

Innovative communication approaches
How to make research count in marine governance
(Rome, 15 March 2012)

CIESM SEMINAR - TENTATIVE TALKING POINTS

1. Context - can researchers be heard, be relevant, outside of their ivory tower ?

Assess the main obstacles along the way; the different perceptions, e.g. the 'context-free' approach of hard science versus the 'context-sensitive' demand of society (and media). The scientist as citizen? The difficulty for researchers - who deal with a margin of uncertainties and variability - to deliver solid explicit options, etc ...

2. "Top down" : impacting governance levels

- *Assess the needs and demands of policy makers* for research-based info and options; What is the use of such research evidence today in national/ international policy-making processes (for ex. in drafting bills, legislation, etc ...) ? What are the crying gaps ?

- *How to consolidate/ adjust that demand ?*

Current demand of scientific evidence is at best limited, this despite the explicit ambition of the EU to become a leading 'knowledge society'. So how make research-based evidence (and innovative findings) more valuable in decision making ?

Examples of science-based good practices? For instance in convincing leaders to better appreciate the importance of scientific risk analysis when forging environmental policy ?

- *Bridging the best of research with decision makers, political advisers.*

With new 'independent' structures ? E.g. offices of Chief Scientific Advisor at national /EU levels? Parliamentary Offices on Science and Technology? A European Academy of Science?

- *Other suggestions* for informing legislators/ and society at large with realistic, transparent, high-quality scientific advice in a timely, understandable manner ?

3. Using / adapting better communication tools to impact the 'Network Society'

Lack of institutional transparency, added to clashing perceptions of key issues (environmental risk, climate uncertainty, biodiversity, etc) among distinct interest groups, do contribute to public 'unease' with science and do not favour scientists' engagement.

- *How to enhance social & corporate responsibility* over governance of the global commons?

- *Improve the scientists' understanding of the needs /limits of press* and other media; contrast the demands/ expectations of the press vs those of the scientists;

- *Explore new communications tools/ technologies*, adapted to distinct user groups
Potential and limits of social networks, video-games, e-forums/ blogs, science fairs, science 'shops', documentaries, etc ...

- *Other ideas and recommendations*