**Science Communication Forum**

**Programme 13 April 2016**

**The changing face of science communication – from information-sharing to participation**

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| 12:30 | **Registration** |
| 13:00 | **Welcome**  **Stefan Örgård**, Gothenburg Science Festival |
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|  | **Science communication around the world – what are the trends?**  **Anna Maria Fleetwood**, Swedish Research Council |
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|  | **The demanding public – what affects researchers’ attitudes to science communication?**  **Thomas Evensen**, Director of Communications, The Research Council of Norway |
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|  | **Snapshots of science communication initiatives in Sweden:**   * ElectriCity * Physics at Liseberg amusement park – from guided tours to physics days * Year 5 pupils create apps at Halmstad University * Wikipedia as a tool for science communication * Interactions with researchers at Universeum in collaboration with Chalmers & Gothenburg Universities * A car-free year – Everyday life with electric vehicles * Antropocene – The Human Scene * Science & Innovation Day – research meets industry * How citizen science is improving public health and driving air quality policy in disadvantaged communities in Nairobi |
| 14:30 | **Coffee and exhibition**– meet the projects featured above and other examples from the organisers! |
| 15:00 | **Keynote: Outreach to inclusion – evolution or revolution?**  **Hilary Sutcliffe**, Director of MATTER not-for-profit, UK |
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| 16:00 | **Break** |
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| 16:15 | **Parallel sessions:**   1. **The changing media landscape** Research, communication and innovation – how the rules of the game have changed in a digital world  **Darja Isaksson**, digital strategist, founder of Ziggy Creative Colony and InUse, member of the Swedish government’s Innovation Council  **Patrik Hadenius**, Editor of Research & Progress and the Language Magazine  **Ben Libberton**, Karolinska Institute  **Lisa Beste and Natalie von der Lehr**, RadioScience podcast **Merci Olsson**, Director of Communications, National Geographic Europe 2. **How do you evaluate science communication?** A workshop providing practical tips and examples of how to evaluate science communication activities. Together, we explore which elements are needed to create a successful activity that engages participants and stimulates dialogue.   **Anders Sahlman**, Project & Communications Manager, VA (Public & Science)  **Lotta Tomasson**, Public Engagement and Digital Communication Manager, VA (Public & Science)   1. **Citizen science – how can the public contribute to research?** A growing number of researchers are involving the public in the collection of data or classification of objects. With the use of technology, projects can run over several years and different countries. Learn more about the rapidly growing citizen science movement and experiences from Swedish projects.   **Dick Kasperowski,** Lecturer in the Theory of Science, University of Gothenburg, who researches citizen science **Björn Källström**, Marine Biologist and Head of the Aquarium at the Maritime Museum **Anna Maria Wremp**, Communications Officer and Project Secretary for Swedish LifeWatch, the Swedish University of Agricultural Science |
| 17:15 | **Break** |
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| 17:30–18:00 | **The Swedish Ministry of Education’s view on interaction between science and society Karin Röding,** State Secretary, Ministry of Education |

**Hilary Sutcliffe**

Hilary focuses on improving participation in debates about governance and social and ethical impacts of science and technology innovation; multi-stakeholder involvement processes and connecting people and ideas to create better solutions to complex problems. The non-profit MATTER seeks to connect people and ideas to make new technologies work for us all.

Find out more about [MATTER.](http://www.matterforall.org/)  
Hilary on Twitter:[@hilarysutcliffe](https://twitter.com/hilarysutcliffe)

**Moderators**

Helena Bornholm, Swedish Research Council

Patrik Hadenius, Editor of Research & Progress