science to policy makers

- **Marc Vanholsbeeck**, Head of Department Federal, Interfederal and International Coordination at the Belgian Science Policy Office
- **Hans Plets**, Project Manager at the Einstein Telescope
- **Arko Olesk**, Lecturer in Science Communication at Tallinn University, and Science and Education Advisor to the President of Estonia
- **Olga Polotska**, Executive Director of the National Research Foundation of Ukraine (*online*)
- **Gillian Markey**, Communications Manager at the Health Research Board, Ireland

Moderator: **Véronique Halloin**, Secretary General of the Fund for Scientific Research – FNRS

DE DUVE

2. Ethics and integrity in communicating science with the public

- **Frits Rosendaal**, Professor and Head of Department Clinical Epidemiology at the Leiden University Medical Center, and Chair of the LERU Research Integrity Group
- **Pavla Hubáľková**, Science Journalist at Charles University and WIRED.cz, Czech Republic
- **Catherine Franche**, Executive Director of Ecsite, the European Network of Science Centres and Museums
- **Didier Viviers**, President of the Royal Academy, Belgium

Moderator: **Thomas Evensen**, Special Advisor at the Research Council of Norway

MARBLE GALLERY

3. Incorporating equity, diversity, and inclusion in science communication

- **Tine Huyse**, Senior Biologist at the AfricaMuseum, Belgium
- **Jozefien De Leersnyder**, Research Professor at the Center for Social and Cultural Psychology, KU Leuven, Belgium
- **Sabine Costagliola**, Member of the FNRS Gender Working Group, FNRS Research Director at the Université libre de Bruxelles, Belgium
- **Alison Meston**, Director of Communications at the International Science Council
- **Didier Boone**, Head of the Prevention Service, Unia, Belgium

Moderator: **Hans Willems**, Secretary General of the Research Foundation Flanders

19.00–21.00

Networking Reception at Brussels Town Hall

Short statements from:

- **Philippe Close**, Mayor of Brussels
- **Annie Schaus**, President of the Fund for Scientific Research – FNRS
- **Javier Moreno Fuentes**, Vice-President of Science Europe and Vice-President for International Affairs of the Spanish National Research Council

WEDNESDAY 13 MARCH 2024

08.30–09.00

ATRIUM

Welcome Coffee

09.00–09.30

ALBERT II

DE DUVE

EU Initiatives on Science Communication

- **Annely Allik**, Head of Department of Science Communication, Estonian Research Council
- **Lidia Borrell-Damián**, Secretary General of Science Europe
- **Jo Brouns**, Flemish Minister for Economy, Innovation, Work, Social Economy & Agriculture (*video*)
- **Alessandro Allegra**, Science for Policy Coordinator at the Directorate-General for Research and Innovation, European Commission

09.30–10.30

ALBERT II

DE DUVE

Session 2 – The Political Role of Science Communication

What are the main incentives and barriers to fostering science communication in Europe?

- **Carthage Smith**, Senior Policy Analyst and Lead Co-ordinator, OECD Global Science Forum
- **Tony Lockett**, Head of Communications at the European Research Council
- **Birte Fähnrich**, Adjunct Professor at the Institute for Media and Communication Studies, Freie Universität Berlin, Germany (*online*)
- **Fabrice Imperiali**, Director of Information and Communication at the French National Research Agency
- **Alex Verkade**, Head of Communications & Positioning at the Taskforce for Applied Research SIA, the Netherlands
- **Joana Lobo Antunes**, Head of Communication at the Instituto Superior Técnico, Portugal

Moderator: **Hayet Zeghiche**, Senior Communications Consultant at Science Europe

10.30–11.00

ALBERT II

DE DUVE

Showcasing successful science communication initiatives & best practices

Members of Science Europe from across the continent will present their successful science communication initiatives and best practices in a 3-minute pitch format.

Forskning.se – Open Science for everyone // Swedish Research Council (VR)

Katarina Bjelke, Director General and **Cissi Askwall**, National Co-ordinator

Rocket your Audience // Croatian Science Foundation (HRZZ)

Marko Košiček, Science Communication Coordinator, and **Petra Buljević Zdjelarević**, Head of Public Relations and Communications at the Ruđer Bošković Institute

Research in the spotlight // Executive Agency for Higher Education, Research, Development and Innovation Funding (UEFISCDI)

Adriana Rotar, Head of Communications Department

Visindavaka // Icelandic Centre for Research (Rannís)

Davíð Fjölfnir Ármannsson, Communications Officer

Experiences and methodology from Formas communication // Swedish Research Council for Sustainable Development (Formas)

Zandra Thuveesson, Senior Communications Officer, and **Johan Bryggare**, Communications Strategist

‘Politics meets Research’ Pairing Scheme // Luxembourg National Research Fund (FNR)
Didier Goossens, Head of Corporate Communication, and **Jean-Paul Bertemes**, Head of Science in Society

SNSF Data Portal // Swiss National Science Foundation (SNSF)
Jun Sarbach, Head of Institutional Communications & PR

Building a strong foundation for Science & Research Progeny in Estonia // Estonian Research Council (ETAG)
Karl Kaur, Senior Specialist Science Communication, and **Kiiri Lättekivi**, Senior Specialist Organisational Communication

Science Communication: when it comes to fundraising... // Fund for Scientific Research (FNRS)
Eric Winnen, Communication and Public Affairs Director

Engaging audiences through compelling stories and rich content // Foundation for Science and Technology (FCT)
Joana Ferreira, Head of Communications

Facilitators: **Dario Lečić**, Advisor for Monitoring Project Impact, Croatian Science Foundation, and **Hayet Zeghiche**, Senior Communications Consultant at Science Europe

11.00–11.45

ATRIUM

Coffee Break & Mr. Science Show

11.45–12.45

Deep Dives

Parallel breakout sessions in which we dive deeper into a particular aspect of science communication with experts in the field.

DE DUVE

4. How science can help fight against disinformation and misinformation

- **Alina Bărgăoanu**, Member of the Advisory Council of the European Digital Media Observatory, Romania
- **Elena Campos Sánchez**, Severo Ochoa Center for Molecular Biology, Spain
- **Caspar Hirschi**, Professor of History, University of St. Gallen, Switzerland
- **Jon Roozenbeek**, Postdoctoral Fellow at the Cambridge Social Decision-Making Lab, UK (*online*)

Moderator: **Zandra Thuveesson**, Senior Communications Officer, Swedish Research Council for Sustainable Development

ALBERT II

5. Science Communication and Artificial Intelligence

- **Pedro Russo**, Professor of Astronomy and Society, Leiden University, the Netherlands, and Director of Ciência Viva, National Agency for Scientific & Technological Culture, Portugal
- **Ann Nowé**, Professor and Head of Laboratory, Free University Brussels, Belgium
- **Mirko Bischofberger**, Lecturer at EPFL, ETH Zürich and University of Zürich, Switzerland
- **Roland Jakab**, Chief Executive Officer of the Hungarian Research Network
- **Karel Luyben**, President of the EOOSC Association (*online*)

Moderator: **Didier Goossens**, Luxembourg National Research Fund

12.45–13.00

ALBERT II

DE DUVE

Conclusions

- **Véronique Halloin**, Secretary General of the Fund for Scientific Research – FNRS
- **Hans Willems**, Secretary General of the Research Foundation Flanders
- **Anneli Allik**, Chair of the Science Europe Working Group on Communication and Head of Department Science Communication at the Estonian Research Council
- **Lidia Borrell-Damián**, Secretary General of Science Europe

13.00

End of Conference

OPENING SESSION

What is the Role of Science Communication at the Political Level?

About the session

The opening session will discuss how the power of science communication can be harnessed to best serve EU and national policy makers. It will explore the political role that science communication plays (or should play) and how science and policy interface. In particular, we will look at:

- The role of scientists in policy-making processes
- The processes in place to implement cohesive and science-informed decision making
- The main challenges encountered by the research community when dealing with policy makers
- Policy-oriented communication in crisis situations and tackling societal challenges (such as pandemics, geo-political events, and so on)

About the speakers & moderator



Javier Moreno Fuentes

Vice-President of Science Europe and Vice-President for International Affairs of the Spanish National Research Council (CSIC)

Francisco Javier Moreno-Fuentes is Senior Researcher at the Institute of Public Goods and Policies of the Spanish National Research Council (IPP-CSIC). BA in Sociology from the Universidad Complutense, Master in Social Sciences from the Juan March Institute, MSc in Social Policy from the LSE, and PhD in Political Science from the *Universidad Autónoma* of Madrid. Between July 2018 and September 2019 he was Deputy Director of the Spanish High Commission against child poverty.

He held visiting positions at international institutions (Harvard, Sciences-Po Paris), and taught at

both graduate and undergraduate levels (*Universitat de Barcelona, CEPEL-Universit  de Montpellier, Universitat Pompeu Fabra*). He has been a researcher for the European Social Policy Network (ESPN) of independent experts on social protection and inclusion of the Directorate-General for Employment, Social Affairs and Inclusion of the European Commission since 2014.

His main areas of interest are the comparative analysis of public policies, with a special focus on immigration, welfare regimes, healthcare and urban policies. Since July 2022, he is the Vice-president for International Affairs of CSIC.

Thomas Dermine

State Secretary for Economic Recovery and Strategic Investments at the Ministry of Economy and Employment, Belgium



Thomas Dermine is the Belgian Secretary of State for Recovery and Strategic Investments, in charge of Science Policy. He manages the co-ordination of the National Plan for Recovery and Resilience by ensuring close collaboration between the European Commission and all entities in Belgium. In addition, he also manages the Federal Science Policy, which notably brings together the Belgian and European space agendas, financing of research programmes, and supervises federal scientific institutes, including the major Belgian museums.

Mr. Dermine studied Management Engineering at the Solvay Brussels School, which he

completed with a course in political science at the Free University of Brussels. He continued his academic career at Harvard University with a scholarship from the Belgian American Education Foundation (Francqui Fellow). From 2009–2016 he worked as consultant in several countries, and worked on technological innovation projects at the Kamet Ventures Incubator in London. In 2017, he returned to Belgium to work on the Catch plan aimed at job creation in the Charleroi region. In 2018, he won the Bologna-Lemaire prize as “Walloon of the Year” for these efforts. In 2019, he became Director of the Emile Vandervelde Institute, the study center of the Belgian Socialist Party.



Bruno Blondé

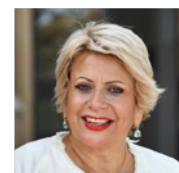
President of the Research Foundation Flanders (FWO)

Bruno Blondé is a Full Professor of the History Department at the University of Antwerp. From 2003 to 2010, he was the first Director of the Centre for Urban History at the University of Antwerp. His major research interests include the history of economic growth and social inequality, urbanisation, material culture and consumption of the early modern Low Countries. Blondé started his career with a research on the relationship between economic growth and social inequality in the sixteenth-century Low Countries and a PhD on the Brabantine urban

network of the eighteenth century. Ever since, he specialised in the history of material culture, retail and consumption in the Low Countries (15th–19th centuries). Blondé is engaged in the Antwerp Interdisciplinary Platform for Research into Social Inequality (Aipril). He co-authored *Inequality and the City in the Low Countries, 1200–2020*, Brepols Publishers, 2020. Blondé has extensive experience in research policy, both at the University of Antwerp and the Research Foundation Flanders, where he was elected President in January 2024.

Joanna Drake

Deputy Director-General for Planet, People, and Science for Policy at the Directorate-General for Research and Innovation, European Commission



Propelled by her relentless energy and passion for the values the European Union stands for, Joanna Drake's career has been dedicated to the EU for over 40 years. Since 2021, she is the Deputy Director-General for Research and Inno-

vation at the European Commission, where she contributes to the definition, co-ordination, and implementation of strategy and policy orientation. Her focus is on green transition policies, health (she is mission manager for Cancer) and

culture, and synergies, and she co-chairs the Group on Earth Observation.

From 2016–2021, she was Deputy Director-General in DG Environment, chairing a task force spearheading strategic DG positions on the post-2020 financial framework negotiations, Brexit co-ordination, the urban agenda, and future proofing the EU's environmental acquis. From 2010–2015, she was director for SMEs and entrepreneurship in DG GROW, where she also led the task force on the Collaborative Economy, new Business Models, and SMEs.

Joanna holds a doctorate in law from the University of Malta, where she also taught EU law. She has a postgraduate degree in Advanced European Legal Studies from the College of Europe in Bruges, Belgium. She has held various legal and management posts in the private and public sectors before joining the European Commission as Head of Representation in Malta. She held a key role in Malta–EU accession negotiations as part of the Steering and Action committee, and chaired the 'YES movement' in the run-up to the referendum on Malta's accession.



Etienne Gilliard

Director-General for Higher Education, Lifelong Learning and Scientific Research at the Wallonia–Brussels Federation

Etienne Gilliard spent around fifteen years in the General Administration for Education, mainly in departments linked to education structures and the management of the education system. In 2010, he was appointed Director of International Relations for the Ministry of the FWB. In this capacity, he represented the FWB in various international organisations, including the OECD, the European Union, the Council of Eu-

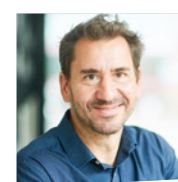
rope, Unesco and the Francophonie. In 2017, he returned to the General Administration for Education as Deputy Director General in charge of lifelong learning. In 2020, he was appointed Director General of Higher Education, Lifelong Learning and Scientific Research. In this capacity, he is notably a Board member of the F.R.S.-FNRS and the ARES (Federation of Higher Education Institutions).

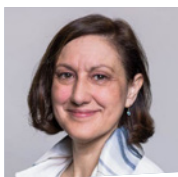
Marius Gilbert

Vice-rector of Research and Valorisation at Université libre de Bruxelles, Belgium

Professor Marius Gilbert is vice-rector of research and valorisation at the Université libre de Bruxelles. He started his research career as a visiting researcher at the University of Oxford, obtained a PhD on the spatial epidemiology of a forest insect pest at ULB where he was awarded in 2006 a permanent F.R.S.-FNRS academic position. In 2016, he founded the Spatial Epidemiology Lab (SpELL) and lead it until 2023. During the COVID pandemic, he joined the

expert group assembled by the prime minister Sophie Wilmes to advise the government and was at the forefront of the expert communication in the media. In September 2020, he published "Juste un passage au JT", which aimed to popularise the science behind the pandemic and to share the experience of a scientist's journey at the nexus of political decision and communication. His research interests include emerging infectious diseases and global changes.





Lidia Borrell-Damián

Secretary General of Science Europe

Lidia Borrell-Damián is Secretary General of Science Europe, the association representing national public organisations that fund and perform research in Europe. She holds overall responsibility for the organisation's strategic development and implementation of action plans. Her areas of experience cover a wide range of Research and Innovation and Higher Education policy priorities; EU Framework Programmes; European Research Area, international co-operation; research infrastructures; research ethics and integrity; research assessment processes; university-business co-operation; regional innovation; gender and diversity; Open Science; doctoral education; energy science policy.

She holds a Doctorate in Chemistry (Chemical Engineering Specialty; Solar Energy) from the University of Barcelona (1995). She worked at the European University Association (EUA) during 2006–2019, serving the last five years as the Director for R&I. She was Director of Research at Universitat Pompeu Fabra, (Barcelona, Spain, 2003–2005). Formerly, she was a Visiting Scholar at the University of Western Ontario (London, Canada, 1999–2001) and at North Carolina State University (Raleigh, USA, 1997–1998). She was an Assistant Professor at the University of Barcelona from 1990–1998.

SESSION 1 – STATE OF PLAY OF SCIENCE COMMUNICATION

What Makes Science Communication Crucial and Urgent in Today's Complex and Rapidly Changing World?

About the session

The first part of this session features two keynote speeches that highlight the importance of science communication in research and innovation systems. It will address the challenges faced by the research community and the strategies in place to conduct optimal science communication, examining the following issues:

- The current state of play for science communicators
- Recent controversies in science communication
- The impact of new science and emerging technologies on science communication
- Strategies to overcome the challenges encountered by the research community in communicating science to the public

About the speakers & moderator



Maja Horst

Dean of the Faculty of Arts at Aarhus University, Denmark

Maja Horst is dean of Arts at Aarhus University and Hans Fisher Senior Fellow at the Technical University of Munich. Previously, she has been Professor of Responsible Technology at the Technical University of Denmark and Head of Department and Professor of Science Communication at University of Copenhagen. She has also chaired the Board of the Independent Research Fund Denmark. Her research interests span science communication, responsible research and innovation, public engagement with

science, management and organization of research. She has published widely, including the 2016 book *Science Communication: Culture, Identity and Citizenship* co-authored with Sarah R Davies. Maja Horst has also been experimenting with interactive science communication installations inviting citizens to discuss the social responsibility of emerging scientific fields. For this, she was awarded the Danish Science Minister's Communication Prize in 2009.

Špela Stres

Director of the Slovenian Research and Innovation Agency (ARIS)

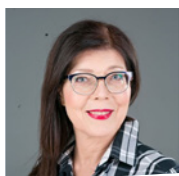
Dr. Špela Stres is the Director of the Slovenian Research and Innovation Agency and a former Deputy Director for Evaluation and Quality at the Institute "Jozef Stefan." She actively promotes

innovation environments, intellectual property protection and valuation, technology transfer, the establishment of spin-off companies, and the development of financial mechanisms for



innovation. Dr. Stres is a former member of the 10-MG Group for Sustainable Development at the United Nations in New York and has served as Vice President and Board Member of the European Association of Science and Technology Professionals. She is a member of the European Innovation Council (EIC) and the Expert Group on the Economic and Social Impact of Research and Innovation (ESIR) for DG R&I of the European Commission. Additionally, she is a national delegate at the Knowledge Transfer Forum of the European Organization for Nuclear Research (CERN). Dr. Stres holds a Ph.D. in Physics from the University of Ljubljana and a

master's degree in intellectual property law from the University of Turin. Joanna holds a doctorate in law from the University of Malta, where she also taught EU law. She has a postgraduate degree in Advanced European Legal Studies from the College of Europe in Bruges, Belgium. She has held various legal and management posts in the private and public sectors before joining the European Commission as Head of Representation in Malta. She held a key role in Malta-EU accession negotiations as part of the Steering and Action committee, and chaired the 'YES movement' in the run-up to the referendum on Malta's accession.



Anu Noorma

Director General of the Estonian Research Council (ETAG)

Anu Noorma is Director General of Estonian Research Council since 2021, professor of applied remote sensing in University of Tartu, Estonia. Before that leading for ten years Estonian space research and technology Center Tartu Observatory. She has doctoral degree in environmental physics. During her academic career she has

been leading many applied science and international collaboration projects about use of satellite data for the aquatic environments including Marie Skłodowska Curie individual Fellowship in Uppsala University, Sweden. She has been member of Estonian delegation in Science program committee of European Space Agency.

What are the Current Priorities in Science Communication?

About the session

This session will address the key priorities in science communication. Specific focus will be placed on the role of science communication to provide evidence when addressing societal challenges and policy making, informing and engaging the public, promoting research funding, and inspiring the next generation of scientists. The following issues will be examined:

- The contribution and impact of science communication in evidence-based policy making to tackle societal challenges.
- The importance of science communication in building trust

About the speakers & moderator



Francesca Scianitti

Head of Public Engagement & Outreach at the National Institute for Nuclear Physics (INFN), Italy

After a master's degree in physics at the University of Milan, a two-year experience of experimental research in the field of plasma physics at the Ecole Polytechnique in Paris, Francesca Scianitti obtained a Master's degree in science communication and then joined the Communications Division of INFN. In this context, she is engaged in experimenting with public engagement languages and formats for science communication in the field of particle physics and cosmology. She promotes the design and development of innovative digital methodologies, strategies and tools for science dissemination projects, multimedia contents and educational

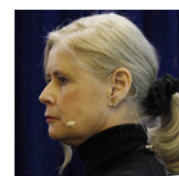
platforms for the public and schools. To spread the cutting-edge ideas of contemporary physics, she co-ordinates the design of scientific exhibitions, public events and conference-shows, based on narrative structures, multimedia art and on the contamination between performance arts, literature and science. She co-ordinates the 'Public Engagement Training working group' in the national APENet network (Universities and Research Centers for Public Engagement). She is the INFN representative in the Ecsite network (European Network of Science Centers & Museums).

Anna Maria Fleetwood

Senior Adviser External Relations at the Swedish Research Council (VR)

Anna Maria Fleetwood holds a senior advisory role with the Swedish Research Council. Her extensive experience includes working with stakeholders across the EU and globally, enhancing

evidence bases to inform decision makers, politicians, and society at large. Anna Maria founded the 'Forum for Science Communication' – Scandinavia's largest conference in the field – now



in its 12th year and bringing together over 450 participants and international experts annually. Anna Maria lectures on science communication and has been leading the Swedish Research Council's expert group for science communication in doctoral education. She has been work-

ing as an expert for the EC about question related to Public Engagement. She is a trained art historian and has a background as an arts critic. She has written for Swedish and international periodicals, and worked as a lecturer.



Alok Jha

Science and Technology Editor at The Economist, United Kingdom

Alok Jha is science and technology editor at The Economist, responsible for the paper's coverage on everything from cosmology to particle physics and artificial intelligence to climate change. Before that, he was science correspondent for ITN and the Guardian, covering daily news and current affairs for more than a decade. He has also written and presented multiple TV and ra-

dio documentary series for the BBC and podcasts for the Guardian and others. In 2018, he spent a year as a Wellcome fellow, researching storytelling formats for complex topics. He has reported from all over the world, including live from Antarctica, and is also the author of three popular science books, including *The Water Book* (Headline, 2015).

Joana Magalhães

Science Communication Area Manager at Science for Change, Co-coordinator COALESCE project

Joana Magalhães is the Science Communication Area Manager at Science for Change. She is involved in COALESCE (that will establish the future European Competence Centre for Science Communication), IMPETUS and NEW-SERA EU-funded projects. She holds a PhD in Biochemistry and Molecular Biology, obtained as a Marie Skłodowska Curie EST Fellow. She is the Secretary for the Spanish Association of

Women in Science and Technology - Galician Node (AMIT), Board Member of the Galician Association for Scicomm and Member of the ECSA Working Group for Health. She is the recipient of the Ex Aequo-Award, Category Science Communication- TV, radio and press, Science on Stage 2017 and Honorable Mention Women in Science category, SCI-DOC EU Science TV and New Media Festival 2018.



David Butz Pedersen

Professor of Science Communication at the Department of Communication and Psychology, Aalborg University, Denmark

David Butz Pedersen is Professor of Science Communication at Department of Communication and Psychology, Aalborg University. He is the author of several European policy reports and academic contributions on evaluation and communication of science and technology and has organised various conferences on science communication to governments. In 2019–2022, Prof. Pedersen was Chair of the EU COST Network on Science Communication integrating

more than 40 EU research institutions and funding bodies. Lately, Prof. Pedersen was appointed Knowledge Broker on Algorithms, Data and Democracy by a coalition of Danish research foundations. He serves as an active member of the International Network of Governmental Science Advice (INGSA) and as an external funding adviser for the European Research Executive Agency.

DEEP DIVE 1

Communicating Science to Policy Makers

About the deep dive

This deep dive will spark a dialogue between some representatives of national research communities and policy makers, with a view to advocating the importance of science communication in serving policy making, examining the following issues:

- The objectives of science communication towards policy makers
- The main mechanisms/methods/channels used when communicating with policy makers
- The main challenges encountered by the research community when dealing with policy makers
- Policy-oriented communication in crisis situations and tackling societal challenges (such as pandemics, geo-political events, and so on)

Guiding questions for discussion

1. Who are the policy makers you need to inform or influence? What are your various objectives of the communication efforts towards them?
2. What mechanisms/methods/channels are being used when communicating with policy makers?
3. What are the main challenges encountered by the research community and, consequently, what messages to send them?
4. What are the specificities of policy-oriented communication in crisis-like situations?

About the speakers & moderator



Marc Vanholsbeek

Head of Department Federal, Interfederal and International Coordination at the Belgian Science Policy Office (BELSPO)

Dr Marc Vanholsbeek is a former deputy Director General for Research and Higher Education at the Ministry of Wallonia-Brussels Federation, and the current head of the co-ordination department at BELSPO (Belgian Science Policy), in charge of the federal, interfederal and international coordination of research policies. Marc has developed a particular expertise in Open Science, having been the Chair of the ERAC standing working group on Open Science and innovation between 2019 and 2021, and in SSH (social sciences and humanities) policies.

Marc dedicated his PhD in (science) communication studies to the topic of research evaluation in the SSH, and is still a member of ENRESSH (European Network for Research Evaluation in the Social Sciences and the Humanities). He is the author or co-author of several publications that relate to SSH impact, research evaluation and Open Science. Marc Vanholsbeek is also a lecturer in science communication and research methodologies at the Université libre de Bruxelles.

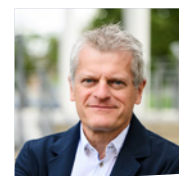
Hans Plets

Project Manager at the Einstein Telescope

Hans Plets studied Physics, Philosophy and Business Management at KU Leuven, where he obtained a PhD degree in Astrophysics in 1997. He held a postdoc position at the Royal Meteorological Institute of Belgium where he did research on the ozone layer. From 2003 onwards, Hans Plets pursued an international management career in aviation. He managed an international programme to harmonise the air-space as part of the EC's Single European Sky programme. In 2021, Hans Plets was appointed

as Managing Director of an international training company in aviation.

In 2022, he joined the Research Foundation – Flanders (FWO) as Project Manager of the Einstein Telescope for Flanders. In 2024 he was appointed as Director of the international EMR ET Project Office in Maastricht. Hans Plets lectured at the University of Ghent in the period 2007–2015, wrote over 60 articles in popular scientific magazines and published his first book in 2021.



Arko Olesk

Lecturer of Science Communication at Tallinn University, and Science and Education Advisor to the President of Estonia

Arko Olesk has since 2021 served as the science and education advisor to the President of Estonia, Alar Karis. He also continues to work as a lecturer of science communication in Tallinn University where he is also finishing his PhD dissertation on media practices of visible scientists. He has received a MSc in Science communica-

tion from Imperial College London and worked as a science journalist in Postimees newspaper, Estonian Public Broadcasting and Tarkade Klubi magazine. Since 2015 he has been the chairman of the advisory board of the Estonian national science communication program TeaMe+.

Olga Polotska

Ukrainian philologist, Associate Professor, Executive Director of the National Research Foundation of Ukraine

Olga Polotska is Executive Director of the National Research Foundation of Ukraine (NRFU), the main task of which is competitive selection of best R&D projects and their grant support in Ukraine. She holds overall responsibility for the NRFU's operational activity, represents the Foundation in governmental organs and in international relations, manages activity of the Directorate.

She holds a PhD degree in Philology (German

Languages, Cognitive Linguistics) and a research title of Associate Professor. She has a 20+ experience of working in the Academia. In 2010–2019 she occupied a position of Head of the English Department at the Faculty of Foreign Languages (at V. N. Karazin Kharkiv National University). Since 2019 to 2020 she launched and worked as Head of the Overseas Clients Department at Gryshchenko Clinic-IVF. In 2020, she was appointed Executive Director of the NRFU by the Prime Minister of Ukraine.





Gillian Markey

Communications Manager at the Health Research Board (HRB), Ireland

Gillian is currently Communications Manager at the Health Research Board in Ireland. With more than 25 years leading communications strategy across both health and science, she has delivered on knowledge exchange initiatives, International, EU and national events, media relations and public engagement programmes.

Gillian holds qualifications in Public Relations, digital marketing and management. Her primary degree is in Geography which is when she first discovered that research has no value if it's left on the shelf; it needs to have a clear purpose and be communicated, with effect, to the right people to have impact.

Véronique Halloin

Secretary General of the Fund for Scientific Research (FNRS), Belgium

Véronique Halloin obtained her degree in chemical engineering in 1986 and a PhD in applied sciences in 1992 at ULB. She became a full professor at ULB in 2000, heading the chemical engineering research group. She was vice-president and president of the School of Bioengineering from 2000 to 2006, and vice-rector for research and development from 2006 to 2008. Since October 2008, she has been Secretary General of the FNRS, the funding body

for basic research in French-speaking Belgium. She is a member of the Conference of Rectors of the French-speaking Universities of Belgium and of several councils, such as Science Europe, Academia Belgica, WEL Research Institute, and the Queen Elisabeth Medical Foundation. She is a Belgian delegate to the CERN Finance Committee and Council, and to the Global Science Forum (OECD). Since March 2020, she has been President of ESF-Science Connect.



DEEP DIVE 2

Ethics and Integrity in Communicating Science with the Public

About the deep dive

This session will investigate matters of ethics and integrity that arise when science-informed policies or when scientific knowledge is being communicated to the wider public. It will address the following issues:

- The responsibility of science communicators to uphold ethics and integrity and provide accurate, transparent and accessible information, particularly on contested policy areas
- The ethical and moral pitfalls facing science communicators
- Fostering responsible, multi-faceted dialogue between researchers and the broader public in an age of digital communication
- Ethically engaging citizens in research in ways to enhance the quality and relevance of science to tackle societal needs.

About the speakers & moderator



Frits Rosendaal

Professor and Head of Department Clinical Epidemiology at the Leiden University Medical Center, and Chair of the LERU Research Integrity Group

Frits Rosendaal is Professor and Head of the Department Clinical Epidemiology at the Leiden University Medical Center (LUMC). His area of research deals with the causes of heart and vascular disease, with a specific focus on anomalies in blood clotting and the consequences of obesity. He is a member of the Central Commission for Human Research (CCMO) and co-president of the Scientific Integrity Committee of Leiden

University and the LUMC. He also lectures at the Università degli Studi di Milano in Italy. During the Covid-19 epidemic, he was active in several advisory committees to the Dutch Ministry for Public Health, Welfare, and Sport (VWS) and to the Dutch Federation of University Medical Centres (NFU). He was also involved in scientific research into Covid-19 and regularly provided scientific insights in the media.

Pavla Hubáľková

Science Journalist at Charles University and WIRED.cz, Czech Republic

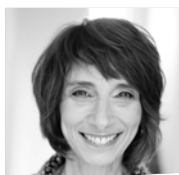
Pavla Hubáľková is a science journalist at Charles University and WIRED.cz. Originally, she thought she would become a scientist. She studied clinical biochemistry at the University of Chemistry and Technology in Prague and com-

pleted her PhD in neuroscience at the Third Faculty of Medicine, Charles University. During her Fulbright internship at Northwestern University in Chicago, however, she realised that she wanted to work in science communication. Last year,



she co-authored the first book about science communication in Czech. To support science communication, she is also active on social me-

dia and hosts various workshops for scientists or PR officers at universities and research institutions.



Catherine Franche

Executive Director of Ecsite, the European Network of Science Centres and Museums

Catherine Franche is the Executive Director of Ecsite, the European Network of Science Centres and Museums which has 350 member organisations including science centres, museums, aquariums, science festivals, universities and more. Originally from Quebec, Canada, Catherine brings over two decades of experience to her Brussels based role. Her passion lies in fostering collaboration among informal science

learning organisations, policy makers, and the public to promote science engagement and education across Europe. Under her guidance, Ecsite has flourished as a hub for innovation and excellence in science engagement, advocating the advancement of communicating science with citizens and the sharing of best practices among its diverse membership.

President of the Royal Academy of Sciences, Letters and Fine Arts, Belgium

Prof. Didier Viviers is President (*Secrétaire perpétuel*) of the Royal Academy of Sciences, Letters and Fine Arts of Belgium, since 2018, and Professor at the Université libre de Bruxelles (ULB) where he teaches Ancient Greek History and Archaeology. As Rector of this University from 2010 until 2016, he was also the first President of the *Académie de recherche et d'enseignement Supérieur* (which organises the Belgian french-speaking Higher Education). He is currently member of the Board of Directors of the FNRS (Belgium) and General Secretary of the *Union Académique Internationale*.

Honorary Professor of Beihang University at Beijing, China, and Doctor honoris causa of the University of Athens, Didier Viviers has been visiting professor in several European universities.

He frequently takes part in assessments of scientific projects and institutions (including in France, Switzerland, and Germany). Member of the Scientific Board of the *Casa de Velázquez* (Madrid), he also chairs the Scientific Committee of the *École française d'Athènes* (Greece).

Didier Viviers



Thomas Evensen

Special Advisor at the Research Council of Norway (RCN)

Thomas Evensen is special advisor at the Research Council of Norway (RCN). He has over two decades of experience in science communication and external relations, nationally as well as internationally. His current portfolio includes responsibility for national surveys and analysis

of public attitudes towards science and innovation, initiating a national network for citizen science, and new public engagement initiatives. RCN has national responsibility for science communication. Thomas is a member of Science Europe's Working Group for Communication.

DEEP DIVE 3

Incorporating Equity, Diversity, and Inclusion in Science Communication

About the deep dive

In this deep dive, participants will exchange and debate around ways in which science communication should adopt an equitable, inclusive and diversity-friendly mindset, addressing the following issues:

- The role of science communication in fostering inclusion and building bridges towards the Global South and vulnerable populations in Europe through language, practice, dissemination, and so on
- The next steps to ensure equality for women and girls in science, beyond focusing on gender parity
- The meaning of diversity in terms of science communication and its practical application on the ground
- Measures to tackle anti-discrimination, such as Open Access

About the speakers & moderator



Tine Huyse

Senior Biologist at the AfricaMuseum, Belgium

Tine Huyse works at the Royal Museum for Central Africa as a senior biologist. She previously worked as a Marie Curie postdoctoral fellow at the the Natural History Museum in London, the Tropical Institute of Medicine in Antwerp and the University of Leuven. She is also the scientific commissioner of 'Landscapes and Biodiversity' in the permanent exhibition of the museum and member of the Advisory Committee of the popular Science Magazine Eos.

Her research focuses on neglected tropical diseases with the aim to uncover the socio-ecological factors driving transmission dynamics. She takes an integrative approach centered around citizen science, where volunteers are involved in research, public outreach and community mobilisation. She also co-authored a book on Citizen Science practices in Belgium and the Netherlands, discussing the challenges and opportunities.

Jozefien De Leersnyder

Research Professor at the Center for Social and Cultural Psychology, KU Leuven, Belgium

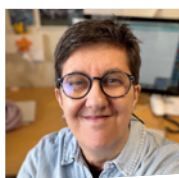
Jozefien De Leersnyder is a Research Professor at the KU Leuven's Center for Social and Cultural Psychology (CSCP). After receiving her PhD from the CSCP (2014), she was a tenured assistant professor and Marie-Sklodowska Curie Fellow at the University of Amsterdam (2016–2019). Her research focuses on the interplay

between culture, psyche and well-being, particularly in changing and diverse social worlds. One research line, funded by an ERC starting Grant, examines the possibility of acculturation in fundamental psychological processes such as emotion, self-construal, cognition and motivation. Another research line aims to gain insight in



how and why educational institutions' approach to diversity impacts their students' well-being and achievement. Jozefien's work is recognised through keynotes at international conferences and awards, such as the Belgian Association for

Psychological Science Early Career Award. In 2018, Jozefien was elected to the prestigious Young Academy of Belgium, which she also led as its co-president (2021–2023).



Sabine Costagliola

FNRS Research Director at the Université libre de Bruxelles, Belgium

Sabine Costagliola is Research Director at FNRS and holds the position of Director at IRIBHM, Université libre de Bruxelles (ULB) in Belgium. She holds a PhD in Immunology from Marseille, France, and another PhD in Biomedical Science from ULB, Brussels, Belgium.

As member of the Royal Belgian Academy of Medicine, Sabine Costagliola has been recognised with numerous international awards for her outstanding contributions to thyroid and endocrine research. Her research portfolio boasts

a remarkable collection of high-impact publications in esteemed international journals within the field.

Her research is primarily centered on dissecting molecular signaling mechanisms that govern morphogenetic processes and gene networks crucial in thyroid organogenesis. Employing a multifaceted approach, she utilises various experimental models such as Zebrafish and organoids to advance her investigations.

Alison Meston

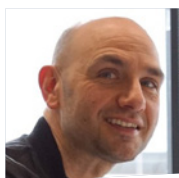
Director of Communications at the International Science Council

Alison has been Communications Director at the International Science Council since April 2020. Her role includes developing the ISC communications and outreach strategy, supporting membership engagement and working alongside colleagues on a wide range of ISC projects. Alison holds a Master of Arts degree in Public Policy and International Law from the American University of Paris and a Programme Certificate in Climate Change Management from the University of Edinburgh. Alison has post-graduate qualifications in Journalism and Education.

Prior to joining the ISC, Alison worked in the Communication and Information sector at UNESCO, Paris, where she oversaw publications such as the Fake News Handbook to combat

misinformation, led UNESCO's International World Radio Day campaign and assisted the International Programme for the Development of Communication (IPDC) promoting media development within developing countries, countries in transition, and countries in conflict and post-conflict situations. Alison honed her membership, human rights and journalism skills as Press Freedom Director at the World Association of Newspapers, organising events such as the Arab Free Press Forum and the Women in News programme. During her time as Public Affairs officer for the British Red Cross, she promoted evidence-based policy making in Stormont, Holyrood and Westminster parliaments on climate and flooding issues, as well as first aid education in schools.





Didier Boone

Head of the Prevention Service, Unia, Belgium

Didier Boone holds a Master's degree in Social Agogics. Since 2003, he has worked for Unia, the Belgian Interfederal Centre for Equal Opportunities, where he started up the Cyberhate Unit and followed up on Integration Policy issues at European Commission level. Since 2012, he has

been Head of the Prevention Service at Unia. In this capacity, he co-ordinates the training activities and the development of preventive tools for the Belgian Equality Body. Over the years, he further specialised in DEI Policies within companies and organisations.

Hans Willems

Secretary General of the Research Foundation Flanders

Hans Willems is Secretary General of the Research Foundation – Flanders (FWO). He is by training a historian. His PhD covers the liberalisation of the Belgian stock exchange(s) in the 19th century. After his studies at the VUB, he got his PhD at UAntwerpen. In 2007 he joined the staff of FWO, the main funder of fundamental and basic strategic research in Flanders.

First as policy advisor and since 2010 as director Research Policy. He is chairman of the Finance Committee and member of the General Assembly of Science Europe, member of EWI-MC, Steering Committee member of the EU-Platform and observer of the *Beslissingscomité* at VLAIO. He is also member of the Flemish Unesco Commission.



EU Initiatives on Science Communication

About the session

The second day of the conference opens with a session in which we look at existing initiatives on science communication at EU level.

About the speakers



Annely Allik

Head of Department of Science Communication at the Estonian Research Council (ETAG)

Mrs. Annely Allik, as the Head of the Department of Science Communication at the Estonian Research Council (ETAG), leads science communication in Estonia with a focus on implementing the 'Estonia Knows 2020–2035' strategy. With nearly two decades of expertise in science communication, public engagement, and PR she has enhanced the visibility and trust in scientific research, influencing a wide range of audiences

from young people to policymakers about the value of science.

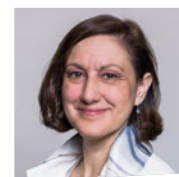
As a key figure in ETAG's partnership with Science Europe, Mrs. Allik chairs the Science Europe Working Group on Communication, contributing to collaborations that help to elevate science communication across Europe.

Lidia Borrell-Damián is Secretary General of Science Europe, the association representing national public organisations that fund and perform research in Europe. She holds overall responsibility for the organisation's strategic development and implementation of action plans. Her areas of experience cover a wide range of Research and Innovation and Higher Education policy priorities; EU Framework Programmes; European Research Area, international co-operation; research infrastructures; research ethics and integrity; research assessment processes; university–business co-operation; regional innovation; gender and diversity; Open Science; doctoral education; energy science policy.

Lidia Borrell-Damián

Secretary General of Science Europe

She holds a Doctorate in Chemistry (Chemical Engineering Specialty; Solar Energy) from the University of Barcelona (1995). She worked at the European University Association (EUA) during 2006–2019, serving the last five years as the Director for R&I. She was Director of Research at Universitat Pompeu Fabra, (Barcelona, Spain, 2003–2005). Formerly, she was a Visiting Scholar at the University of Western Ontario (London, Canada, 1999–2001) and at North Carolina State University (Raleigh, USA, 1997–1998). She was an Assistant Professor at the University of Barcelona from 1990–1998.





Jo Brouns

Flemish Minister for Economy, Innovation, Work, Social Economy and Agriculture, Belgium

Jo Brouns is the Flemish minister for Economy, Innovation, Work, Social Economy and Agriculture since 2022. Prior he was the Mayor of Kinrooi from 2013 until 2022. Jo obtained a master in Criminology from the KU Leuven and worked

as a Criminal Analyst for the city of Genk, personnel Advisor for the Police Department GAOZ and as a cabinet employee for ministers Vandeurzen and Vanackere.

Alessandro Allegra

Science for Policy Coordinator at the Directorate-General for Research and Innovation, European Commission

Alessandro Allegra is a science policy researcher and practitioner interested in understanding and shaping the interface between science, policy, and society in Europe. He currently works at the European Commission's Directorate-General for Research & Innovation providing support and advice to senior management and co-ordinating the DG's activities on Science for Policy. Alessandro is completing his doctorate in Science,

Technology and Society (STS) at University College London (UCL) on expert advice in EU policy making, and has experience in UK, EU, and international science policy having worked at UNESCO, the Royal Society of London and the UK Royal Society of Biology, and as Fulbright-Schuman fellow at Harvard's Kennedy School of Government. Alessandro has a background in philosophy of science.



SESSION 2 – THE POLITICAL ROLE OF SCIENCE COMMUNICATION

What are the Main Incentives and Barriers to Fostering Science Communication in Europe?

About the session

This session seeks to identify the challenges that hinder the promotion of effective science communication in Europe and beyond. It will explore strategies to incentivise the best science communication, showcasing the integration of science communication into research funding programmes, as well as the use of institutional tools (such as training and incentives) to foster capacity building and help researchers communicate science more effectively, addressing the following issues:

- The main challenges and obstacles preventing efficient science communication
- The current trends for science communicators
- Opportunities to incentivise science communication
- Recommendations for more effective science communication

About the speakers & moderator



Carthage Smith

Senior Policy Analyst & Lead Co-ordinator at the OECD Global Science Forum

Carthage Smith joined the OECD as head of the Global Science Forum (GSF) Secretariat in 2014. He is responsible for working with countries to define the overall strategy and priorities for the Forum. This includes policy work on research infrastructures, Open Science, research funding mechanisms, science advisory processes and research careers. GSF recently completed a comprehensive analysis of the scientific response to COVID-19, which identified shared challenges and good practices in science communication.

Carthage was originally trained as a biochemist, with a PhD in neuroscience (Newcastle University, UK). Prior to joining the GSF secretariat, he was Deputy Executive Director of the International Council for Science (ICSU, Paris) for twelve years. In this position he led the strategic development of a number of major global science initiatives. Before moving to France, he spent six years at the UK Medical Research Council, where he was Head of International Cooperation.

Tony Lockett

Head of Communications at the European Research Council

Tony Lockett is Head of Communication at the European Research Council (ERC). Before joining the ERC, he held communication and policy roles in several European Commission DGs. He holds a Bachelor's Degree in Political Science

from the University of Sussex and a Master's Degree in International Relations from the Université libre de Bruxelles. He is a former European Union Fellow at the University of Washington.





Birte Fährnich

Adjunct Professor at the Institute for Media and Communication Studies at the Freie Universität Berlin, Germany

Birte Fährnich, Dr. habil., is adjunct professor (*Privatdozentin*) at the Freie Universität Berlin. She is also involved in the project CAPAZ funded by the German Volkswagen Foundation which deals with science hostility and aims at developing infrastructures to counter attacks and hate speech against scientists involved in public engagement. Since 2021, she works for the German Federal Ministry of Education and Research. Beforehand, Birte was a senior researcher and scientific co-ordinator of an inter-

disciplinary research group dealing with science communication quality at the Berlin-Brandenburg Academy of Sciences and Humanities and principle investigator in the Horizon 2020 funded project RETHINK. Birte's research and teaching focuses on science communication in digital contexts and on communication at the intersection of science and politics. Birte is the co-editor of two important German handbooks on science communication and of a number of special issues in the field.

Fabrice Impériali

Director of Information and Communication at the French National Research Agency (ANR)



A specialist in scientific and institutional communication, Fabrice Impériali is Director of Information and Communication at the French National Research Agency. He began his career in journalism, working freelance for the media *Sciences et Vie* and *Objectif Aquitaine*, then as editor-in-chief of *Acquis Science*. Passionate about science, he taught science journalism at the *Institut des sciences de l'information et de la communication* at *Bordeaux Montaigne University* and was in charge of editorial communications at CAP SCIENCES, the Bordeaux Aquitaine centre for scientific, technical and industrial culture,

during the same period.

In 2002, he joined CNRS, where he held the positions of editor, editor-in-chief of *CNRS Le journal* (2002–2008), deputy director of communications, head of the 'publishing and production' division (2008–2015) and deputy director of communications (2015–2022). He was also acting Director of Communications for the CNRS in the summer of 2020. He was appointed Director of Information and Communication at the French National Research Agency on 19 April 2022.



Alex Verkade

Head of Communications & Positioning at the Taskforce for Applied Research SIA, the Netherlands

Alex Verkade has been connecting science and society for over 20 years, both in practice and in policy. He has worked in the fields of secondary science education and science communication; science policy, the science museum sector and now at the Dutch taskforce for applied research.

In 2023 Alex, together with Ionica Smeets, developed the plan for NEWS, the national Dutch center of expertise for science communication, commissioned by the Dutch minister for education, culture and science. NEWS will start in the spring of 2024.

Joana Lobo Antunes

Head of Communication at the Instituto Superior Técnico, University of Lisbon, Portugal



Head of Communication and researcher at Instituto Superior Técnico, University of Lisbon. Professor in Science Communication at School of Social and Human Sciences, NOVA University of Lisbon. Co-ordinator of science radio show *90 Segundos de Ciência* (since 2016), multimedia

program *Explica-me como se tivesse cinco anos* (since 2020) and science podcast *110 histórias* | *110 Objetos* (since 2021). Founder and former President of Portuguese Science Communicators Network SciComPT.



Hayet Zeghiche

Senior Communications Consultant at Science Europe

Hayet is a former broadcast Journalist with nearly twenty years of professional experience in the field of Journalism and Communication. She worked as EU Affairs Correspondent for round-the-clock international news outlets before collaborating with international civil society organisations with strong ties to the EU. She

has contributed to a very diverse range of EU institutional projects and now works as a Senior Consultant, offering mainly communication strategy advice to the EU institutions and other organisations. Her collaboration with Science Europe started in 2019 and never stopped since.

PITCH SESSION

Showcasing Successful Science Communication Initiatives & Best Practices

About the session

Representatives from Science Europe Member Organisations present their successful science communication initiatives and best practices in a dynamic, three-minute pitch format. Discover and get inspired!

About the pitchers & facilitators



Katarina Bjelke

Director General of the Swedish Research Council (VR)

Katarina Bjelke was appointed Director General of the Swedish Research Council in 2022. She has a degree in dentistry and a PhD in neuroscience from Karolinska Institutet. She has been University Director at Karolinska Institutet, as well as at Uppsala University. Katarina Bjelke has also held roles such as Chair of the Audit Committee of the Nobel Foundation and the Swedish

National Space Agency, and as an elected member of the boards of Young Academy of Sweden, the Association of Swedish Higher Education Institutions, the European Spallation Source, the Swedish Foundation for International Cooperation in Research and Higher Education, and several holding companies.

Cissi Askwall

National Co-ordinator at the Swedish Research Council (VR)

Cissi Askwall is the co-ordinator of Forskning.se, a national platform for news and communication about Swedish research. Forskning.se is developed by the Swedish Research Council in collaboration with other research performing and financing bodies. In 2011–2023, Cissi served as Secretary General of the Swedish non-profit association Vetenskap & Allmänhet, VA (Public & Science), promoting dialogue and openness between the public and researchers. She has a diploma in Journalism and has worked as a news

journalist at Swedish Radio and at the national news agency TT. She has also been Communications Director at the Royal Swedish Academy of Engineering Sciences and at VA.

Cissi is President of the European Science Engagement Association (EUSEA), Chair of the ongoing Mutual Learning Exercise on Public Engagement, Board Member of Örebro University, and Fellow of the Royal Swedish Academy of Agriculture and Forestry.





Marko Košiček

Science Communication Coordinator at the Ruđer Bošković Institute, Croatia

Dr Marko Košiček is a professional advisor and co-ordinator of popularisation activities at the Ruđer Bošković Institute. He has a doctorate in biochemistry at the Faculty of Science in Zagreb. He participated in numerous activities related to popularisation of science (Festival of Science, Scientific Picnic, RBI Open day, European Researchers' Night), hosted the science show Third Element on National TV (HRT3) for 10 years, es-

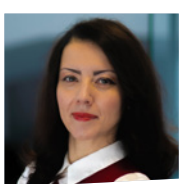
tablished Society for Out-Of-Frame Education and has been a long-term member of the organisational committee for Summer School of Science for high school students. Together with his colleague Saša Ceci (RBI) he was awarded State Award for popularisation and science promotion for 2014. From 2018 to mid-2020, he was the Chief Advisor at the Ministry of Science and Education of the Republic of Croatia.

Petra Buljević Zdjelarević

Head of Public Relations and Communications at the Ruđer Bošković Institute, Croatia

Petra Buljević Zdjelarević is a trained media and communications professional, helping researchers reach their target audiences since 2009. She currently manages Public Relations and Communication Office at the Ruđer Bošković Institute and is responsible for strategic communications initiatives, public and media relations, as well as social media and event management. Her expertise lies in developing and implementing suc-

cessful communications and dissemination campaigns that increase the visibility and impact of the Institute's activities and projects. Throughout her career, she has worked as a communications consultant for numerous EU-funded projects using her expertise to develop effective project branding and execute targeted media campaigns.



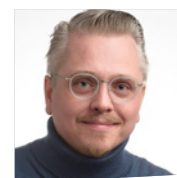
Adriana Rotar

Head of the Communications Department of the Executive Agency for Higher Education, Research, Development and Innovation Funding of Romania (UEFISCDI)

Adriana Rotar is Communication Officer at the Executive Agency for Higher Education, Research, Development and Innovation Funding (UEFISCDI). With over 15 years of experience, she is crafting and implementing effective communication strategies and campaigns increasing the visibility and internationalisation of Romanian higher education and research. Adriana answers to the enquiries from media, individuals and different organisations. She is involved in activities related to collating and analysing media coverage; organising events including press

conferences, exhibitions, info-days. She writes and distributes press releases to targeted media, design and edits in-house magazines, speeches, articles and annual reports; maintains and updates information on the organisation's website and social media, developing content that resonates with target audiences. Also, she is the communication co-ordinator of the agency projects implemented under the structural funds, Horizon Europe and EEA & Norway Grants. She is also a member of the Science Europe Working Group on Communication.

Davíð Fjölínir Ármannsson



Communications Officer at the Icelandic Centre for Research (Rannís)

He is responsible for external relations, is the editor of the annual report and other published material. He oversees advertisements and news from Rannís and supports the image building of the institution. Davíð is a project manager of larger events such as European Researchers' Night in Iceland, Research Convention, and Innovation Congress, as well as other presentations of Rannís operations.

Davíð has a Master's degree in Applied Cultural

Communication and a Diploma in Environment and Natural Resources Studies, both from the University of Iceland, and a Bachelor's degree in Philosophy, Politics and Economics (PPE) from Bifrost University.

Davíð has over eight years' experience of working in Communications and event planning within the public sector for science and education and ten years' experience of working in the commercial sector in Iceland.



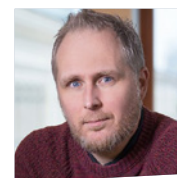
Zandra Thuveesson

Senior Communications Officer at the Swedish Research Council for Sustainable Development (Formas)

Zandra Thuveesson is Senior Communications Officer at Formas – a Swedish Research Council for Sustainable Development. She was formerly

a political advisor and speech writer at the Ministry of Culture in Sweden.

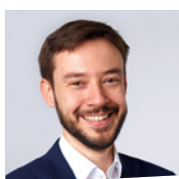
Johan Bryggare



Head of Communications at the European Research Council

Johan Bryggare is Web Manager and Communication Strategist at Formas – a Swedish research council for sustainable development. He is an

experienced generalist with an edge in digital communication. He has a background in several varied organisations and industries.



Didier Goossens

Head of Corporate Communication at the Luxembourg National Research Fund (FNR)

Didier Goossens, the current Head of Communication at the Luxembourg National Research Fund (FNR), brings a wealth of experience in both cultural and scientific communication. Before joining the FNR, he contributed to marketing and communications efforts at prestigious European concert halls, including the Wiener Konzerthaus and the Philharmonie Luxembourg.

Now focused on science communication, Didier Goossens bridges the gap between research and the public, fostering meaningful connections with stakeholders. Beyond work, he is an arts and music enthusiast and co-founder of Re-stART Beirut, a non-profit organisation dedicated to cultural heritage education and knowledge transfer.

Jean-Paul Bertemes

Head of Science in Society at the Luxembourg National Research Fund (FNR)

Jean-Paul Bertemes, Head of Science in Society at the Luxembourg National Research Fund (FNR) and Editor-in-Chief of science.lu. Jean-Paul has a background in chemistry and German studies at the Universities of Strasbourg and Heidelberg. He worked as a (science) journalist and joined the FNR in 2011, first as a science

communicator and since 2017 as Head of Science in Society. Over the years he has developed and/or led, together with his team, many public engagement events, media projects and training courses, and supported many actors in public engagement activities through FNR's PSP funding programme.



Jun Sarbach

Head of Institutional Communications & PR at the Swiss National Science Foundation (SNSF)

Jun Sarbach originally began as a roving reporter for a school magazine in Switzerland. At Basel University, he then worked on a student magazine and became involved in university politics. As Co-President of the Student Union, he took over its public relations work. He spent his Erasmus year at the University of Edinburgh. After graduating in history, media studies and German literature, Jun Sarbach worked in com-

munication agencies as an advisor for international companies and NPOs. He later returned to academia, where he advised researchers at ETH Zurich on communication matters and developed campaigns together with them. For the past eight years, Jun Sarbach has headed up the Institutional Communication team at the Swiss National Science Foundation.

Karl Kaur

Senior Specialist Science Communication at the Estonian Research Council (ETAG)

Karl is a Senior Communications Manager specialising in organisation communications at the Estonian Research Council. Years of experience in banking and the European Parliament have honed his public relations skills to be as sharp

as a tack. He has a knack for solving complex and urgent matters. Turning a dull message into something razor-sharp is never a bridge too far for him, as he understands the importance of knowing one's audience.



Kiiri Lättekivi

Senior Specialist Organisational Communication at the Estonian Research Council (ETAG)

Kiiri is a Senior Communications Manager specialising in science communication at the Estonian Research Council. With a background in radio journalism and six years in research institutions, she is well-versed in unlocking the full potential

of science through well-thought-out communication. She has led several high-calibre programmes in Estonia, such as Erasmus+, ResTA, and co-operation with leading media houses. An easy-going think tank with infectious optimism.

Eric Winnen

Communication and Public Affairs Director at the Fund for Scientific Research (FNRS), Belgium



Eric Winnen is currently Communication and Public Affairs Director at FNRS (Fund for Scientific Research in French-speaking Belgium). In this role, he oversees and co-ordinates all its communications activities, as well as fundraising and partnerships with private sponsors.

Active for over 30 years in the communications sector, he has worked in all media (print and broadcast), designed and produced television programmes, and been confronted with a vast array of communications issues (strategic thinking, structuring corporate and institutional positioning, advertising campaigns, direct marketing, event organisation, brand creation, press relations, internal communications, lobbying,

and so on). He has also organised major events and regularly moderated conferences and round tables in French and English.

His communications experience has been enriched by skills in creativity, foresight (with Futuribles), institutional analysis and brief therapy (Palo Alto School). Holder of a Master's degree in Classical Philology and a Diploma in Oriental Philology (University of Liège), he has taken various complementary courses: "Marketing & Promotion" at ULB/Solvay in Brussels, « Information systems » at CNAM in Paris, "Palo Alto's interactional and strategic approach" at the Institut Gregory Bateson. He also holds a "Certificate in Creativity" from the Université Paris Descartes.



Joana Ferreira

Head of Communications at the Foundation for Science and Technology (FCT), Portugal

With a degree in "Journalism and Communication Sciences" and a master's degree in "Marketing", Joana Ferreira has over 15 years' experience in science and technology communication. She started her career in a communication agency, worked for around seven years in the communication department of a research centre and was part of the communication department of the National Innovation Agency for over seven years, four of which as area coordinator. She

is currently the of the Communications Office at the Portuguese Foundation for Science and Technology.

She has carried out all kinds of tasks from strategic corporate communication, social media strategy and multichannel content; media consultancy and event organisation (online, face-to-face and hybrid). She has been managing and coordinating teams since 2018.

Dario Lečić

Advisor for Monitoring Project Impact at the Croatian Science Foundation (HRZZ)



Dario Lečić works at the Croatian Science Foundation (HRZZ) in the Department for Monitoring Project Impact, where he analyses outputs and outcomes of funded projects. He also manages all external communication of HRZZ – website and social media, newsletters, annual reports, brochures. He also organises various pub-

lic events for the promotion of science, such as PhD Café, targeting doctoral students and Science in Passing, which takes place on main squares of major Croatian towns. Dario studied English Language and Literature at the University of Zagreb and obtained his PhD in Linguistics at the University of Sheffield, UK.

DEEP DIVE 4

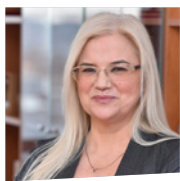
How science can help fight against disinformation and misinformation

About the deep dive

This deep dive delves into how the contribution of science can be optimised to help prevent fake news and misinformation, which distort public perceptions on important societal issues, from overflowing the media. We will consider the historical context of dis- and misinformation, and ways in which this destructive trend can be broken. The session will address the following issues:

- The position of science communication in the post-truth era of alternative facts and distorted perceptions of reality
- The role of the research community in promoting science literacy, especially in times of crisis
- Harnessing science communication to (re)build trust in science and reinforce our democracies
- The role of Open Science in tackling dis- and misinformation

About the speakers & moderator



Alina Bărgăoanu

Member of the Advisory Board of the European Digital Media Observatory, Romania

Alina Bărgăoanu, PhD, is a Romanian communication scholar and dean of the College of Communication and Public Relations at the National University of Political Studies and Public Administration in Bucharest. She is a member of the 'Communication & Health Literacy' Working Group, European Code Against Cancer (5th edition), as well as of the Advisory Board of European Digital Media Observatory (EDMO) and of its task forces on the war in Ukraine and on the 2024 European Parliament Elections. She is a Marcin Król Fellow at Visegrad Insight (October

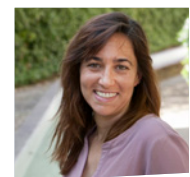
2021–September 2022) and visiting fellow at Minda de Gunzburg Center for European Studies at Harvard University (October 2018–March 2019). She is also a member of the High-Level Expert Group on Fake News and Online Disinformation, EC (2018), and founder and editor-in-chief of the fact-checking portal Antifake.ro. She comments in the media and authors columns on topics related to disinformation, anti-Western propaganda, resilience, the impact of technology on democracy, and the information ecosystem.

Elena Campos Sánchez

Researcher at the Severo Ochoa Center for Molecular Biology, Spain

Elena Campos Sánchez is a postdoctoral researcher at the Spanish National Research Council (CSIC). She has a PhD in Molecular Biosciences and Masters' degrees in Molecular Bi-

osciences/Biomedicine, in Quality and R&D and Innovation Management, and in Teacher Training. Specialising in the study of immune system development and function, she is currently con-



ducting research on viral immunology, particularly examining the response and longevity of immune memory in vulnerable populations.

She strongly advocates the power of effective communication in science, believing in the importance of science communication initiatives and individual efforts to bridge the gap between research and the public. She has organised various scientific outreach events, including the 1st Spanish Week of Biotechnology (2009), and

several activities in rural areas. She collaborates with the Department of Scientific Communication at CBM-SO and is a member of the Equality Commission. Since 2016, she chairs the Association for Protecting Patients from Pseudoscientific Therapies (APETP), whose requests were included in the Spanish National Plan for Health Protection against Pseudotherapies (2018). Last year she published the book *Nuestro Sistema Inmunitario/Our Immune System*, targeting the general population.



Caspar Hirschi

Professor of History at the University of St. Gallen, Switzerland

Caspar Hirschi, born in 1975, is Professor of History at the University of St. Gallen. He was a student at Fribourg and Tübingen, a research fellow at Cambridge and an Ambizione fellow at ETH Zürich. His research focuses on the interrelation of expert advice and public criticism in past and present and on the history of nationalism and populism. His publications include a book on *The Origins of Nationalism: An Alternative History from Ancient Rome to Early*

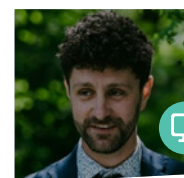
Modern Germany (Cambridge University Press 2012) and a monograph on *Skandalexperthen, Expertenskandale. Zur Geschichte eines Gegenwartsproblems* (Matthes & Seitz 2018). He is a board member of the Swiss Academy of Humanities and Social Sciences, an expert on the Swiss Scientific Advisory Panel COVID-19 and a member of the Evaluation Committee of the German Science Council.

Jon Roozenbeek

Postdoctoral Fellow at the Cambridge Social Decision-Making Lab, UK

Jon Roozenbeek is a research fellow at the Department of Psychology at the University of Cambridge. His research focuses on the psychology of intergroup conflict and (digital) media effects. His work comprises two major themes: modern propaganda and information warfare (with a specialisation in the Russian-Ukrainian

war), and understanding and countering misinformation, disinformation, and extremism. Jon is the author of two forthcoming books, both with Cambridge University Press: 'The Psychology of Misinformation' and 'Propaganda and Ideology in the Russian-Ukrainian War'.



Zandra Thuveesson

Senior Communications Officer at the Swedish Research Council for Sustainable Development (Formas)

Zandra Thuveesson is Senior Communications Officer at Formas – a Swedish Research Council for Sustainable Development. She was formerly

a political advisor and speech writer at the Ministry of Culture in Sweden.

DEEP DIVE 5

Science Communication and Artificial Intelligence

About the deep dive

This deep dive provides the opportunity to have an in-depth exchange of views and opinions on how to best make use of Artificial Intelligence for the benefit of the research community. It will address the following issues:

- The use of AI-generated content in research
- The contribution of AI to dis- or misinformation in science communications
- The development of an accountability and regulatory framework on the use of AI
- The benefits of AI for the research community

About the speakers & moderator

**Pedro Russo**

Professor of Astronomy and Society at Leiden University, the Netherlands, and Director of Ciência Viva, National Agency for Scientific & Technological Culture, Portugal

Pedro Russo is a University Professor in Astronomy & Society at Leiden University, the Netherlands and a member of the board of directors of Ciência Viva, the Portuguese National Agency for Scientific and Technological Culture. Pedro leads the Astronomy & Society Group. Dr. Russo was the global coordinator for the United Nation's International Year of Astronomy 2009. Pedro obtained his University degree in applied mathematics, physics and astronomy from the University of Porto, Portugal. Pedro was a re-

search fellow at the Max Planck Institute for Solar System Research in Germany. Pedro is involved with several international organisations, like the International Astronomical Union, European Astronomical Society, ECSITE. His work has received several awards, including Seeds Special Award 2009, Scientix Best Educational Resource in 2015 and 2016, Most Innovative Educational Activities in 2017 and 2018 by HundrED, 2018 Leiden University's K.J. Cath Prize and the first NWO Science Communication Award in 2020.

Ann Nowé

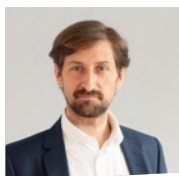
Professor and Head of Laboratory at the Vrije Universiteit Brussel, Belgium

Ann Nowé is full professor at the Vrije Universiteit Brussel (VUB) where she is heading the AI lab. Her main research interest is Reinforcement Learning (RL), i.e. learning from experience, but is also active in datamining. Ann Nowé partici-

pated in many national as international projects. Currently, she is the co-ordinator of the EU PEER project, which studies how AI solutions can be developed so they act as a peer or assistant. She also co-ordinates the challenge of

embodied AI in the Flemish AI programme. She is a former chairman of the BNVKI (the BeNe-Lux AI association) and board member of ECCAI (European Coordinating Committee on Artificial Intelligence). She was programme chair of AA-

MAS'21, the main international conference of Agent Systems and general chair of ECAI'23, the European conference on AI. She is also an elected EurAI fellow.



Mirko Bischofberger

Lecturer at EPFL, ETH Zürich, and University of Zürich, Switzerland

Mirko Bischofberger is a lecturer and expert in Science Communication at EPFL, ETH Zurich and University of Zurich. He studied molecular biology and bioinformatics at ETH Zurich and holds a PhD from EPFL. After working for the Neue Zürcher Zeitung and the Swiss Parliament, he continued to the SNSF and EPFL. Mirko is

a leading force behind innovative projects such as Switzerland's first crowdfunding channel for science, the introduction of social media classes for professors, The Galactic Chloé Show, the use of Wikipedia for science communication, as well as AI for Science Communication.

Roland Jakab

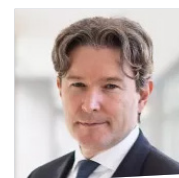
Chief Executive Officer of the Hungarian Research Network

Over the past 23 years, Roland Jakab has gained extensive leadership experience at Ericsson Hungary Ltd, a multinational corporation with 2,000 employees, including 1,600 R&D staff. He has held various roles in both domestic and regional capacities, including corporate leadership, strategy, and RDI. He joined the company in 2000 as a strategic business consultant, and was later involved in developing and managing mobile banking and systems integration projects. In 2008, he was appointed Director of Marketing and Communications, and he became Managing Director in 2013.

From 2018, he served as the Head of Strategy for the Central Europe region, covering eight countries. In his professional corporate activities, he has played a leading role in the introduc-

tion of several technological innovations such as 3G, 4G, and 5G, and the dissemination of cutting-edge research and development in areas like Artificial Intelligence, IoT, Edge Computing, Cloud Technology, and XR in Hungary, as well as strengthening the company's links with universities.

He is well-acquainted with key participants in both domestic and international RDI ecosystems and holds leadership positions in numerous professional and societal organisations, including the Artificial Intelligence Coalition, 5G Coalition, Hungarian European Business Council, Swedish Chamber of Commerce in Hungary, Alliance for the Future Engineers, as well as the BME's Supporters and Friends Association, among others.



Karel Luyben

President of the EOSC Association

Karel Luyben is Rector Magnificus Emeritus of the Delft University of Technology as of 2018. He was Rector Magnificus of the Delft Univer-

sity of Technology from 2010 till 2018. Before that he served as Dean of the Faculty of Applied Sciences for almost 12 years. In 1983 he was ap-

pointed full professor in Biochemical Engineering at the Delft University of Technology, and from there has gained experience in research, starting a SME, research leadership and leading European organisations like the European Federation of Biotechnology, CESAER and now the European Open Science Cloud Association.

Presently he is primarily active in the domain of

Open Science. Until 2023 he was National Coordinator for Open Science in the Netherlands. He was the Chairman of the Board of the Dutch Techcentre for Life Sciences for ten years and is involved with the Open Science Task Forces of CESAER and EUA and since 2020. Since 2021 he is the President of the European Open Science Cloud Association (EOSCA).

Didier Goossens

Head of Corporate Communication at the Luxembourg National Research Fund (FNR)

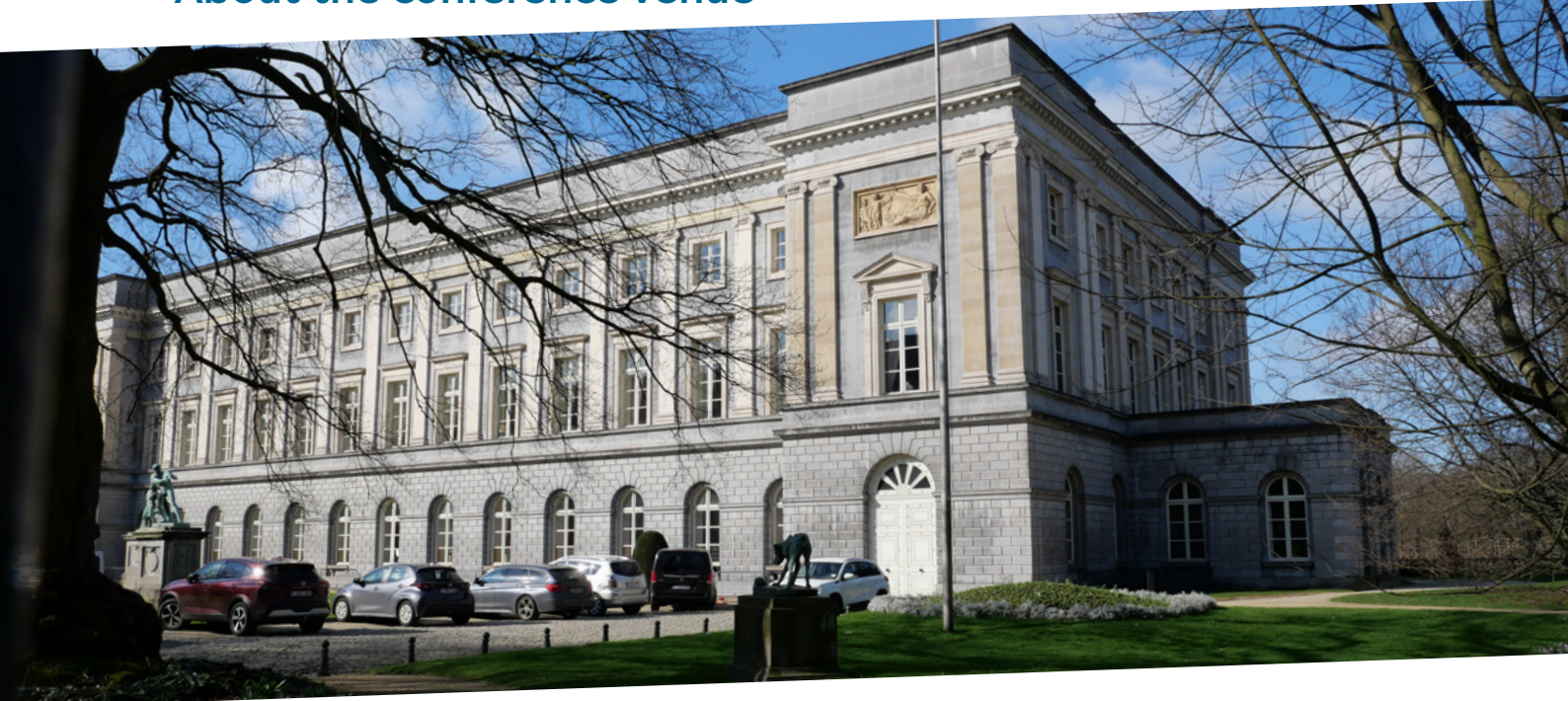
Didier Goossens, the current Head of Communication at the Luxembourg National Research Fund (FNR), brings a wealth of experience in both cultural and scientific communication. Before joining the FNR, he contributed to marketing and communications efforts at prestigious European concert halls, including the Wiener Konzerthaus and the Philharmonie Luxembourg.

Now focused on science communication, Didier Goossens bridges the gap between research and the public, fostering meaningful connections with stakeholders. Beyond work, he is an arts and music enthusiast and co-founder of RestART Beirut, a non-profit organisation dedicated to cultural heritage education and knowledge transfer.



Practical Information

About the conference venue



The conference takes place at the beautiful historical venue of the **Palace of the Academies** (*Palais des Académies/Academieën paleis*) in Brussels. The building has served as the home of Crown Prince William of Orange-Nassau and his wife Anna Pavlovna, daughter of Czar Paul and Grand Duchess of Russia. It was also the residence of Crown Prince Leopold, who at that time was Duke of Brabant, still reflected in the name of the street *Rue Ducale/Hertogstraat* ('Duke Street').

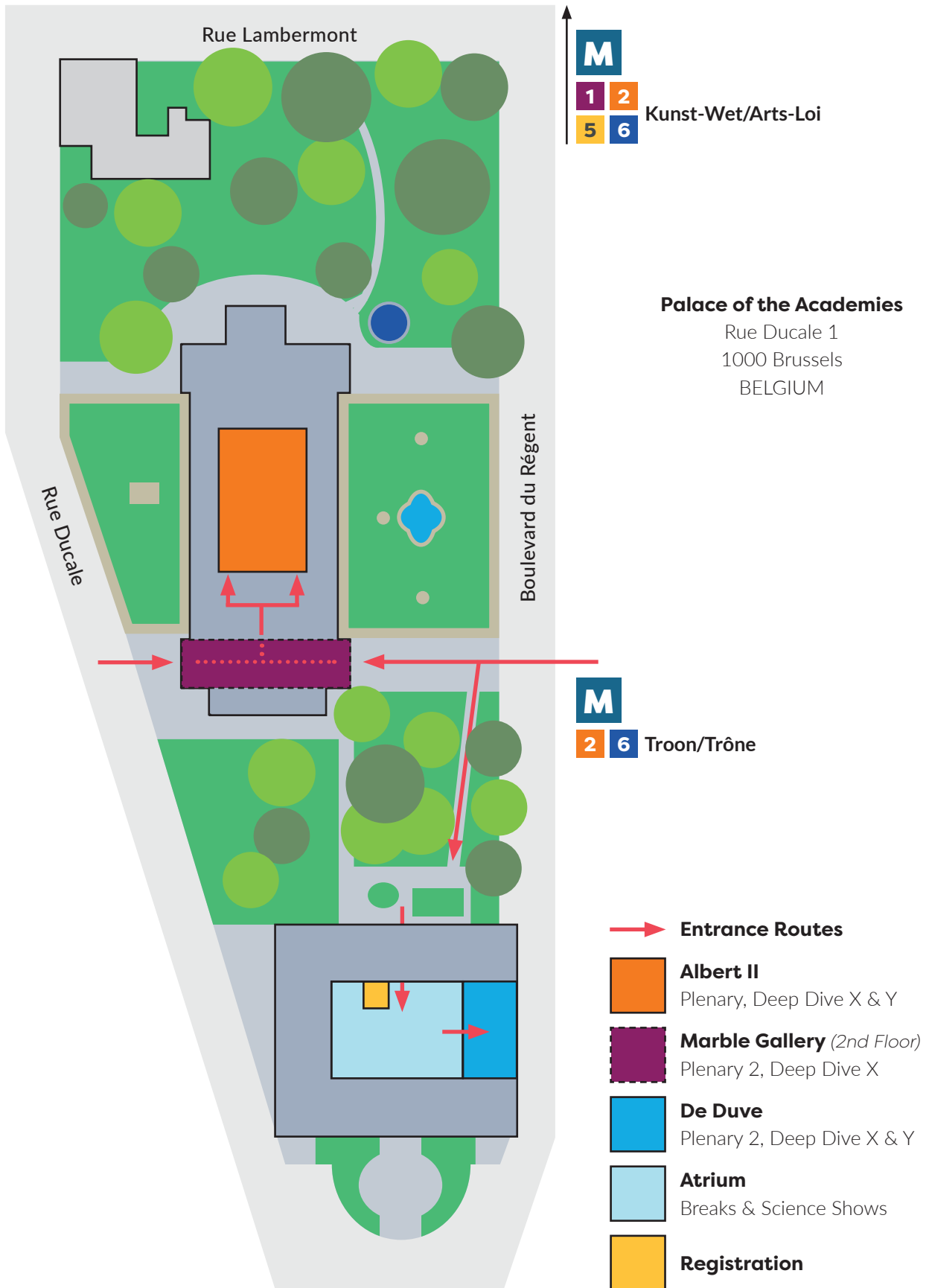
The conference takes place in four rooms across both buildings of the complex. See the map on the next page for a schematic overview of where each room is located. The main building houses the plenary room **Albert II**, as well as the beautiful **Marble Gallery**. In the Annex, we find the covered **Atrium** courtyard, where the registration, lunch, coffee breaks and science shows take place, and the adjacent **De Duve** room.

The plenary sessions will take place in the Albert II, but will be directly broadcasted on-site to a second plenary room, allowing more participants to take part in the meeting than the Albert II can host. On the first day, the Marble Gallery acts as the second plenary room, on the second day, the De Duve room is the second place to be. We will collect audience questions online, so no matter what room you are in, you will be fully able to participate in the conference. All three rooms, Albert II, the Marble Gallery, and De Duve, are used for the live deep dive sessions.

To ensure a comfortable split, participants who have registered after the capacity increase are invited to join in the second plenary room. You will find this information on your participant's badge.



Map of the Venue



About the reception

On the evening of 12 March, a networking reception takes place at the Brussels Town Hall from 19.00 to 21.00. Due to more limited capacity at this location, only those who have registered for the conference and reception before the capacity expansion can be admitted. To ensure easy entrance into the Town Hall, please remember to bring your **conference badge** and an **ID card**.



The beautiful Brussels Town Hall is located at the Grand Place in the heart of the city, just a 15-minute walk away or a short metro ride to either **Gare Centrale** or **De Brouckère** (Lines 1 and 5). You will find Grand Place between these stations. Entrance to the reception area is directly from the Grand Place, through the entrance with the stone lions, depicted on the left.

Brussels Town Hall

Grand Place 8, 1000 Brussels

If you are not sure whether you are registered for the reception, you will also find this information on your participant's badge that you will receive at the conference.

The reception will feature short speeches by **Philippe Close**, Mayor of Brussels, **Annemie Schaus**, President of FNRS, and by **Javier Moreno Fuentes**, Vice-President of Science Europe.



Annemie Schaus

President of the Fund for Scientific Research (FNRS), Belgium

Annemie Schaus holds degrees in law and international law from the Université libre de Bruxelles. Her research and teaching at the Faculty of Law and Criminology of the ULB mainly focus on public law, the intersections between domestic and international law, and in particular the implementation of international treaties in a federal state and the protection of fundamental rights and freedoms, the vast majority of which find their source in international and European law. She also co-ordinates a Rights and Freedoms Clinic within this Faculty, awarded the Socrates Prize in 2019.

She has always kept one foot in practice by remaining a lawyer at the Brussels bar – where she worked full-time for five years after her studies

(1988–1992), notably within the firm of Roger Lallemand when he defended the law decriminalising abortion. Her specialisation in rights and freedoms led to her involvement in human rights associations, such as the international NGO European Center for Constitutional and Human Rights (ECCHR) based in Berlin. The sister NGO, the Center for Constitutional Rights (CCR-New York) allowed her to work with the eminent Michaël Ratner (†), main advisor to Julian Assange.

Annemie Schaus was dean of the Faculty of Law and Criminology (2007–2011) and Vice-rector for institutional relations and knowledge transfer (2011–2012) and academic policy (2012–2016).

Science Europe is the association of major research funding and research performing organisations in Europe. It envisages an ERA with optimal conditions for robust education and R&I systems. It defines long-term perspectives for European research and champions best-practice approaches that enable high-quality research for knowledge advancement and the needs of society.

Research Foundation – Flanders stimulates and financially supports fundamental scientific research, strategic basic research, clinical scientific research, the purchase of large-scale and medium-scale research infrastructure, and the management of large computing capacity in Flanders. It subsidises fellowships and research projects, infrastructure, travel grants and international scientific co-operation.

The Fund for Scientific Research (FNRS) mainly supports fundamental research conducted in the French-speaking Belgian universities by granting and managing research grants and fellowships, while providing credits and equipments, as well as individual and collective research projects.





Science Europe

Rue de la Science 14
1040 Brussels, Belgium

Tel. +32 2 226 0300
Email office@scienceeurope.org

Web www.scienceeurope.org

 @ScienceEurope
 Science Europe



Research Foundation – Flanders

Leuvenseweg 38
1000 Brussels, Belgium

Tel. +32 2 512 9110
Email communicatie@fwo.be

Web www.fwo.be

 @FWOVlaanderen
 Research Foundation Flanders



Fund for Scientific Research

Rue d'Egmont 5
1000 Brussels, Belgium

Tel. +32 2 504 9211
Email communication@frs-fnrs.be

Web www.frs-fnrs.be

 @frsFNRS
 F.R.S.-FNRS