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## Engaging People for increased awareness - transforming Public Relations (PR) to Human Relations (HR)

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Common PR activities are not socially responsive, are hindering the achievement of effective results & not connecting people with the same or complementary interests. By addressing people instead of anonymous public, vital connections are made between sender&recipient. A communication strategy focused on human relations, bring people together and fosters the establishment of a genuine dialogue. Human relations are in this context seen as a product of communicative interactions and target audience achieve a sense being involved. The (INL)International Iberian Nanotechnology Laboratory is a recently established research org. devoted to activities in and around Nanotech.

Monthly, INL invites mainly schools&teachers to visit its facilities. A comprehensive explanation of the organization, Nanotech and its applications in daily life is competed with direct contact with the technicians and scientists. Visitors look behind the scenery and overcome stereotype images. They get insight into technical rooms thereby enhancing their understanding of cost&effort behind scientific facilities. The goal is to increase participation of researchers in communicating all dimensions of science and avoid limiting the science communication to the spectacular outcome. Personalization of science favors understanding while close dialogue fosters trust in science. So,the framework designed for school visits, based on direct encounters with scientists can be adapted to different formats&target groups.

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