How to interact with the public?
A short guide to science communication for scientists

I want to transmit and exchange ideas about science

How can I improve my communication skills ?

How to enter a meaningful dialogue with the public ?

SciComm 4all

Want to share your science with the public?

SciComm 4all

Program presentation

SciComm4all offers a series of **short, self-guided learning modules** each composed of :

- a video
- additional resources (scientific articles, blogs, guidelines and toolkits...)
- a self-assessment tool that will help you get familiar with the most important concepts in science communication.

Subtitles available in 14 languages

Relevant scientific deliverables and outputs

- What is already done:
  - **9 self-paced modules** containing 1 video, some tips and resources, **scientific sources**, an assessment **questionnaire**
- What are the next steps?
  - dissemination
  - a booklet listing all modules, tips, bibliography

Expected impacts

Short-term

- modules used by **1000 researchers** at least the first year

Medium-term

- creation of bridges between sectors to tackle the issue of scientific literacy,

Long-term

- **increase** the number of scientists **involved** in scientific communication activities
- improved reception of science and the scientific community as a whole by society

Objectives and hopes of this program

- To encourage more scientists to reach out to the public and thus bring **science and society closer together**
- To understand the **incentives and obstacles** to scientific communication
- To bring **more scientists** to meet and exchange with the public

What challenges did we overcome ?

Building an inclusive program, in terms of scientific fields, language, gender and ethnicity

- scientists are represented in **different outfits** (not only white coats) and are portrayed in different settings (not only a biology lab)
- characters in the videos, including scientists, are composed of **women, men and non-binary people, of different ethnicities**
- **subtitles** available, translated in many languages, with a guide for translators recommending **inclusivity**

Building a transposable programme

- the modules are **adapted** to every scientist, regardless of their country or field of research
- This was made possible by a diverse European working group, that included representatives of life sciences as well as humanities and social sciences, but also representing various visions of scientific communication

Relation to the scientific objectives detailed in the MoU

- The SciComm4all program is **Deliverable 3 of EuroScitizen WG5** : Best practice guide and recommendations to **enhance researcher engagement in outreach**
- Regarding Research Coordination :
  - The SciComm4all program will produce **data** (via the questionnaires) that will help analyse European researchers' attitudes towards outreach
  - The program highlights **good practices in science communication** in order to make it easier for as many scientists as possible to master it
  - The **dissemination plan** will use scientific networks (especially EuroScitizen) and SciComm programs (from the french non-profit organisation Le Cercle FSER)

A self-training program in scientific communication made by

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