

Thematic Working Group on Communication

Public interest in science is growing all the time: 80% of Europeans say they want to understand it better, and research is key to shaping policy, sustainable business models, and education, among many other actions. However, scientists often lack the knowledge, experience, and tools to communicate in a way that non-scientific audiences can understand, relate to, and ultimately act upon.

This working group is integrated by 5 projects which pursue the goal of achieving more effective science communication, one that is mindful of crucial differences between target groups while securing the robustness and trustworthiness of the knowledge that underpins the message.

Through the exploration and exchange on good communication practice (with a special focus on online media), the group aims to contribute to making the results of climate research projects more accessible and usable to address societal challenges, engage citizens, and promote collaboration.

To this end, we provide a space for EU climate projects to share challenges and reflect upon possible solutions. Also, tailored training and support services are offered to the group's members to improve their outreach, communication, and marketing efforts.

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