



Contribution ID: 55

Type: **Talk**

Challenges and goals of outreach and communication of research at large scale infrastructures

Friday, 19 June 2015 12:30 (20 minutes)

Research is a long term investment of a society into its future and funding has to be acquired in a hard competition: not only within the sciences, but as well in competition with other important societal challenges like environmental issues, economic and social problems or international obligations. Communication and outreach are therefore essential. We have to transport not only specific goals of the research planned like innovation or understanding but values as transparency, honesty and responsibility as well. The channels and tools for communication have multiplied these recent years, from confidential meetings, bilateral and multilateral discussions between science leaders, via all kind of public events and media interactions up to variety of new and rather fluid channels which reach out to very different target groups and are much less under control. A comprehensive, concerted and flexible communication strategy is needed, to serve them all according to their demands in order to maintain a high reputation and increase public and political support for new large scale infrastructure projects.

Primary authors: Prof. KAYSER-PYZALLA, Anke Rita (Helmholtz-Zentrum Berlin für Materialien und Energie); Dr ROETGER, Antonia (Helmholtz-Zentrum Berlin); Dr HELMS, Ina (HZB)

Presenter: Prof. KAYSER-PYZALLA, Anke Rita (Helmholtz-Zentrum Berlin für Materialien und Energie)

Session Classification: Plenary talk