

Communication of Science

Agenda

Who am I
Brief presentation

Where do I work
CITAB - UTAD

Communication in Science



My experience
CITAB's Communication Office

Final Notes



Who am I?



Bragança



Vila Real

utad

Bachelor's degree in
Communication Sciences



In case you are wondering... **Lisbon**, our capital, is here!

Who am I?

Mensageiro
de Bragança
SEMANÁRIO REGIONAL

mm
mais norte

VOZ DAS
MISERICÓDIAS

SUPER
interessante

SI
1ª EDIÇÃO / NOV. - DEZ. 2009 / GRATUITA

AGROTEC
revista técnico-científica agrícola

sic

vitoreal.tv

rba
revista 954-900-7374



As a journalist (2007-2013)

Who am I?



As a consultant
(2013-2017)

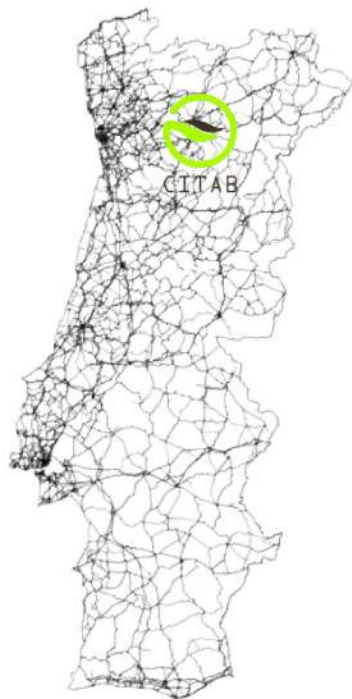


Who am I?



As a consultant related with science (2017 - present)

Where do I work



PORTUGAL

111 Integrated members

82 PhD Collaborators

36 Non PhD Collaborators

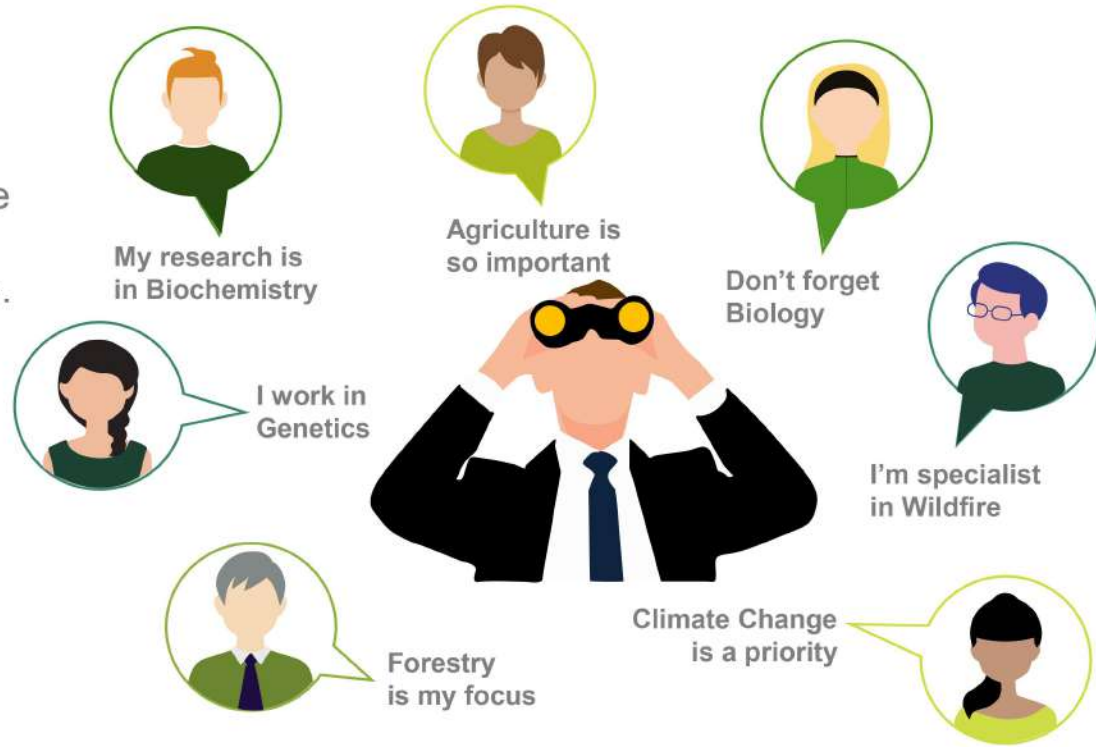
86 Schollarship Researchers

315 Researchers

Where do I work

When I arrived

In the first place, when we arrive at an organization, we should conduct a **communication diagnosis**. This involves getting to know the organization's communication history. Later, we have to **define our strategy to reach our audience**.



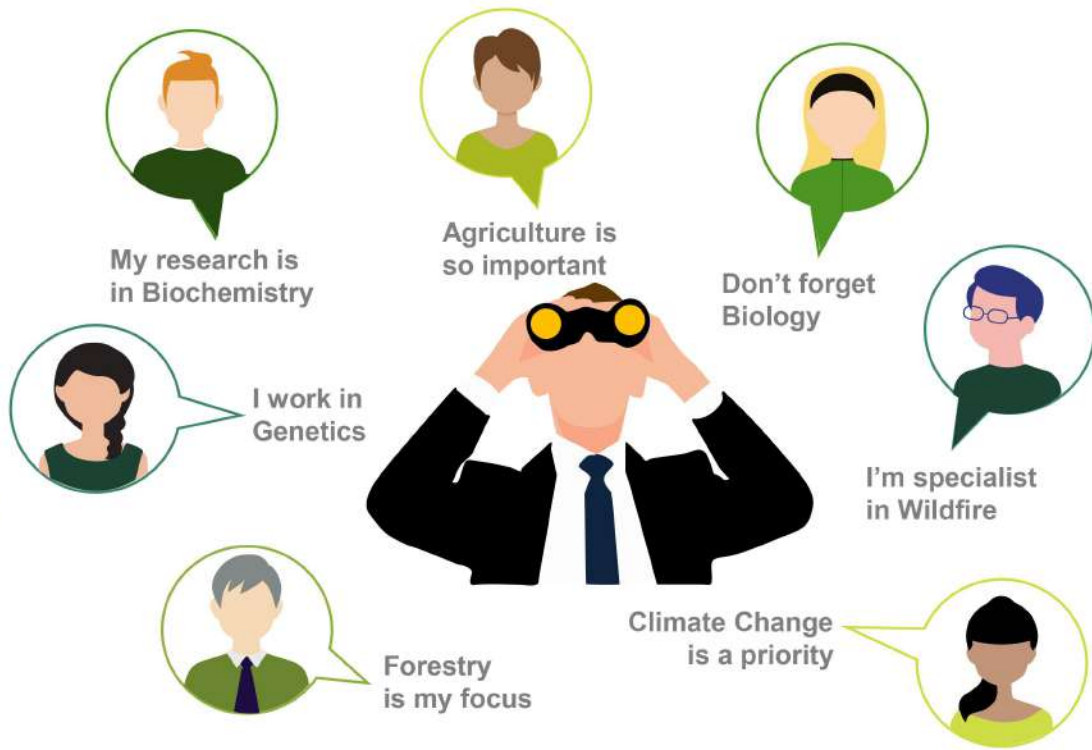
Where do I work

◆ Know the researchers

◆ Read about their work

◆ Search for past news about their research

◆ Find the best way to put them on the news



Science Communication

Why do we communicate?

Countries and governments increasingly value the **role of science as the driving force of the Knowledge Society.**

Scientific and technological advancements have impacts on political stability, economic growth, personal and social well-being and overall progress. Therefore, **science communication is an area that is growing and gaining recognition.**



Science Communication



Promote more positive attitudes towards science and technology



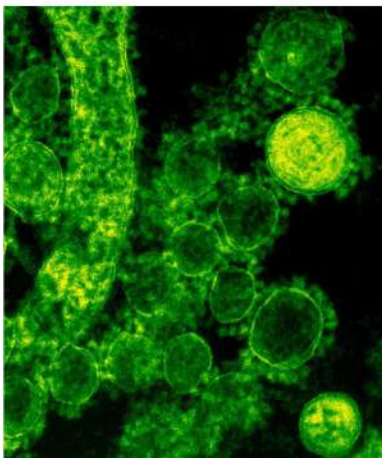
Enhance recognition and trust in science



Encourage public engagement in scientific issues



Empower citizens to make informed decisions and influence policy-making



Science Communication

The vowel analogy

SciCom may be defined as the use of appropriate skills, media, activities, and dialogue to produce one or more of the following personal responses to science.



Awareness

Make the citizen aware of and familiar with aspects of science



Enjoyment

Enjoyment or other affective responses, e.g. appreciating science as entertainment or art



Interest

The citizen will become voluntarily involved with science or its communication



Opinions

Be able to form, change, or confirm opinions, ideas, attitudes regarding a scientific subject



Understanding

Comprehend science, its content, processes and social factors

Communication in Science

Press Relations

Build and maintain relationships with journalists

Website

Powerful online tool that informs, engages and update an organization like CITAB

Social Media

To engage with the public, share updates, and respond to comments and messages

Events

Essential for building relationships, sharing knowledge, engage stakeholders



Meetings

Regular meetings are used to discuss projects, goals, and important updates

Mailing List

Daily updates with relevant information for all the researchers

Newsletter

Update on CITAB's news, achievements, and upcoming events

In-person Communication

Face-to-face conversations are essential for effective internal communication



Public Relations

“

If I was down to my last dollar, I would spend it on public relations.

Bill Gates

Communication in Science

Public Relations (PR)

Public relations is a field that encompasses the management of an organization's **relationships with various publics**, including customers, investors, employees, government agencies and the general public.



Press Relations (Media Relations)

Press relations, on the other hand, is a subset of public relations. It specifically focuses on **managing an organization's interactions with the media**, such as newspapers, magazines, television, radio, and online news outlets.

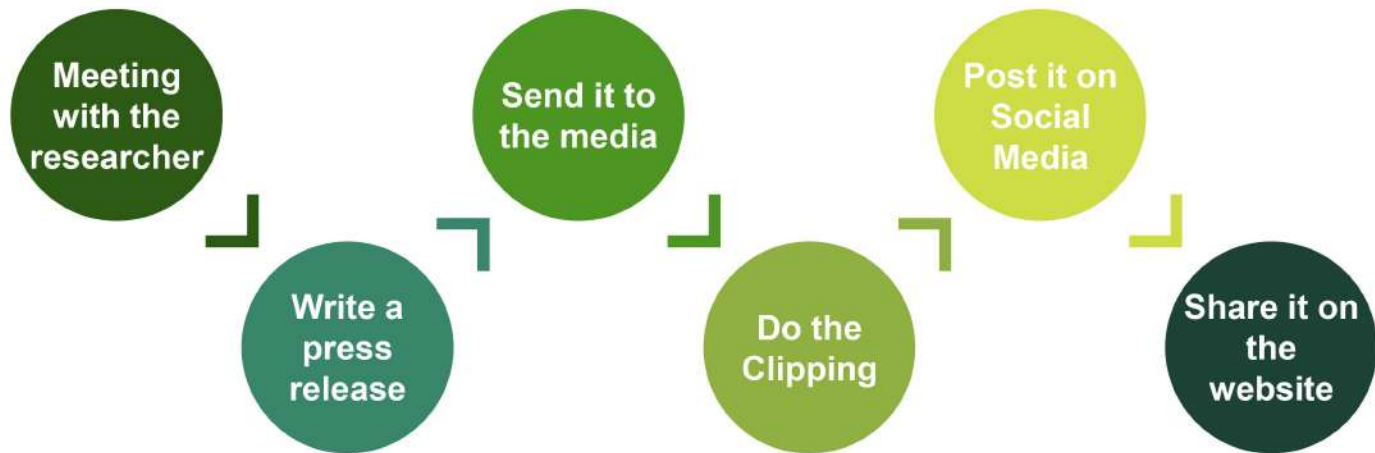


My experience

The Press Release Saga

The journey of a written document

A powerfull
tool in Media
Relations



My experience

Meeting
with the
researcher



My experience



Press Release

19 January 2023 | Vila Real

Wasteless aims to decrease food waste in the European Union

The primary objective of **Wasteless**, a European project led by the Centre for the Research and Technology of **Agro-Environmental and Biological Sciences (CITAB)**, is to **decrease food waste by 20% over the next three years**.

The project will be led by researcher Ana Barros, and is comprised of a multidisciplinary consortium of researchers from Austria, Belgium, Denmark, Slovenia, Spain, Estonia, France, Greece, Hungary, Italy, Portugal, Czechia, Switzerland and Turkey.

Funded by the **European Commission at 5.5 million euros**, the project was discussed this week at the University of **Traquair, Montes e Alto Douro (UTAD)** in Vila Real, where around fifty European researchers gathered. Over the course of two days, the group discussed the **use of innovative tools and methodologies to measure and monitor food losses and waste in the European context**.

"The project will contribute to achieve the objectives and targets of the 'Farm to Fork' strategy and the European Green Deal, as well as to **reduce food waste, per capita, by half, at the retail and consumer level by 2030**. Additionally, this project will also have a significant positive impact in reducing greenhouse gas emissions over the next decade, contributing to the strategy to mitigate the impact of climate change," explains the coordinator.

On average, each European citizen wastes **179 kg of food annually, according to data from the European Parliament**. This means that in the **27-member** states of the European Union, approximately 88 million tons of food are wasted, costing 143 billion euros per year. **This waste comes from multiple sources, with a significant portion coming from household waste (40%) and the agro-food industry (39%). The remaining waste comes from food service (14%) and distribution (5%).**

To address the high level of household food waste, the project will conduct case studies to understand the final destination of certain food groups such as fruits and vegetables, fruit juices, processed meats, dairy products, cereals, and others. "These and other practical cases are the best ways we have to evaluate and objectively measure the main mechanisms of action that will allow, in the long term, to reduce and reuse this waste," says the project leader.

Write a
press
release

My experience

A photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a white long-sleeved shirt. The laptop is open and positioned on a light-colored surface. A green circular callout bubble is overlaid on the left side of the image, containing the text "Send it to the media". A green L-shaped bracket points from the bubble towards the person's left hand.

Send it to
the media

My experience



14 | 01 DE FEVEREIRO DE 2023 | A VOZ DE TRÁS-OS-MONTES

CITAB COORDENA PROJETO PARA REDUZIR EM 20% O DESPERDÍCIO ALIMENTAR

“Wasteless” é um projeto europeu que tem como objetivo “diminuir em 20% o desperdício alimentar” na União Europeia.

Coordenado pelo Centro de Investigação e Tecnologias Agroambientais e Biológicas (CITAB), ao longo dos próximos três anos, terá como responsável a investigadora Ana Barros, num projeto que consórcio multi-



contribuindo para a estratégia de diminuição do impacto das alterações climáticas”, explica a coordenadora. Em média, cada habitante europeu desperdiça...

Post it on Social Media



CITAB - Centro de Investigação e Tecnologias Agroambientais e Biológicas
2 de Fevereiro · Vila Real · 🌐

A edição desta semana de A Voz de Trás-os-Montes destacou o arranque do projeto Wasteless, coordenado pelo CITAB. A redução do desperdício alimentar, no contexto europeu, foi um tema que suscitou o interesse da restante imprensa local. 🍌🍌🍌🍌

- 📍 : Universidade FM : tinyurl.com/ykmdfkun
- 📰 : Notícias de Vila Real : tinyurl.com/ck4ek5hn
- 📰 : Notícias Do Nordeste : tinyurl.com/2awbkynn
- 📰 : Diário de Trás-os-Montes : tinyurl.com/yrijptcs

📌 #utad #investigaocitab #wasteless #euro... Ver mais
— com Ana Novo Barros em Universidade de Trás-os-Montes e Alto Douro.

👍 16

Escreve um comentário...

🗨️ 😄 📷 📺 🗑️ ➔

🟡 Estás a comentar como Daniel Faiões.

My experience



[The Centre](#)

[Research](#)

[Projects](#)

[Publications](#)

[Media](#)

[Inov4Agro](#)

[Useful
Links](#)

[Contacts](#)

A close-up photograph of an olive branch with several green olives and long, narrow leaves against a clear blue sky.

Wasteless quer reduzir o desperdício alimentar na Europa

Projeto é coordenado pelo CITAB

[Share it on
the
website](#)

My experience



CITAB in the Media



Regular presence of
multiple researchers
on several TV
channels



My experience



CITAB in the Media



Continuous and daily
presence from July 12th
to July 21st on CNN
(Each intervention lasting
10 minutes)



My experience

Media Partnerships

Since the beginning of this partnership, I have managed to get **17 researchers** to write about their research

VIVA DOURO



World Pulses Day



World Tree Day



International Day of Women and Girls in Science

My experience

Media Partnerships

The interviews covered topics such as the use of drones in vineyards, climate change, apples, vines and wine, apiculture (beekeeping) and cherries.



My experience | Social Media



www.facebook.com/citab.utad



www.linkedin.com/company/citab

My experience | Social Media

3520 Facebook Followers

Facebook is one of the most popular social media platforms with a vast user base. It can serve as a channel for disseminating research findings and publications



550 LinkedIn Followers (2023)

A LinkedIn page can play a valuable role in the external communication strategy, helping to connect with peers, showcase CITAB's work, research activities and mission



YouTube

At this moment, the page is only used to upload videos online and to be able to use these links to feed the website with audiovisual content




My experience | Events

Outreach is fundamental
to communicate science



My experience | Website



The website header features the CITAB logo on the left and a navigation menu with the following items: The Centre, Research, Projects, Publications, Media, Inov4Agro, Useful Links, and Contacts. The background is a field of white daisies with yellow centers.

CITAB


The Centre Research Projects Publications Media Inov4Agro Useful Links Contacts

Welcome to CITAB

The scope of CITAB is focused on the agro-food and forestry systems using the production-chain approach as a whole. It is composed of a multidisciplinary team with expertise ranging from fundamental sciences such as biology and chemistry to agronomists, forestry engineers and ecologists.

[Learn more](#)

Perspetiva Atual



CITAB em destaque na Perspetiva Atual

São várias as notícias sobre o CITAB na mais recente edição da revista q...

[Read more >](#)

www.citab.utad.pt

My experience | Design

WORKSHOP

"Innovation towards a more sustainable agri-food production"

16 DE FEVEREIRO

AUDITÓRIO DE CIÊNCIAS FLORESTAIS DA UTAD

10H30 - 11H00
SESSÃO DE ABERTURA

11H00 - 12H00
LINHA TEMÁTICA 1

12H00 - 13H00
LINHA TEMÁTICA 2

14H30 - 15H30
LINHA TEMÁTICA 3

15H30 - 16H30
LINHA TEMÁTICA 4

16H30 - 17H00
ENCERRAMENTO

fct Faculdade de Ciências e Tecnologia, UTAD, Universidade de Trás-os-Montes e Alto Douro



Apresentação do PEPAC
Análise e comentários

 **23.27**
pepac
Plano Estratégico da Política Agrícola Comum

11 DE MAIO

AUDITÓRIO DE GEOCIÊNCIAS | UTAD

14H30 SESSÃO DE ABERTURA
JOSE LUIS MOURÃO | PRESIDENTE DA ECAY

14H45 PALESTRA
LUÍS MIRA | SECRETÁRIO-GERAL DA CAP

16H00 ENCERRAMENTO



My experience | Design & Social Media



Cobra de Capuz (*Macroprotodon cucullatus*)



Lobo ibérico (*Canis lupus signatus*)



Leirão (*Elyomis quercinus*)



Salamandra lusitânica (*Chioglossa lusitanica*)



Morcego-de-franja críptico (*Myotis crypticus*)



Noitibó-de-nuca-vermelha (*Caprimulgus ruficollis*)

My experience | Docs



Editorial and Highlights



Despite the difficulties and challenges that Covid-19 pandemic continued to impose throughout this year, it was in 2021 that CITAB and UTAD managed to lead, for the first time, an Associated Laboratory – Inov4Agro. This unit, which turns out to be a milestone in the history of CITAB, was born with the intention of promoting precision agriculture while supporting the transition of the agricultural sector to sustainability. In this 13th issue, interesting articles on plant genetic resources or water scarcity can be read, both topics impacted by the influence of climate change. Relevant cases of ongoing projects are highlighted along with new Doctorates. Furthermore, several face-to-face activities have been developed this year as CITAB's outreach continues to be an important pillar in our dissemination.

Thanks to all CITAB researchers. It is with your commitment and ambition that CITAB continues to take solid steps towards its goals.

Ana Barros, CITAB's Director

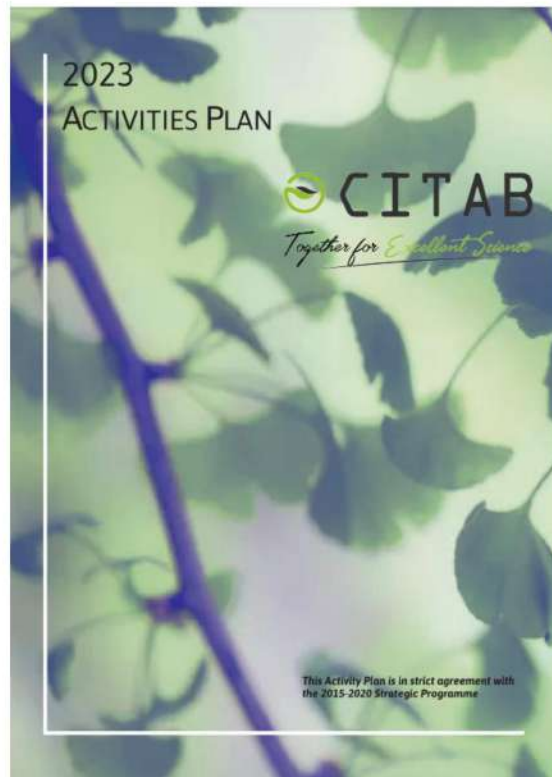
Support the agricultural sector's transition to sustainability



Inov4Agro is a strategic consortium of two R&D units, CITAB and GreenUPorto, which have a successful long-lasting cooperation track record and a high scientific productivity in agriculture related areas. By combining a multidisciplinary background with complementary expertise, Inov4Agro gathers high quality PhD researchers to work on cross-disciplinary groups promoting high problem-solving capacity and ability to achieve highly reputed brand value.

The mission of Inov4Agro is to support the Government during the next crucial decade of transition to sustainability with the application of public policies in a multilayer approach, aiming to promote smart and conservation agriculture, to foster the adaptation to climate changes, to invigorate the territorial agricultural and rural development and by fitting the primary sector to the regional diversity of endogenous resources. This will be done by acting as actor of capacitation closest to growers and farmers, providing them the scientific and technological grounds required for essential upgrades to the digitalization of the agriculture.

All the intervention areas of Inov4Agro will provide support on the main public policies namely, the National Plan for Energy and Climate (PNEC 2030), Rural Development Program (PDR 2014-2020), Common Agriculture Policy (PE-PAC 2021-2027) and of the National Agenda for Innovation in Agriculture 2020-2030.



This Activity Plan is in strict agreement with the 2015-2020 Strategic Programme

My experience

As y
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com
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repe
and
corr



EVERYTHING
EVERYWHERE
ALL AT ONCE



SHOWTIME

Final Notes



Media agenda

A press officer needs to stay updated and understand how to align research with the media agenda



To be patient and persistent

We shouldn't expect all results immediately. Public relations take time because they are built between people. It's necessary to let connections form between journalists and press officers



Identify your audience

The same message cannot be delivered in the same way to different audiences. Speaking to peers or to society is very different



Is all research communicable?

It depends on the type of research, its relevance, and the target audience. Some research may be highly technical and relevant only to a specific audience



Choose good spokespersons

People who are more skilled at communicating can convey a specific message more effectively. This is obvious, but it's true



Media training

All people can acquire communication skills. For those who have more difficulties, there is training available in this area. Being able to communicate effectively is within everyone's reach



“

I know of no area of human endeavor in which science has not had at least one important thing to say

Carl Sagan