



### Science Communication - making science more diverse and inclusive

Making complex scientific topics accessible for the public while maintaining scientific accuracy requires placing the science and research in a larger narrative context with an important social responsibility.

*“You don’t really understand something unless you can explain it to your grandmother”.*

This quote is attributed to Albert Einstein and should be the motto of all professional science communicators. However, **in the current modern society - in which anti-scientific tendencies are winning a certain weight - communicating the social role of science is fundamental and responsibility lies with the specialists themselves when they relate to the broader public.** Society has become more and more dependent on the scientific work and experts have to be aware of their social role and need to build a relationship of trust with the rest of the population. This was recently mentioned by Professor Giorgio Parisi, Physics Nobel Laureate 2021 in his talk [“The value of science”](#).



Science communication should be part of a scientist's everyday life as communicating with society about science and its benefits is more important than ever.

Although having more scientists who are effective communicators benefits science and society greatly, there are still relatively few training opportunities for science students and

professionals to develop these skills. Fortunately, **effective communication skills are no longer perceived as soft skills. Increasingly they are becoming part of the core professional skills every science student and professional should have.**

“When scientists can communicate effectively beyond their peers to broader, non-scientist audiences, it builds support for science, promotes understanding of its wider relevance to society, and encourages more informed decision-making at all levels, from government to communities to individuals,” told us Milica Momčilović, president of The World Federation of Science Journalists and board member of the Balkan Network of Science Journalists.

When scientists communicate more effectively, science thrives.

## • NEWS

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- **COMMUNICATING THE SOCIAL ROLE OF SCIENCE TO CONTRAST THE THE RISE OF ANTI-SCIENTIFIC BELIEFS**  
Professor Giorgio Parisi, Physics Nobel Laureate 2021, recently intervened at a jointly organised ICTP-SISSA colloquium, on 22 October 2021, to give the talk “The Value of Science”. His speech ranged...
- **SCIENCE COMMUNICATION FELLOWSHIP**  
The IIASA science communication fellowship is a highly competitive program that immerses early-career science communicators in the dynamic work of the IIASA communications team.
- **SCIENCE COMMUNICATION: “WHAT?” VERSUS “SO WHAT?”: PITFALLS IN SCIENCE COMMUNICATION FOR SCIENTISTS**  
As the events of 2020 have shown us, science communication and its appreciation have come a long way over the past decade. Many more scientists now understand the benefits of communicating their research...
- **SCIENCE COMMUNICATION - EDUCATION CAN HELP AGAINST CONSPIRACY THEORIES**  
Interview with Michael Butter, Professor of American Studies at the University of Tübingen. He is the author of *The Nature of Conspiracy Theories* (Polity, 2020) and Principal Investigator of the ERC...
- **THE 3 ESSENTIAL RULES FOR EFFECTIVE SCIENCE COMMUNICATION**  
The field of evidence-based science communication is still young. Although there are many studies on what does or doesn't work when communicating specific topics — there's an entire journal dedicated ...
- **HOW TO COMMUNICATE SCIENCE TO POLICY OFFICIALS**  
The list below highlights tips on how scientists should communicate their research to policy workers.
- **10 TIPS FOR EFFECTIVE SCIENCE COMMUNICATION**  
Scientists and biotechnologists do incredible work every day in the fields of health, food production, and sustainability. However, the deeply technical nature of this work makes it difficult to explain...
- **HOW TO NAVIGATE COVID NEWS WITHOUT SPIRALING**  
"As the pandemic changes so quickly, there's a better way to think about getting and sharing the information you need" - Mia Sato wrote an article about the challenges of the quick-paced science communication...
- **FREE SCIENCE JOURNALISM MASTER CLASSES**  
The Open Notebook's Science Journalism Master Classes offers. Each Science Journalism Master Class drills into one skill or habit, presented in a series of five to eight lessons, delivered by email.

- **THE ROLE OF SCIENCE COMMUNICATION IN DELIVERING "GREEN TRANSITION"**  
"To deliver the transition to a carbon-neutral economy, researchers must rethink funding, global cooperation and how they communicate with policymakers, a Science Europe seminar heard on Tuesday." says...
- **BOOK LAUNCH: HOW SCIENCE CAN HELP US BUILD A MORE RESILIENT EUROPE**  
Enhanced data collection, more knowledge sharing and a long-term approach to risk will be key in strengthening Europe's resilience against future disasters, according to a new book published today by ...

## • **CALLS**

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- Deadline: November 15, 2021  
**CALL FOR SESSION PROPOSALS FOR ESOF2022: SUBMIT YOUR PROPOSAL!**  
The Call for Proposals for the 2022 edition of the EuroScience Open Forum is open until 15 November 2021. The ESOF2022 submission platform is available to receive proposals for sessions and...
- Deadline: December 31, 2021  
**SUBMIT YOUR RESEARCH AT OPEN RESEARCH EUROPE PLATFORM!**  
Fast publication and open peer review for research stemming from Horizon 2020 funding across all subject areas. Articles are published rapidly as soon as they are accepted, after passing a series of...
- Deadline: January 1, 2022  
**MSC SCIENCE COMMUNICATION - IMPERIAL COLLEGE LONDON**  
This course will prepare you for a wide range of professional science communication careers, including: Broadcast Online journalism Science policy Public relations Engagement and outreach...
- Deadline: February 1, 2022  
**CFA: SCIENCE COMMUNICATION MASTER'S PROGRAM**  
Do you enjoy explaining your work, and science in general, to non-scientist friends more than you like working in the lab? The women and men who popularize science enjoy a career that satisfies their ...
- Deadline: March 1, 2022  
**NWA SCIENCE COMMUNICATION**  
The call 'NWA Science Communication' aims to fund projects that strengthen the connection between science and society. This call focuses specifically on projects that offer new science communication concepts...

## • **DOCUMENTS**

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- **DECLARATION ON THE FUTURE OF SCIENCE COMMUNICATION**  
Science communication for action and engagement – a proposal developed by the participants of the International Summer School "Communicating Science" 2021 in Berlin
- **WHY SCIENCE COMMUNICATION, AND DOES IT WORK? A TAXONOMY OF SCIENCE COMMUNICATION AIMS AND A SURVEY OF THE EMPIRICAL EVIDENCE**  
In this paper, the authors offer "a novel conceptual framework of some of the most important aims for science communication efforts found in the contemporary literature on science communication. [They...
- **SCIENCE JOURNALISM'S UNLIKELY GOLDEN AGE**  
Abstract: "We live in a golden age of science and environmental journalism. In the face of the widespread decline of traditional publications, such as regional newspapers and national newsmagazines, and..."
- **SCIENCE FOR DISASTER RISK MANAGEMENT 2020**

The Disaster Risk Management Knowledge Centre has produced the "Science for disaster risk management 2020: acting today, protecting tomorrow", the second of its series.

- **ORGANISATIONS**

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- **EUROPEAN ASSOCIATION OF SCIENCE EDITORS (EASE)**

The European Association of Science Editors (EASE) is an international community of individuals and associations from diverse backgrounds, linguistic traditions and professional experience in science ...

- **EUROSCIENCE**

Euroscience was founded in 1997 by members of Europe's research community to: provide an open forum for debate on science and technology and research policies in Europe strengthen the ...

- **LINKS**

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- **THE INDUSTRY COLLABORATION TOOLKIT WEBINAR (BY EUROSCIENCE)**

Many early-stage researchers can find building a relationship with a company challenging. With many funding opportunities demanding researchers to apply for funding together with an industrial partner...

- **EUROSCIENCE WEBINAR: SCIENCE POLICY 101**

The Webinar "Science Policy 101" for PhDs and Postdocs, discussed how scientists can interact effectively with policy makers. How to illustrate to a policymaker that your issue matters? How to get a ...

- **OPEN RESEARCH EUROPE PLATFORM**

Fast publication and open peer review for research stemming from Horizon 2020 funding across all subject areas.

- **BALKAN NETWORK OF SCIENCE JOURNALISTS**

Science reporters and writers from various countries in South-East Europe gathered in this Association of Science Reporters from across South-East Europe to improve the quality of critical and ethical...

- **EU SCIENCE HUB**

The European Commission's science and knowledge service. The Science Hub brings together scientific knowledge produced by the Joint Research Centre, the science and knowledge service of the European...

- **MAKING AN IMPACT: HOW TO DEAL WITH THE MEDIA**

These are 20 points to guide you in engaging with the media, in its various forms. They don't guarantee success, and some of them might seem obvious, but it's amazing how many people guarantee failure...

- **THE EU GUIDE TO SCIENCE COMMUNICATION**

The guide consists of 9 videos helping projects (especially H2020 initiatives) to understand own audiences and start communicating in a proper way from the very beginning of activities.

[FIND MORE RELATED ARTICLES](#)

## Communicating science: hints on effective online dissemination

There are so many who benefit from the work of scientists, from peers and potential investors to the general public and the media. Peers will be interested in determining whether there are

any opportunities for future collaboration. Potential investors want to know whether the work will provide them with a significant return. For the general public, the big question is how the science impacts their lives and their societies. To help shed light on the way science becomes accessible to audiences that traditionally have been excluded from the process of science we talked with **Milica Momčilović, president of The World Federation of Science Journalists and board member of the Balkan Network of Science Journalists** on how to effectively communicate science...

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## FURTHER SELECTED ARTICLES

### • NEWS

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- Posted on October 29, 2021  
**[MAPPING "BRAIN DRAIN" IN SERBIA](#)**  
With the project Mapping Serbian PhDs in Diaspora, the Institute for Philosophy and Social Theory at the University of Belgrade is conducting a survey of highly educated experts abroad.
- Posted on October 22, 2021  
**[COMMISSION PUBLISHES FORESIGHT REPORTS ON MISSIONS](#)**  
On 21 October 2021, the European Commission published five foresight reports in support of the EU missions which resulted from the work of the Mission Boards.
- Posted on October 22, 2021  
**[REGISTRATION OPEN FOR ONLINE EXPERT POOL - AIMS TO STRENGTHEN THE NETWORK OF RMAS FROM VISEGRAD FOUR \(V4\) AND WESTERN BALKAN \(WB\) COUNTRIES](#)**  
The V4+WB Network of Research Managers and Administrators (RMA) project, which is funded by the International Visegrad Fund, aims to strengthen the network of RMAs from Visegrad Four (V4) and Western ...
- Posted on October 22, 2021  
**["I M A G I N E" CALL FOR IDEAS COMPETITION AND CALL FOR PROPOSALS FOR THE ELABORATION OF THE LOGO](#)**  
Original Call text: The CEI-Executive Secretariat (CEI-ES) is proud to announce the launch of the 2nd edition of the Call for Ideas and Award Competition "IMAGINE" Active ...
- Posted on October 22, 2021  
**[EUROHPC JOINT UNDERTAKING SEEKS EXPERTS FOR GRANT EVALUATION AND ADVICE](#)**  
The EuroHPC Joint Undertaking (JU) is looking to appoint external experts to assist in the evaluation of grant applications, projects and tenders, and to provide opinions and advice in specific cases. ...
- Posted on October 22, 2021  
**[EUA CALLS FOR STRONGER HORIZON EUROPE BUDGET FOR 2022](#)**  
In the context of the European Parliament plenary vote on the EU budget for 2022, the European University Association (EUA) has published a statement calling on the Council to revert the proposed cuts...

- Posted on October 13, 2021  
**SMALL AND MEDIUM SIZED BUSINESSES AT THE HEART OF HORIZON EUROPE**  
Businesses can now get EU funding and support for innovation projects that will help them develop and expand into other countries – in Europe and beyond. The funding is available through the EU's Horizon...
- Posted on October 13, 2021  
**WHY THE NATIONAL CONTACT POINTS HOLD THE KEY TO SUCCESS FOR HORIZON EUROPE**  
A key to enabling the success of Horizon Europe is the dissemination and distribution of resources and information to potential applicants and beneficiaries. Tasked with a budget of €95.5 billion...

## • **EVENTS**

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- November 12-13, 2021 | Faculty of Humanities, Charles University, Prague, Czech Republic  
**6TH INTERNATIONAL INTERDISCIPLINARY CONFERENCE IN BALKAN STUDIES "BALKAN EXPRESS 2021 - NEIGHBORS AND NEIGHBORHOOD IN THE BALKANS"**  
Organizing committee: PhDr. Dana Bittnerová, CSc., PhDr. Mirjam Moravcová, DrSc., Mgr. Ivana Skenderija, Mgr. Markéta Slavková, Ph.D., František Šístek, M.A., Ph.D. Organizing institutions: Faculty...
- November 12-14, 2021 | Skopje and virtual, Republic of North Macedonia  
**9TH INTERNATIONAL SYMPOSIUM IN BYZANTINE AND MEDIEVAL STUDIES "DAYS OF JUSTINIAN I"**  
Organized by the Institute of National History, Skopje, Ss. Cyril and Methodius University, Skopje and University of Bologna, in partnership with Faculty of...
- November 8-15, 2021 | Belgrade, Serbia  
**INTERNATIONAL FESTIVAL OF GREEN CULTURE "GREEN FEST"**  
The International Festival of Green Culture "Green Fest" was founded in 2010, and very quickly became the largest festival in the region of Southeast Europe, which connects activities in the field of ...
- November 16, 2021 | online, OTHER  
**PUBLIC ENGAGEMENT FROM THE RESEARCH FUNDERS' PERSPECTIVE**  
Public engagement is emerging – alongside other RRI dimensions – as a key component in how research funding organisations are working to ensure that research is societally relevant and impactful: an explicit...
- November 18-19, 2021 | Vienna, Austria  
**EUROPEAN R&I POLICY EVALUATION CONFERENCE**  
The REvaluation 2021 Conference is jointly organised by Fraunhofer ISI, IFRIS and the Austrian Platform for Research and Technology Policy Evaluation. It will take place as live as possible, 18-19 November...
- November 17-19, 2021 | Belgrade, Serbia  
**"CREATIVITY AND INNOVATIONS IN THEATRE, MEDIA AND CULTURAL PRODUCTION: VISIONS AND VALUES FOR THE FUTURE"**  
The Faculty of Dramatic Arts in Belgrade extends an invitation to the scientific conference with international participation under the title "Creativity and Innovations in Theatre, Media and Cultural ...
- November 17-19, 2021 | hybrid: Trieste and online, Italy  
**STRENGTHENING TECHNOLOGY TRANSFER IN THE EU - FOCUS ON THE WESTERN BALKANS AND SOUTH-EAST EUROPE**  
In parallel to the Slovenian Presidency of the Council of the European Union, the European Commission's Joint Research Centre (JRC) and Area Science Park will jointly organise a hybrid conference on Technology...
- November 23-25, 2021 | Copenhagen, Denmark  
**"ELECTRIC CITY" - A NEW ONSHORE AND OFFSHORE WIND EVENT**

“Electric City” is a new onshore and offshore wind event, with participants from wind and beyond – heavy industry, mobility, district and domestic heating, storage, hybrids, hydrogen and many more – to...

- November 22-26, 2021 | Rome, Italy  
**EU-BALKAN YOUTH FORUM**  
From 22 to 26 November, the Italian Ministry of Foreign Affairs will host the "EU-Balkans Youth Forum", an event dedicated to young people from the countries of the European Union and the Western Balkans...
- November 26-28, 2021, Austria  
**„CHANGING SOCIETIES – DIMENSIONS OF EUROPEANIZATION” - UNI GRAZ**  
The Field of Excellence “Dimensions of Europeanization” of the University of Graz organizes the ARQUS Research Focus Forum „Changing Societies – Dimensions of Europeanization” on November 26-28, 2021 ...
- November 30, 2021 | online, OTHER  
**BOTTOM-UP RRI INITIATIVES**  
Sustainable institutional changes result from a collective effort where both top-down and bottom-up approaches are present and coordinated.
- December 2-3, 2021 | virtual, OTHER  
**FINANCIAL ADMINISTRATION & AUDITING PREPARATION FOR E.C. FUNDED PROJECTS**  
Projects funded under H2020 are still being run and are going to be subject to EC surveillance for as long as five years after their completion. That is why knowing and understanding H2020 financial rules...
- December 16-19, 2021 | Tirana, Albania  
**CONFERENCE OF THE FOUNDATION FOR ENDANGERED LANGUAGES**  
Foundation for Endangered Languages, 25th Annual Conference - FEL XXV (2021) Main Theme: Endangered Languages and Diaspora Special Theme: The State and Study of Arbëresh as an...
- June 16-17, 2022 | Trento, Italy  
**13TH EURICSE INTERNATIONAL WORKSHOP ON COOPERATIVE AND RESPONSIBLE FINANCE FOR DEVELOPMENT**  
On June 16th and 17th, 2022 in Trento, the 13th Euricse International Workshop on Cooperative and Responsible Finance for Development will be held. The workshop is organized by Euricse ...
- June 20-22, 2022 | Vienna, Austria  
**EUROPEAN SUSTAINABLE PHOSPHORUS CONFERENCE**  
The European Sustainable Phosphorus Conferences are unique events bringing together companies, stakeholders, regional and national authorities, innovation and researchers, to discuss phosphorus and nutrients...
- June 1, 2022-July 1, 2022 | Groningen, Netherlands  
**9TH LIVING KNOWLEDGE CONFERENCE 2022**  
The 9th Living Knowledge Conference aims to bring together all those involved in doing or supporting research with and for communities.
- September 7-8, 2022 | Roma Eventi, Pontifical Gregorian University, Italy  
**ICSD 2022 : 10TH INTERNATIONAL CONFERENCE ON SUSTAINABLE DEVELOPMENT, 7 - 8 SEPTEMBER ROME, ITALY**  
European Center of Sustainable Development in collaboration with Canadian Institute of Technology will organize the 10th ICSD 2022 International Conference on Sustainable Development, ...

## • **CALLS**

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- Deadline: December 31, 2021  
**CFP: INTERNATIONAL WORKSHOP ON COOPERATIVE AND RESPONSIBLE FINANCE FOR DEVELOPMENT**

On June 16th and 17th, 2022 in Trento, the 13th Euricse International Workshop on Cooperative and Responsible Finance for Development will be held. The workshop is organized by Euricse ...

- Deadline: December 31, 2021  
**CALL FOR EXPRESSION OF INTEREST FOR EXPERTS FOR PROGRAMMING PERIOD 2021-2027**  
If you are already registered as an expert answering one of the previous calls for expression of interest, and if you have opted to be eligible for all programmes, you will remain available in the database...
- Deadline: January 7, 2022  
**CFP: AFEBAK CONFERENCE IN BALKAN STUDIES "CONNECTED BALKANS"**  
The upcoming Fourth Conference in Balkan Studies organized by the French Association of Balkan Studies (AFEBalk) will be held at the MUCEM, in Marseille between June 30 and July 2, 2022.
- Deadline: January 16, 2022  
**OPEN ACCESS CALL OF THE ELSA AND THE NANO BIOTECHNOLOGY LABORATORY (IDEAS FOR THE NEW EUROPEAN BAUHAUS)**  
Call for cross-boundary proposals for projects to experiment, prototype and demonstrate ideas for the New European Bauhaus. The JRC ELSA Reaction Wall and the Nanobiotechnology Laboratory will serve as...
- Deadline: February 1, 2022  
**CFP: HIPERBOREEA (FOCUSES ON THE STUDY OF SOUTHEASTERN EUROPE)**  
Hiperboreea focuses on the study of Southeastern Europe, broadly defined as the states situated in the Balkan region. The journal is published biannually by the Balkan History Association. Without limiting...
- Deadline: February 1, 2022  
**CFP: EDITED VOLUME 'PARKS IN THE BALKAN CAPITALS: LEISURE, URBAN IMPACT, MONUMENTS, STORIES, AND SIGNIFICANCE**  
The Balkan History Association and the Institute of Balkan Studies and Centre of Tracology at the Bulgarian Academy of Sciences are preparing a volume dedicated to parks in Balkan capitals – their stories...
- Deadline: February 10, 2022  
**CEI COOPERATION FUND CALL FOR PROPOSALS**  
The CEI Cooperation Fund Call for Proposals is now open for applications. Cooperation Activities are innovative actions favouring mobility and networking activities (e.g. conferences, seminars, workshops...
- Deadline: June 18, 2023  
**ONGOING CALL FOR ARTICLES AND REVIEWS STUDIA POLITICA.**  
Ongoing Call for Articles and Reviews. Studia Politica. Romanian Political Science Review publishes high-quality, peer-reviewed articles in all major areas of political science including Romanian politics...
- Deadline: May 25, 2025  
**EIT INNOVATION CAPACITY BUILDING FOR HIGHER EDUCATION: PILOT CALL FOR PROPOSALS**  
As part of HEI Initiative: Innovation Capacity Building for Higher Education, the EIT has announced a Pilot Call for Proposals, inviting higher education institutions to design activities that will improve...

## • PROJECTS

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- SMARTWATER  
**PROMOTING THE APPLICATION OF SMART TECHNOLOGIES IN AGRICULTURAL WATER MANAGEMENT IN BOSNIA AND HERZEGOVINA**  
The agricultural sector is of strategic importance for Bosnia and Herzegovina (BiH). The adaptation of smart agricultural water management is becoming a country's priority due to overall increase of water...

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## ABOUT THE INFORMATION PORTAL

Access to the WBC-RTI.info platform is free of charge. The Platform will be regularly updated this year, with particular focus on one selected theme per month. If you would like to suggest a research topic or promote your R&I project or your research results to over 11,000 interested researchers and policy makers in the Western Balkans and Europe-wide, or if you have any questions, do not hesitate to contact us at [office@wbc-rti.info](mailto:office@wbc-rti.info).

INFORMATION SERVICE

The WBC-RTI.info platform acts as a source of high quality targeted information on research, technology and innovation in/with/for the Western Balkan Six. The Platform supports the Steering Platform on Research for the Western Balkans and is funded by the European Commission (contract № 30-CE-0838742/00-87).



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