

## Society and science: Make an impact

<b>Topic area:</b>	Science communication
<b>Format:</b>	Online or in-house workshop
<b>Workload:</b>	2-3 webinars of 2-2.5 h each = 1-1 ½ workshop days
<b>Trainer:</b>	Philipp Gramlich
<b>Target group:</b>	PhD students, postdocs and junior group leaders



In this workshop, we'll work on how you, as a scientist, can make an impact on society and the public debate.

Scientists know a lot about their research topics, which are often of high societal relevance. Yet the public debates are often dominated by people with little understanding of science- or even contempt for the scientific approach altogether. Our voices are heard only very softly, partly due to sci-

entific objectivity, a high value we absolutely need to retain. Does this mean that we can't state an opinion at all? Are we not allowed to extrapolate our findings into statements about the pros and cons of specific policies? How can you be heard by people outside of the ivory tower? How can they understand? How can you make your message relevant to them?

### Clear communication

- Big picture and details: how to put both together in different settings?
- How to find a storyline that's relevant to your audience
- Argumentation strategies adapted to the setting

### The public debate

- Phases of a public debate and how this influences your communication style
- Analyse the interests of various stakeholders in a public debate
- Effectively publicising your topic

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<p><b>The PhD stereotype</b></p> <ul style="list-style-type: none"> <li>- Why no one listens to you if you sound too much like a scientist</li> <li>- Does scientific objectivity allow you to make clear statements?</li> </ul>	<p><b>Recruiting help</b></p> <ul style="list-style-type: none"> <li>- How to build a network of mutual support</li> <li>- How can you reach out to high-level people?</li> </ul>
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**Course flow online**

Day 1	Day 2	Day 3	Weeks 2-3
<p>Live webinar</p> <ul style="list-style-type: none"> <li>- PhD stereotype</li> <li>- Scientific storytelling</li> </ul>	<p>Live webinar</p> <ul style="list-style-type: none"> <li>- Phases of a public debate</li> <li>- Analyse settings and stakeholders</li> </ul>	<p>Live webinar</p> <ul style="list-style-type: none"> <li>- Recruit help</li> <li>- Scientific objectivity vs. impact and opinion</li> </ul>	<p>Individual and group course work (online and offline)</p>
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**What is the trainer's background in this topic?**

Together with Karin, Philipp set up the NGO *turfsvrij.nl*, with which they try to show that science communication can make a real-life impact. *Turfsvrij* is fighting against the use of the fossil material peat in horticulture. They publicised the topic in newspapers, radio and tv, thereby triggering a successful motion in the Dutch parliament. This motion urges the agricultural minister to investigate a peat reduction strategy for the Netherlands, making it the 6<sup>th</sup> country worldwide with such a policy. Currently, *turfsvrij* is the only NGO on the negotiation table working out the official reduction plan with various industry stakeholders.