

# Nanotech Outreach Workshop

May 7-8, 2007, Leuven, Belgium

# Wrap up Day 1

- **SCIENCE CENTERS**
  - A lot of science centers work on nanotechnology
  - Need for experts in nanotechnology (often, biologists and astronomers are present, but no nanoscientists)
  - Don't expect science centers to create understanding of the general public for nano: too difficult; they can create awareness

# Wrap up Day 1

- SCIENCE CENTERS (2)
  - Cultural diversity is important in exhibits
  - So: don't expect one exhibit to work for all audiences (regions)
  - Get to know your audience is key
  - Evaluate your public's response and give feedback

# Wrap up Day 1

- EDUCATION:
  - Nano increases the gap between teachers and pupils: need for new educational tools
  - Challenge is not to reach the students but is to reach the teachers, cfr. Reactions on Nanoquest
  - Trigger the imagination of the kids with the mystery of the nanoworld

# Wrap up Day 1

- KEYNOTE 1 : W@ = D@
  - A fresh way of communicating
  - Using 4 kinds of media (TV, theatre, magazines, web), with different points of views and strengths
  - Not just information sharing.

# Wrap up Day 1

- KEYNOTE 1 : W@ = D@
  - vision: do not try to inform, but to inspire and aspire
  - strategy: creativity and different perspectives.
  - “Maybe” is a good answer to a difficult question.

# Wrap up Day 1

- UNIVERSITIES, RESEARCH LABS, TECH COMPANIES
  - You need knowledge to have a clear opinion
  - large scale scientific literacy is impossible to attain.
  - Focus primarily on interested\affected public.
  - Use experts that are used to talk to lay people.

# Wrap up Day 1

- UNIVERSITIES, RESEARCH LABS, TECH COMPANIES
  - Incorporate participants feedback.
  - Bad communication has a long term impact.
  - Avoid hypes, nano isn't the answer to everything.
  - Communication is a skill that you can learn. Invest in that!

# Wrap up Day 1

- UNIVERSITIES, RESEARCH LABS, TECH COMPANIES
- If you want to be a good communicator, think about your goal. Do you want to inform, convince or enter into a dialogue?
- Don't take attention for granted

# Wrap up Day 1

- MEDIA
  - Touch people through stories involving the envisaged audience.
  - Bring the science, but also the societal impact.
  - Put your experts on the same level as their audience.
  - Strategically combine messages, media and channels.

# Wrap up Day 1

- MEDIA
  - Integrate magazine with web, make both learn from each others strengths

# Wrap up Day 1

- GOVERNMENT
  - It's not so much about public understanding of science, but more about scientific understanding of the public.
  - It's not what the message does with the public, but what the public does with the message.
  - 40 % of the people don't have a clue, how will we reach these people?

# Wrap up Day 1

- GOVERNMENT
  - Has a public service been done by raising a risk perception beyond scientific understanding?
  - Do not avoid potential risks but be aware that there are no best practices for risk communication.

# Wrap up Day 1

## CONCLUSIONS

1. Determine your goal: awareness-engagement-understanding
2. Know your public
3. Educate the educators
4. Optimize your media
5. Evaluate and use feedback

# Wrap up Day 1

## **The challenges of nanotech outreach**

Touch people with relevant stories and applications

vs.

there are no relevant stories or applications

# Wrap up Day 1

## **The challenges of nanotech outreach**

Knowledge is necessary to create an  
opinion

Vs.

How to transfer knowledge?

# Wrap up Day 1

## **The challenges of nanotech outreach**

Evaluate and use feedback

Vs.

What people tell you is not always what they  
want

# Wrap up Day 1

## **The challenges of nanotechnology- outreach**

Do not avoid talking about risks

Vs.

Even the experts don't have all the answers  
yet