PRELIMINARY PROGRAMME

TUESDAY 12 MARCH 2024

12.00–13.00  Welcome Lunch

13.00–13.40  Opening Remarks
Welcome speeches from representatives from the organisers, EU institutions, and the Belgian Presidency of the Council of the EU

13.40–14.10  The role of science communication in research policy and programmes
Interview with high-level policy makers and research organisation representatives
- Anu Noorma, Director General of the Estonian Research Council
- Other speakers to be confirmed

Session 1 – State of Play of Science Communication

14.10–14.40  Keynote Speeches: What makes science communication particularly crucial and urgent in today’s complex and rapidly changing world?
- Maja Horst, Dean of the Faculty of Arts at Aarhus University, Denmark
- Other speakers to be confirmed

14.40–15.40  Short Presentations and Panel Discussion: What are the current priorities in science communication?
What are the key priorities in science communication? We will focus on its role in providing evidence to address societal challenges and policy making, informing and engaging the public, promoting the value of research funding, and inspiring the next generation of scientists.
- Anna Maria Fleetwood, Senior Adviser External Relations at the Swedish Research Council
- Alok Jha, Science and Technology Editor at The Economist
- Joana Magalhães, Senior Researcher and Project & Research Manager, COALESCE
- Other speakers to be confirmed

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

15.40–16.10  Coffee Break
16.10–17.15 Deep Dives
Parallel sessions going deeper into individual aspects of science communication.

Deep Dive 1: Communicating science to policy makers
POLICY MAKERS TRACK
- Hans Plets, Project Manager at the Einstein Telescope
- Arko Olesk, Science and Education Advisor to the President of Estonia
- Other speakers to be confirmed

Moderator: Veronique Halloin, Secretary General of the Fund for Scientific Research (F.R.S.-FNRS), Belgium

Deep Dive 2: Ethics and integrity in communicating science with the public
SOCIETY TRACK
- Pavla Hubalkova, Science Communicator/Editor and author, Czech Republic
- Other speakers to be confirmed

Moderator to be confirmed

Deep Dive 3: Incorporating equity, diversity, and inclusion in science communication
BUSINESS TRACK
- Sabine Costagliola, Research Director at the Université Libre de Bruxelles
- Didier Boone, Chef du service prévention, Unia
- Other speakers to be confirmed

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

18.30–21.00 Networking reception at the Brussels Town Hall

WEDNESDAY 13 MARCH 2024

09.00–09.15 Welcome Remarks & Recap
- Annely Allik, Head of Department of Science Communication, Estonian Research Council
- Other speakers to be confirmed

Session 2 – The Political Role of Science Communication

09.15–10.00 Panel discussion: What are the main incentives and barriers to fostering science communication in Europe?
This panel discussion will focus on identifying the challenges that hinder the promotion of effective science communication. It will explore strategies for including science communication in research funding programmes and developing institutional tools such as training and incentives, that can foster capacity building and help researchers communicate science more effectively.
• **Birte Fähnrich**, Adjunct Professor for Communication Theory at the Freie Universität Berlin, Germany
• **Valérie Fromentin**, Head of the Humanitie and Social Sciences Department and the ‘Science with/for Society’ programme of the French National Research Agency
• **Alex Verkade**, Taskforce for Applied Research SIA, the Netherlands
• **Joana Lobo Antunes**, Head of Communication at Instituto Superior Técnico, Portugal
• **Other speakers to be confirmed**

Moderator to be confirmed

**10.00–10.30** **Showcasing successful science communication initiatives and best practices**
Roundtable of interactive presentations showcasing examples and initiatives on science communication.
• Representatives from the Science Europe Working Group on Communication

**10.30–11.00** **Break**

**11.00–12.00** **Deep Dive 5: Science Communication and Artificial Intelligence**

**SOCIETY TRACK**
• **Pedro Russo**, Physicist at Leiden University, and Science Communicator, the Netherlands
• **Other speakers to be confirmed**

Moderator: **Didier Goossens**, Luxembourg National Research Fund (FNR)

**Deep Dive 4: How science can help fight against disinformation and misinformation**

**ACADEMY TRACK**
• **Jan Jagers**, Journalist and Managing Director at deCheckers, Belgium
• **Alina Bârgăoanu**, Member of the Advisory Council of the European Digital Media Observatory, Romania
• **Casper Hirsch**, Professor of History, SHSS-HSG, Switzerland
• **Jon Roozenbeek**, Postdoctoral Fellow at the Cambridge Social Decision-Making Lab

Moderator to be confirmed

**12.00–13.00** **Concluding remarks**

**13.00–13.30** **Lunch & Science Show**