



Report on the 3rd Online Discussion Event for Science Event Organisers

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Project Title: DESIRE

Project Number: 519113-LLP-1-2011-1-BE-KA4-KA4MP

Grant Agreement: 2011-43816/001-001



The DESIRE project has been funded with the support of the Lifelong Learning programme of the European Union. This document reflects the views only of the authors, and the Commission, cannot be held responsible for any use which may be made of the information contained therein.

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1. Summary

Google Hangout ODE organised by Danish Science Communication (DNF) on April 16, 2013.

The event was moderated by Mr. Mikkel Bohm who is director of Danish Science Communication; a Danish NGO that targets children and young people to create excitement about science and technology.

The talk was primarily about dissemination on EU science education projects and the constraints of learning about and disseminating EU funded projects. How do we target the communication best and guide the stakeholders in the jungle of projects?

The participants were members of the research council in Norway and in Denmark. They both organise national science events, research days etc.

MAIN POINTS OF THE DISCUSSION:

One of the main conclusions are that the source of inspiration from EU funded projects comes from direct contact with partners (meetings, visits, conferences), E.g. through the EUSEA network.

Out of a long list of EU funded projects, the ODE-participants knew very few. The projects they knew are projects where local partners have been involved.

A specific case was discussed where the research council of Norway had been involved: the *WONDERS project* that was about sending science communication projects to other countries with focus on person-to-person meetings among the children. This project showed a barrier of language. It worked best when an interpreter was available to help the process. It was important to make material in all languages involved. When you want to explain science you have to use the children's native language – language is a very important factor and a factor that can be difficult to work with in a project.

A challenge of dissemination is also to meet people in a situation where they are open for the dissemination activity; where they are open and eager to learn. A website will not do it. Therefore, when you plan communication activities you have to facilitate the process of information – people will not necessarily look up the information themselves.

The impression is that making a website is the most common way to communicate an EU funded project. There is a tendency to have a very traditional approach towards dissemination.

Make a stakeholder analysis: You need to know who should get the information – who the end users (stakeholders) of the projects are. It is all about being focused on your target users and how to reach them specifically. Like any basic communication. You have to make a thorough analysis on the end users and plan your communication strategy from the beginning. Try to find out how to reach people directly when communicating. A local person should be in charge of finding the right local network for the

dissemination. Who should be contacted directly. Of course, there is a budget frame for a project that would need to be considered.

Social media: The impression is that facebook is more personal and can be a good tool for promoting specific events or campaigns, but LinkedIn has a more professional profile and here there already exist several groups on science communication and EU projects and framework programmes as such.

A suggestion on the use of social media is to post short lectures on youtube – this has been popular before – and then promote them via social media (facebook, twitter, LinkedIn)

Time seems to be one of the largest constraints of all in learning about new projects.

Ambassadors and local promotion: If there was time and money enough, the ultimate recommendation would be to go out to every meeting or conference relevant and talk about the project. This is clearly the best way to pass on information about a project. Other than that, a recommendation is to *focus on the stakeholders*. If you have a budget-limit then limit your communication to the relevant stakeholders/users. Different stakeholders will require different communication methods and activities.

2. Quantitative Description of the 3rd ODE for Organisers of Science Events

Total: A group of research council profiles were contacted to arrange this ODE – 3 participated.

Target type: Science event organisers from all over Europe.

Number of participants: 3 persons from the research councils in Denmark and Norway.

3. Qualitative Description of the 3rd ODE for Organisers of Science Events

Problems encountered: this ODE had two tries. The first one never worked because of technical problems. This time it worked (the tool was pre-tested before the session), but the sound wasn't very good.

Positive aspects observed: it is a good way to debate. When you sit "face-to-face" you are forced to reflect upon the issues discussed.

Des Spolse presence: No

Improvement required: DNF hopes to use the Google Hangout tool again for the last ODE.